



Measuring Social Networks in Food Habits Data Collection Toolkit



Prevention Research Center for Healthy Neighborhoods
at Case Western Reserve University

Suggested Citation: Monteban, M., Baily, H., Bess, K., Walsh, C., & Freedman, D. (October 2018).
FreshLink's Measuring Social Networks in Food Habits Data Collection Toolkit. Cleveland: Prevention
Research Center for Healthy Neighborhoods, Case Western Reserve University.

Table of Contents

INTRODUCTION	3
INTERVIEW PROCESS.....	3
PARTICIPATORY SOCIAL NETWORK MAPPING.....	3
DATA ANALYSIS	4
ABOUT US	5
LIST OF DOCUMENTS	6
1. FRESHLINK QUALITATIVE INTERVIEW SUPPLY LIST	7
2. SAMPLE - INFORMED CONSENT FORM.....	8
3. INTERVIEW GUIDE	10
4. MAPPING CHEAT SHEET	18
5. LIST OF STORES	19
6. HAND DRAWN MAP EXAMPLE 1	20
7. HAND DRAWN MAP EXAMPLE 2	21
8. DEMOGRAPHIC ATTRIBUTE SHEET	22
9. EXAMPLE DEMOGRAPHIC ATTRIBUTE SHEET	23
10. SOCIAL NETWORK RELATIONSHIP ATTRIBUTE SHEET	24
11. EXAMPLE SOCIAL NETWORK RELATIONSHIP ATTRIBUTE SHEET	25
12. RELATIONSHIP MATRIX.....	26
13. EXAMPLE RELATIONSHIP MATRIX	27
14. EXAMPLE UCINET MAP.....	28
15. POST INTERVIEW DEBRIEFING GUIDE	29

Introduction

This toolkit brings together all of the documents used to conduct a social network-based health intervention. It is made available as a model for other studies that combine qualitative and social network data to inform public health interventions. In this particular study, called FreshLink, we conducted interviews with people receiving Supplemental Nutrition Assistance Program (SNAP) benefits to learn about their overall food habits to inform the development of a peer-to-peer dissemination intervention aimed at increasing awareness of and social connectedness to farmers' markets among SNAP recipients. FreshLink is the Core Research of the CDC¹ funded Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University School of Medicine in Cleveland, Ohio. The FreshLink study employed the following methods, which took place simultaneously: 1) a semi-structured questionnaire regarding the participant's food habits and 2) a participatory social network mapping exercise to link people and places involved in food habits. The process is described in detail below, with each data collection instrument explained and made available for application in new contexts and with new populations. Initial findings of the FreshLink research related to these methods are published in the following article.

Monteban, M.F., Bess, K.D., Walsh, C.C., Baily, H., Flocke, S.A., Borawski, E.A., & Freedman, D.A. (2018). People and places shaping food procurement among recipients of Supplemental Nutrition Assistance Program (SNAP). *Health and Place*. 53; 155-163.

Interview Process

Two members of the research team conducted each interview with participants. In preparation for each interview, the research team brought all the necessary supplies [Document 1]. Prior to beginning the interviews, informed consent was collected [Document 2]. One member of the research team was the lead interviewer, while the other team member collected data on the forms as the participant answered questions. The interview guides can be found in the toolkit [Documents 3]. Interviews were conducted at a place of the participant's choosing, typically in their home, at the university, or a community institution such as a library. Each interview took an average of 1.5 hours.

Participatory Social Network Mapping

In addition to answering semi-structured interview questions, participants created hand-drawn maps of their social networks (known as participatory social network mapping) that are directly related to their food habits. The social network is perceived from the perspective of the participant and encompasses social ties to people as well as non-human actors (stores, organizations, restaurants, etc.). Following the conventions of social network literature, participants are referred to as egos and the actors (human and non-human) are referred to as alters. Participants were guided through a structured interview process to record people, places, and their relationships related to three aspects of a food habit: food procurement (get), food preparation (make), and food consumption (eat).

¹ This research is supported by Cooperative Agreement Number 1U48DP005030 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the Center for Disease Control and Prevention.

The steps for creating the maps are found throughout the interview guide, as the process was dispersed within the qualitative semi-structured questions. The “mapping cheat sheet” [Document 4] is useful for both research team members to reference while conducting the interview to ensure all relevant data are collected and recorded correctly. A photographic example of a completed map is available for reference [Document 6].

As participants answered questions about their social networks, the second research team member filled out the names of each person mentioned in the interview on the Demographic Attribute Sheet [Document 7] and the Social Network Relations Attribute Sheet [Document 8]. The second research team member also filled out the remaining information in the Social Network Relations Attribute Sheet as the participants answered questions about their social networks. At the end of the interview, the interviewers worked with the participants to complete the Demographic Attribute Sheet [Document 7] and the Relationship Matrix [Document 9]. The participants filled out all the demographic information for each person they named and provided information for the matrix to indicate which alters were connected to each other. These forms, first filled out by hand as the interview was being conducted, were later entered into the data entry sheets in Excel format [these sheets are downloadable from the PRCHN website] for social network analysis. It is recommended that both team members work together to enter the data into the Excel sheets to ensure it is translated correctly.

Data Analysis

Each week, the interview team conducted debriefs of the interviews as an important measure to check biases and to find consensus on the major themes that arose from each interview. The debrief session was guided by a structured form [Document 11], and the discussion was guided by a third team member who was not present at the interviews. The conversations were audio recorded and the person guiding the discussion took notes.

Each interview was audio recorded and a contracted professional transcribed them verbatim. Transcripts were verified and de-identified by the research team. The research team read each transcript and wrote narrative summaries answering the four main research questions of our study. Our research questions included:

- 1) What are the time, cost, and social-cultural constraints (and facilitators) influencing food-related habits?
- 2) What does it mean to eat right?
- 3) What is the role of social networks in shaping food-related habits?
- 4) What are the engagement levels and trustworthiness associated with community resources?

