

**Appendix N:
Eye-Tracking and In-Depth Interview Script—English and
Spanish**

Appendix N1: Eye-Tracking and In-Depth Interview Script—English

Post-Observation Script

Now we are ready to start the interview. It will take about 30 to 45 minutes. Do you need a break before we get started?

[Participant will remove device if break taken and device will be recalibrated after break]

Replace battery if have not already done so. Clear table used for interview.

Eye-Tracking Task [15 minutes]

Introduction

I'm going to ask you some questions about some different food products and about the cooking activity you just completed. We are asking all of the study participants these same questions. There are no right or wrong answers. Take your time in answering the questions. If a question is not clear, let me know and I can repeat it.

Is it okay with you if I audio record the interview? The recording is confidential and will only be used to accurately capture our conversation.

IF NO: Terminate interview.

IF YES: Proceed.

Task A – Distractor

First, I am going to show you a product. Please look at this product and consider how healthy it is. After you are done looking at it, I am going to ask you a few questions.

[Give participant the chicken breasts stuffed with broccoli.] Take as much time as you need to look at it. Let me know when you are finished.

Check tablet to make sure participant is looking through eye tracking device lenses to view product.

[It is okay for participants to refer back to the products when answering the questions below.]

A.1 What is the total fat per serving?

A.2 What is the amount of sodium per serving?

Task B – Research Question: Which version of the SHI label is most often attended to when consumers look at a busy food package?

[place marker in software – show products in pre-determined random order]

Now I am going to show you three different products [*fresh ground beef, frozen ground beef patties, chicken cordon bleu*]. I will give you each product to look at one at a time and you can take as long as you need to look at it. Just let me know when you are finished.

As you look at each product, please consider how you would prepare the product safely if preparing it at home. I am going to ask you a few questions after you have looked at the three products.

[*Give the participant product #B1*] Here's the first product. Take as long as you need to look at it. As you look at it, think about how you would prepare the product safely. Let me know when you are finished. [*Move product out of view*]

[*Give the participant product #B2*] Here's the second product. Let me know when you are finished. [*Move product out of view*]

[*Give the participant product #B3*] Here's the last product. Let me know when you are finished. [*Move product out of view*]

[*Place the three products in the specified random order in front of the participant. It is okay for participants to refer back to the products when answering the questions below.*]

B.1 For each product, please point to the warning about food safety.

[*Distractor questions*]

What is the proper cooking temperature for cooking the fresh hamburger patties?

Can you store the Dixie Burgers in the refrigerator?

[*When done, move products out of way*]

Task C – Research Question: Can consumers properly distinguish between RTE and NRTE products?

[place marker in software]

[*Go to Freezer – all six packages will be freezer.*]

Now I want you to look at some products that are in the freezer. Put the products that have to be cooked to be safely eaten here and place the products that do NOT require cooking for safety here. Do you have any questions before you get started? [*Lay out the two signs: Cooking for*

Safety Required vs. Not Required; if someone not sure about a product they can place to the side of the two signs]

In-Depth Interview [15 minutes]

I. Awareness and Use of Current SHI *with eye tracking device* – use *Cloverfield Chicken Tenders*

1. If you were preparing this product for the first time, what would you look for on the package to know how to prepare it safely?
2. *[Give participant handout with current SHI]* Have you seen this label before today?
 - a. If yes:
 - i. What is it?
 - ii. Where have you seen it?
 - iii. *[If respondent says food]* On what kind of food?
 - iv. *[If participant says food]* What does this label tell you about the food?
 - b. If no:
 - i. What do you think this label means?

II. Follow-up to Meal Preparation Experiment (15 min) – *stop eyetracking*

Now, I'm going to ask you a few questions that will ask about your experience cooking the spaghetti and meat balls. Keep in mind that people cook in different ways, and there is no one right way to cook, I just want to understand how you usually cook at home.

3. When you were cooking the meatballs from scratch, how did you tell when they were done?
 - a. *[If participant used thermometer]*
 - i. Was there something about the study today that prompted you to use a food thermometer?
 1. *[If yes]* What was it?
 - ii. Do you have a food thermometer at home?
 1. *[If yes]* Would you usually use a food thermometer to cook meatballs from scratch at home?
 2. *[If no]* *Go to checkout script.*
 - b. *[If participant does not mention thermometer]* *Go to checkout script.*

Check-Out Script

We mentioned in our recruiting materials that we were interested in cooking practices and evaluating recipes. However, the specific focus of our study is on food safety and how to prevent foodborne illness. The aim of this study is to measure food handling practices. We purposely did not tell you exactly what our specific research objectives were in advance in order to capture your behaviors in a natural way. You can request to be removed from the study at any time, and if you decide to exit the study at this point, we will destroy the recordings of your actions, and you will not be included in the data set.

We want to confirm with you now that you understand the focus of our study and that you wish to remain as a participant. Are there any questions that you have for me?

