



Food
Standards
Agency
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Innovative ways of
exchanging knowledge
with society

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Communication (knowledge exchange) is a two-way thing – why should we listen as well as talk?

Surveillance and horizon scanning

- reveal emerging risks.
- reveal vulnerable groups

At problem formulation:

- wider contextual input
- ensure the transparency of any starting assumptions
- early mitigation of risks to an organisation's reputation.

To inform risk communication and risk management strategies

- understand likely exposure rates, beliefs and preferences.
- understand the drivers of attitudes and behaviours
- Evaluate the effectiveness of interventions.

Six short case studies

Moving from face to face to online by default – Food and You 2

Getting answers more quickly – Rapid online surveys

Integrating Citizen Science – Student Kitchens

Understanding risk perceptions – Genome edited food

Listening in real time – Social Media Listening

Watching in real life – Kitchen Life 2

Moving from face to face to online by default

Food and You 2

Monitor FSA's progress against its strategy by collecting data on the public's trust in food, FSA, and the food supply chain.

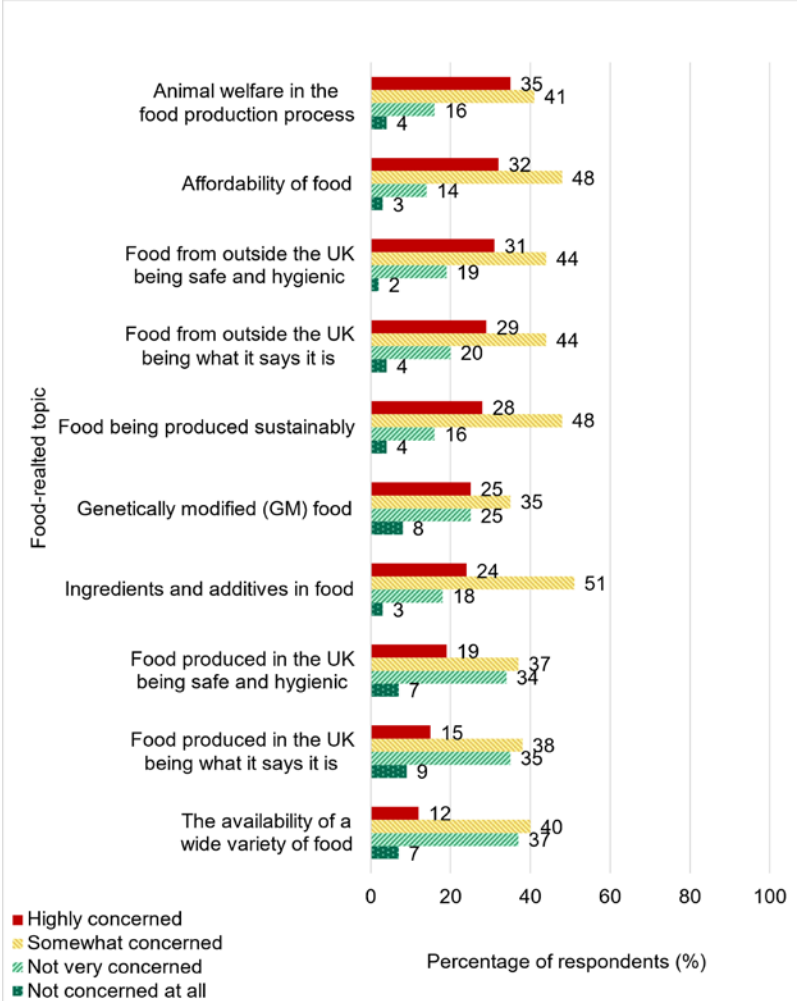
Inform policy decisions, for example, by informing risk assessments or evaluating the effectiveness of interventions

inform communications with consumers and food businesses for example audience segmentation

Inform health experts, other government organisations including Defra, NGOs, media and the academic community.

Bi-annual, modular survey, n4000+, upweighted in Wales and Northern Ireland and stratified (by region, within region, local authority, and national deprivation level), to ensure a representative sample.

