

## **The information preferences of those with food allergies and/or food intolerances: learning from social media**

### **Introduction**

The Food Standards Agency (FSA) has commissioned this research to help understand the information preferences of people on social media with food allergies and/or intolerances. The current survey aims to explore how important social media is to people with food allergies/intolerances (or those who care for children with allergies/intolerances), and the reasons why people use social media in relation to food allergy/intolerance. The researchers are also interested in finding out how social media users make judgements about the credibility of information they encounter.

The results of this research will support the FSA and stakeholders like Coeliac UK in ensuring that helpful advice, guidance and tools continue to be developed and made available, and so that we have a better understanding of how social media may offer support.

### **Who can take part?**

If you would like to take part in the study you must be:

- Aged 18 or over
- Someone who has coeliac disease, a food allergy, or food intolerance (*or cares for a child who does*)
- Someone who uses social media for reasons relating to coeliac disease, a food allergy, or food intolerance

### **What is involved?**

The survey will involve completing a short 15 minute online questionnaire in several short parts. It will ask you about:

- your adverse reactions to food
- your use of social media
- your reasons for using social media in relation to food allergy/intolerance
- judgements about the kinds of social media information you might encounter relating to food allergy/intolerance
- some general information about yourself.

There will also be the opportunity at the end of the survey to enter a prize draw for the chance to win a £50, £30 or £20 M&S voucher.

### **How to take part**

If you are interested in taking part in the study, or would like more information, please select the following link:

[https://bathpsychology.eu.qualtrics.com/SE/?SID=SV\\_6JautIvreOhSErX](https://bathpsychology.eu.qualtrics.com/SE/?SID=SV_6JautIvreOhSErX)

Please note that by following this link and showing an interest you are not obliged to take part in the study.

This is a study conducted by researchers at the University of Bath and has been approved by the University of Bath's Ethics Committee. The study is funded by the Food Standards Agency and the Asthma, Allergy and Inflammation Research charity.

Richard Hamshaw, who is carrying out this research at the University of Bath, is studying for a PhD in Health and Social Psychology. This research will form part of his PhD thesis.