

BRIEF

Cookpad Inc. (hereinafter called “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.

Selected collaborators will be offered **an opportunity to utilize the Cookpad / Gallup World Poll Database in their research projects, as well as financial support for its completion and promotion.** All research will be conducted by the researcher, independent of any input from Cookpad / Gallup.

Interested applicants are asked to **submit their research proposal by February 15th, 2022.** The deadline for the project’s completion is 2 years from the signing of the support contract. Please see below for full details.

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.** Potential **total maximum value of financial support provided is \$20,000.**

We welcome applications from individuals involved in academic research at a **post-doctorate level in any field.** (If you wish to use this grant as part of your PhD, please include the name of your supervisor in your submission.)

Introduction to Cookpad and the Gallup World Poll

Cookpad started in Japan over 20 years ago and is now used by around 100 million people worldwide in over 70 countries. It is a recipe sharing platform and cooking community where home cooks share and find daily cooking inspiration.

The Gallup World Poll tracks the most important issues worldwide, such as food access, employment, and well-being. Since creating the World Poll in 2005, Gallup has conducted studies in more than 160 countries that include 99% of the world's adult population. The World Poll survey includes more than 100 global questions as well as region-specific items. Gallup asks residents from Australia to Pakistan the same questions, every time, in the same way. This makes it possible to trend data from year to year and make direct country comparisons.

In 2018 Cookpad partnered with Gallup to include questions about frequency of home cooking in the annual Gallup World Poll.

Background to the collaboration program

Cookpad partnered with the Gallup World Poll because, while home cooking is a behavior common around the world, there has been little academic research into its impact. We want to make the findings from the World Poll available to researchers from a broad spectrum of interests to generate new explorations into the behavior of cooking.

Outputs and timescale

Collaborators are expected to deliver 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.

Deadline for Q&A (answers to be posted via website)	February 1st, 2022
Deadline for applications	February 15th, 2022
Applicants receive response	April 1st, 2022
Final deadline for completed outputs	2 years from signing of support contract

Requirements

Interested parties are asked to complete this form(<https://forms.gle/kjz52Xb58tFhVZ4C6>)

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)**

Participants strongly considered for the collaboration will also be interviewed by the Cookpad / Gallup teams.

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.

There will be periodic reviews with the Cookpad Project Team at points throughout the research process to ensure smooth progress; however, the research itself will be conducted under full discretion of the researchers and independent of any input from Cookpad.

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

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.

APPENDICES

APPENDIX 1 : Frequency of cooking questions included in the World Poll

The next few questions will ask you about cooking at home. By "cooking at home" I mean a meal prepared AT HOME from ingredients such as vegetables, meats, grains, or other ingredients. Please do not think about pre-made foods or leftovers that you reheat.

- *Thinking about the past 7 days, on how many days did YOU, personally, COOK LUNCH AT YOUR HOME?*
- *Thinking about the past 7 days, on how many days did YOU, personally, EAT LUNCH that was cooked AT YOUR HOME, either by you or someone else?*
- *Please tell me whether any of the following people COOKED any of those LUNCHES AT YOUR HOME in the past 7 days?*
 - *(if married:) Your spouse/partner*
 - *A family member/(if married:) Some other family member*
 - *Some other person who is not a family member*

- *Thinking about the past 7 days, on how many days did YOU, personally, COOK DINNER AT YOUR HOME?*
- *Thinking about the past 7 days, on how many days did YOU, personally, EAT DINNER that was cooked AT YOUR HOME, either by you or someone else?*
- *Please tell me whether any of the following people COOKED those DINNERS AT YOUR HOME in the past 7 days?*
 - *(if married:) Your spouse/partner*
 - *A family member/(if married:) Some other family member*

- *Some other persons who is not a family member*

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

Full list of index topics and questions covered in the Gallup World Poll, as well as detailed methodologies of the survey can be found in the following appendix files posted on the World Cooking Index website:

- https://static.cookpad.com/worldcookingindex/World_Poll_Methodology_2018.pdf
- https://static.cookpad.com/worldcookingindex/World_Poll_Methodology_2019.pdf
- https://static.cookpad.com/worldcookingindex/World_Poll_Methodology_2020.pdf

APPENDIX 3 : Countries included in the World Poll

Detailed information of the countries surveyed, number of respondents, data collection period etc. can be found in the following appendix file posted on the World Cooking Index website:

- https://static.cookpad.com/worldcookingindex/World_Poll_Dataset_Details_COOKPAD_2018-2020.pdf
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