Data from the narrative summaries informed an *a priori* codebook. Six of the transcripts were double coded by two of the research team members, who then worked together to reconcile the data and create *in vivo* codes as necessary. The two research team members who created the codebook and double coded the first transcripts then divided the remaining interviews to code individually. Thematic analysis was conducted using this inductive and deductive process.

About Us

FreshLink was a five-year study to promote health by improving access to fresh and healthy foods in the greater Cleveland, Ohio, USA area. The first phase of the study was a survey regarding farmers' market use patterns. The second phase of the study included qualitative interviews to better understand how farmers' market use may fit into families' food habits. Research was conducted in areas that have at least one farmers' market located within one mile of the participants' homes.

Heather Baily, M.A. is a doctoral student in anthropology at Case Western Reserve University and has been a research assistant at the Prevention Research Center for Healthy Neighborhoods since August 2015. She worked on the qualitative data analysis for the food habits study.

Kimberly Bess, Ph.D. is an Assistant Professor of Practice in the Department of Human & Organizational Development at Vanderbilt University. Dr. Bess has expertise in social network mapping and analysis with a focus on participatory methods to better inform community change initiatives. She was part of the team who developed the social network analysis methods for this project.

Darcy Freedman, MPH, Ph.D. is an Associate Director of the Prevention Research Center for Healthy Neighborhoods and an Associate Professor in the Department of Population & Quantitative Health Sciences at Case Western Reserve University. As a community psychologist, she examines food access interventions, including policy, systems, and environmental change strategies and their impact on chronic disease outcomes, and is the Principal Investigator of the FreshLink study.

Madalena Monteban, Ph.D. is a medical anthropologist working as a Postdoctoral Fellow for the National Scientific and Technical Research Council in Argentina. She uses both qualitative and quantitative methods to examine the health returns of social and cultural capital among indigenous and minority populations. Dr. Monteban was a Post-Doctoral Scholar working on the FreshLink study and was involved in implementing the food habits study.

Colleen Walsh, Ph.D. is an Assistant Professor in the School of Health Sciences at Cleveland State University. As a medical anthropologist focused on urban health, she has conducted broad research on many health related and cultural topics and is interested in racial and ethnic disparities in health, social and cultural capital, and the use of anthropological and political economic models to try to illuminate causes of and solutions to health problems associated with urban living. Dr. Walsh was involved in methods development for data collection and analysis on the food habits study.

List of Documents

This toolkit has been assembled to detail our methods and to make the replication of our process easy for others. It contains:

1. **FreshLink Qualitative Interview Supply List.** This ensures the interviewers have all the supplies necessary to create the maps and all the documents necessary for data collection.
2. **Informed Consent Form.**
3. **Interview Guide.** In addition to the semi-structured interview questions, the steps for the mapping process are laid out here.
4. **Mapping Cheat Sheet.** This is a guide for the interviewers to correctly indicate the various aspects of the map. It also has a list of questions to ask regarding each alter named.
5. **List of Stores.** This list was compiled from information gathered during a previous survey and is a range of procurement places used to jog the memories of participants during the portion of the interview in which we asked them where they shopped for food.
6. **Example 1 of Hand-Drawn Map.** Example map completed by a FreshLink study participant.
7. **Example 2 of Hand-Drawn Map.** Example map completed by a FreshLink study participant.
8. **Demographic Attribute Sheet.** The names and relationships on this form can be filled out by the second interviewer during the interview. The remaining demographic information on the form is filled out with the participant at the end of the interview. An Excel version of this document is available on our website. The Excel version of each form will be used to create visual maps using UCINET² software for social network analysis.
9. **Example Demographic Attribute Sheet.** An example of a completed document can be found following the template.
10. **Social Network Relationship Attribute Sheet.** This form can be filled out by the second interviewer during the interview. An Excel version of this document is available on our website. The Excel version of each form can be imported into UCINET software.
11. **Example Social Network Relationship Attribute Sheet.** An example of a completed document can be found following the template.
12. **Relationship Matrix.** This form is filled out working with the participant at the end of the interview. To complete this, the names of all the alters on the map should be listed in both the rows and columns. Then the interviewer will ask which alters know each other and indicate yes or no in the corresponding boxes. An Excel version of this document is available on our website.
13. **Example Relationship Matrix.** An example of a completed document can be found following the template.
14. **Example UCINET Map of the People, Places, and Information Sources.** This is an example of the final product from analysis conducted using UCINET software representing some of the information captured in the hand-drawn map and data collected from the demographic attribute sheet and the social network relations attribute sheet.
15. **Post Interview Debriefing Guide.** These questions were asked of the two interviewers by a third person who was not present at the interview to check biases and discuss main themes that arose from each session.

² Borgatti, S.P., Everett, M.G. and Freeman, L.C. 2002. Ucinet for Windows: Software for Social Network Analysis. Harvard, MA: Analytic Technologies

1. FreshLink Qualitative Interview Supply List

Mapping Supplies

- Ruler
- Black pens
- Sharpies
 - Black
 - Blue
 - Red
 - Green
 - Purple
- Stickers
 - Red
 - Blue
 - Yellow
- 2 map poster boards
- Ruler
- Notebook
- Map example
- Mapping Cheat Sheet
- Pencil bag
- White-out tape

Papers

- 2 copies of the Interview Guide
- 1 copy of the List of Other Stores
- 2 copies of the Consent Form
- 2 copies of the Alters Attributes Demographics Form
- 2 copies of the Alters Attributes Network Relations Form
- 1 copy of the Post Interview Debriefing Guide
- 2 copies of the Relationship Matrix

Technology

- Recorders
- Microphone
- Extra batteries
- Phone to take picture

2. Sample - Informed Consent Form

Case Western Reserve University Informed Consent Document

FreshLink Food Habits among SNAP Recipients Interviews

Dr. Darcy Freedman, MPH, PHD from Case Western Reserve University (CWRU),
Prevention Research Center for Healthy Neighborhoods is leading this study.

You will be given a copy of this form for your records.