<https://www.food.gov.uk/research/food-and-you-2>



Getting answers more quickly

Rapid online surveys

Gather consumer data quickly and cheaply for swift tracking or crisis support

Gauge public opinion or consumer awareness

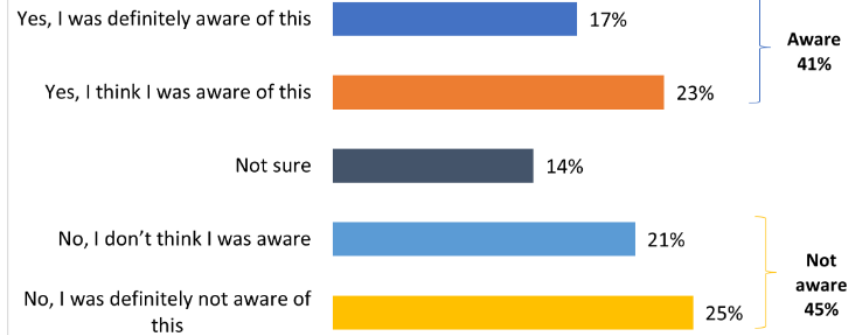
Develop and test questions to be deployed in a crisis

Results within hours

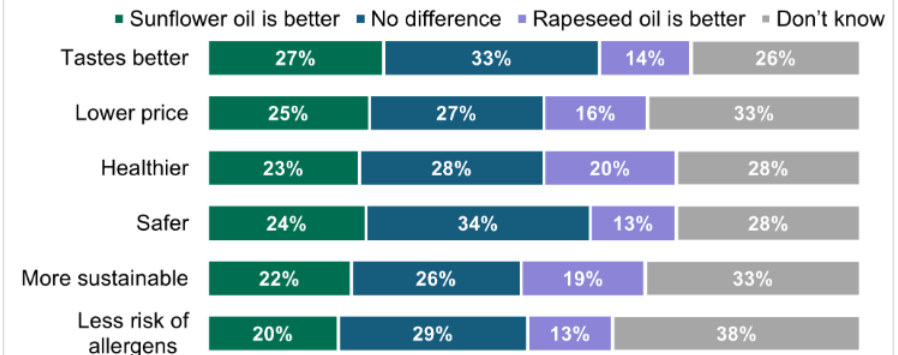
Omnibus survey - respondents can receive questions on a number of topics commissioned by different organisations. The sample size will be dictated by the survey requirements but is typically approximately 2,000 adults aged 16-75 across England, Wales and Northern Ireland

<https://www.food.gov.uk/other/vegetable-oil-substitution-for-sunflower-oil-information-for-industry-and-other-interested-stakeholders#consumer-perceptions>

Base: all adults aged 16-75 in England, Wales, and Northern Ireland (2,063). Percentages might not add up to 100% due to rounding.



Q3: Before completing this survey, to what extent, if at all, were you aware that some producers of processed foods for sale in the UK may be using refined rapeseed oil instead of sunflower oil, while the ingredients on the label still say sunflower oil?



Q8. How do you feel about sunflower oil compared with rapeseed oil in terms of the following?

Integrating Citizen Science Student Kitchens

Reduces
assumptions
about lived
experience

Gives access to
behaviours

Engages people
in science

Efficient data
processing

Online co-creation workshops to develop a nationally representative survey (n.2971) weighted for age, gender, ethnicity, parental socio-economic group and university region. Submission of c2000 kitchen photos, coded by citizens on Zooniverse.



