

An illustration of web survey methodology

PhD study

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iPOPY International Conference
Novel strategies for Climate Mitigation, Sustainability and Healthy eating in Public Foodscapes
Copenhagen Institute of Technology, Denmark
November 25th-26th, 2009

AN ILLUSTRATION OF WEB SURVEY METHODOLOGY

Chen He
Aalborg University Denmark

PROJECT

- PhD project: “**Organic and healthy food strategies in public primary schools** - *Separate strategies or two sides of the same coin?*”

- 4 countries are involved in the study:



- It is a part of the iPOPY research project, working package 5 - Nutrition and Health.



AIM/HYPOTHESIS

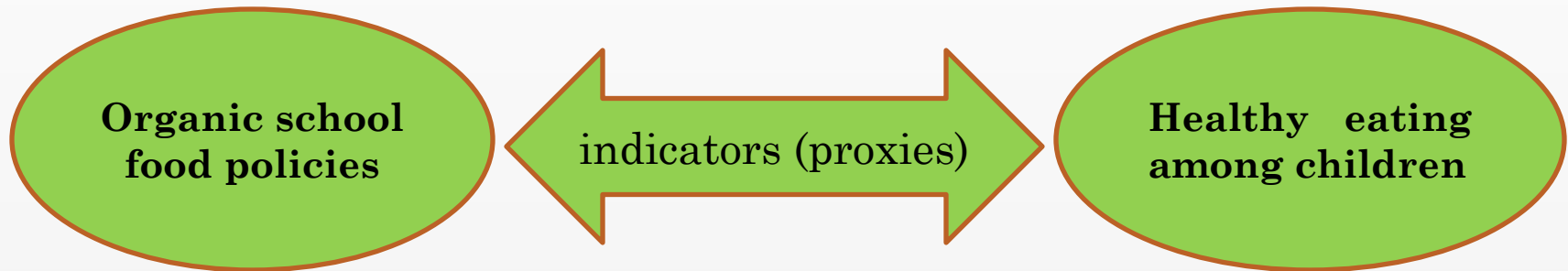
- The aim of the whole study is to test the hypothesis that if organic food intervention in school food service can act directly or indirectly as a driver for healthier eating among pupils in Danish schools.
- School food service policy/praxis in 2 types of schools:

With organic policies/praxis

Without organic policies/praxis



AIM/HYPOTHESIS



- *A former master study found positive association.*
- *The current project continue to search for the associations from two levels' objects.*