Purpose

The purpose of this study is to learn about your food habits, such as getting food, making food, and eating food. To be eligible to take part, you must:

- Have participated in the *FreshLink Survey of Recipients of SNAP* and agreed to be contacted about future FreshLink studies,
- Have received SNAP benefits in the past 12 months,
- Take part in food shopping for your household,
- Live within one mile of a farmers' market in Greater Cleveland/East Cleveland and have been at that address for at least one year,
- Have at least 1 child(ren) under 18 years of age living in your home,
- Be at least 18 years of age, and
- Speak English or Spanish fluently.

Procedures

If you agree to take part, two trained researchers from Case Western Reserve University will interview you. You will be asked questions about how you get, make, and eat food. We also will ask you about the people and places involved with your food habits. The interview should take about 2 hours to complete. During the interview, we will be making a map of the people and places you name when talking about your food habits. The research team will assist you in making this map. The interviews will be tape-recorded. Recording the interview is an integral part of the study. If you do not wish to be recorded, you should not participate in the study.

I agree to have my voice recorded during the interview. Yes _____ No _____ Initials _____

Risks/Benefits

There are no known risks, harms, or discomforts related to this study beyond those in normal daily life. Some of the questions may make you feel uncomfortable. You may refuse to answer any of the questions, take a break, or stop taking part at any time. You may not directly benefit from this research. The information you provide will be used to guide future efforts to improve nutritious food access in Greater Cleveland.

Voluntary Nature of the Study

Your participation is voluntary. If you choose not to take part, it will not affect your current or future relations with the University or the Ohio Department of Jobs and Family Services or any other community-based organization in Cleveland. There is no penalty or loss of benefits for not taking part or for stopping your participation. You are free to withdraw from the study at any time.

Compensation

There will be no costs to you for study participation. To compensate your time, you will receive a \$40 gift card to Dave's Supermarket. You will get this card at the end of the interview. You will not be reimbursed for any out of pocket expenses, such as parking or transportation fees.

Confidentiality

To the best of our ability, the records of this research will be kept confidential. We have retained your contact information from your participation in the *FreshLink Survey of Recipients of SNAP* so that we may contact you about future FreshLink studies, such as this one. We will destroy this contact information after completion of the FreshLink Project in September 2019. You retain the right to have your contact information removed from the list at any time. You also retain the right to refuse to take part in a future study if you are invited to join. We will not share your contact information with anyone outside the research team.

We will create an ID number that will be used with your interview records. The ID number will be used instead of your name. Only the research staff will be able to connect your name to your study record. We will record your address during the study. This will help us understand how far you live from different stores. Your address will be changed into a code (longitude and latitude). After the code is created, your address will be deleted from our study records. We will not share your address with anyone outside of the research team.

We will also create a link between your responses to the *FreshLink Survey of Recipients of SNAP* and this interview. Only the research team will have access to the linked information. Once the data have been merged and the study has ended, the links will be destroyed.

I agree to have my previous survey responses linked to my interview Yes____ No____ Initials_____

Only Dr. Freedman and the research team at Case Western Reserve University will have access to the audio recording. Transcripts of the recordings will have personal identifiers, such as names and addresses, removed.

Every effort will be made to keep your information confidential; however, this cannot be guaranteed. Research records will be kept in locked and password protected files at Case Western Reserve University. Access to these files will be limited to the researchers, the University review board responsible for protecting human participants, regulatory agencies, and the Centers for Disease Control and Prevention.

Contacts and Questions

The researcher leading this study is Dr. Darcy Freedman. You may ask any questions you have now. If you have any additional questions, concerns, or complaints about the study, you may contact

If the researchers cannot be reached, or if you would like to talk to someone other than the researcher about: (1) questions, concerns, or complaints regarding the study, (2) research participant rights, (3) research-related injuries, or (4) other human subjects' issues, please contact Case Western Reserve University Institutional Review Board at (216) 368-6925 or write: Case Western Reserve University, Institutional Review Board, 10900 Euclid Ave., Cleveland, OH 44106-7230.

Statement of Consent

Your signature below certifies the following:

- You are at least 18 years of age.
- You have read (or been read) the information provided above.
- You have received answers to all of your questions and have been told who to call if you have any more questions.
- You have freely decided to participate in this research.
- You understand that you are not giving up any of your legal rights.

Printed Name of Participant

Signature of Participant

Date: _____

Signature of Person Obtaining Consent

Date: _____

3. Interview Guide

Introduction

Thank you for agreeing to take part in this interview. Our goal today is to learn more about your daily habits related to food. The interview will include questions about getting, making, and eating food. As a reminder, there are no right or wrong answers to these questions. The most important thing is to get your honest answers.

The interview will take about two hours to complete. Please let me know if you want to stop at any time to take a short break. Also if you want to go back to an earlier question at any time, please feel free to stop me. We will be using this voice recorder to make sure we do not miss anything that you say.

Spanish versions of the informed consent form and interview guide are available upon request.

[INTRODUCE TEAM]

Are you ready to get started?

[TURN ON RECORDER, STATE THE DATE AND PARTICIPANT ID]

Social Network Primer

During this interview, we will be creating a map of the places and people who are part of your daily food habits. On this map, we will use stickers to record the places and people who are important to you when it comes to getting, making, and eating food.

[ORIENT PARTICIPANT TO INTERVIEW MATERIALS: MAPPING SHEET, STICKERS, MARKERS, RULER, MAPPING KEY (COLOR CODES)]

The reason why we are doing this map is to be able to get a picture of the people, places, and resources in your life relating to your food habits.

[MAP] To get an idea of how this works, could you start by telling who you live with?

I am going to have you write the names of each person on a blue sticker if the person is a family member, a yellow sticker if the person is a friend, and a red sticker for anyone else. Place these stickers in the center of the chart paper next to the circle that has your name in the middle.

Now I am going to ask you a few questions about each person.

[ASK SN QUESTIONS]

Thank you. Now we will move into questions about your food habits. As we discuss these people, we may draw lines between them. We may also add other people or places. In the end, you'll have a map of people and places related to your food habits. We can make a copy for you if you are interested. The map may look something like this [SHOW EXAMPLE OF HAND-DRAWN MAP].

