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GROUP PROJECT:

Shernelle Babb

Danika Martin

Sarah Maharaj

Anthony Sumerville

Aaron Thompson

Isaiah Williams

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Lecturer: Dr Tia Smith

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Raw entrepreneurs: Promoters of the raw food movement in Trinidad

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Raw Entrepreneurs: Promoters of the Raw Food Movement in Trinidad

A Thesis

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Of

The University of the West Indies, St. Augustine

Shernelle Babb – 810100107

Danika Martin – 812002563

Sarah Maharaj – 812006463

Anthony Sumerville – 812000995

Aaron Thompson – 810000454

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Lecturer: Dr. Tia Smith

Tutor: Ms. Edwina Phillip

Abstract

"Sonja Doesn't Cook" is a raw and close to raw food show created by Ms. Sonja Dumas. The premise of the show deals with the preparations of meals, mainly fruits and vegetables, without the use of a heat source. Her dishes comprise the creation healthy meals, snacks, sauces and juices. Her aim is to encourage the citizens of Trinidad and Tobago, both young and old, to incorporate healthy habits into their lifestyle and to show that healthy eating can be fun, creative and enjoyable. This is of extreme importance since, according to the Ministry of Health, 60% of the Trinidad and Tobago population die from chronic non-communicable diseases (CNCDs). The main objective of this research is to determine the role social media plays in increasing awareness of unconventional trends in Trinidad's society, using the "Sonja Doesn't Cook" show as an embryonic case study.

Triangulation, the use of two or more research procedures, was the research methodology used in this research. Both qualitative and quantitative methods were used to gather data. The quantitative method used was questionnaires, while the qualitative methods used were focus groups, interviews and the observer-participant observation method. The research revealed that social media is the best platform to promote and advertise the "Sonja Doesn't Cook" show. However, this form of advertising will have the greatest impact on an audience between the ages of 12-46. For people over the age of 46, the television will serve as the best form of advertising. There were also significant findings in the focus groups and interviews which assisted in determining the best marketing strategy and improvements needed to make the "Sonja Doesn't Cook" show a success.

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CHAPTER ONE

INTRODUCTION

Background of study

The eating habit of the citizens of Trinidad and Tobago embodies our cosmopolitan culture. The country's rich cultural heritage, has contributed to the diversity in our cuisine. However, a crucial problem that persist is that the majority of these recipes and meals do not reflect a health-conscious lifestyle. Furthermore, most citizens deem maintaining a healthy lifestyle as time consuming and requiring much effort. The Women's Express Magazine (2014) conducted a research on the household eating habits of their readers. The results reported that, 70% of mothers bought fast food more than twice a week and 80% gave money to their children to purchase lunch during the workweek. Additionally, it was found that snacks were often processed and fruits and fruit juices consumed within the household were usually not fresh, (Trinidad Express Newspaper, 2014).

According to the Ministry of Health (2011), "diets high in fat, cholesterol and sugar contribute to the major causes of illnesses and death in Trinidad and Tobago." Furthermore, with a population of an estimated 1.3 million people, sixty percent of the population die from chronic non-communicable diseases (CNCDS). The Ministry of Health (2011) defines CNCDS as "conditions that do not result from infectious or transmissible conditions." CNCDS are mainly caused by unhealthy lifestyles, behavioural patterns and eating habits. The leading causes of death due to CNCDS in Trinidad and Tobago are heart disease, cancer, diabetes and strokes. Extracted from Caribbean New Media Group (2015), a report from the United Nations Food and

Agricultural Organization listed Trinidad & Tobago as the 6th fattest developed country in the world.

However, research has shown that these diseases can be avoided, halted and even reversed by including raw food such as fruits, vegetables, grains and nuts, into one's diet (Cote, 2013). While raw food diets are becoming quite popular in the United States and other parts of the world, Trinidad has not yet become familiar with this trend. A raw food diet is described as "the consumption of unprocessed, whole plant-based, ideally organic foods" (Nordqvist, 2014). According to Nordqvist (2014) there are four broad branches or raw foodism: 1) raw vegetarians whose only animal products are eggs and dairy, but most foods are consumed raw; 2) raw vegans who abstain from all animal products; 3) raw omnivores who consume both plant and animal based foods raw; and 4) raw carnivores who only eat meat products on a raw state.

Mr. Charlie Spooner is the only documented raw foodist of Trinidad and Tobago. Excerpt from an article entitled, "The juice of healthy living" (2014), " eighty-nine year-old Charlie Spooner has been living on plants, nuts, and seeds for over three decades. Spooner, who eats everything raw will turn 90 next month and insists that nothing cooked or processed must ever pass his lips. Following an illness in the early 80s Spooner decided to switch to his radical diet and he has never looked back." (Trinidad Express Newspaper, 2014). The staggering number of deaths caused by CNCs in Trinidad and Tobago, reveals the importance of the raw food trend to this nation, and the need to educate and bring awareness to the notion of a raw food diet.

