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LUND UNIVERSITY

Joint Faculties of Humanities and Theology

Knowledge in a Digital World: Green Search

www.kdw.lu.se

Department of Arts & Cultural Sciences

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Want to talk about online search and the environment?

GreenSearch is an investigation of how people use web search engines and other online search tools, such as social media or consumer apps for smart phones to look for everyday-life information on the environment and environmental problems. Specifically the focus is on information related to food and eating.

We are looking for people and already existing groups or clubs interested in participating in focus group discussions on how we look for information online and the environment. You don't need to be an expert in any of the issues. We are most interested in common, everyday life experience.

Interested? Get in touch with jutta.haider@kultur.lu.se and we can arrange for me to come to one of your group's meetings and lead the discussion on GreenSearch.

Please bring your smartphones, ipads, tablets, notebook computers or whichever digital device you use on a regular basis for online search in all aspects of your everyday life. You will be asked to use them and do searches, checks or other information related activities during the focus group conversations. Each focus group meeting will last 60-90 minutes.

The focus groups will be recorded digitally and later transcribed. The researchers will also take notes and we might ask you to take screenshots to be shared with the research team. All material will be treated confidentially. No real names will be used at any point during transcription, analysis or reporting.

Green Search is part of the framework program "Knowledge in a digital world" funded by the Swedish Research Council.

Don't hesitate to contact me if there is anything you are curious about:

E: jutta.haider@kultur.lu.se or T: 046-222-0458

Looking forward to meeting you soon.

Jutta Haider