Part 1: General Pre-Procurement Planning and Food Routines (15 mins)

I am going to start by asking you some general questions about your food habits. For these questions, think back over the past year/12 months.

1. To begin, imagine you are getting ready to get food for your household. What do you normally do before you go to get food?

(Do you make a shopping list?)

(Do you look for coupons or deals? How do you find them?)

(Organize ride service? Check the bus schedule?)

(Arrange childcare?)

(In general, do you plan ahead or get food each day as needed?)

(How often?)

2. When do you normally get food for your household?

(Certain times of the day or week or month?)

(Do you have different times for your main food shopping versus in-between trips?)

(Are there times you go to certain stores or places to get food?)

(How often do you go?)

3. [MAP] Do you normally get food for anyone other than the people staying in your household?

4. How long does it normally take you to do your main food shopping for your household? Think about this from the time you leave to get food until the time you come home.

(Are there things that make it faster or slower to get your food?)

Now I have some more detailed questions about your habits when you go to get food.

Part 2: Food Procurement: (Blue) (30 min)

First we are going to talk about places. Again please answer thinking about the past year/12 months.

5. Can you please list all the places where you normally go to get food for your household? Which location (cross streets, neighborhood)?

[IF A FM IS MENTIONED, ASK WHICH ONE]

[ASK THE FOLLOW-UP QUESTIONS FOR EACH PLACE, ONE AT A TIME]

- a. How often do you go to [insert place name]? [CLARIFY TIMES PER WEEK, MONTH, DAY]

- b. How do you get to and from [insert place name]?

(Do drive yourself? Do you ride share? Take a bus? Borrow someone's car? Do you pay for gas?)

- c. Why do you go to [insert place name]? What do you get there?

(Because there are certain types of foods there, convenience, cost)

- d. [MAP] Are there people at [insert place name] that you know, such as the cashier, the owner, a volunteer, a vendor? [IF YES, ASK THE FOLLOWING]

- i. [MAP] How are you connected to [insert person name/role]? Do you see them outside of [insert place name]? [IF NO, PUT STICKER W/ROLE OR NAME NEXT TO PLACE. IF YES, ASK THE FOLLOWING]
 - ii. [MAP] Is [insert person name/role] a family member or friend or someone you consider an acquaintance?
6. [MAP] Which of these is your favorite place to get food for your household?
 - a. Can you tell me about why you like [insert place name]? (What types of food do you get at [insert place name]?)
 - b. In general, what do you think makes somewhere a good place to get food? (What makes a place really easy for getting food?) (What makes a place a really good deal?) (What makes you feel welcome in a place you get food?)
7. [MAP] What is your least favorite place to get food for your household? This place does not have to be one of the places you go to get food. [ADD TO MAP IF NOT ALREADY THERE]
 - a. Can you tell me about why you don't like this place?
 - b. In general, what makes somewhere a bad place to get food? (What makes a place really difficult for getting food?) (What makes a place a bad deal?) (What makes a place unwelcoming or unfriendly?)
8. Tell me about a time when you had a bad experience getting food. What happened?
9. [MAP] Are there any other places that are not on your map where you go to get food? This would include places that you go only at certain times of the year?
[SHOW LIST OF STORES]
[ASK QUESTIONS 5a-d FOR EACH NEW PLACE MENTIONED]
 - a. [MAP] When in season, do you ever get food from a farmer's market or a farm stand? Why or why not? Are there reasons why you don't?
 - a. What seasons do you normally go?
 - b. [MAP] Has anyone ever invited you to go to a farmers' market? If so, who?
 - c. [MAP] Have you ever invited anyone to go to a farmers' market? If so, who?
10. [MAP] Looking at the places on your map, which of these places are the main ones you go to for food in a typical month?
11. We are now going to talk about people who go with you to get food. Again, when answering the questions, think about the past year/12 months.
12. [MAP] When you go to get food, do you typically go by yourself or with others? Who do you usually go with?
[ASK THE FOLLOW-UP QUESTIONS FOR EACH PLACE, ONE AT A TIME]
13. I would like to know more about your routine with each person.

- a. Where do you go with [insert person name] to get food?
- b. Does [insert person name] share information with you about food when you are shopping?
- c. [ASK ONLY FOR RETAIL] Would you say [insert person name] helps you decide what to buy at the food store?
[before moving on to next question, ANYONE else?]

14. [MAP] Who is the person that most influences your decisions about what food to get?

Is there anything else you'd like me to know about getting food before we move on to making food?

Part 3: Food Preparation (Red) (20 mins)

Now I'm going to ask you some questions about foods you make or prepare for yourself, your family, or other people in your life. Again, think about the past year/12 months.

15. What foods do you make most often? Ideally something you make at least once every 2 weeks. Why?

(You enjoy making it, it is easy to make, it is cheap, it is a favorite food of yours or someone you make food for, someone in your family made it a lot when you were growing up, etc.)

16. In a normal week, which meals do you make at home?

(Do you make breakfast at home during the week? Lunch? Dinner? Snacks? What about the weekend?)

(How often do you eat out during the week and weekend?)

17. Are there things you would like to make that you don't? Why don't you?

18. What is your favorite thing to make? Why? (This can be something you cook on your own or with other people)

19. [MAP] Who do you normally make food or meals for?

- a. Do you make different meals for different people? Tell me about them.
- b. [MAP] Who, if anyone, makes food or meals for you? Or for members of your family?

20. [MAP] Is there anyone who you prepare meals with? This could be anyone even outside of people in your household?

- a. How often do you prepare meals with [insert person name]?
- b. What types of things do you make together?

21. [MAP] Are there people you go to for ideas about making food?

- a. What kinds of ideas do they give you?
- b. [MAP] Do you share recipes with anyone?
- c. [MAP] Has anyone ever come to you for ideas about making food? If yes, who?
- d. [MAP] If you bought or received a food item you did not know how to make but you wanted to try, what would you do? How would you go about learning how to prepare it? Would you ask anyone? If yes, who?

[ASK: "IS THERE ANYONE ELSE?"]

