



**How digital social
research methods
bring us closer to
consumers**

Rapid poll platform

- Representative (omnibus) sample
- e.g. Consumer poll on healthy sustainable diet shift (FSA 2021)
- bit.ly/FSApoll

Polis

- Large scale co-creation of positional statements
- e.g. Food in a Pandemic (FSA 2020)
- bit.ly/FSApolis

Participant-led online ethnography via app

- Allows more in depth and inductive research
- e.g. Consumer handwashing in a Pandemic (FSA 2021)
- bit.ly/FSAethno

Online deliberative research

- Workshops and online community facilitating engagement with scientists, and structured discussions
- e.g. Public perceptions of genome edited food (FSA 2021)
- bit.ly/FSAdelib

Push-to-web surveys

- Allows for larger sample, modular, flexible surveying, builds in non-digital alternative
- e.g. Food and You 2
- bit.ly/FSApush

In situ video and sensor monitoring

- Observed studies minimise research effects
- 12 months
- e.g. Kitchen Life 2
- bit.ly/FSAinsitu

Thank you for listening!

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