REFERENCES


University of Virginia. About the University of Virginia; Student life. 1997. <http://www.uva.edu> (20 May 1998.)


APPENDIX A: CONSENT FORM

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY
INFORMED CONSENT FORM FOR PARTICIPANTS OF INVESTIGATIVE PROJECTS

Project Title: College Women’s Perceptions of Dairy Products

Principle Investigator: Denise Brochetti, Ph.D.; Leslie F. Hagy, R.D.; and Carolyn A. Weiglein

I. PURPOSE OF THE PROJECT

Researchers in the Department of Human Nutrition, Foods, and Exercise are studying women’s perceptions of dairy foods. You are invited to participate in the project. Your participation is voluntary.

II. PROCEDURES

You are asked to participate in a focus group discussion of how you feel about dairy foods. There will be approximately 6-10 women participating in the discussion. A moderator will lead the discussion, which will last approximately 1 hour.

III. RISKS

There are no risks involved in this study.

IV. BENEFITS OF THIS PROJECT

Your participation in the project will provide information that may be helpful in understanding how women feel about dairy foods. No promise of benefits has been made to encourage you to participate. When the research is completed, you may contact the investigators for a copy of the results.

V. EXTENT OF ANONYMITY AND CONFIDENTIALITY

The results of this project will be kept strictly confidential. Your name will be removed and only a code number will be used during evaluation and any written report of the project. Notes will be taken and an audio tape will be made of the discussion. The notes and tape will be reviewed by Leslie Hagy and Carolyn Weiglein, graduate students, and Denise Brochetti, faculty advisor. Notes and tapes will be secured in the office of the Department of Human Nutrition, Foods, and Exercise at Virginia Tech.
VI. COMPENSATION

For your participation, you will receive refreshments at the time of the group discussion.

VII. FREEDOM TO WITHDRAW

You are free to withdraw from this project at any time without penalty. You also have the right to refuse to answer any questions that are asked during the group discussion. If you choose not to answer any questions, you still will be compensated for your participation in the project.

VIII. APPROVAL OF RESEARCH

This project has been approved, as required, by the Institutional Review Board for Research Involving Human Subjects at Virginia Polytechnic Institute and State University and by the Department of Human Nutrition, Foods, and Exercise.

IX. SUBJECT’S RESPONSIBILITIES

I know of no reason that I cannot participate in this study. I have the responsibility of participating in one group discussion of dairy foods.

X. SUBJECT’S PERMISSION

I have read and understand the Informed Consent and conditions of this project. I have had all my questions answered. I hereby acknowledge the above and give my voluntary consent for participation in this project.

If I participate, I may withdraw at any time without penalty. I agree to abide by the rules of this project.

Signature________________________________ Date___________________
Should I have any questions regarding the project or its conduct, I should contact:

Carolyn A. Weiglein (540) 231-7708
Investigator
Graduate Assistant
Department of Human Nutrition, Foods, and Exercise
Virginia Tech

Leslie F. Hagy, R.D. (540) 231-7708
Investigator
Graduate Assistant
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Denise Brochetti, Ph.D. (540) 231-9048
Faculty Advisor
Department of Human Nutrition, Foods, and Exercise
Virginia Tech

H.T. Hurd (540) 231-5013
Director, Office of Sponsored Programs
Virginia Tech

PLEASE DETACH AND KEEP THIS PAGE.
APPENDIX B: ACTIVITES: INTRODUCTORY RANKING ACTIVITY AND HOW MUCH DAIRY DID YOU EAT YESTERDAY?

Introductory Activity: Group Ranking Exercise
Consider the following categories:

- Convenient ____
- Healthy _____
- Inexpensive _____
- Tastes Good ____

Please give each category a number from 1-4 in the order of importance to you when choosing foods. (1 is most important, 4 is least important)

How Much Dairy Did You Eat Yesterday?

