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AN EXPLORATORY STUDY OF FOOD SUSTAINABILITY IN FAST FOOD RESTAURANT ADVERTISEMENT

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Paper Abstract

Purpose – The main aim of this report was to answer the question of how sustainability is used in fast food advertisement; this was carried about by examining the advertising campaigns of leading fast-food companies based upon a framework constructed by previous literature in the literature review.

Design/Methodology/Approach – Campaigns were chosen based upon the date they were shown as well as the length of the videos to ensure a fair test between different companies' campaigns. Once the research was carried out the data was analysed through a qualitative content analysis to determine different themes and concepts in the advertisements and then analysed if/ how the advertisement influences consumers consumer opinion.

Findings – The findings showed that sustainability was a key factor in the advertisements even if the forward message of the advert wasn't about how the product was sustainable.

Originality – This research discovers that there is a relationship between the advertisement and themes of sustainability that stereotypically have an influence on the consumer. It also confirms the use of sustainability across different formats of marketing such as posters and video advertisements.

This research was carried out independently and is free of plagiarism and has not been submitted anywhere else.

Keywords: Sustainability. Hospitality, Fast Food, advertisement, marketing

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INTRODUCTION

The fast-food industry is a multi-billion-dollar industry and a rapidly growing industry as of 2018 (Talwar, 2018), the restaurant industry is constantly changing and attempting to satisfy the needs of its customers through a variety of products and services. The growth of the fast-food industry can be fast food industry offers a service which is convenient and saves time, as well as the popularity of eating out (Chun, Nyam-Ochir, 2020). Due to the 2020 COVID-19 pandemic affecting the hospitality industry the idea of applying a sustainable business approach moving forward is constantly on the rise (Gkoumas, 2021). This has been an aspect of the industry that many companies have been developing over recent years, the idea is for the company to find a balance between environmental sustainability and customer satisfaction (Bruns-Smith, Choy, Chong, & Verma, 2015). The report aims to define if fast food advertisement uses sustainability throughout their advertisement to ensure the consumer understands the meaning behind the advertisement. This research is useful for the consumer to know as it will demonstrate whether any subliminal techniques are being deployed to persuade their opinions (Krugman, 1965).

Aims and objectives

This report aims to determine if fast food companies utilise sustainability as part of their advertisements and, if so, analyse how they achieve it. The research will analyse advertisements from some of the most successful fast-food companies globally McDonald's, KFC and Burger King and measure different variables to collect detailed themes from the adverts. The analysis is based upon information provided in the literature that allows themes to be identified in the advert and how the advert affects the consumer. Once the research is carried out, the data will be thematically analysed and evaluated on if these companies use sustainability, how it is used in the advertisement, and how this affects the consumer. The literature in this report discusses how different forms of advertising can influence the consumer in different ways, this will be considered when analysing the data and concluding the results from the research.

Context

This reports aim is to identify what aspects of sustainability is used in fast food advertisements. The research will be carried out via a content analysis of advertisements produced by leading fast-food restaurants. The research takes inspiration and add to previous research such as Barakeh (2014) and Seretny, Gaur, Sobczyk, Kaabour, (2021).

LITERATURE REVIEW

Advertising

There are many different definitions of advertising, commonly referenced as an umbrella term for the whole marketing industry to encapsulate the industry without any confusion. (Laurie, Mortimer, Beard, 2019). However, advertising started as early as the tribal ages when trading first started (Presbrey, 2000), although modern-day advertising is much different, it has a much higher number of engagements with daily exposure to advertising schemes (Mehta, 2000). Technology has allowed advertising to reach consumers and adapt to the business environment (Lee, Cho, 2020). Advertising was defined by Richards and Curran, (2002, p. 64) as “Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future”

Advertising has been used for many different agender some have been misleading and manipulative where some have warned people of danger. This has changed due to the anonymity of the marketplace (O'Barr, 2015). In the modern day, there is a process many individuals go through before purchasing items and need proof of satisfaction or that the product is trustworthy. This has meant that companies have changed how they advertise to the general populous, there are now a number of variables in modern advertising such as a variety of mediums used, the amount of information in the advertisement, the amount of time needed for the information, as well as the frequency the content in the company's advertising is updated and the accessibility of the adverts (Ahn, & Lee, & Lee, & Paik, 2012).

Nelson, (1974) discusses how advertisements have been developed to provide information to the consumer however, Nelson elaborates on this by stating that the information is in the interest of selling more of the product. This meant that much of the information provided in an advert was misleading and focused on what consumers wanted to hear and less on the quality of the product. More recent studies show that this is still the same though many consumers show concern for how the product was produced, due to the development of media over recent years. Poels, & Dewitte, (2019) explain that advertisements haven't changed much in the information they display to the consumer, yet many companies do consider the sustainable aspect of what they are promoting.

Effects of advertising

Industry and trade are dependent on advertising being effective, it is often used as a persuasive tool and a creative tool companies utilise to provide information to the customers. When advertising, a company's primary objective is to influence the customer and their attitudes/buying behaviour. This consumer behaviour is affected by aspects such as value and perception of quality. However, external factors that companies cannot control can also affect a consumer's buying behaviour (Ampofo, 2014). For example, studies show that society is currently in a consumer society where consumers are no longer purchasing produce, they need but they are purchasing products they want instead (Baudrillard, 2018). Advertising has influenced the current consumer society heavily, research by Kelly, Lawlor, O'Donohoe, (2005) states how advertisements manipulate consumers' conscious into buying products they don't need via the power they present in their advertisements.

