Food Choice Processes of Rural Women – Interview Guide

**Purpose:** This interview guide was used to increase understanding of rural women’s perspectives on food and eating.

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**Personal Factors**

1. Can you tell me about yourself? How do you spend your time?

**Country Questions**

2. Can you tell me how living in here has affected your life? What was it like when you were a kid? Why did you stay here? Past-present. **Probes:** The things you believe, the choices you make, the relationships you have.

3. What was it like for your children to live here? Your grandchildren? How is it the same/different from when you were growing up?

**Food Choice**

4. Can you describe the foods that you usually eat? Give me an example of a typical day. Are all the days the same? **Probes:** days off work, week-ends, holidays, seasons.

5. What foods do you never eat? What foods do you tend to eat most often? What’s important to you when you shop?

6. Have you always eaten this way? How much has your upbringing influenced what you eat? In what ways has the way that you eat changed over the years? Specific foods?

**Environmental Influences**

7. Where do you usually eat? If at home, where else do eat besides home? **Probes:** Examples?
8. When you eat at ____________ do you choose foods differently than you might at home? **Probes:** When you eat at home versus when you eat at someone else’s house or a restaurant? Examples? What kinds of foods? How do you decide on what foods to choose in these different types of situations?

9. Have you ever lived anywhere else? What do you think of the eating habits of people in these places? How are they similar or different from those in this town?

10. What would someone from this other place think of the way people in this town eat? Is it similar? Different?

11. Did you eat any differently when you lived in ________________? Or do you think that you would eat differently if you lived in a different place?

**Food Rules**

12. Do you see yourself influencing how others eat? How do you influence what others eat? How do other people influence what you eat? Tell me about a typical dinner. Who prepares it? Who decides what will be served? What are these decisions based on? Example: Preferences of others in the household, self preference, health considerations (whose?).

13. Give an example of a time when there was a difference of opinion in your family about what was bought or eaten. Or where you should eat. **Probes:** At home? In a restaurant? Other? What happened? Who got what they wanted?

**Cultural Values**

14. In some families the woman has been responsible for making sure that everybody eats right. How true is this in your family? When you were growing up?

15. What did/do you teach your children about food and eating? **Probes:** How do you teach this?

**Fruits and Vegetables**

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www.human.cornell.edu/dns/foodchoice/index.cfm
16. Looking at the fruit and vegetable list, which are your favorites? How often do you eat them? Where do you eat them? When did you start eating them? Who else in your family eats them?

17. Of the vegetables that you crossed off, which do you like the least? When did you begin to dislike them? When was the last time you tasted them?

18. Are there any fruits and vegetables on here that you have never heard of? Would you be willing to try them? Under what circumstances would you be willing to try them?

**Probes:** friend’s house, at home, at a party, in the grocery store, in a restaurant, etc.

Look at list and ask participant questions about their methods of selection. i.e. why did you cross most of them off, even the ones you said you never tried? For the ones with the stars when did you eat them last? Why don’t you eat them more often?

**Ways of Knowing**

19. If you had a question about anything, be it health, voting, raising children, would you look for an expert to answer your questions? If so, who? What would you do if two experts disagreed? If not, why not and how would you find the answer to your question?

How do you know that someone is an expert?

When someone tells you something, how do you know if it is true or not?

20. If you had a question about nutrition/cooking/food would you ask an expert? If so, who and what do you do if the experts disagree? If not, why not and how would you find the answer to your question?

How do you know that someone is an expert?

How do you know what is right about food and nutrition?

21. There’s a lot of stuff on TV and in magazines about food. What do you think of this?

22. In terms of food, what do you consider normal? How have you come to think this way?

Identity

24. If there were a book describing your eating style, what would it be titled?

25. How does the way that you eat compare with others that you know? In your family? Colleagues? Someone from another place?

26. Can you fill in the following sentences?

I am not a ___________________________ eater.
I am a ___________________________ eater.
I used to be a something eater.
I could never be a ___________________________ eater.
I wish I wasn’t a something eater.
I wish I could be a blank eater.

What type of eater would your (daughter, mother, etc) say that you were?