

PhD Studentship:

Information provision preferences of food allergic and intolerant consumers when eating.

Awarded to: Jane Lucas **Amount:** £11,800 (March 2014 – March 2017).

Lay summary

During the initial stages of the PhD studentship, an exploratory study was conducted to capture online discussions surrounding the implementation of new EU-labelling law. These regulations require consumers to have access to information about allergen ingredients when buying foods. Discussions via Twitter revolved around several key themes: mobilisation around the legislation the impact of legislation, continuing frustration when eating out, and the preparedness of businesses. This study was presented as a poster at the University of Bath's Faculty Research Showcase.

A further study focussed on discussions around a news article in which chefs had voiced concerns about the introduction of the new legislation. Sources of data soon after the original news article included subsequent news articles, online comments on the original article, Twitter posts and discussions. Frames identified from a qualitative analysis emphasised medical concerns, responsibility, fairness of access, the political nature of the debate, and financial implications. This project was presented at the Psychology Conference, and Changing Lives, Changing Worlds Conference (both at the University of Bath). It was also presented in poster form at the Faculty Research Showcase, where it won the gold award, and at the International Conference of Social Media and Society at Goldsmiths University. The accompanying research paper is currently under review following journal submission.

The studentship continues to investigate how and why food allergic/intolerant individuals use social media (e.g., for support reasons, or gaining information), and investigate how credibility is inferred for the sources of information encountered.

Funding from AAIR has allowed research collaboration and communication through attendance at advisory meetings/workshops (e.g. with the FSA and associated researchers), meetings with allergy charities (e.g., Allergy UK, Anaphylaxis Campaign, and Coeliac UK), conference presentations, and associated training.

Publications

- Hamshaw, R. J. T., Barnett, J., & Lucas, J. S. (2016). Framing Events and Taking Positions in an Online Food Allergen Debate: The 100 Chefs Incident. Manuscript submitted for publication.
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Presentations

- Hamshaw, R. J. T. (2016, July) A frame analysis utilising media and social media sources: The 100 chefs incident. Research presented at the 3rd Annual Faculty of Humanities & Social Sciences Postgraduate Conference, University of Bath, England.
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Posters

- Hamshaw, R. J. T. (2015, June). Perceptions of new food allergen legislation on Twitter. Poster presented at the Humanities & Social Sciences Faculty Research Showcase, University of Bath, England. Abstract available from <http://www.bath.ac.uk/hss/pdf/postgraduate-research-showcase/richard-hamshaw.pdf>
 - Hamshaw, R. J. T. (2016, May) A frame analysis utilising media and social media sources: The 100 chefs incident. Poster presented at the Humanities & Social Sciences Faculty Research Showcase, University of Bath, England. Available from <http://www.bath.ac.uk/hss/news/documents/richard-hamshaw.pdf>. This research poster was awarded 1st Prize in the Post-Confirmation category.
 - Hamshaw, R. J. T. & Barnet, J. (2016, July) A frame analysis utilising media and social media sources: The 100 chefs incident. Poster presented at the International Conference of Social Media & Society, Goldsmiths University, England. Information available from <https://socialmediaandsociety.org/past-conferences/2016-2/2016-schedule/>.
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