Research has been carried out into the effects advertising has on the consumer. Francis Buttle (1991) explored the effect of advertising on the general population. The study shows that most people had advertisements shown to them frequently behavioural changes such as buying the product that was advertised as well as behaviour such as brand loyalty. Advertisement is shown to bypass how the consumer normally functions and build a representation of the brand on the consumer, this representation should attempt to be acceptable and desirable (Weilbacher, 2003). Consumers are affected by many different

aspects of an advertisement; different wavelengths of colours allow simulates in specific regions of the brain causing different moods and change in attention.

Colours and their different meaning vary between cultures in most Western cultures blue green and white is associated with a peaceful and calming meaning whereas reds, purples and yellows are often perceived as emotional, vibrant, and sharp meanings (Kumari, & Nanalal, 2016). However, in advertising, using colours such as blue and green can show that the company is environmentally friendly. The use of green in sustainability goes to the very core with the term “green energy” being a common phrase used by the population to describe sustainable energy (Lim, & Baek, & Yoon, & Kim, 2020). Another crucial aspect of an advertisement is the tone an advertisement displays as different tones can affect the message it is trying to send as well as the way it is perceived by the consumer (Ridout, & Fowler, 2012).

Sahin, Baloglu, and Topcuoglu, (2020) discuss how the colour green has been used within advertising especially the hospitality industry, Sabin et al, state that many hospitality businesses use green images in advertising to create the impression the company is eco-friendly. Furthermore, Sabin et al, state that the perception of eco-friendliness companies create is to influence how purchasing decisions made by the protentional consumer.

Sustainability in advertisement

Sustainability as a topic has been researched extensively (Arena, Ciceri, Terzi, Bengo, Azzone, & Garetti, 2009) yet not one definition can be decided on, sustainability has many definitions the main definition being the ability to “meet the needs of the present generation without compromising the ability of future generations to meet their own needs” (WCED, 1987). Corporate social responsibilities better known as CSR is an approach many companies implement to become more environmentally friendly (Sheehy, 2015) many large companies have begun to implement this into the day to day running of the company and have implemented a lot of the responsibilities into their advertising (Mögele, & Tropp, 2010).

The idea of sustainability has been an increasing agenda for many companies over recent years (Vu, Chan, Lim, Chiu, 2017) and has led to many advertising schemes to display

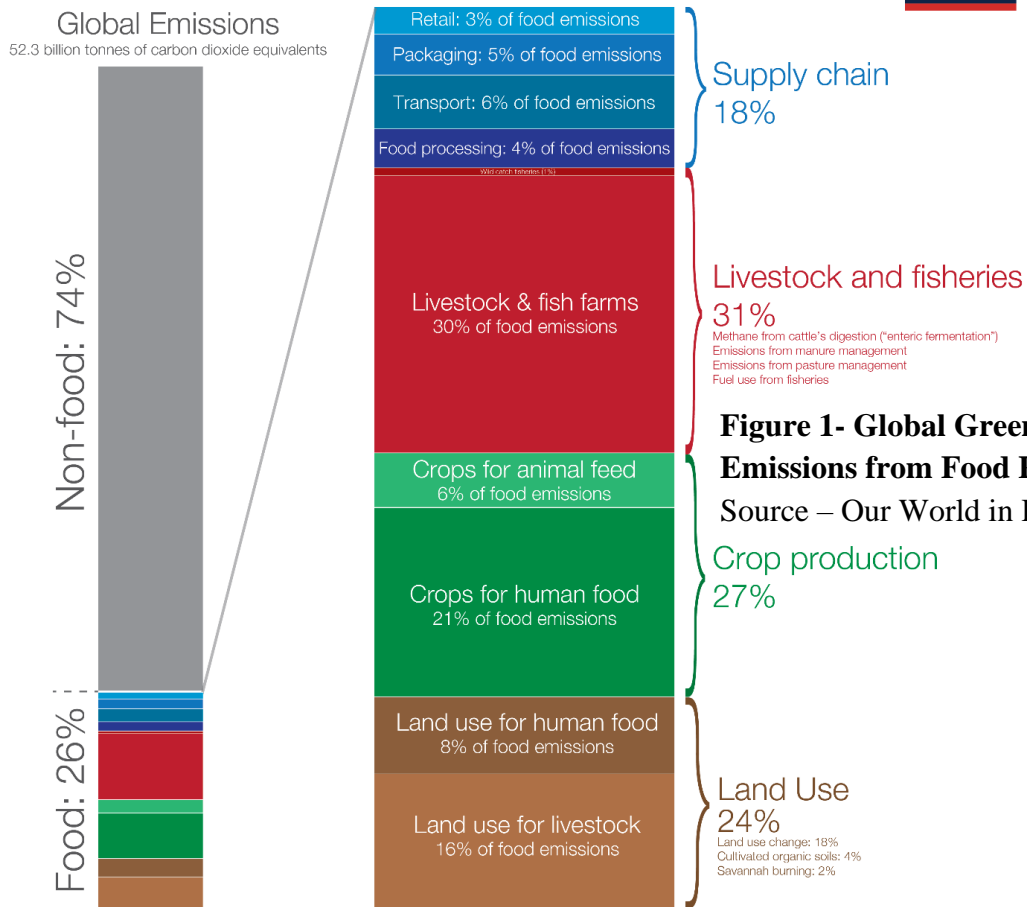
companies as sustainable. Green advertising is a common market strategy that has been increasing and due to many social movements occurring globally. Many companies have capitalised on these social movements by adopting a consumer-oriented marketing approach to engage with more customers many of which focus on improving the company's sustainability (Cummins, Reilly, Carlson, Grove, & Dorsch, 2014), this is due to the general population becoming aware and conscious of the environment and the sustainable development companies need to implement (Liobikienė, Bernatoniene, 2017).