22. [MAP] Are there places you go to for ideas about making food?
- What kinds of ideas do you get at [insert place name]?
 - Have you attended a cooking or nutrition class?
 - [MAP] Are there people at [insert place name] who give you ideas?
 - Do you search for ideas online or on TV?
 - Do you use cookbooks?
23. [MAP] Are there other people we haven't talked about so far who help you decide what to make?
- [IF YES:] In what ways do they help you?
24. [MAP] Looking at all of the people on your map so far, who would you say is the person that most influences your decisions about what food you make and how you make it?

Is there anything else you'd like me to know about making food before we move on to eating food?

We are now more than half-way through the interview. Would you like to take a break before we continue?

Part 4: Food Consumption (Green) (20 mins)

Thank you for sharing all of this with us. Now we want to talk about your eating habits.

25. On a typical day, what is eating like in your house?
- [MAP] Who do you eat with?
 - Which room do you eat in?
 - Do you do anything else while eating (e.g., watch TV, make phone calls)?
 - Is there a time during the week when everyone gets together to eat?
 - What about snacking? Who, if anyone, eats snacks and what do they typically eat?
26. [MAP] Tell me about the other places where you go to eat in a normal month? For example, this might include places like another family member's home, your work, school, church, or community center, or a favorite restaurant.
- [MAP] [FOR EACH PLACE, ASK THE FOLLOWING:] When you are at [insert place name] who do you typically eat with?
 - How often do you eat at [insert place name]?
 - What types of foods do you eat at [insert place name]?
27. [MAP] We have mentioned people who you eat with at home and at places you go often. Is there anyone else you eat with in a normal month?
- [MAP] [FOR EACH PERSON, ASK THE FOLLOWING:] When and where do you eat with [insert person name]?
 - What types of foods do you eat with [insert person name]?

[IF THERE IS NOT A GREEN LINE TO ANY PERSON ON THE MAP, VERIFY THAT THEY DO NOT TYPICALLY EAT WITH THAT PERSON]

We've talked about the places where you eat now we're going to talk about the foods that you eat

28. What foods do you eat most often? For instance, at least once a week. Why?

(This not have to be foods that you make, it can be ready-to-eat foods.)

(Factors might include that you enjoy making it, that it is easy to get/transport/eat, that it is cheap, that it is a favorite food, that someone in your family made it a lot when you were growing up, that you didn't have to make it yourself, etc.)

29. What is your favorite food? (Why is this your favorite food?)

30. Are there things you would like to eat that you don't? Why don't you?

(Are there foods you can't get?)

(Are there foods that are too expensive?)

(Are there foods that are unhealthy or bad for you?)

a. Do you or any one in your household have any food restrictions?

(Restrictions associated with your religion, cultural, or ethical beliefs, a medical condition, or allergy?)

31. What was eating like in your house when you were growing up? Is it different or similar to your household today?

32. What does it mean for you and your family to "eat right?"

a. What do you do to try to eat right? What makes it easier to eat right?

b. Which foods are the right foods?

c. Which foods are not the right foods for you and your family?

d. [MAP] Is there anyone who makes it easier for you or your family to eat right? Why?

[ASK: "ANYONE ELSE?"]

e. What makes it hard to eat right?

f. What would make it easier to eat right?

g. [MAP] Is there anyone who makes it harder for you or your family to eat right? Why?

33. [MAP?] Who do you go to for information about eating foods that are "right" for you and your family? Why is this person important?

[ASK: "ANYONE ELSE?"]

34. [MAP] Can you list places where you get information about eating foods that are "right" for your household? For instance, a place that offers a nutrition class or community garden. Why is this place important to you?

[MAP] Are there specific people at these places whom you go to for information about eating foods that are "right" for your household?

35. Is there anything else you'd like me to know about eating food before we move on to the last section?

Part 5: Resources (Purple) (5 mins)

Thanks for your feedback so far. We have a few minutes left before finishing the interview. The next questions are a bit different than the questions we have been asking. We are now asking about resources in your community. This is about information in general, not necessarily about food, and we may be adding places or people that are not already on your map. This information will help us in the creation of an action plan to increase food access in the community.

36. [MAP] To start, can you tell me about places where you go to get information about new things going on in your community? For instance, new resources, services, a new organization, or an event in the community.

[ASK THE FOLLOW-UP QUESTIONS FOR EACH PLACE, ONE AT A TIME]

- a. Why is [insert place name] important to you?
 - b. [MAP] Is there a specific person at [insert place name] that you go to get information about what is going on in your community?
37. [MAP] Who is the best person to get information from about new things going on in your community? Why is this person important?
38. [MAP] Are there any people in the community that you trust to make the community better?
39. What do you believe makes someone trustworthy?

Part 6: Reflection

Now that we are done with the interview and mapping we'd like to ask some final questions about what you thought of the process today.

40. Did you learn something about your food habits?
41. What most surprised you about your food habits or your food getting, making, and eating map?
42. Has there been a change in your food habits in the past year? (for example you moved, you had a child, you or someone you know was faced with a medical condition, would your answers relating to getting, making, or eating food have been different if we would have asked these questions 6 months ago or a year ago?)

We are now done with the interview. We have two sheets to fill out with you that we are going to use to help finalize the information on the map and then we are all done. Thank you so much for your time! This has been so very helpful! We very much appreciate that you took the time to talk with us today!

[TURN OFF RECORDER]

[PROMPT FOR ASSOCIATION MATRIX] We're going to go down the list of all the people on your map to see who is CONNECTED to one another. [USE WORD CONNECTED AND GO THROUGH THE MAP PERSON BY PERSON TO IDENTIFY WHO IS CONNECTED]
[HAVE PARTICIPANT COMPLETE DEMOGRAPHIC INFORMATION SHEET FOR ALTERS.]

