The following was used as a flexible guide for sample questions. In keeping with good qualitative research methods, the interviewer used probes as necessary and covered topics as they emerged in the conversation.

Please tell me about how you manage food and eating for yourself. How about for your family?

How would you describe the kind of eater you are?

How would people closest to you describe the kind of eater you are? What kind of eater would your mother say you were?

Were you always this kind of eater? How have you changed?

What about the people close to you - what kind of eaters are they? What kinds of eaters are your close friends? What kind of eaters do you know at work? What other kinds of eaters do you know of through your experiences?

Fill in the blank here: “I’m not a something eater”

Fill in the blank here: “I used to be a something eater.”

Fill in the blank here: “I’d like to be a something eater.” What kind of eater would you like to be? Tell me more about that. (Why?) What keeps you from eating this way?

Fill in the blank here: “I could never be a something eater”

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**Tool: Food Choice Identity Interview Guide**

**Purpose:** This tool was developed to understand people’s food choice identities and how these might affect food choices.

**Citation:** Bisogni CA, Connors M, Devine CM, Sobal J. Who we are and how we eat: A qualitative study of identities in food choice. *Journal of Nutrition Education and Behavior*. 2002;34(3):128-139.

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What kind of eater would be impossible for you to become?

Fill in the blank here:
“I wish I wasn’t such a something eater”

Tell me about different places you eat and the people you eat with. Does your eating style change in these different circumstances? Tell me more about that.

Fill in the blank here:
“I’d like to be a something eater.”

On a scale of one to ten (1 being the least healthy eater and 10 being the healthiest) for healthy eating, where do you fit?

If you were to go to a buffet meal where they had all kinds of foods, what would attract you most? Least?