The recent development of sustainability awareness has caused the importance of marketing a company's environmental awareness. Many companies demonstrate this by displaying how their products affect the environment. Paço, Shiel, and Alves, (2019) examine how consumer behaviour has caused companies to communicate in an environmental manner. Many social and cultural factors are to thank for the influencing of sustainable awareness, studies show that individuals who display awareness of social concerns prefer to buy biodegradable, recyclable, and Fairtrade products (Dhanya, & Vazhuthacaud, 2020). Therefore, many advertisement schemes developed to communicate in a green manner have arisen over the years promoting sustainability, these schemes promote a companies use of reusable material, waste minimalization and plant-based products (Sustainability matters daily, 2019).

Although, a study by Schmuck, Matthes, and Naderer, (2018) shows that there is little information produced by a lot of businesses about the logistics of their environmental schemes. Even though many companies don't follow many green practices due to the advertisements portraying them to look sustainable. Therefore, leading people to believe people a company is more environmentally friendly than the company is, this has been labelled "greenwashing". Greenwashing is a scheme many companies come across as it causes investors and capital investment to lose confidence and can hurt a brand image if the issue is severe enough (Delmas, & Burbano, 2011).

Sustainability in fast food

Global greenhouse gas emissions from food production Our World in Data



Data source: Joseph Poore & Thomas Nemecek (2018). Reducing food's environmental impacts through producers and consumers. Published in Science. OurWorldinData.org – Research and data to make progress against the world's largest problems. Licensed under CC-BY by the author Hannah Ritchie.

Studies by Barakeh, (2014) show that over recent years companies have had a change in the supplies they purchase. This is due to people considering what goes into their hamburgers, as for year consumers were unconcerned to what they were eating. The production of food takes up around 26% of worldwide greenhouse gas emissions as shown in Figure 1, livestock takes the majority of this up, a component many fast-food industries use. It is well known that food production creates emissions, from ovens and fryers that cook the food to the trucks that deliver the food to the restaurant (Kurzgesagt, 2021). The top producer of carbon emissions in the food production industry is beef, on average 1Kg of beef emits 71Kg of carbon emissions, whereas only 10kg of emissions is produced for poultry. In comparison plant-based products produce less carbon emissions even more than buying locally sourced meat products (Kurzgesagt, 2021) this is due to transporting and packaging goods takes up around 18% of all food emissions as seen in figure 1.

However, due to people becoming aware of the issues their current diets have on the environment fast-food companies have begun to develop new plant-based products (Alae-Carew, Green, Stewart, Cook, Dangour, & Scheelbeek, 2022). Many fast-food restaurants have developed plant-based options to reduce the consumption of animals along with the altera motive of appealing to a larger market and forming to current trends such as sustainability and animal welfare (Northfield, 2021). Moreover, some fast-food companies lower the consumers' exposure to meat during their experience via different aspects such as number plates, time of day, and restaurant location (Alae-Carew et al., 2021).

An essential element of sustainable food consumption is food packaging and the amount of waste produced by the packaging. The minimization of single-use plastics and the increase in using biodegradable and recyclable products is crucial for this (Tyagi, Salem, Hubbe, & Pal, 2021). Many fast-food companies have begun to develop ways of recycling many of their products (kids' toys, paper straws etc) and packaging (Nagarajan, Kee, Thevarajan, Kumaran, Letchumanan, & Aziz, 2019). Many fast-food restaurants have reduced the amount of plastic in their operations with many companies banning plastic straws and drink stirrers as well as packaging with recycled paper cup holders and cardboard cups being introduced in many fast-food outlets.

However, there is room for more sustainable strategies that companies could implement in their daily routines to become more sustainable; many of these are already being done by companies such as McDonald's which has begun recycling frying oil and turning it into biodiesel. (Vivaldini, & Pires, 2016). Moreover, companies could recycle more of their waste packaging and products as much of the packaging in chain restaurants in is standardised (Aarnio, & Hämäläinen, 2008).

Sustainability in fast foods advertisement

There is little research into if fast-food corporations use sustainability in their advertisements to appeal to a larger market. However, as previously stated, many fast-food companies have acknowledged the need for change when it comes to being sustainable and applying many techniques to achieve this. Some research shows that a few companies have begun to produce sustainability-based adverts (Carlson, Grove, & Kangun, 1993).

METHODOLOGICAL APPROACH

The analysis of advertisements produced by 3 fast-food companies which are featured within the upper echelon of the fast-food industry in the UK, the restaurants under analysis are McDonald's, KFC, and Burger King, (Statista, 2021). To facilitate the research carried a qualitative approach has been chosen; the qualitative approach chosen is a content analysis this is due to its ability to allow a systematic approach to the revision of media in a variety of mediums (Morris, 1994). The specific content under analysis is videos produced by the companies alongside statements made on their websites.

The content analysis used for the study has the intention of identifying themes that recur throughout the advertisement and attempting to understand the use of these themes in the advertisement. Gaur, & Kumar, (2018) state how a content analysis has many advantages over other qualitative data research methods, such as:

- Closeness to the data
- Examines communication
- Provides historical and cultural oversites

These advantages can be used throughout the analysis of the advertisements.

Research methods

The data collected had to be all primary data as this allows full control over which data is being drawn from the media under analysis (Hox, Boeije, 2005). The data was collected originally via writing down rough notes and then refined and condensed via coding into what is shown in the appendix. Coding is a process in content analysis which allows the categorisation of content such as themes and keywords (Hsieh, & Shannon, 2005).

To extract the data efficiently, the advertisement will be selected from a small sample of advertisements from the companies official YouTube sites that have been aired since 2017 to ensure that the advertisement was part of different trends at that time this has changed since the original proposal due to restrictions on videos in the UK. The advertisements were examined on the themes they present and then analysed on if they are linked to sustainability.

