

UNIVERSITY OF BATH
Department of Psychology

Research Information Sheet

- **What is this study about?**

This study aims to explore and understand how people think about different types of food.

- **What will I have to do?**

You will be asked to complete a card sorting task.

You will be given a set of cards with different types of food on each one and you will be asked to sort the cards into groups depending on how you think they belong together.

- **What about confidentiality?**

Your data will be treated with the strictest confidentiality. Your name will not be connected to your data.

- **What if I decide I don't want to do it?**

As with all psychological research, you have the right to stop the study at any point. You will be given a participant number so that if you want to withdraw your data at a later date, you can contact the researcher and your data will be destroyed.

Do you have any questions?

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CONSENT TO PARTICIPATE IN RESEARCH PROJECT

Name of Principal Investigator

Dr Elizabeth Gabe-Thomas

Title of Research

ENLITEN Pilot Energy Consumption Exploratory study

Purpose of work

This study aims to explore and understand how people think about different types of food.

- The objectives of this research have been explained to me.
- I understand that I am free to withdraw from the research at any stage, and ask for my data to be destroyed if I wish.
- I understand that the Principal Investigator of this work will have attempted, as far as possible, to avoid any risks.

Under these circumstances, I agree to participate in the research.

Name:

Signature:

Date:

Participant number:

Debrief

Thank you! You have now finished the study.

This task is designed to explore how people mentally represent different concepts. The technique is based on the principle that individuals use categorisation to make sense of the world around them because treating every object or concept that is encountered as a unique example would require a large amount of cognitive resources. Understanding how people categorise concepts and make sense of their world is beneficial to understanding their behaviour.

I have previously conducted a card sorting task to explore people's mental representations of domestic energy use where participants were given a set of card with different items that use energy around the home on each one. The results showed that participants consistently categorised kitchen items and electronic/leisure items as distinct from other items but there was not much consistency in the way people think about types other of energy use.

We believe this is because energy use is invisible. Energy generally enters our home in hidden wires and pipes and its use is tied up in our routines and habits. We don't actively use energy 'for the sake of it'. Food groups are much more visible, there are thousands of TV programs and books about food and we tend to talk about it in our everyday lives more often than energy use. Therefore we think there will be a larger number of distinct groups when you use items of food rather than items that use energy in the card sort task. We want to compare people's representations of food groups with those of energy use to see if this is the case.

The findings of the study will be used to create materials for future research that aims to reduce energy demand in buildings through digital innovation. The Project is called Energy Literacy through an Intelligent home Energy advisor (ENLITEN), for more details please visit www.cs.bath.ac.uk/enliten

If you have any questions or would like to withdraw your data please contact me on:

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