

Answers for Asked Questions from Potential Applicants (Updated on February 1st)

The value of \$20,000. Can you confirm that it is US Dollars?

Yes, it is in US dollars.

Can the funding be allocated to staff time, indirects, travel/subsistence, and attendance at conferences?

Funds can be used for the completion and promotion of research papers, including staffing costs, travel expenses, conference registration fees, etc.

Is the open call open to Grad students? Or only post doctoral students?

Graduate students are also eligible. Cookpad is looking forward to receiving applications from a wide range of people, including university students/faculty and in-house researchers. However, please note that in the case of graduate students, we do ask that you provide the name of the supervising faculty member.

Does Gallup have a specific interest in a specific target group (e.g. vegans, children, people with health concerns, seniors) or would all apply?

All would apply. As shared in the brief, we are looking for a broad range of research ideas that will stimulate discussion around the impact of cooking on people's health/society/environment.

Please confirm does this mean 4x \$20,000 or \$20,000/4 (eg \$5,000) per project is the appropriate ask?

It means we'll divide the \$20,000 according to the number of Winners.

Please clarify if the data on cooking was collected at the same time, with the same respondents as the data that is described in the World Poll Methodology 2020?

Yes, it was collected at the same time as the respondents.

We have seen that there are now 3 years of data collection. Can this data be matched, e.g. is it a longitudinal design with every year the same participants or three individual samples, a new panel every year?

Participants are not the same. Please refer to the Methodology section on our [report](#).

The submission is set for February 15. Do we need to take a specific time & time zone into account?

You can apply by the end of February 15 in your time zone.

In the brief and online submission form there is no heading mentioning the budget. Do we need to submit a budget document or describe how the money will be used?

It is not mandatory to include your budget plan in your proposal. We plan to discuss with the winners individually after reviewing the process.

I haven't started my postdoctoral research yet, am I eligible to apply?

Yes, you can apply. It will be better if you can get support from professors.

Is it possible to access cookpad data beyond the World Cooking Index dataset?

Yes, it is possible. We already make some of our data open to researchers. If you have any specific data you want to use, we can discuss it with you.

What Gallup data can be matched with the World Cooking Index dataset, (e.g would data for the questions related to the Food and Shelter Index be also supplied?)

You can see from the link below.

https://static.cookpad.com/worldcookingindex/contest_brief.pdf

(APPENDIX 2 : Methodologies and questions covered in the Gallup World Poll)

Can the research idea consider other variables which are not included in the ,2018, 2019, nor in 2020 dataset collected by COOKPAD?

Yes, it will be great to utilize other data.

Our programme draws together many different types of researchers, which includes post-doctoral researchers such as myself. Could we submit a proposal as a programme, or would you prefer it to come from an individual post-doctoral researcher?

We are very open to accept your proposal from the team with many different types of researchers. We are not obsessed with individual postdoctoral researchers.

Q&A

What is the objective of this initiative?

Cookpad is seeking to collaborate with researchers who are interested in better understanding the role of home cooking in today's world, in areas such as (but not limited to) personal wellness, society and the environment. In 2018 Cookpad partnered with Gallup to include questions about frequency of home cooking in the annual Gallup World Poll. We want to make the findings available to researchers from a broad spectrum of interests to generate new explorations into the behavior of cooking.

Home cooking is one of the oldest human activities that billions all over the world partake in today. As such, we believe that the influence and impact of home cooking is broad -- however, it is a field that has seen limited academic interest.

This is a call for aspirational academics to partner with us to explore whether home cooking may or may not be a factor in their various areas of research, and how.

(Cooking and personal wellness)

Our at-home diet directly impacts our physical well-being -- for example, it can cause or prevent chronic illnesses. And as experienced by millions around the world during this past year's lockdown situation, for some people and situations, cooking itself is an activity that can yield deep emotional and psychological fulfillment.

(Cooking and society)

Cooking is a social activity, and one that is also impacted by the society around them.

Cooking is a culture, and for many, the dishes that they cook and eat at home is the manifestation of their cultural affiliation. How cooking is taught and conducted within the household and/ or the community can speak millions about how the household / community operates and individual roles within it (e.g., gender differences). While home cooking is a basic activity, it unfortunately is not immune to the social issues around us. We are seeing those challenges such as food insecurity and global financial discrepancies impact people's cooking behavior -- to what extent we have yet to understand.

(Cooking and the environment)

All human activities impact the environment that we live in. We have no doubt that home cooking; given its common nature, has substantial impact on our environment -- e.g., cooking fuel efficiency and gas emission, environmental cost of the food eaten at home.

(Others)

We are curious to understand what other areas cooking is related to. For example, what kind of technological advancements impact the way that people cook at home?

What do the successful applicants get?

It is expected that up to four research projects will form this round. The successful applicants will have full access to the Gallup World Poll data from 2018, 2019 and 2020 via SPSS or STATA. (For the full list of questions and countries included, please see appendix)

The data from the home cooking questions included in the World Poll must form part of your research.

Successful collaborators will also be offered financial support for the completion and promotion of their research project, such as funding for additional fieldwork, and travel to conferences. **Potential total maximum value of financial support provided is \$20,000.**

The research findings from the successful applicants will be shared at a Gallup World Poll-hosted webinar; published by Cookpad on the [World Cooking Index portal](#); and published on News.Gallup.com

What do successful applicants have to do?

The expected output is a paper (that includes the home cooking research from the Gallup World Poll) submitted to a respected academic journal relevant to the field of research.

Who can apply?

Anyone involved in academic research at a post-doctorate level.

If you wish to use this collaboration as part of your PhD, please include the name of your supervisor in your submission.

How do I apply?

Please submit your research plan via this form(<https://forms.gle/kjz52Xb58tFhVZ4C6>)

by February 15, 2022.

You will be asked to provide:

1. Name

2. Contact

3. CV

4. Outline of proposed research, incl. how the world poll data is expected to be utilized

5. Expected findings and its value (especially how it will advance the understanding of the impact of cooking on peoples' wellness / society / environment)

What if I have additional questions?

Please email [wci\[at\]cookpad.com](mailto:wci@cookpad.com) with the subject 'Cookpad WCI collaboration program' by February 1st.

Answers will be posted on the portal website.