Furthermore, the advertisements were analysed on whether any recurring trends and if the trend linked to sustainability or encouraged the viewer to become more sustainable in their everyday practice. The advertisements also were analysed by the reoccurring colours and images in the advertisements, the use of which was then critically analysed and theorised with academic underpinning from the literature review.

The data that was gathered must be relevant to the research taking place, to ensure this when the advertisements was analysed, the following 6 categories were used to examine how the advertisements are constructed:

- The content of the advertisement such as products and packaging
- The colours used in posters and videos
- The usage of words in the advertisements
- If there is use of the environment, i.e., open fields
- If animals are used in advertisements
- The tone of the advertisement

To ensure the correct advertisements were selected they had to meet the minimum of 10 seconds but no longer than a minute, not including the end logo card, this ensured they maintained consumer attention. Moreover, the length of the advertisements ensure that each advertisement had the ability to display an equal level of information, this decision was made due to ensure a fair test alongside inspiration from research by Slater, & Tiggemann, & Hawkins, & Werchon, (2012) who found that the number of advertisements, and their length can affect the viewer.

To guarantee the identification of any recurring themes between companies and the media they produce is high quality, only a small sample size of 3 advertisements will be selected for analysis. The advertisements were watched multiple times due to the number of variables in them, the video was watched for each of the 6 categories (Bell, 2001). The subtitles were on for the first viewing then turned off to allow a full analysis of the words used in the advertisement, word usage is an important part of how advertisements are perceived by the consumer (Wyckham, Banting, & Wensley, 1984) a great example of this

is slogans that are used (Shtanhret, & Kotenko, 2021) something McDonalds and KFC use often (Xia, 2020)

In a report by Elo, Kääriäinen, Kanste, Pölkki, Utriainen, & Kyngäs, (2014) mention that tables aid the categorisation of the results as well as allow a similar analysis of the results and convey this in a way for the reader to understand the content analysis. This, therefore, led to a table being designed from the ground upwards specifically for the project (see Figure 2 for example). This allowed insurance that the coding process of the content analysis was clear and concise with each aspect of advertisement that was deemed relevant for the research.

Figure 2: Table example

	Sub-themes identified in restaurants advertisement.			Overall themes found across all advertisements
Category	Advert title 1	Advert title 2	Advert title 3	
What is the content i.e., products and packaging				
What colours are used in advertisements				
What are the choices of word				
What type of environment?				
Is there use of animals				

There are no human participants in this work the purpose of the research is to answer the question is how sustainability is used in fast food advertisement and all health and safety risks have been assessed and meet Sheffield Hallam's standards. An ethics form is available in the appendix which has been approved by Sheffield Hallam.

RESULTS AND DISCUSSION

All the tables used for the advertisements can be found in the appendix (Tables 1,2 and 3) alongside links to the corresponding advertisements. The tables present the rough data gathered from the videos as well as the overall themes that the advertisements use. Each fast-food company had 3 videos analysed each. The following section aims to evaluate each company and find if or how sustainability is used in each companies advertisement.

Data Analysis

Burger King

Burger King was founded in 1954 (Burger King, 2021a) and has grown as a company since creating a variety of products; during this growth the company has realised that waste reduction and a sustainable approach to the company was needed. In 2019 the company launched a program to reduce the amount of plastic it uses (Burger King 2021b). When watching the burger king advertisements, it was apparent that the brand was attempting to be a more sustainable brand with how they operate, most of the content was them displaying products with some explanation to the product. The side-by-side comparison of the two burgers one being a plant-based burger and one being a beef-based burger (shown in image 1) is an example of the product promotion the company applies whilst still having a displaying a sustainable message to the consumer.

Image 1 – source (Srivastava, 2022)



Each of the Burger King advertisements consistently used word choices to describe the product to the viewer, with paced clear speech to help the listener engage. Moreover, the use of colours in the advertisements are often associated by many as sustainable colours such as blue and green (Lim, et al, 2020). These were reoccurring colours in many advertisements which seemed to of been amplified for the advertisement to make the products more appealing and if applying the theory Kumari, & Nanalal, (2016) suggests that many of these colours are working subconsciously without the viewer realising.

Burger Kings adverts focus heavily on the products and describing them yet still mention how they are progressing to become more eco-friendly. This progression is apparent from the BK meltdown advertisement showing them addressing that plastic pollution is an issue and they were going to cut down on the amount of plastic used for their products.

KFC

Founded in 1952 KFC have conquered the fried chicken market, with 25,000 stores in over 145 countries they have globalised how fried chicken is done (KFC, 2021a). There advertisements focus heavily on the quality of the chicken and how the products are made

with the products being displayed in the foreground often in the advertisements and constantly refers to the use of chicken in their products. Therefore, the use of chickens in their advertisements is apparent, unless the advert is intended for someone with dietary specification chickens are displayed. The chickens used are healthy and well kept, the welfare of chickens is something many social movements have acknowledged as an issue (Scrini, Parker, & Carey, 2017), this is one of many social issues the company subtly addresses.

The advertisement only used narration when necessary to help a statement meaning, much of the advertisements used bold lettering which allows the consumer to digest which information suited them. However, when narration was used the word choice was technical yet understandable for the consumer (Wyckham, Banting, & Wensley, 1984). The food quality story is an example where narration mentioned “British and Irish farms” and “red tractor approved” to reassure the consumer that the products are sustainable sourced.