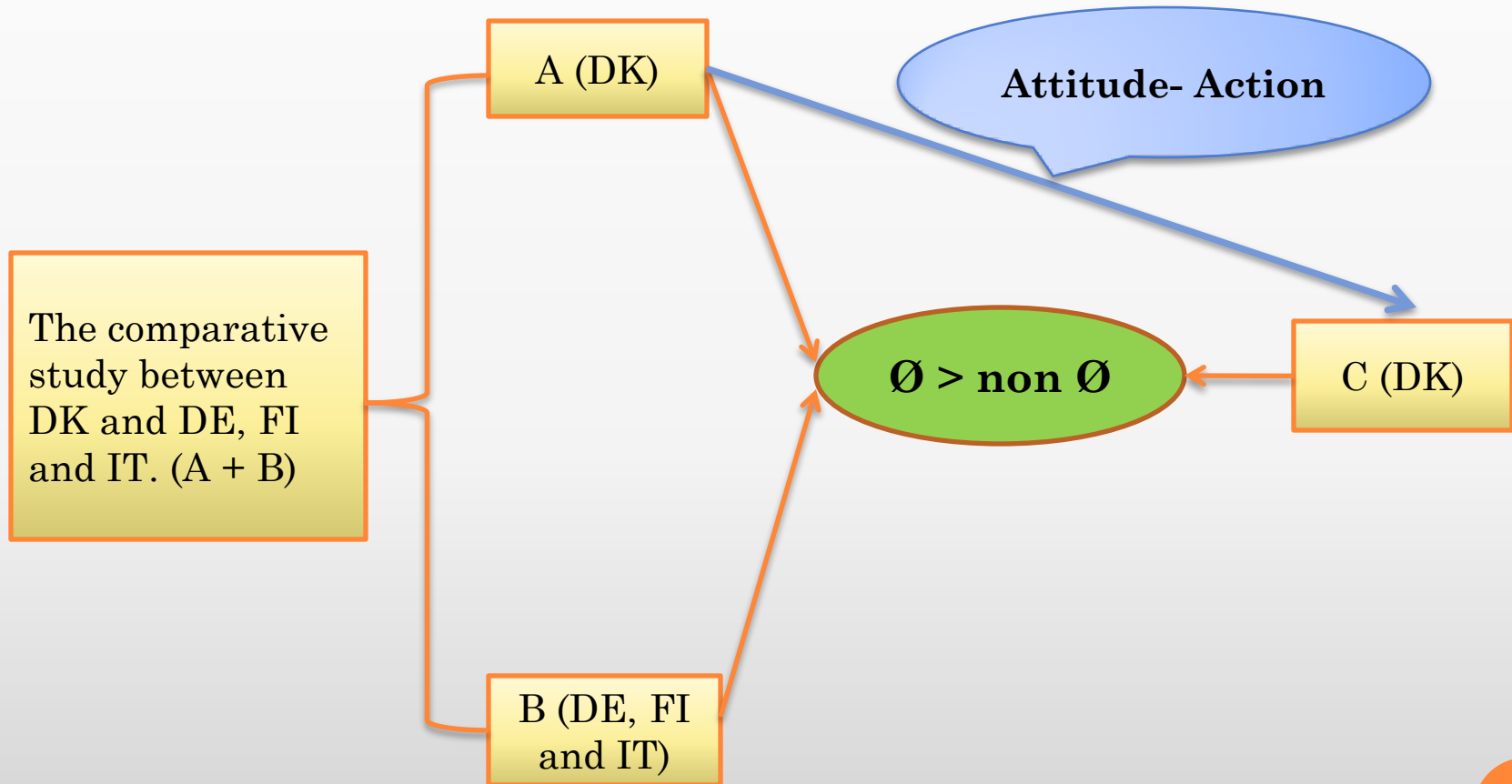
OBJECTS

- The project will divide into 3 parts (A, B and C) and the intension is to test the hypothesis from two levels of research objects.

	A (DK)	B (DE, FI and IT)	C (DK)
“Top” level (school food coordinators)	X (former study)	X (on-going)	
“Bottom” level (pupils)			X (next year)



STUDY DESIGN



METHOD – PART B (A)

- **Method:**

A quantitative survey using the self-administered Web based questionnaire (WBQ).

- **Research object:**

The school food coordinators (*many possibilities*) in the public primary or/and secondary schools in Germany, Finland and Italy.

- **Amount of individuals:**

Min.100 organic schools

Min.100 conventional school



METHOD – PART B (A)

Performance

- The draft of questionnaire should be adapted according to local school food culture.
- Pilot test in 2 types of schools.
- Convert questionnaire into web based.
- Distribution letter (E-mail) with final LINK
- Open for 3-4 weeks, takes 10-15mins to fill
- 2 remind letters

Cooperation with iPOPYPY colleagues in DE, FI and IT.

- Schools' e-mails
- Revised questionnaire
- Pilot test
- Translation of WBQ
- Translation of distribution and remind letters





USER: CHEN HE PROFILE LOG OUT

STUD. → DATA COLLECTION

Create New Survey Delete Selected Deselect All

Search in sub organizations Search

	Name	Type	Active	Created
<input type="checkbox"/>	The Survey of School Food Service in Italy	Empty template	yes	13-11-2009
<input type="checkbox"/>	The Survey of School Food Service in Finland	Empty template	yes	09-11-2009
<input type="checkbox"/>	The survey of School Food Service in Germany	Skabelon - Avanceret brug af SurveyXact	yes	26-10-2009

Survey in DE | Chen's presentation | PhD study plan 4th ... | SurveyXact - Windo... | SurveyXact - Mozilla...

DA 17:36

SurveyXact - Mozilla Firefox

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AVG | Yahoo! Search | Search | Total Protection | AVG Info

SurveyXact

iPOPY

Kouluruokakysely

Tämän kyselyn tarkoituksena on selvittää, onko luomuruoan tarjoaminen yhteydessä oppilaiden terveellisiin ruokailutottumuksiin. Kysely on osa iPOPY-tutkimushanketta, jota rahoittaa Euroopan unionin toimikunta European Research Area. Saadaksemme arvokasta aineistoa, kysely on suunnattu sekä kouluille, jotka tarjoavat luomutuotteita, että kouluille, jotka eivät tarjoa luomutuotteita.

