

Project Information Sheet (for parents)

Study Title: Online Food & Drinks Marketing to Young People: Perceived exposure and awareness among young people aged 13-16

Invitation to participate

Nesta would like to invite you and your child to take part in a study to find out more about the online marketing teenagers see online. Before you decide you need to understand why the research is being done and what it would involve for you and your child. Please take time to read the following information carefully and ask if there is anything you are unsure about. Below is a description of the study, and what is involved for you and your child. Please read the information carefully and keep this sheet for future reference.

Who are we and what is the study about

[Nesta](#) is the UK's social innovation agency, we find new ways to tackle big problems in society from education, the environment and health. Nesta is funding this study and will be analysing the data and reporting the anonymised findings. We have commissioned the support of [Incling](#) a community based online platform which your child will be using to collect samples of online marketing they

Nesta are also working with [BiteBack 2030](#) a youth-led movement exploring food with young people. Once the study is complete your child will be given the opportunity if interested to learn more about BiteBack 2030

Aim of the study

The aim of the study is to find out more about the food and drinks marketing content young people see online, including on social media, websites, emails and when playing online or console games. We want to find out how much and what kind of marketing young people see across the devices they use.

What will taking part involve for me and my child?

If you agree to take part, you will be asked to respond to a short survey that will ask questions about your family eating habits and usage of smart devices. Your child will be asked to sign up to the Incling platform and to give their consent to take part. If they decide to participate they will be asked for their name and email address. They will be asked some questions about their usual online practices, such as how much time they spend online per day, which platforms and websites they use and their attitudes towards online food and drinks marketing.

During the following 7 days, we will ask your child to capture all the food and drink related marketing they see online each day. They will do this by capturing screenshots of the marketing and sharing them with the research team via the Incling platform. Your child will also be asked to complete a short survey on the first and last day of the study which is

estimated to take no more than 15 minutes about their perception and experience of online marketing.

Anonymised extracts from yours and your child's participation may be used in external communications about the study (e.g. reports, media messages, campaigns). Your child will also be given the opportunity to give permission or not to be contacted by our team to offer additional information to support external communications. In any of these cases you and your child will not be identifiable in any communication outputs.

There will be a moderated forum on the platform which your child can use to post questions to the research team and engage with other participants.

You will receive £20 transfer through Roots as a token of thank you for participating in the study.

Why have you been invited to take part?

This study will be conducted with 350 children across the UK. You and your child have been invited to take part as your child is aged between 13-16 and uses the internet.

Do you have to take part?

It is up to you to decide whether or not to take part. Taking part is completely voluntary. If you and your child agree to take part, both you and your child will be asked to sign a consent form. You and your child are free to withdraw from the research at any time without giving a reason and without any consequences.

What are the possible disadvantages and benefits of taking part?

Participating in the study will contribute to furthering knowledge on children's experiences of online marketing of foods and drinks.

There are no expected disadvantages to taking part and you are able to ask questions or withdraw at any time. Your child will be asked to agree to Incling's code of conduct and if any inappropriate content is shared you will be notified. Incling will be moderating the images shared and only images of online food and drink marketing will be shared with Nesta.

Will taking part be confidential and how will my information be stored?

All information you and your child share as part of the study will be kept strictly confidential and you will not be identified in any way in any reports of the study findings. No directly identifiable data will be shared with Nesta. The pseudonymised personal data collected from you and your child will be kept securely in line with Nesta's data protection policy and will not be shared outside of the project partners. All personal data will be treated with strictest confidence by Nesta in accordance with the requirements of the General Data Protection Regulation (GDPR). Please see the Privacy Notice for detailed information regarding the data.



Pseudonymised information from Roots screening survey will be collected and retained as part of the research process until the results have been published. The data will then be destroyed. You will be able to request access to any information you have shared at any time during the project.

Incling will have access to your child's name and address as your child will be using them to sign up on the Incling platform. Incling will retain this account until one month after data collection has been completed. Thereafter, Incling will delete the account and personal data like name and email address permanently.

You can read more about how your data will be processed in our privacy notices .

What will happen to the results of the study?

The results of this study will be reported by Nesta. The anonymised report will be made public. You will be given a copy of the report.

Who can you contact for more information?

For more information about the study contact Lucy Turner at Nesta at lucy.turner@nesta.org.uk