Unlike the other companies the advertisements chosen for KFC all utilised the natural environment, the environment use is to remind the consumers that the company is attempting to improve the environment and they produce environmentally friendly products. KFC does state like many they want to produce zero carbon emissions and source sustainable products from their supply chain (KFC, 2021b). Moreover, the use of greens and blues in the advertisement shows another example of the advert subconsciously exuding that KFC has attempting to be more sustainable (Lim, et al, 2020).

McDonalds

McDonald's is the world's leading fast-food restaurant, dominating the market with 36,000 restaurants worldwide in over one hundred countries (McDonalds, 2021). The passion the company has for its staff and customers is obvious, this is displayed within the advertisements by the focus each of the adverts has on the products and the processes that occur to ensure the quality of the product is consistent. The advertisements constantly use words to reassure the consumer that the products they receive are sustainable. The advertisements display this such as the use of the words “reduce” and “recycle” in the “change a little change a lot” advert and the phrase “100% chicken breast”. Although many

of the brand colours were used more than colours that have been associated with sustainability. However, most of the colouring used is to show the brand in a positive lighting and negative associated aspects are often pictured in black and white or faded tones in general.

It is obvious that McDonalds aim is to persuade consumers to buy their products as this is mainly the goal in their adverts, a device that the company utilises in the adverts to achieve this goal is the tone of the advertisements. Tone in an advertisement is a crucial aspect and the serious tone that the McDonald's adverts display shows that the information is legitimate and should be taken seriously (Ridout, & Fowler, 2012). This tone is met by the consistent use of the McDonalds products in the advert, product placement in McDonalds advertisements is something key to the brand image that has been built over the years (Kottak, 1978).

Image 2 displays a new product for McDonald's UK and Ireland the McPlant. This is the first ever plant-based burger on



Image 2 – source (BBC, 2021)

their menu and has been heavily marketed towards the vegan market. Analysis the image it is incredibly similar to the Burger King poster in image one but displays the recyclable packaging as well as wooden surfaces and the McDonald's logo, so the brand is instantly known and associated the with image. The image uses similar techniques to the burger king poster, using green tones to symbolise the sustainability of the product to the consumer (Lim, et al, 2020). The launch of the McPlant post COVID-19 allowed McDonalds to capitalise on new mindsets that people had from the pandemic. Gkoumas, (2021), discusses how the pandemic affected consumers' opinions on hospitality and the sustainability of the industry, this is obviously something McDonalds wanted to adapt into their marketing strategy as they wanted to retain their brand loyalty as well as capitalise on new markets that they had not yet intercepted (Vrtana, 2021).

When analysing the Mcdonald's video advertisements the lack of animal use within the videos occurred throughout bar one fake animal in one of said advertisements sticking a remarkable similarity to Burger King, the inclusion of a fake animal only served the purpose to demonstrate the quality of the animals used for McDonalds product. This a technique

McDonalds uses to add a perception of quality to their products (Priyono, 2017). The lack of animal use could suggest the company becoming aware of social issues currently occurring globally of cruelty in animal farming, this could be the companies way of trying to progress (Stone, 2014), similar to their progression shown in the “change a little change a lot” advertisement which displays their awareness of environmental issues and how they are changing the company to become more sustainable.

Overall

An observation made when analysing all of the advertisements was a consistency throughout was for all companies is the use of brand colours, logos, and theme songs/phrases during the advertisements and ending the adverts with their logo, this loosely links any previous mentions of sustainability in their adverts to the brand. As well as serious tones that allows the consumer to respect and understand the information being told to them.

CONCLUSIONS

Overall, the research shows that some aspects of advertisements have the motivation of sustainability in them, such as the colours and word choice used. Whereas some advertisements are fully sustainability focused. To conclude this further research would have to take place as there was many limitations which hindered the research such as deadline restrictions which meant the sample size of fast-food restaurants and their adverts had to be reduced which meant less trends were able to form and be analysed (Hodkinson, & Hodkinson 2001). Moreover, there was a lack of software which could allow further content analysis on the data. This research covered a niche subject which hadn't had extensive coverage which means it is original although it meant there was minimal foundation to support this work (Business Research Methodology, 2012).

The research showed promises of many companies using aspects of sustainability in their adverts, with some advertisements purely being sustainability driven. Thus, to repeat this work a longer planning time would be required and access to more materials. Though this

research looks promising and indicates that fast-food restaurants do use sustainability in advertisements.

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Appendix

Note all transcripts are auto generated by google, corrections have been made where issues were found.

Video 1 – Burger king – BK meltdown – 18th September 2019



Transcript: N/A there is no narration in the video.

Video 2 - Burger King – Rebel whopper – 14th January 2020



Transcript:

- Both with the same signature
- Flame-grilled taste the juicy tomatoes
- Sliced onions and freshly cut lettuce
- Original whopper on the left new
- Plant-based whopper on the right
- In fact, the new rebel whopper is so
- Similar to the original it makes you
- Wonder why they bothered oh fair play
- The new rebel whopper only at burger king

Video 3 - Burger king – Gourmet Kings Advert – 14th October 2021



Transcript:

- 100 percent flame grilled angus beef melted oak
- smoked cheddar
- 25 napkins
- gourmet kings only at burger king



Transcript

- 100% of our original recipe chicken on
- The bone comes from British and Irish
- Farm and all of our chicken supplies and
- Put them a red tractor through that
- Means they are independently inspected
- And have supplies or 150 check
- These include the children present safe
- Comfortable and clean-living conditions
- A healthy daily diet and regular health
- And welfare sale all our suppliers and
- Britain and Ireland also have pecking objects perches and natural light
- We also called chicken from Brazil and Thailand
- As well as other countries in Europe
- Our suppliers go above and beyond red
- Tractor standards in Britain Ireland and abroad
- And every single farm is regularly check
- Which means that particular use is great no matter where it comes from

Video 5 - KFC - KFC UK Christmas Advert 2018 - 12th November 2018



Transcript: N/A there is no narration in the video.