IF NO: Thank you so much for your time, your participation in our study is now complete, and we will remove your data from our dataset and destroy any records.

IF YES: Thank you for your consent.

We really appreciate you taking the time to help us with our research. For your time, we are providing you with a \$100 gift card—you may choose one from: Walmart, Target, Food Lion or Harris Teeter. You also get a free food thermometer and magnet. Should you have any questions later, you may contact the person listed on your consent form. Thanks again! Have a nice day/evening!

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-0177 and the expiration date is 4/30/2022. The time required to complete this information collection is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**SHI Study
Data Collection Form**

Participant ID: _____

Sequence ID: _____

Task C1 - C6 (*circle one*)

Fresh ground beef	cooking required	not required	unsure
Frozen burger patties	cooking required	not required	unsure
Caldwell chicken tenders	cooking required	not required	unsure
Cloverfield chicken tenders	cooking required	not required	unsure
Kosa chicken cordon bleu	cooking required	not required	unsure
Kosa chicken breasts with broccoli	cooking required	not required	unsure

Seen SHI Label before today? (*circle one*)

Yes

No

Used food thermometer? (*circle one*)

Yes

No

If used food thermometer, did study prompt use of food thermometer? (*circle one*)

Yes, cooking instructions on package

Yes, SHI on package

Yes, something else about study

No, usually used food thermometer at home

No, some other reason

Appendix N2: Eye-Tracking and In-Depth Interview Script—Spanish

Post-Observation Script

Ahora estamos listos para comenzar la entrevista. Tomará aproximadamente entre 30 a 45 minutos. ¿Necesita un descanso antes de comenzar?

[Participant will remove device if break taken and device will be recalibrated after break]

Replace battery if have not already done so. Clear table used for interview.

Eye-Tracking Task [15 minutes]

Introducción

Le voy a hacer algunas preguntas acerca de diferentes productos alimenticios y sobre la actividad de cocinar que acaba de completar. Le estamos preguntando a todos los participantes del estudio las mismas preguntas. No hay respuestas correctas o incorrectas. Tome su tiempo para responder las preguntas. Si la pregunta no es clara, dígamelo y puedo repetirla.

¿Está de acuerdo en que grabemos en audio la entrevista? La grabación es confidencial y solo se usará para capturar con precisión nuestra conversación.

IF NO: Terminate interview.

IF YES: Proceed.

Task A – Distractor

Primero, le mostraré un producto. Vea este producto y considere qué tan saludable es. Después que termine de verlo le haré algunas preguntas.

[Give participant the chicken breasts stuffed with broccoli.] Tome todo el tiempo que necesite para verlo. Avíseme cuando haya terminado.

Check tablet to make sure participant is looking through eye tracking device lenses to view product.

[It is okay for participants to refer back to the products when answering the questions below.]

A.1 ¿Cuál es el contenido total de grasa por porción?

A.2 ¿Cuál es la cantidad de sodio por porción?

Task B – Research Question: Which version of the SHI label is most often attended to when consumers look at a busy food package?

place marker in software – show products in pre-determined random order

Ahora le mostraré tres productos diferentes [*carne molida de res fresca, hamburguesas congeladas, pollo a la cordon bleu.*] Le daré cada producto para que lo vea por separado y puede tomarse todo el tiempo que necesite para verlo. Solo avíseme cuando haya terminado.

Al ver cada producto, considere cómo prepararía el producto de manera segura si estuviera preparándolo en su hogar. Le haré algunas preguntas después de que termine de ver los tres productos.

[*Give participant product #B1*] Aquí está el primer producto. Tome todo el tiempo que necesite para verlo. Mientras lo ve, piense cómo prepararía el producto de manera segura. Avíseme cuando haya terminado. [*Move product out of view*]

[*Give the participant product #B2*] Aquí está el segundo producto. Avíseme cuando haya terminado. [*Move product out of view*]

[*Give the participant product #B3*] Aquí está el último producto. Avíseme cuando haya terminado. [*Move product out of view*]

[*Place the three products in the specified random order in front of the participant. It is okay for participants to refer back to the products when answering the questions below.*]

B.1 Para cada producto, por favor apunte a la advertencia sobre seguridad alimenticia.

[*Distractor questions*]

¿Cuál es la temperatura adecuada para cocinar hamburguesas con carne fresca?

¿Puede guardar las hamburguesas Dixie Burgers en el refrigerador?

