



PARTICIPANT INFORMATION SHEET

Project title: Eating Well for Likes – A study on social influence in healthy eating.

Research team:

- **Principal investigator:** Dr. Rajshri Roy, Senior Lecturer
- **Associate investigator:** Ms Jessica Malloy, PhD candidate
- **Student researcher:** Ms Samantha Fung, Masters student

Research invitation:

You are invited to take part in a research project entitled Eating Well for Likes – A study on social influence in healthy eating. In this study, we aim to examine 'social influence' and investigate whether social factors increase willingness to use social media and eat healthily. The researchers aim to understand young adults' psychosocial characteristics and behaviours related to using social media for healthy eating. The researchers will post healthy eating content for the Instagram platform. The uptake of the content and its impact on diet quality will be evaluated in a real-world setting using the #EatingWellforLikes hashtag. We are looking for 100 participants to join our study.

This participation information sheet will help you decide if you'd like to participate in the study. It explains the rationale behind the study, and what your participation will involve, outlines potential benefits, and risks, and describes what will happen when the study ends. It is essential to read this document carefully to decide whether you want to participate.

This project is being supervised by Dr. Rajshri Roy (Senior Lecturer in Nutrition and Dietetics), co-investigated by Jessica Malloy (Ph.D. Candidate in Nutrition and Dietetics) and carried out by Samantha Fung (Masters student in Health Sciences, Nutrition and Dietetics).

If any questions arise, please contact the study researchers (contact details at the end of this document). You may also want to discuss this study with others, such as family, whānau, or friends. You are welcome to do this. You will be asked to complete an online consent form if you agree to participate in this study.

Why are we doing this study?

Young adults are at high risk for poor dietary behaviours and unhealthy weight gain, which tends to persist throughout adulthood with associated heart disease risks. Social media is a pervasive part of young adults' everyday lives. Social influence and related psychological phenomena for steering human behaviour towards sustainable, healthy, and otherwise beneficial behaviours are growing. Research shows that people's food intake is largely determined by social influence and modelling. Research-based knowledge on whether

these platforms with social features can motivate people to pick up and continue with encouraging behaviours is still somewhat scarce.

Who can take part in the study?

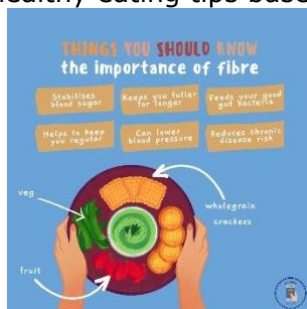
Any young adult between the ages of 18-24 years living in New Zealand and self-identify as using Instagram to support their healthy eating and/or fitness goals by using specific food tracking hashtags (e.g., #fooddiary, #foodjournal #instafood) and use English in their posts.

What does the study involve?

If you decide you would like to participate, after providing informed consent, you will be asked to:

Complete two online questionnaires: Your diet quality, such as intake of fruits, vegetables, energy-dense takeaway meals, sugar-sweetened beverages, and water, will be measured using a Short-form Dietary Questionnaire before the intervention. You will also be asked to complete a social influence questionnaire, which includes four items with 7-point Likert scales and measures the effect of social influence from others before the intervention. This will take 45-60 minutes.

Participate in a 12-week social media intervention: You will be asked to follow a researcher created a private Instagram page called "Eating Well for Likes" for 12 weeks. Posts from this page will appear in your Instagram feed and will include daily posts with healthy eating tips based on the New Zealand Eating and Activity guidelines.



The intervention will be a 7-day challenge called Eating Well for Likes in the last week of the 12-week intervention. You will be asked to post a photo (example below) of at least one of your healthy meals meeting the guidelines on your Instagram with the hashtag #EatingWellForLikes and a supporting caption encouraging your followers to do the same every day for 7 days. The post can be on your main feed, stories or reels.



©NutriClinic (@nutriclinicro) on Instagram

Complete two online questionnaires: Diet quality assessment and social influence measurement will be repeated following the intervention using the same Short Dietary Questionnaire and social influence questionnaire, respectively. This will take 45-60 minutes.

Semi-structured interview: The researchers also aim to inform the design of future interventions to support healthy behaviours by understanding how the participants appropriated Instagram to track and share food data, the benefits they obtained from doing so, and the challenges they encountered. This data will be gathered via semi structured interviews to measure the effect of social influence from others after the #EatingWellForLikes intervention. Semi-structured interviews with a sub-sample (minimum n=20) of the 100 participants will be conducted to measure the effect of social influence and to determine your satisfaction with the intervention. The interview will last 45 to 60 minutes. All interviews will be recorded and transcribed via Zoom for further analysis.

What are the risks and benefits of participating in this study?

There are no expected harms associated with participating in this study. However, engaging in healthy eating topics and posting photos of your meal can sometimes feel overwhelming and uncomfortable. We will provide links to mental health supports available in New Zealand on the study website.

This intervention is not designed to diagnose or treat any medical condition. Please discuss all health concerns with your General Physician (GP). We are unable to make any clinical observations based on dietary questionnaire responses. Furthermore, the Instagram page is not a medical organisation and cannot provide medical advice.

Possible benefits of participating in this study include access to a research student dietitian-run Instagram page based on evidence-based dietary guidelines and increased awareness and knowledge about healthy eating, which is associated with improved dietary behaviours and health outcomes.