Video 6 - KFC - Vegan burger promotion – 30th December 2019



Transcript: N/A there is no narration in the video.



Transcript:

- At McDonald's you know we only use
- Free-range eggs in our breakfasts but
- How could you be sure at other places
- Look around
- Does the shop you're in have 70 miles
- Just for granola are you walking around
- With a wicker basket are the fruit and
- Vegetables stacked into giant pyramids
- Is there value range full of fancy
- Things like artichoke hearts good looks
- Like you've found somewhere that sells
- Free-range eggs just like McDonald's



2018

Transcript:

- Mom, can we have some chicken nuggets ooo dear
- That's put Sarah in a spin because she's
- Heard they're made from all sorts of
- Chickeny bits she's not really sure
- What to believe this is Rosie she's a
- Food tech teacher and mom when it
- Comes to food Rosie knows whats what
- She was knows what 100 percent chicken breast
- Meat looks like and what it tastes like
- So now Sarah knows what goes into our McNuggets
- Everyone is happy



Transcript:

- Everyone's looking for little changes to
- Reduce how much they waste
- We're no different
- So, we reuse our cooking oil to make biodiesel
- That helps fuel our trucks millions of old McCafé cups
- Become greetings cards
- And those happy meal toys
- Still making kids smile now they've
- Become playgrounds
- And this is just the beginning of a plan
- To recycle and reuse even more
- Until you hardly waste anything at all
- Which just goes to show when you change
- A little
- You change a lot

Table 1

Sub-themes identified in Burger Kings advertisement.

Overall themes found across all advertisements

<i>Category</i>	<i>Video 1 - Burger king – BK meltdown – 18th September 2019</i>	<i>Video 2 - Burger King – Rebel whopper – 14th January 2020</i>	<i>Video 3 - Burger king – Gourmet Kings Advert – 14th October 2021</i>	<i>Overall themes found across all advertisements</i>
<i>What is the content? i.e., products and packaging</i>	The advert displays how the company is starting to recycle old toys from their junior meals.	The plant-based whopper, side by side to meat comparisons.	Advertisement for the new “gourmet” burger shows consumers enjoying the product.	The content shows a lot of products that burger king has to offer as well as how they are changing to become more sustainable and environmentally friendly.
<i>What colours are used in advertisements?</i>	Bright colours, orange which associated with the burger king brand, purple, bright blue.	Black background with dim strip lighting, bright coloured ingredients in the burgers i.e., tomato and lettuce, green text bold text at the end.	Starts with black background, contrast then to naturally lit restaurant, bright coloured ingredients again.	Brand colours are used as well as many brighter colours. Colours in products are amplified and made bolder.
<i>What are the choices of word?</i>	Bold bright text, central of the advertisement, no voice over, text gets to the point	Voice over is clear and concise gets to the point being addressed	Mentions 100% flamed grilled, uses angus beef, as well as melted oak	The font used is bold and uses descriptive and precise linguistics.

				smoked cheddar, strong descriptive words
<i>What type of environment?</i>	Brief image of toys in ocean and landfill mainly just animated toys with orange background	No environment, one constant shot in a studio.	No use of natural environment only kitchen and restaurant are seen	Minimal use of nature in the advert. The advertisements mainly use man made environments
<i>Is there use of animals?</i>	No use of real animals only toys	No animals used	No animals used	No animals are featured in the advertisements
<i>What is the tone of the advertisement?</i>	Very playful and colourful, yet serious	Serious tone, attempt at humour, compact information for the consumer.	Serious advert with film trailer aesthetics as well as attempt of humour.	It has conveyed the message of the advertisement in a serious tone yet has colour and often uses playful mannerisms and humour.

Table 2

Sub-themes identified in KFC's advertisement.

Overall themes found across all advertisements

Category	Video 4 – KFC - Food Quality Story – 31 st August 2017	Video 5 - KFC - KFC UK Christmas Advert 2018 - 12th November 2018	Video 6 - KFC - Vegan burger promotion – 30th December 2019
<i>What is the content i.e., products and packaging</i>	Explains how the chickens used for the products and how the chickens	Advertising the company at Christmas	In the first second the product is shown alongside a customer consuming, this
			The content display products in the forefront of the advertisements as well as the idea that the company

		are kept and maintained			continues throughout	uses chicken for the products.
<i>What colours are used in advertisements</i>	Brand colours are used, red, white	White, green, blue, natural lighting, red text	Bright	brand related colours i.e., red, and white	Brand based colours, red and white is used.	
<i>What are the choices of word</i>	Concise yet technical words which relate to the topic, health, and welfare, pecking objects, natural light, British and Irish farms, red tractor approved.	No words are used until the end, although no voice over, text is bold and central of the advertisement	No voice over yet uses bold font with little number of words which get to the point		Adverts rarely use words unless its narration to prove a statement, when narration is used it has technical words. Text used has a bald font and is concise and effective in the message it wants to present.	
<i>What type of environment?</i>	Briefly shows outdoor environment but shows images of the pens the chicken is kept in – there was a few images of maps shown	Natural environment, tundra environment, green trees, and open blue sky, running	Images of people enjoying the product in an urban environment with trees in the background		All advertisements try to use natural environments as well as attempt to include people in the environment.	
<i>Is there use of animals</i>	Majority of the video was images of chickens or drawing of chickens.	Constantly following a healthy-looking chicken as well as a turkey.	No use of animals as the advertisement is for a vegan		Overall, the adverts use chickens are mainly used throughout the advertisements and the chickens used are healthy and displayed as well kept and maintained.	
<i>What is the tone of the advertisement</i>	Serious yet stays concise; it is informative and educational.	Christmas themed, friendly light-hearted tone	Fast paced, meant to grab attention, and get a point across in a concise manner.		The adverts vary in tones but the overall them is friendly and ensure to get the point across in way people understand and will watch.	