<table>
<thead>
<tr>
<th>Food</th>
<th>Number of Servings</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 ounces of milk (such as low-fat or non-fat)</td>
<td></td>
</tr>
<tr>
<td>8 ounces yogurt</td>
<td></td>
</tr>
<tr>
<td>½ cup ricotta cheese</td>
<td></td>
</tr>
<tr>
<td>10 ounce milkshake</td>
<td></td>
</tr>
<tr>
<td>2 slices processed cheese</td>
<td></td>
</tr>
<tr>
<td>1 ounce hard cheese</td>
<td></td>
</tr>
<tr>
<td>1/3 cup grated cheese</td>
<td></td>
</tr>
<tr>
<td>1 cup frozen yogurt</td>
<td></td>
</tr>
<tr>
<td>1 cup cottage cheese</td>
<td></td>
</tr>
<tr>
<td>½ cup softserve vanilla ice milk</td>
<td></td>
</tr>
<tr>
<td>½ cup chocolate, vanilla, tapioca or rice pudding</td>
<td></td>
</tr>
<tr>
<td>1 slice medium cheese pizza</td>
<td></td>
</tr>
<tr>
<td>1 medium cheeseburger</td>
<td></td>
</tr>
</tbody>
</table>

Modified from examples found in:


APPENDIX C: SOCIO-DEMOGRAPHIC QUESTIONNAIRE

PLEASE PROVIDE THE FOLLOWING INFORMATION:

• Do you live alone?   _____yes   _____no
  If no, who do you live with?_____________________________________________
  Number of other people in the household______________________________

• Where do you live?
  _____dorm
  _____apartment
  _____at home

• Do you have a college meal plan?   _____yes   _____no
  If yes, how many meals a day do you eat with this plan?___________

• Do you shop at the grocery store?   _____yes   _____no

• How often do you prepare your own meals?
  _____Never
  _____Sometimes
  _____Almost always
  _____Always

• How often do you usually eat out? (Breakfast, Lunch, or Dinner)
  _____Never
  _____Less than once a week
  _____About once a week
  _____More than once a week

• Do you follow a vegetarian diet?   _____yes   _____no
  If yes, please list foods you exclude from your diet__________________

• Do you follow any of these diets? (Check all that apply)   _____yes   _____no
  If yes, does the doctor prescribe you to do this?   _____yes   _____no
  _____Low Fat
  _____Low Cholesterol
  _____Low Salt (Sodium)
  _____Low Calorie (Weight Loss)
  _____Diabetic
  _____Other, please explain__________________________________________

• Do you currently take any vitamin and/or mineral supplements?
• What year of college are you?
  _____Freshman  _____Junior  _____Graduate student
  _____Sophomore  _____Senior

• What is your major?________________________________________

• Have you ever had a college-level nutrition course? _____yes  _____no

• Where is your hometown?______________________________________________

• What is your age?__________

  Thank you!
APPENDIX D: MODERATOR'S GUIDE

Focus Group Questions

Opening Statement: Let’s begin by going around the room and introducing ourselves. Please say your name, where you eat out most often, and where your favorite place to eat is in _____________ (place of residence). We will be making lists of these restaurants as you share them. Leslie will be writing them down for us.

| 1. Introductory Activity: Group Ranking Exercise |
| Index cards will be handed out to each participant with the following categories listed: |
| -Convenient |
| -Healthy |
| -Inexpensive |
| -Tastes Good |

Please give each category a number from 1-4 in the order of importance to you when choosing foods. (1 is most important, 4 is least important)

Probe: Think about the foods you eat and for what reasons you choose to eat them.

2. Let’s go around the room again so everyone can share what they ranked as most important and tell why you did this. Explain what that order means to you.

Probes:
- What does that term mean to you?

3. Since we will be talking about dairy foods, we are going to start by making a list of dairy foods you can think of. Leslie will be writing it down for us.

Probes:
- Consider foods you may eat at home, the dining halls, when eating out, or as snack foods.
- Can you be more specific about what type of cheese, milk, etc. you are referring to?

4. Think back over the last few months. What are some dairy foods you ate regularly? These can be foods you ate at home, in the dorm, in restaurants, dining halls, or as snack foods. Please give some of the reasons you decided to eat these specific dairy foods. Remember, it is fine to disagree with each, in fact it is to be expected.