Osallistumisenne on tärkeää!

Kyselystä vastaa tanskalainen Aalborgin yliopisto.

Done

DA 17:37

SurveyXact - Mozilla Firefox

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Search
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Asenne

Tässä osiossa tiedustellaan suhtautumistanne koulunne ruokailua kohtaan.

	Täysin mieltä	samaa	Samaa mieltä	Osittain samaa mieltä	Osittain eri mieltä	Eri mieltä	Täysin eri mieltä
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Done

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SurveyXact - Windows Internet Explorer

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SurveyXact



USER: CHEN HE PROFILE LOG OUT

STUD. → DATA COLLECTION → THE SURVEY OF SCHOOL FOOD SERVICE IN FINLAND → RESPONDENTS

ID=130759

Create Respondents

Edit

Distribution

Send E-mail Export Background Data Print Questionnaires www Pop-in on homepage www Self-creation by hyperlink

Search

			Overall Status	Created
<input type="checkbox"/>	<input checked="" type="checkbox"/>	sirpa.puhakka@outokummunkaupunki.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	pirjo.kukkola@oulunsalo.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	silja.ukonmurto-pynnonen@oulainen.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	riitta.lappalainen@ouka.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	kirsti.skogberg@orivesi.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	riitta.mikkola@orimattila.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	helga.karjalainen@nurmes.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	eeva.ristimaki@nummi-pusula.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	sinikka.honkavaara@nousiainen.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	esa.kohtamaki@noormarkku.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	pirjo.rannikko@nokiankaupunki.fi	Distributed	2009-11-16 14:46:22
<input type="checkbox"/>	<input checked="" type="checkbox"/>	sirpa.peltomaa@nivala.fi	Partially Complete	2009-11-16 14:46:22



USER: CHEN HE PROFILE LOG OUT

STUD. → DATA COLLECTION → THE SURVEY OF SCHOOL FOOD SERVICE IN FINLAND → STATUS

ID=130759

Group By **None**

Overall Status

	Respondents	Percent
New	0	0,0%
Distributed	763	76,8%
Partially Complete	38	3,8%
Complete	193	19,4%
Rejected	0	0,0%
Total	994	100,0%

Show Advanced Status>>

OUTCOME MEASURES TO BE TESTED

- Attitudes of school food coordinators

 - Attitudes toward organic foods*

 - Attitudes towards healthy eating*

- School healthy policies

 - Organic food procurement policy*

 - Food and nutrition policy*

 - Physical activity policy*

- School food serving practice

 - School fruit / milk scheme*

 - School kiosk*

 - School lunch room*

 - School canteen*



DATA ANALYSIS

- Final data will produce as Excel format.
- SPSS(Statistical Package for the Social Sciences)
/PASW(Predictive Analytics SoftWare)



METHOD – PART C

- **Method:**

A FFQ (Food Frequency Questionnaire) will be carried out through mobile dietary assessment tool.

- **Research object:**

The pupils are at 5th - 6th grade in the public primary schools in Denmark.

- **Amount of individuals:**

100 pupils from 5 organic schools.

100 pupils from 5 non organic schools



METHOD – PART C

- ***Observational studies*** have no desire to control the research object, which make research easier to observe and record.
- ***Cohort studies*** is the longitudinal observation of the individual through time, and the collection of data at regular intervals, so recall error is reduced.
- A self administered ***dietary assessment tool, FFQ***, will record the usual food and beverage consumption during the school days, e.g. one year.



FFQ

- The FFQ will be first evaluated by experts.
- The questionnaire will be examined if it is clear and readable by children. (*The FFQ should be kept simple and plain due to the age of respondents.*)
- A pilot study will administrate exactly the same way as final study.
- The self-administrated FFQ will convert into automated based FFQ.
- The introductory letter that explains how to operate and complete the questionnaire correctly will send out before or together.



MOBILE TECHNOLOGY - *TO BE DEVELOPED*

- Date
 - Reporting food, meals and drinks
 - Amount of food eaten
 - Size of food portions (shown by pictures)
 - Size/type of drink containers (shown by pictures)
 - Edit foods, meals and drinks
 - Etc.
-
- Final data analysis - SPSS



Thank you for your attention!

2009-11-26