Table 3

Sub-themes identified in McDonalds advertisement.

Overall themes found across all advertisements

Category	Video 7 - McDonald's – Eggs Trust McDonald's – 9th September 2019	Video 8 - McDonalds – 100% Chicken Breast Meat Food Quality – 2nd January	Video 9 - McDonalds – Change a little Change a lot, advertisement – 7th October 2021	Overall themes found across all advertisements
<i>What is the content i.e., products and packaging</i>	The usage eggs in their breakfast products and explaining it to the consumer in easy-to-understand terms	The usage of chicken in McDonalds products and explaining it to the public via relatable means	Packaging, plastic reduction as well as bio diesel adaptation McDonalds have implemented into the company	McDonalds products were shown throughout as well as mentioning processes that go into creating the products.
<i>What colours are used in advertisements</i>	The classic brand red is used as well as crisp white back grounds in the supermarket with faded and calmer tones for the products on the shelves	Anything that is negative has been coloured in black and/or white	Bright colours are used, brand red as well as bright blue, crisp white backgrounds and the yellow used in their logo	Brand colours are used as well as bright bold colours that grab consumers attention. White backgrounds were often used
<i>What are the choices of word</i>	The words free ranged is mentioned directly at the start of the advertisement and then not mentioned again until the end,	The words are basic no complex words to confuse the audience, the term “100% chicken breast” is only said once”	The everyone and we are used throughout, “recycle” and “reuse” as well as “reduce” also known as the 3 R's	All the advertisements feature a voice over. The idea of the materials used for the products are sustainable is mentioned consistently and specific terms are used to reassure the viewer
<i>What type of environment?</i>	The start is outside at a bus shelter and then transitions to a vintage supermarket	The advert doesn't use any type of environment to indicate where the meat is from but shows familiar settings to the consumer like living rooms and a classroom	The advert shows the restaurant floor as well as kitchen, lorries that they transport deliveries in as well as a playground	Minimal use of nature in the advert. The advertisements mainly use man made environments yet uses people in the majority of the images, mainly staff and customers.
<i>Is there use of animals</i>	No animals used	A Frankenstein chicken was used to demonstrate the idea of left-over chicken meat to create a nugget, but	No use of animals	Animals were barely used unless to prove a point about what type of animals are used within the products.

What is the tone of the advertisement

A serious toned advert that addresses the consumer formally with attempts of humour, fast paced but clear	The advertisement was light-hearted as well as informative in a way that all ages will understand	no real animals were shown	A fast passed advert with easy-to-understand vocabulary, relatable yet informative, states manageable figures.	Adverts for the most part had the theme of seriousness, yet they try to convey the points in a relatable manner and display information in easy to consumer forms.
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UREC 1 RESEARCH ETHICS REVIEW FOR STUDENT RESEARCH WITH NO HUMAN PARTICIPANTS OR DIRECT COLLECTION OF HUMAN TISSUES, OR BODILY FLUIDS.

All University research is required to undergo ethical scrutiny to comply with UK law. The University Research Ethics Policy (<https://www.shu.ac.uk/research/excellence/ethics-and-integrity/policies>) should be consulted before completing the form. The initial questions are there to check that completion of the UREC1 is appropriate for this study. The supervisor will approve the study, but it may also be reviewed by the College Teaching Program Research Ethics Committee (CTPREC) as part of the quality assurance process (additional guidance can be obtained from your College Research Ethics Chair³)

The final responsibility for ensuring that ethical research practices are followed rests with the supervisor for student research.

Note that students and staff are responsible for making suitable arrangements to ensure compliance with the General Data Protection Regulations (GDPR), for keeping data secure and if relevant, for keeping the identity of participants anonymous. They are also responsible for following SHU guidelines about data encryption and research data management. Guidance can be found on the SHU Ethics Website <https://www.shu.ac.uk/research/excellence/ethics-and-integrity>

Please note that it is mandatory for all students to only store data on their allotted networked drive space and not on individual hard drives or memory sticks etc.

The present form also enables the University and College to keep a record confirming that research conducted has been subjected to ethical scrutiny. Students should retain a copy for inclusion in their research projects, and a copy should be uploaded to the relevant module Blackboard site.

The form must be completed by the student and approved by supervisor and/or module leader (as applicable). In all cases, it should be counter-signed by the supervisor and/or module leader and kept as a record showing that ethical scrutiny has occurred. Students should retain a copy for inclusion in the appendices of their research projects, and a copy should be uploaded to the module Blackboard site for checking.

Please note that it may be necessary to conduct a health and safety risk assessment for the proposed research. Further information can be obtained from the [University's Health and Safety Website](#)

1. General Details

Details	
Name of student	George Pollard

³ College of Social Sciences and Arts – Dr. Antonia Ypsilanti (a.ypsilanti@shu.ac.uk)

College of Business, Technology and Engineering – Dr. Tony Lynn (t.lynn@shu.ac.uk)

College of Health, Wellbeing and Life Sciences –Dr. Nikki Jordan-Mahy (n.jordan-mahy@shu.ac.uk)