4. Mapping Cheat Sheet

Ask about all PEOPLE:

- What is this person's name? (be sure to get their initials)
- What is your connection to this person? (family, friend, other)
- (If needed) What is your relationship to this person?
(If they do not see the person outside of a PLACE, put the dot on the place)
- Where do they live? (inside neighborhood, outside neighborhood, outside Cleveland)

People

- Family ●
- Friends ●
- Other ●

Places

- Food retail (non-FM): **Store Name**
- Farmers' markets: **Market Name**
- Other: **Name of Place**

Relationships

- Procurement/getting —
- Preparation/making —
- Consumption/eating —
- Resources —

Most influential person

- Procurement/getting ○
- Preparation/making ○

Favorite store(s) ★

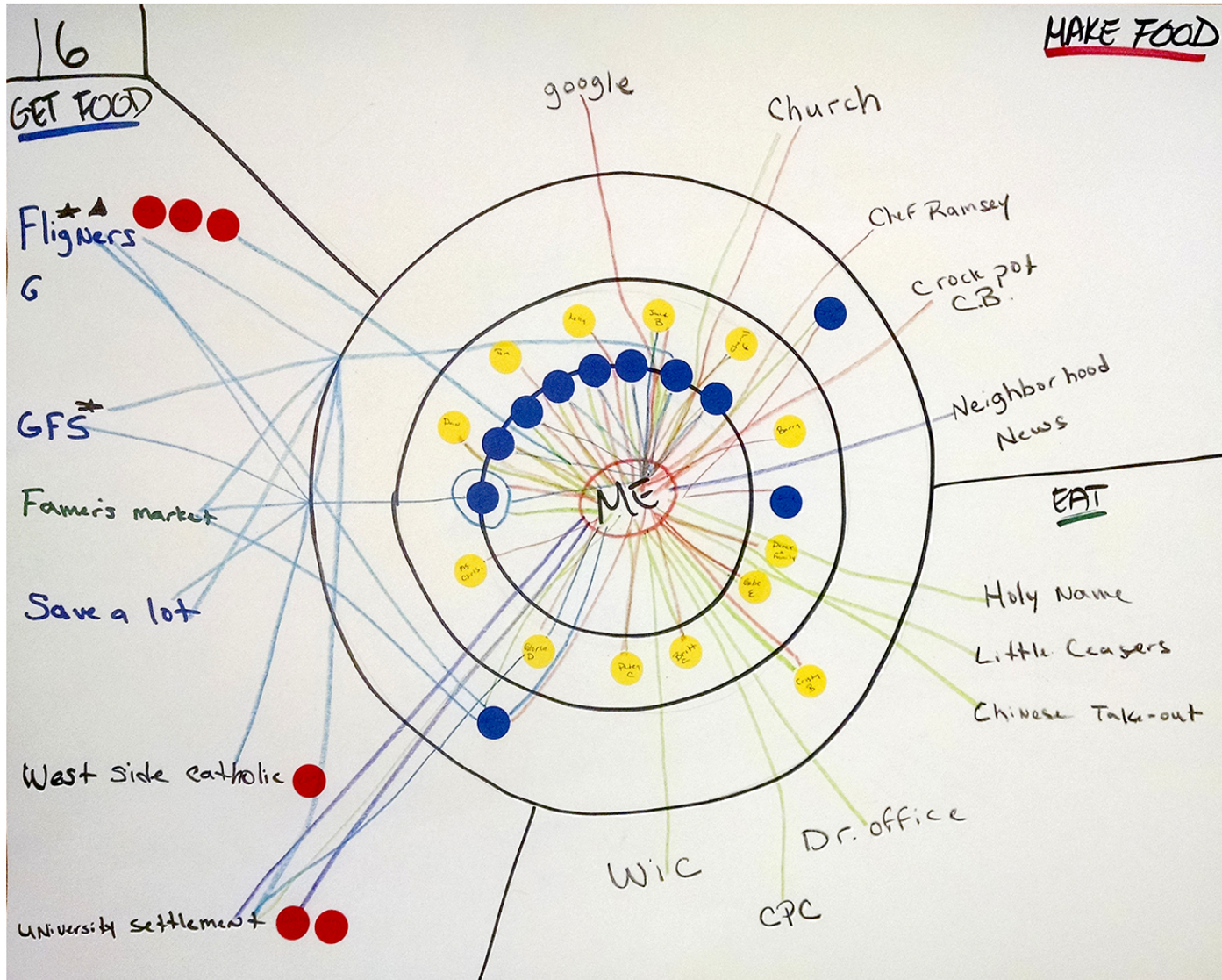
Least favorite store(s) ✖

Main store(s) △

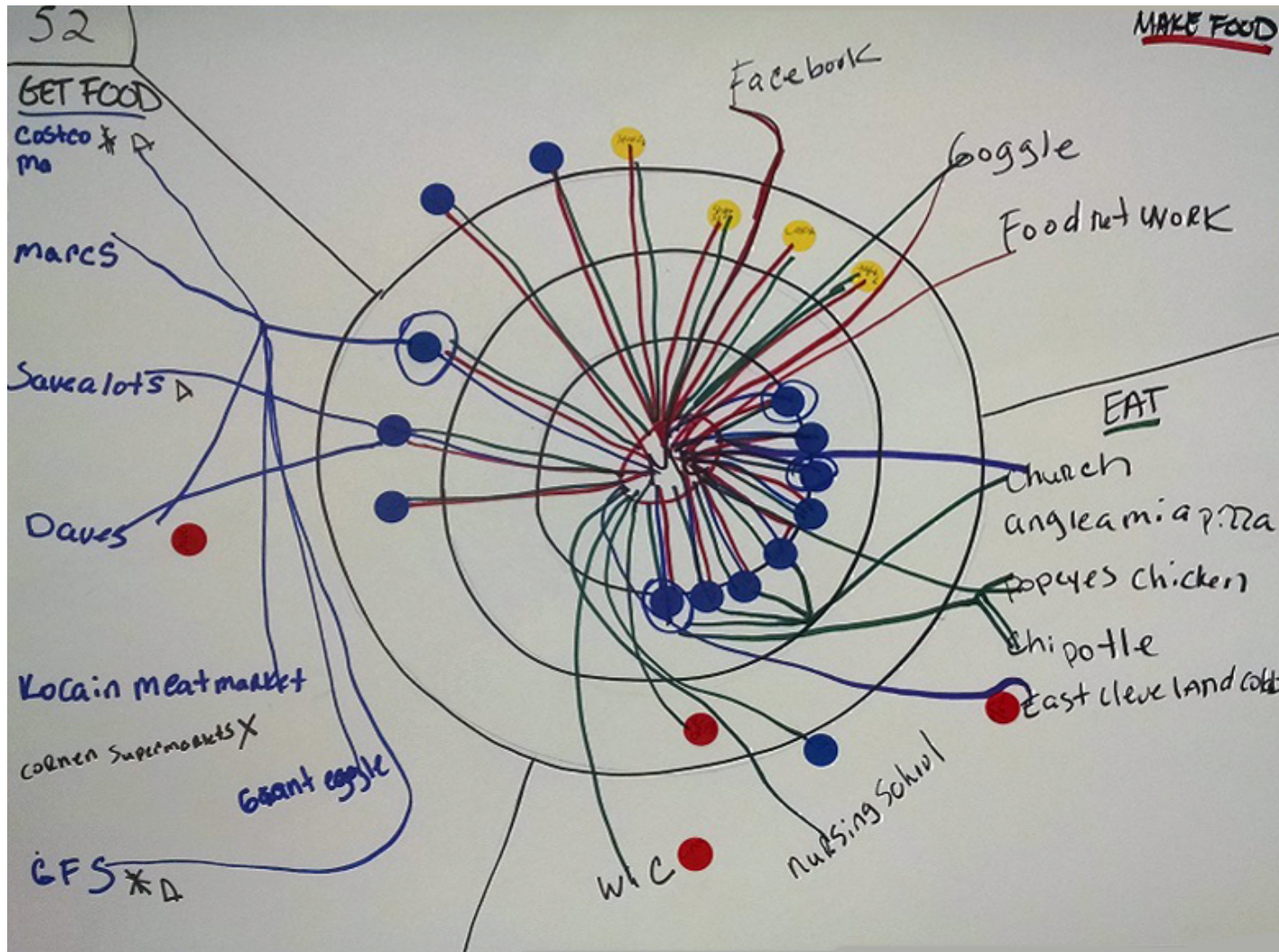
5. List of Stores

- Supermarket
- Supercenter
- Small Grocery Store
- Warehouse Store
- Convenience or Corner Stores
- Specialty Store
- Drug Store
- Dollar Store
- Farmers' Market
- Food Pantry/Food Bank/Shelter
- Other

6. Hand Drawn Map Example 1



7. Hand Drawn Map Example 2



8. Demographic Attribute Sheet

Date: _____ Interviewer: _____ Recorder: _____ Personal Identifier Code: _____

Alters		Alter Attribute			
First Name	Initials	Relationship	Age	Race	Gender

9. Example Demographic Attribute Sheet

Date: 10/22/15 Interviewer: Emily Recorder: Madalena Personal Identifier Code: _____

FOOD HABIT MAPPING PROJECT – DEMOGRAPHIC ATTRIBUTE SHEET

Alters		Alter Attribute			
First Name	Initials	Relationship	Age	Race	Gender
Ryan M.	RM	husband	33	W	M