In field now

Understanding risk perceptions

Genome Edited Food

Deliberative research to access immediate and reflective responses

Direct interaction between experts and consumers

Creative stimulus to help consumers engage in complex issues and hypothetical situations

Online deliberative dialogue workshops, bridged by an online community, with 80 citizens across England, Wales, and Northern Ireland were supported by a statistically representative online survey of 2,066 citizens



ORGANIC BANANA CHIPS

WHOLE HEALTH A SWEET AND CRUNCHY SNACK 100g

Typical Values per 100g	
Energy (kJ)	1845
Energy (kcal)	441
Total Fat (g)	26.5
of which Saturates (g)	26.5
Carbohydrates (g)	47.1
of which Sugars (g)	29.4
Fibre (g)	5.9
Protein (g)	2.9
Salt (g)	<0.01

Ingredients: Bananas, coconut oil, cane sugar

Packed in an environment where gluten, nuts + seeds are present

Contains genome edited bananas

Country of Origin: Philippines

Store in a cool dry place away from direct sunlight

Suitable for both vegan and vegetarian diets

This packaging is 100% recyclable

<https://www.food.gov.uk/research/behaviour-and-perception/consumer-perceptions-of-genome-edited-food>

Listening in real time

Social media listening

Represents views that citizen feel motivated to express.

There is also a high volume of social media data, with 19m UK twitter users in 2021.

Analysis can be more timely and responsive

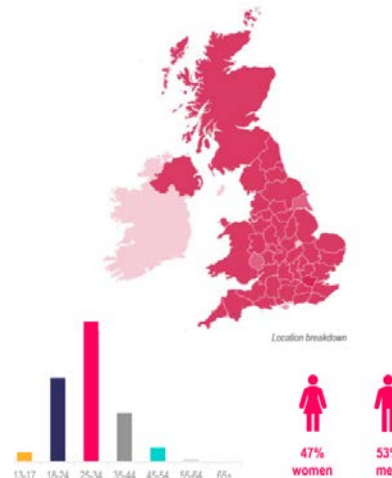
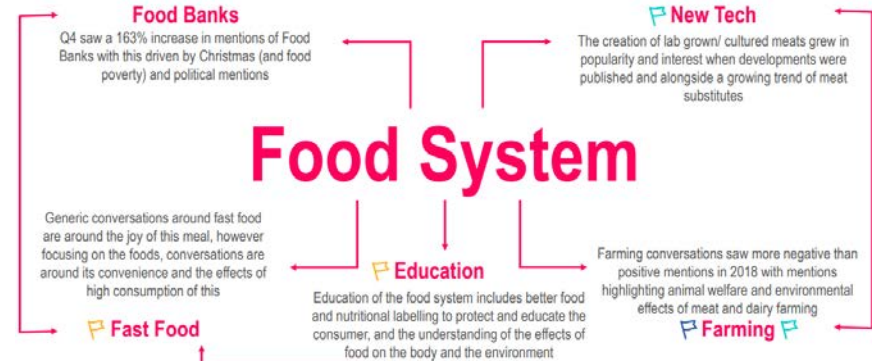
Allows influencers/communities (to be identified).

The social media conversations are captured through our social media analytical tool using keywords related to food topic clusters. Conversations are primarily drawn from Twitter and blogs.

https://www.food.gov.uk/sites/default/files/media/document/fsa-social-media-listening_final-report.pdf

Food affordability: overall level of conversations

Total Mentions	Mentions / Day average	Unique Twitter Authors
9.66K	1.38K	3.23K
-19%	-19%	+58%
<small>compared to last reporting period (8-14 August)</small>	<small>compared to last reporting period (8-14 August)</small>	<small>compared to last reporting period (8-14 August)</small>



Watching in real life

Kitchen Life 2

Observed behaviour helps with context and likely transmission pathways

Access to domestic and commercial kitchens

Over 300,000 'behaviour' data points

Underpinned by qualitative and quantitative reported analysis

Video capture, surveys, interviews, food diaries, and other types of observation (such as monitoring fridge temperatures) in 100 domestic and commercial kitchens.



<https://www.food.gov.uk/other/kitchen-life-2>

Limitations

Cannot assume that behaviours will be the same in a different context.

Observed work is expensive

Sometimes e.g. on online panels, we must sacrifice exactness for pace.

Under-represents groups such as the digitally excluded; people with severe cognitive impairments or energy-limiting issues; or people experiencing homelessness.

In-person research would also be more appropriate with audiences who may have lower trust in science or government

Social media analysis, for example, will only cover a sub group of the population – those who post on social media. Location data on social media is unreliable



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