Possible probes:
- Consider foods you ate at home, in the dorm, dining halls, or when eating out.
- Can you be more specific about what you like about that food? (use if “liking the product” is given as the reason)
- Refer back to the ranking exercise.
• Refer back to the list of restaurants where you eat.

5. Let’s talk now about some dairy foods you seldom or never eat. As you did before, give some examples and reasons that influenced your decision not to eat these foods.

Probes:
• Same probes from question #3 will be used.

6. We all eat out sometimes. Tell me about dairy foods you eat when eating out. What influences you to eat these dairy foods?

Probes:
• Think about foods on the menu—refer back to the restaurants listed and the ranking exercise.
• What dairy foods are in the meal?

7. What are some benefits to you of eating dairy foods?

Probes:
• We’ve talked about dairy foods that you do and do not eat. Compared with other food groups, how important are dairy foods to you?
• What health issues do you perceive as beneficial?
• What product characteristics are perceived as beneficial?

8. What are some disadvantages of eating dairy foods?

• use same probes as #6.

9. Think about the dairy foods you ate as a child. How have you changed the type and amount?

Probes:
• What were the changes?
• When did you make these changes?
• What caused you to make these changes?
• Refer back to your list of dairy foods.

10. Think about yourself when you are your mother’s age. What type of dairy foods do you think you’ll be eating?

Probes:
• What is it that you would be changing?
• Share some reasons you think you will make these choices?

11. Now think of yourself at your grandmother’s age. What kind of dairy foods to you think you’ll be eating then?

• use same probes as #9.

12. How do you think dining halls and/or restaurants could improve their types of dairy foods available? Think about what is offered, think about the dishes with dairy—
What kind of improvements would you like to see in the dairy foods you eat in these places?

**Probes:**
- Refer back to your dairy foods list as well as your restaurant list.
- Think about what dairy foods are available/not available at these places.
- Think about the characteristics of the product (ie., low-fat, fat free).

13. We’ve already talked about restaurants and dining halls. What do you think the food industry could do to improve the dairy foods you buy in the grocery store? Think about specific dairy foods and remember the things you especially like or dislike about dairy products to help you.

**Possible probes:**
- Have you tried some of the new dairy products such as low-fat versions?
- Do you feel that packaging could be improved on dairy products to make it more convenient to you?
- Could the packaging be improved to make the products more appealing?
- Think about the flavor, texture, and appearance of the product.
- Think about the cost of the product.
- Refer back to your restaurant and dairy lists and your ranking exercise.

14. We talked about how products could be improved. Think about giving an idea to the food industry for a totally new or different product. What would it be?

**Probes:**
- Please describe your product.
- What suggestions do you have for flavors.
- What suggestions do you have for packaging.

15. What does the term osteoporosis mean to you?

**Possible probes:**
- What is your definition of osteoporosis?
- What do you think are your risks for getting osteoporosis?
- Do you think you might someday get it?

16. If you take a calcium supplement, what are some of the reasons you take one?

**Probe:**
- What type of supplements (in general) do you take?
- How often do you take them?
- Have you heard about the supplements on the market now? What do you think of these?

17. Think about the ads you see about dairy foods on TV, the radio, and in magazines. Tell me about some of these.

**Probes:**
- What does these ads mean to you?
• We know there are 3 major ads: Milk mustache (magazines), Got Milk? (TV), and Milk—It does a body good.

**Activity #3:**

Use this check sheet and fill out what you ate yesterday. Let’s go around and share what you think about what/how you ate.

18. Is there anything else you’d like to add that we haven’t already covered here today?
APPENDIX E: WELCOME AND GROUND RULES

Welcome and Introduction

Good Afternoon and welcome to our session today. Thank you for taking time to join in our discussion of dairy food choices. My name is Carrie Weiglein and I’m a graduate student at Virginia Tech. Leslie Hagy is assisting me today. We are trying to learn how you feel about dairy foods and factors that influence your dairy food choices. Your opinions are very important to us.

