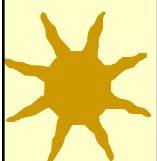
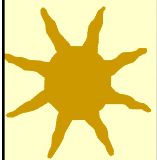
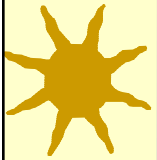


# Focus on Research Methods: Direct Observation Research

Kelee Hansen, MBA, RD

Assistant Director  
Safe Food Institute

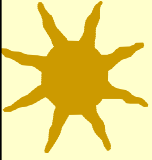


# SFI Consumer Research Model





## Direct Observation



### ★ Direct Observation for Behavioral Studies

- Observation captures actual behavior.
- Behavior is captured in context.

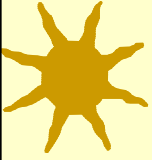


## Kitchen Observation Study





## Kitchen Observation Study



### ★ Subject Recruitment

- By phone by a professional market research firm (Discovery Research).
- Random from area phone book (79% refused).
- Required that the subject be the primary person responsible for food preparation in the household (8% of contacts ineligible).
- 13% hit rate.

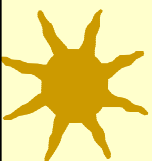


## Kitchen Observation Study



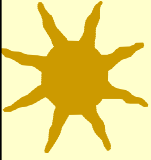
### ★ Subject Recruitment

- Prospective subjects were asked if they would agree to prepare a meal in their home while being videotaped.
- Also asked to complete a survey.
- Under pretense of market research (food kit) to eliminate bias for food safety research.



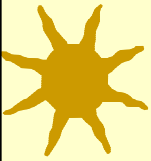
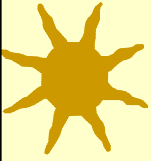


## Kitchen Observation Study



### ★ Subject Recruitment

- Incentive offered– food and \$50.
- Once the subject agreed to participate, a time was set for the session and follow-up materials confirming the appointment were mailed.



## Kitchen Observation Study



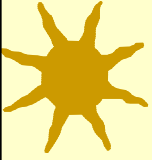
### ★ Study Methodology

- Two research assistants to conduct each session (safety precautions).
- Purchased groceries at local markets and stored them in ice chests.





## Kitchen Observation Study



### ★ Study Methodology – Technology

- Three cameras were positioned in the kitchen.
- The other equipment (e.g. video recorder, switcher, receivers) set-up in an adjacent room.

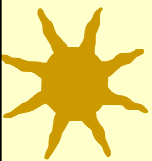


## Kitchen Observation Study



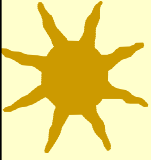
### ★ Study Methodology – Informed Consent

- Research Assistant presented overview of study.
- Obtained signature on informed consent forms.
- Explained videotaping.
- Reviewed the recipes.
- Answered subject's questions.





## Kitchen Observation Study



### ★ Study Methodology – Videotaping Session

- Subjects stored the groceries as usual.
- Prepared salad and entree in their preferred sequence.
- Handled interruptions as usual.
- Notified a Research Assistant when entrée was finished cooking.



## Kitchen Observation Study



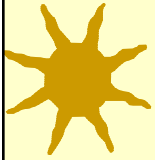
### ★ Study Methodology – Videotaping Session

- Subject plated two servings of the meal and stored the rest as leftovers.
- When finished with meal preparation, storage, and cleanup, videotaping was stopped.
- Video equipment was stored, temperature data recorded (oven, refrigerator, hot water), and survey was administered.
- Subject paid incentive for session completion.



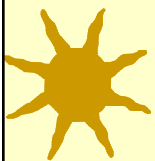
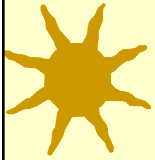


## Kitchen Observation Study

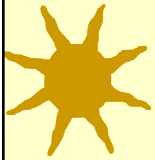


### ★ Study Methodology – Coding Tapes

- Wealth of information contained on the videotapes.
- Videotapes coded according to Fight BAC!® consumer recommendations and our research model.
- Coding completed using a computerized checklist system.



## Kitchen Observation Study



### ★ Ongoing Research

- Working directly with consumers is a learning experience and requires ongoing refinement of the methodology.
- Currently working on direct observation methodologies for all components of our research model.
- Many more food handling practices to observe.