Details	
SHU email address	b9027472@my.shu.ac.uk
Department/College	Sheffield Hallam University International Hospitality Business Management
Name of supervisor	David Graham
Supervisor's email address	davidd.graham@shu.ac.uk
Title of proposed research	An exploratory study of food sustainability in fast food restaurant advertisement
Proposed start date	28 th October 2021
Proposed end date	13 th January 2022
Brief outline of research to include, rationale (reasons) for undertaking the research & aims, and methods (250-500 words).	<p>The reason this research is taking place is due to the rise in fast food companies and as well as the idea of sustainable usage in their companies, i.e., ingredients, packaging etc. This is an important factor to many companies as well as their consumers.</p> <p>The purpose of the research is to answer the question is how sustainability is used in fast food advertisement, this will be carried about by examine the advertising campaigns of leading fast-food companies based upon framework constructed by previous literature in the literature review. Once the research is carried out the data will be categories and analysed on how different aspects are used to entice the consumers. There are many fast-food companies in the UK, the companies under exploration are McDonald's, KFC, and Burger King, these restaurants are being concentrated on due to them being within the top 10 leading fast-food restaurants within the UK.</p> <p>The method used for the research will use a content analysis which is an infinitive and effective methodological approach. This approach allows the analysis of many different types of multimedia such as linguistic, photographic, audio and video data as it is a high flexible and adaptable approach to research. Using an approach such as content allows both qualitative and quantitative data analyse, using it for a project such as this will allow detection of trends and changes that occur between advertisements and companies. However, this content analysis will be a qualitative content analysis as it will revise media. The media under evaluation is produced by the fast-food companies such as videos, posters and any relevant written material. This media will be an analysed on a variety of aspects. To ensure the results are accurate fair and non-biased are collected the data will be evaluated and broken into 6 categories these include:</p> <ul style="list-style-type: none"> • The content of the advertisement, such as the companies products or packaging • The colours that are used in the multimedia • The script of the videos and the words used in all media • If the environment is used, for example uses of different locations in the videos and any posters • If there are any animals shown in the advertisements • The tone used in the videos, whether it is serious or light-hearted etc

Details	
	Using these categories, the data should be easy to analyse and determine any themes as well as recurring trends. Using the time frame of 2019 - 2020 will allow accurate identification for recent and current trends. Although this research will take inspiration from previous research, the paper is a creative and unique approach to analysing the fast-food industry and will acknowledge any previous use of terminology whilst contributing new knowledge via the research carried out.

I confirm that this study does not involve collecting/using data or samples from human participants.

Please tick

2. Research in external organizations

Question	Yes/No
1. Will the research involve working with/within an organization (e.g., school, business, charity, museum, government department, international agency, etc.)?	No
2. If you answered YES to question 1, do you have granted access to conduct the research? <i>If YES, students please show evidence to your supervisor. PI should retain safely.</i>	N/a
3. If you answered NO to question 2, is it because: A. you have not yet asked. B. you have asked and not yet received an answer. C. You have asked and been refused access. <i>Note: You will only be able to start the research when you have been granted access.</i>	N/a

3. Research with Products and Artefacts

Question	Yes/No
1. Will the research involve working with copyrighted documents, films, broadcasts, photographs, artworks, designs, products, programs, databases, networks, processes, existing datasets, or secure data?	Yes


Question	Yes/No
<p>2. If you answered YES to question 1, are the materials you intend to use in the public domain?</p> <p><i>Notes: 'In the public domain' does not mean the same thing as 'publicly accessible'.</i></p> <ul style="list-style-type: none"> • <i>Information which is 'in the public domain' is no longer protected by copyright (i.e., copyright has either expired or been waived) and can be used without permission.</i> • <i>Information which is 'publicly accessible' (e.g., TV broadcasts, websites, artworks, newspapers) is available for anyone to consult/view. It is still protected by copyright even if there is no copyright notice. In UK law, copyright protection is automatic and does not require a copyright statement, although it is always good practice to provide one. It is necessary to check the terms and conditions of use to find out exactly how the material may be reused etc.</i> <p><i>If you answered YES to question 1, be aware that you may need to consider other ethics codes. For example, when conducting Internet research, consult the code of the Association of Internet Researchers; for educational research, consult the Code of Ethics of the British Educational Research Association.</i></p>	Yes
<p>3. If you answered NO to question 2, do you have explicit permission to use these materials as data? <i>If YES, please show evidence to your supervisor.</i></p>	N/a
<p>4. If you answered NO to question 3, is it because:</p> <p>A. you have not yet asked permission B. you have asked and not yet received an answer. C. you have asked and been refused access.</p> <p><i>Note You will only be able to start the research when you have been granted permission to use the specified material.</i></p>	N/a

4. **Does this research project require a health and safety risk assessment for the procedures to be used?** Discuss this with your supervisor and consult the [Risk Assessment Toolkit](#) for teaching research.

Yes
 No

(If **YES**, the completed Health and Safety Risk Assessment form should be attached). You can find a [Blank/Sample Risk Assessment Form](#) at the Checklist, Generic and TORS Risk Assessments on the [Risk Assessment Toolkit](#)

Adherence to SHU policy and procedures

Ethics sign-off	
Personal statement	
I can confirm that: <ul style="list-style-type: none"> • I have read the Sheffield Hallam University Research Ethics Policy and Procedures • I agree to abide by its principles. 	
Student	
Name: George Pollard	Date: 27/10/20121
Signature: 	
Supervisor or another person giving ethical sign-off	
I can confirm that completion of this form has confirmed that this research does not involve human participants. The research will not commence until any approvals required under Sections 2 & 3 have been received and any health and safety measures are in place.	
Name:	Date:
Signature:	
Additional Signature if required:	
Name:	Date:
Signature:	

Please ensure that you have attached all relevant documents. Your supervisor must approve them before you start data collection:

Relevant Documents

	Yes	No	N/A
Research proposal if prepared previously	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Any associated materials (e.g., posters, letters, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Health and Safety Risk Assessment Form	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>