The knowledge gained in this study will also be used to develop and improve future health promotion interventions and improve dietary behaviours for young adults on social media.

Who pays for the study?

There is no cost to participate in this study.

We would like to thank you for your time and participation. After completing the study, at the end of 12-weeks, you will be provided with NZD 50 Countdown voucher. This will be made available to you even if you withdraw before completing the full 12-weeks of the study.

If you choose to participate in the semi-structured interview after 12-weeks of the study, you can provide your contact details (name and email) for a chance to win a Lenovo 7 tablet. The contact details collected for this draw will be separate from your study data and not linked.

What are my rights as a participant?

Participation is voluntary:

- Participation in this study is voluntary (your choice). You are free to decline to participate or withdraw from the research without any disadvantage to you. You do not need to give a reason to withdraw from the study. If you decide after the study visit you want to withdraw from the study, you have the right to withdraw your collected information if you let us know within 2 weeks. After 2 weeks, the information collected may continue to be processed as part of the study. You may contact the Chair, The University of Auckland Health Research Ethics Committee if you feel that this assurance has not been met.

Withdrawal from participation and withdrawal of data:

- If you choose to participate, you can change your mind at any time, including after giving consent, without providing a reason, and without any negative consequences. You may also withdraw your data up to two weeks after completing the study, in which case the data will be securely destroyed as per university policies and procedures.
- If you participate in the semi-structured interview, you can stop at any time with no questions asked. After the interview has finished, you can withdraw your data for up to two weeks by contacting the researchers. If you choose to participate in the interview, you may request a copy of your interview transcript for editing prior to inclusion in the research findings, please indicate this on the consent form should you wish to receive a copy. You will have two weeks from the time of receiving the transcript to make any changes.

Confidentiality and anonymity:

Your participation in this study will remain confidential. No information collected, which could identify you personally, will be used in any reports on this study.

- We are conducting pre- and post-surveys to compare individuals' responses before and after an intervention. We will ensure that your questionnaire and your personal details are protected, by de-identifying all data we collect from you. The researchers have a method of identifying the participant so that we can measure the change from the first survey to the second. Your name will appear only on your Consent Form, which will be coded with an alphanumeric participation identification number. This identification number is used to de-identify all other data, ensuring your identity is kept confidential. Your data will only be referred to or labelled with this number.
- Your de-identified data (questionnaire responses and/or interview answers) will be used to test the study's hypotheses. Statistical analyses will be performed, the results of which will then be discussed in research reports. Research publications and presentations from the study will not contain any information that could personally identify you; only averages and/or de-identified quotes will be presented.
- Zoom recordings will be made to help us analyse what participants share with us if they participate in a semi-structured interview. We will invite you to have your camera on, but you can opt to have it off. Video files will be deleted after the interview and only audio files will be kept, stored securely on a password-protected data server.

- The Consent Form will only be seen by you and the researchers. Any information identifying you as a participant will be used confidentially and kept in a secure location until securely destroyed per university policies and procedures. Your deidentified electronic data will be stored on a password-protected computer and backed up on a University of Auckland server indefinitely to allow for publication and future analysis.

What will happen after the study?

- During data collection information will be stored on the Redcap platform. Information stored on the platform will be password protected and access is limited to research team members.
- After data collection, information will be stored securely on a University of Auckland database provided by the research team (a shared folder in the cloud) and will only be accessible to members of the research team via VPN.
- Audio interview data will be transcribed, analysed, and stored securely protected by a password. Data will be accessible only by the named researchers. If your camera is on, the Zoom recording will include video, but we will only keep the audio track. Video files will be deleted after the interview, and only audio files will be kept stored securely.
- Participants will be identified by a unique number appearing on these records. Your data will only be referred to or labelled using this identification number and will only be shared with named researchers on this project. A separate record of participants' names and their allocated number will be kept secure during the project and will be destroyed immediately after project completion, along with all other personal information that may identify individuals.
- Data will be accessed on student laptops, which are password protected, for the duration of the study and then deleted. Only non-identifiable information required to analyse the results will be retained and stored for 6 years before being destroyed. Non-identifiable aggregated data will be securely kept indefinitely. The consent form will be kept secure and separate from the data by the Principal Investigator for 6 years before being destroyed.
- A summary of the research's findings can be emailed to you upon request. If you would like a summary of the results, please provide your email at the end of this study. As it takes some time to analyse the study results; it may be more than one year after your participation to receive this summary.
- Results will be disseminated through academic literature and/or at conferences. Your personal information will not be used in any way that could identify you during and following this research project.

Contact Details

We appreciate the time you have taken to read this information. If you have any questions, please contact:

Samantha Fung

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Email:

sfun969@aucklanduni.ac.nz

Alternative Contacts:

Dr. Rajshri Roy, Department of Nutrition and Dietetics, The University of Auckland, Email:
r.roy@auckland.ac.nz

Or the Head of the Department of Nutrition Dietetics, Professor Clare Wall. Email:
c.wall@auckland.ac.nz

UAHPEC Chair contact details: For any queries regarding ethical concerns, you may contact the Chair, The University of Auckland Human Participants Ethics Committee, Office of Research Strategy and Integrity, The University of Auckland, Private Bag 92019, Auckland 1142. Telephone 09 373-7599 ext. 83711. Email: humanethics@auckland.ac.nz

Approved by the University of Auckland Human Participants Ethics Committee on
28/02/2023 for three years. Reference Number **UAHPEC25428**