Nathan	NM	son	18 mos.		M
Jim	JV	work acquaintance	50s		M
Jacklyn	JK	former coworker	50?		F
Sandy	SC	mom	54		F
Britney	BC	sister	27		F
Jessica	JC	sister	24		F
Jim (dad)	JL	dad	56		M
Jill	JM	child care provider	33?		F
^{aka Lindsey}	LS	friend	33		F
Coworkers			20-60	varied	M/F
PTA			20-45	W	F

10. Social Network Relationship Attribute Sheet

Date: _____ Interviewer: _____ Recorder: _____ Personal Identifier Code: _____

Alters		Network Connections														
First Name	Initials	Procurement				Preparation					Consumption				Resources	
		Go for	Go with	Info shared	Most influence buying	Make food for	Make for you	Make food with	Info/ ideas shared	Most influence making	Eat with	Helps eat right	Makes hard to eat right	Info shared	Get info	Trust

11. Example Social Network Relationship Attribute Sheet

DATE: 10/22/15 Interviewer: Emily Recorder: Madalena Personal Identifier Code: _____

FOOD HABIT MAPPING PROJECT – SOCIAL NETWORK RELATIONS ATTRIBUTE SHEET

Alters		Network Connections														
First Name	Initials	Procurement				Preparation					Consumption				Resources	
		Go for	Go with	Info shared	Most influence buying	Make food for	Make for you	Make food with	Info/ ideas shared	Most influence making	Eat with	Helps eat right	Makes hard to eat right	Info shared	Get info	Trust
Ryan	RM	✓	✓		✓	✓	✓	✓			✓		✓			
Nathan	NM	✓	✓		✓	✓				✓	✓		✓			
Jim	JV															
Jacklyn	JK															
Sandy	SC			✓			✓									
Briana	BC			✓												
Jessica	JC			✓					✓		✓					
Jim	JL						✓		✓		✓					
Jill	JM											✓				
Lisa	L										✓					
Lindsay	LS														✓	
Coworkers											✓					
PTA															✓	✓