[*When done, move products out of way .*]

Task C – Research Question: Can consumers properly distinguish between RTE and NRTE products?

place marker in software

[*Go to Freezer – all six packages will be freezer.*]

Ahora quiero que vea unos productos que están en el congelador. Ponga los productos que se tienen que cocinar para comerlos en forma segura y coloque los productos que NO necesita cocinar para que sean seguros, aquí. ¿Tiene preguntas antes de comenzar? [*Lay out the two signs: Cooking for Safety Required vs. Not Required; if someone not sure about a product they can place to the side of the two signs*]

In-Depth Interview [15 minutes]

I. Awareness and Use of Current SHI **with eye tracking device** – use *Cloverfield Chicken Tenders*

1. Si está preparando este producto por primera vez, ¿qué buscaría en el paquete para saber cómo prepararlo en forma segura?
2. *[Give participant handout with current SHI]* ¿Ha visto esta etiqueta antes del día de hoy?
 - a. De ser así,
 - i. ¿Qué es?
 - ii. ¿Dónde la ha visto?
 - iii. *[If respondent says food]* ¿En qué tipo de alimento?
 - iv. *[If participant says food]* ¿Qué le dice esta etiqueta sobre el alimento?
 - b. De no ser así:
 - i. ¿Qué piensa que significa esta etiqueta?

II. Follow-up to Meal Preparation Experiment (15 min) – **stop eyetracking**

Ahora le haré algunas preguntas sobre sus experiencias al cocinar el espagueti con albóndigas. Tenga en cuenta que las personas cocinan de diferentes maneras y no hay una manera correcta de cocinar, solo deseo entender cómo cocina usted generalmente en su hogar.

3. Cuando estaba cocinando albóndigas desde el principio, ¿cómo supo cuándo estaban listas?
 - a. *[If participant used thermometer]*
 - i. ¿Hubo algo del estudio el día de hoy que hizo que usted usara un termómetro para alimentos?
 1. *[If yes]* ¿Qué fue eso?
 - ii. ¿Tiene un termómetro para alimentos en su hogar?
 1. *[If yes]* ¿Usaría normalmente un termómetro para alimentos para cocinar albóndigas desde el principio en casa?
 2. *[If no]* *Go to checkout script.*
 - b. *[If participant does not mention thermometer]* *Go to checkout script.*

Check-Out Script

En los materiales de reclutamiento mencionamos que nos interesaban las prácticas al cocinar y evaluar recetas. Sin embargo, el enfoque específico de nuestro estudio es la seguridad alimentaria y cómo prevenir una enfermedad alimentaria. El objetivo del estudio es medir las prácticas de manejo y preparación de alimentos. A propósito, no le dijimos exactamente los objetivos específicos del estudio con anticipación para poder capturar sus comportamientos en forma natural. Usted puede pedir salirse del estudio en cualquier momento y si decide salirse del estudio en ese entonces, nosotros destruiremos las grabaciones de sus acciones y no se incluirán en los conjuntos de datos.

Queremos confirmar que ahora que entiende el enfoque de nuestro estudio desea continuar como participante. ¿Tiene usted alguna pregunta para mí?

IF NO: Muchas gracias por su tiempo, su participación en nuestro estudio ha terminado ahora y borraremos los datos de usted de los conjuntos de datos y destruiremos cualquier registro.

IF YES: Gracias por su consentimiento.

Realmente apreciamos que haya tomado tiempo para ayudarnos con nuestro estudio. Por su tiempo, le estamos dando una tarjeta de regalo de \$100 dólares, usted puede seleccionar una de: Walmart, Target, Food Lion o Harris Teeter. También recibe un termómetro de alimentos y un imán gratis. Si tiene preguntas después, se puede comunicar con la persona que se lista en el formulario de consentimiento. Nuevamente, ¡gracias! ¡Espero que tenga (un buen día/una buena tarde/una buena noche)!

De acuerdo con la Ley de Reducción de Papeleo de 1995, ninguna agencia puede realizar o patrocinar, ni ninguna persona está obligada a responder a una recopilación de información, a menos que se muestre un número de control válido de la Oficina de Administración y Presupuesto (OMB). El número de control de OMB válido para esta recopilación de datos es 0583-0177 y la fecha de vencimiento es 4/30/2022. Se estima que el tiempo requerido para completar esta recopilación de información tiene un promedio de 60 minutos por respuesta, que incluye el tiempo para la revisión de las instrucciones, la búsqueda de las fuentes de datos existentes, la recopilación y el mantenimiento de los datos necesarios, así como completar y revisar la recopilación de información.

**SHI Study
Data Collection Form**

Participant ID: _____

Sequence ID: _____

Fresh ground beef	cooking required	not required	unsure
Frozen burger patties	cooking required	not required	unsure
Caldwell chicken tenders	cooking required	not required	unsure
Cloverfield chicken tenders	cooking required	not required	unsure
Kosa chicken cordon bleu	cooking required	not required	unsure
Kosa chicken breasts with broccoli	cooking required	not required	unsure

Seen SHI Label before today? (*circle one*)

Yes

No

Used food thermometer? (*circle one*)

Yes

No

If used food thermometer, did study prompt use of food thermometer? (*circle one*)

Yes, cooking instructions on package

Yes, SHI on package

Yes, something else about study

No, usually used food thermometer at home

No, some other reason