Today we will be discussing all types of dairy foods, such as different types of milk, cheeses, yogurt, and dairy desserts such as ice cream. As we discuss dairy foods and some of the things that may influence your consumption of dairy foods, remember there are no wrong or right answers but just different opinions. Please feel free to share your views even if they are different from what others have said. Remember we are interested in both positive and negative comments.

Before we begin, I want to remind you of a few ground rules. Our session will last about 1 hour. We will be tape recording the session so we don’t miss any of your important comments. Please speak up and speak one at a time so the tape will be clear. While we are talking, Leslie will be taking notes. We will be using first names today, but in our reports you can be assured of confidentiality. No names will be associated with your comments.

We will be using name tags to help us remember each others names. Let’s begin.

Modified from examples found in:


APPENDIX F: LIST OF DAIRY FOODS

Examples of Dairy Foods:

**Milk/Cream:** Whole, 2%, 1%, 0.5%, Skim, Buttermilk, Chocolate, Half and half, Whipping creams

**Natural Cheeses:** Cheddar, Swiss, Mozzarella, etc. (Could be chunks, shredded, or slices)

**Processed Cheese Products:** Spreads, dips, sauces

**Gourmet/fancy cheeses:** Havarti, Brie, Gouda, etc.

**Cottage cheese, Cream cheese, Sour cream, Ricotta cheese**

**Frozen Dairy Desserts:**
- Ice Cream (regular or low-fat), frozen yogurt
- Sherbet
- Novelties: Ice cream sandwiches, fudgesicle, etc.
- Soft-serve ice creams

**Yogurt:** Plain, flavored, with added fruit

**Foods Containing dairy:** *(Consider foods eaten at home or when out)*
- Cream soups or chowders
- Cream sauces, casseroles
- Macaroni and cheese, Lasagna, Pizza, Quiche, etc.
- Milk or cream with coffee
- Creamy dressings
- Butter

**Other desserts:**
- Puddings with milk
- Custard pie, cream pies
- Whipped cream topping
- Custard, Mousse, Bavarian cream

**Beverages:**
- Fast food milkshake
- Eggnog
## APPENDIX G: FOCUS GROUP TIMETABLE

**Focus Group Time Table**

<table>
<thead>
<tr>
<th>September 22-26</th>
<th>October 6-10</th>
<th>October 13-31</th>
<th>November 3-7</th>
<th>November 10-21</th>
<th>February 2-6</th>
<th>March 30-April 3</th>
<th>April 20-24</th>
</tr>
</thead>
</table>
| Sept. 23 Pilot Study #1 | October 8 Proposal Defense | Revise Focus Group Questions | Nov. 4 Pilot Study #2 | 1) Final Revisions  
2) Focus Group site decisions  
3) Begin initial contacts | Feb. 4 Focus Group #1 (WM) | 1) Mar. 30 Focus Group #2 (UVA) | April 23 Focus Group #4 (VT) |

<table>
<thead>
<tr>
<th><strong>Focus Group Dates</strong></th>
<th><strong>Proposed Activities</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 23 Pilot Study #1</td>
<td>Revise Focus Group Questions</td>
</tr>
<tr>
<td>October 8 Proposal Defense</td>
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</tr>
</tbody>
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3) Begin initial contacts |
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| November 10-21 | 1) Mar. 30 Focus Group #2 (UVA) |
| February 2-6 | April 23 Focus Group #4 (VT) |
VITA

Carolyn A. Weiglein

Carolyn A. Weiglein was born on May 17, 1974, in Richmond, Virginia. After graduating in 1992 from Brookville High School in Lynchburg, Virginia, she attended Virginia Tech where she received a B.S. degree in Human Nutrition and Foods in 1996. Carolyn continued her education at Virginia Tech as a graduate student in the same program, pursuing a M.S. degree and Graduate Certificate in Gerontology. After completing her graduate program, she will attend the Medical University of South Carolina Dietetic Internship Program. Carolyn’s goal is to work as a consulting dietitian in long term care facilities. Carolyn is a member of the American Dietetic Association.