12. Relationship Matrix

Date: _____ Interviewer: _____ Recorder: _____ Personal Identifier Code: _____

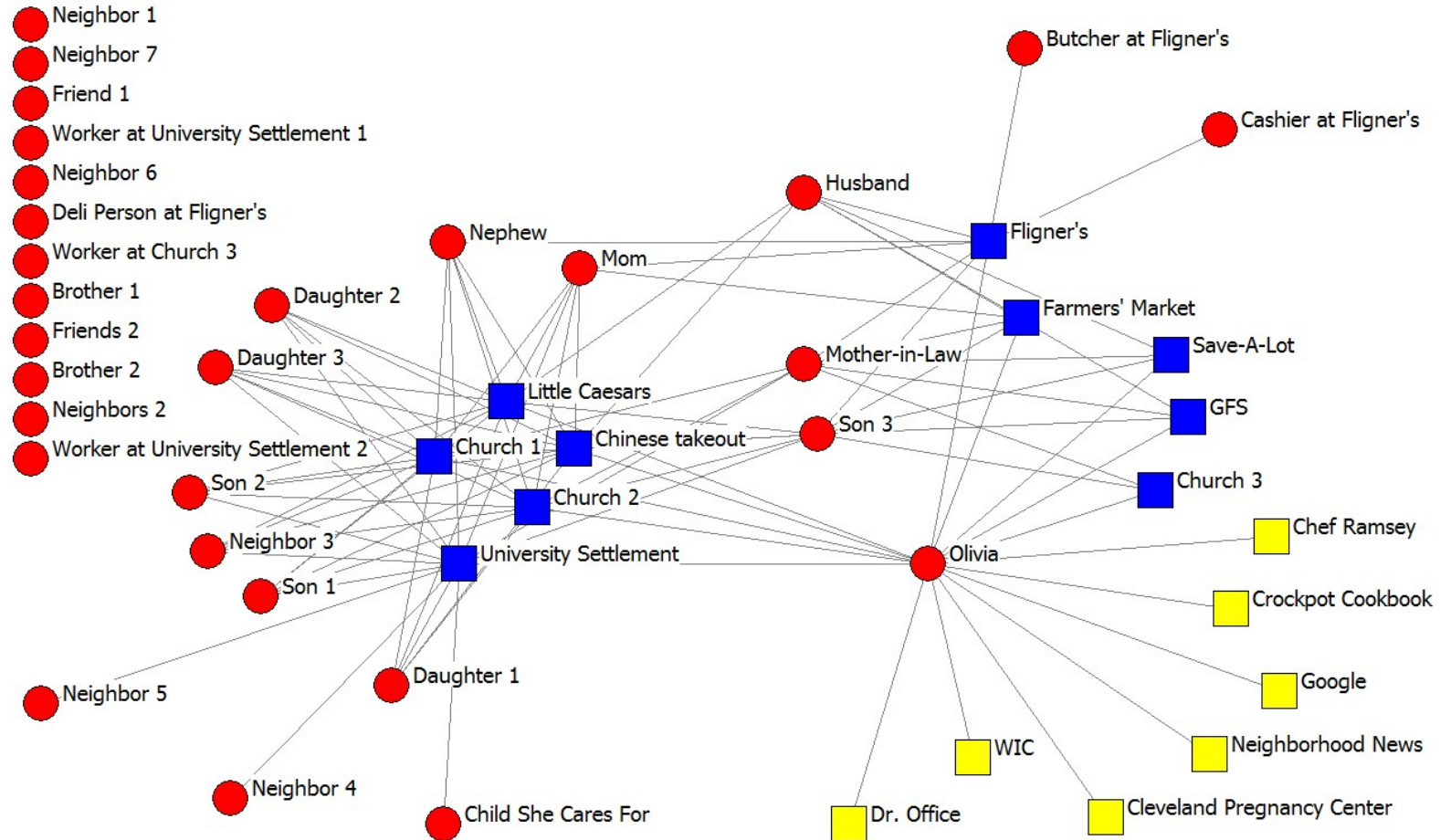
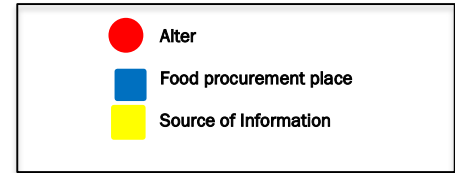
	Alter 1																			
Alter 1	0																			
		0																		
			0																	
				0																
					0															
						0														
							0													
								0												
									0											
										0										
											0									
												0								
													0							
														0						
															0					
																0				
																	0			
																		0		
																			0	
																				0

13. Example Relationship Matrix

Date: 10/22/ Interviewer: Emily Recorder: Madalena Participant ID: _____

	Ryan	Nathan	Tim	Jacklyn	Sandy	Britney	Jessica	Jim	Jill	Lisa	Lindsay	Lauren	PTA						
Ryan	0	1	0	0	0	0	0	0	1	1	1	0	0						
Nathan	1	0	0	0	1	1	1	1	1	1	1	0	0						
Jim V	0	0	0	1	0	0	0	0	0	0	0	0	0						
Jacklyn	0	0	1	0	0	0	0	0	0	0	0	0	0						
Sandy	1	1	0	0	0	1	1	1	1	0	1	0	0						
Britney	1	1	0	0	1	0	1	1	1	1	0	0	0						
Jessica	1	1	0	0	1	1	0	1	1	1	0	0	0						
Jim C	1	1	0	0	1	1	1	0	1	1	0	0	0						
Jill	1	1	0	0	1	1	1	1	0	0	0	0	0						
Lisa	1	1	0	0	0	1	1	1	0	0	0	0	0						
Lindsay	1	1	0	0	1	0	0	0	0	0	0	0	1						
												0							
													0						
														0					
															0				
																0			
																	0		
																		0	
																			0

14. Example UCINET Map



15. Post Interview Debriefing Guide

Date: _____ Completed by: _____

Interview ID number: _____

Complete during weekly post-interview reflection meetings.

1. Showing the map that was developed during the interview, give a summary of the interview highlights
2. What are some major themes that emerged related to getting food?
3. What are some major themes that emerged related to making food?
4. What are some major themes that emerged related to eating?
5. What are some major themes that emerged related to resources in the community?
6. What was the feel of the interview? Did the interviewee engage with the questions? Did the interviewee engage with the map?
7. What types of non-verbal cues did you observe? How were they related to questions and activities?
8. Discuss key insights about how your background may have influenced what you brought to the interview? (Interpretations of the questions, interactions with interviewee, etc.)
 - a. How did your race influence the interview?
 - b. How did your class influence the interview?
 - c. How did your gender influence the interview?
9. What questions would you change, take out, or add to the interview?
10. Did anything seem to be left out of the discussion? Were there topics that were particularly hard to elicit feedback on? Why do you think this happened?
11. Other comments?