
Reasons for ordering takeaway food online: A qualitative study of online food delivery service users in the UK

Participant Information Sheet

Please read the following information carefully and decide whether you would like to take part in this research. If you would like to be involved or ask questions please contact Matthew Keeble.

Thank you for your support and interest so far.

What is the study about?

Ordering takeaway food through online services like Just Eat and Deliveroo has grown in popularity. There is currently limited knowledge about why these types of service are being used. This research aims to develop an understanding about what motivates people to start, and keep, ordering takeaway food through online services, and explore possible advantages and drawbacks of doing so. To help achieve these aims, researchers from the University of Cambridge would like to recruit and speak with adults from the UK who have used an online takeaway once a month for the last 12 months.

What will be involved if I agree to take part?

If you agree to take part, you will be asked to complete a one-off audio recorded telephone interview. This would last between 30 and 60 minutes and be held at a time that is convenient for you.

Before the telephone interview begins you will be asked to provide verbal consent to show you are willing to take part. You will then be asked to discuss topics related to why you use online takeaways, and what you think the advantages and drawbacks of using them are. Afterwards you will be able to provide additional information and ask questions you may have.

To thank you for taking part, you will receive an electronic voucher worth £20.00 via email. This can be spent online at various high-street stores.

Do I have to take part?

Taking part is voluntary and you can choose to withdraw without providing a reason at any time. If you withdraw from the research, there will be no negative consequences and if you like, you can receive information and updates in the future. If you withdraw after two weeks from the date of the telephone interview, we will retain collected information, for example telephone interview transcripts, in an anonymised form. Any other information that could identify you would be destroyed.

What if there is a problem?

If you have any questions or concerns about any aspect of this research, or your rights, please contact Matthew Keeble, he will do his best to address these for you.

If you remain unhappy and wish to make a formal complaint, the University of Cambridge complaints process is available to you through the University of Cambridge Clinical School Secretary: telephone: 01223 333543 or email: SchoolSec@medschl.cam.ac.uk.

What will happen with collected information?

The audio recording from your telephone interview will be sent to an external company to be typed up. Information transferred between the MRC Epidemiology Unit (part of the University of Cambridge), and the external transcription company will be subject to the same high standard of data security and confidentiality as all of our research data. Apart from the external transcription company and members of our research team, no one else will have access to the recording. Once interview transcripts have been returned to the research team they will be reviewed, names or any other identifiable information will be removed, and then they will be analysed.

Information that is collected during the research will be kept strictly confidential. With your permission, information will be stored anonymously in lockable filing cabinets and password protected electronic folders at the MRC Epidemiology Unit.

The University of Cambridge is the Sponsor and Insurer for this research and will act as the data controller. Information you provide will be used to undertake this project and kept for 10 years after it has finished.

Your right to access, change, or move your information is limited, as we need to manage your information in specific ways for the research to be reliable and accurate. If you withdraw from the research within two weeks after the date of your telephone interview we will destroy the information we have collected. After two weeks we will keep the information we have collected in an anonymised manner. To safeguard your rights, we will use the minimum personally-identifiable information possible.

You can find out more about how we use your information at:

<https://www.medschl.cam.ac.uk/research/privacy-notice-how-we-use-your-research-data/>

Occasionally our studies may be monitored by our Sponsor. This is to ensure our research is conducted soundly. This procedure is routine and carried out by fully qualified personnel. Data confidentiality will be adhered to at all times.

What will happen to the results of the study?

Once we have finished data collection, we will analyse the information we have collected, and prepare results for dissemination. Our results will be available within academic journals, in reports, on websites, social media, in oral presentations and in Matthew Keeble's PhD thesis. Information that could identify you, like your name, or other personal details, will not be used when findings are presented or published. With your permission we may use anonymous quotations from interviews to illustrate findings.

Who is organising and funding the study?

This research is being organised by the Centre for Diet and Activity Research, part of the MRC Epidemiology Unit in the University of Cambridge. This work will form part of Matthew Keeble's PhD thesis. Matthew Keeble receives funding through an NIHR School for Public Health Research PhD studentship and the MRC Epidemiology Unit.

This research has been approved by the University of Cambridge Humanities and Social Sciences Research Ethics Committee.

What are the next steps?

If you are interested in being involved or have any questions about taking part, please contact Matthew Keeble using the email or telephone number provided below. He will answer your questions and arrange a convenient date and time for your telephone interview.

Thank you for taking the time to read this information sheet and consider taking part in this research.

CONTACT DETAILS

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