A locally produced television show is also attempting to kick start that trend, "Sonja Doesn't Cook" is a raw and close to raw food show created by Ms. Sonja Dumas. Ms. Dumas is credited as being a performer, producer, choreographer, writer and arts development consultant. In 2011, she created and self-produced the pilot for the show "Sonja Doesn't Cook". The

premise of the show deals with the preparations of meals without the use of a heat source. Her dishes comprise mainly fruits and vegetables as ingredients which can be used to create healthy meals, snacks, sauces and juices. Her aim is to encourage the citizens of Trinidad and Tobago, both young and old, to incorporate healthy habits into their lifestyle and to show that healthy eating can be fun, creative and enjoyable. Since its production, the show itself has not generated much popularity but the premise of the show has validity. Ms. Dumas' main method of promoting the television show is through the use of social media. A Facebook page was created as the main method of promotion while the secondary methods are through Youtube, Instagram, Twitter and a Blog site which have been inactive for long periods in time.

Rationale

Media is one of the most powerful instruments of communication. It can help promote positive trends as well as pinpoint aspects of the world regarding what is right or wrong. As Internet access continues to expand, it increasingly serves as a substantial resource in environments that lack health expertise. An excerpt from an article by market community(2013) states, 82% of the worlds online adults use social networking sites. Social networking sites are recent advances that create new means of expression for the public and the citizens of Trinidad and Tobago. Moreover, it is the best tool to spread awareness. We can witness the impact of social networking in our everyday lives. With social networking, information is easily accessible and to the point, reaching large bodies of individuals in a timely manner.

Social networking sites have also proven to play a significant role along the lines of marketing which is highly required for businesses nowadays. Therefore with a business such as "Sonja Doesn't cook" features like applications, fan pages, groups and communities are great platforms

for promoting the business and interacting with consumer groups. These options also help in creating awareness and connecting with the user base.

Establishing these relationships, could further move away from entertaining continuous cultural barriers and negative pre misconceptions, but promote a more cognizant mind-set about the emergence of a new culture and healthy lifestyle. Also as communication scholars, the project shows the phenomenon of the raw food movement as an embryonic study bridging mass communication and interpersonal relationships that generates awareness and overall establish a more marketable product.

Theoretical Framework

Social Judgment Theory centralizes around the way in which people judge someone they encounter and its level of involvement in their daily lives. Thus, for the new and somewhat uncommon initiatives that this show is looking to undertake, this theory can prove to be very important if implemented correctly. Depending on citizens personal meaning of the term "raw", can fall firmly into someone's latitude of acceptance or rejection. Secondly, based on interactions with citizens of the country, the level of importance that this show will hold in the minds of the viewers depends on the reasoning they have placed on eating these meals and the definition of 'healthy'.

It has long been accepted that the mass media plays a significant role in the socialization of its audience. According to George Gerbner, media is responsible for, shaping, or cultivating, viewers perceptions of social reality. With advances in technology the theory can be applied to the internet and social media sites which have become the latest trend in receiving up to date news, and information. By Sonja Doesn't Cook Constantly appearing on the media and sharing

facts about the ingredients and not to mention the new insightful ways in which they can prepare the dishes, helps the audience to get first hand information, on how they can benefit from viewing the show. With the constant viewing and uploading of material on the media the audience therefore would form the perception that this is the best lifestyle that guarantees maximum health, and therefore debunks any cultural barrier that exists.

The project applied social judgment theory in developing strategies to change any negative views and attitudes towards new trends in particular the raw food movement in Trinidad. The social judgment theory by Muzafer Sherif (1961) seeks to explain how an audience processes messages. The new information is compared to existing beliefs and a decision to accept or reject the information is made. The theory claims that there are two internal elements present within each person that shapes how messages of persuasion are perceived. The first element is our attitudes which are internal references that we use to compare information that we process. These anchor points are always present and influence decision making.

The second element at play in social judgment theory is ego involvement. In decision making, the more personal investment that we have to an issue; the more ego involved we become. It is based on deeply held beliefs that are central to who we are such as politics, religion, and relationships. Individuals with increased ego involvement are far less willing to accept a message. When combined, attitudes and ego involvement help shape our affiliation with others as we seek to associate with like minded individuals. Sherif also identified that a message which is able to achieve maximum influence is thought to be one of the most persuasive messages.

In developing the approach and media materials, to name a few meal plans, comedic healthy memes, videos the project drew largely upon the dramaturgy theory. Dramaturgy is a

sociological theory developed by Erving Goffman (1959) that uses the metaphor of theatre to explain human behaviour. This theory entails the Backstage - Actions that only occur when the audience is not around - , the Front Stage - Actions that are visible to the audience and are part of the performance – as well as Impression Management. Impression Management is a goal-directed conscious or unconscious process in which people attempt to influence the perceptions of other people about a person, object or event; they do so by regulating and controlling information in social interaction.

Moreover, in establishing the prevalence of social media content and regular postings of material to generate awareness of the trend the project focused on the cultivation theory. The cultivation theory developed by George Gerbner and Larry Gross of the University of Pennsylvania (1976) states that, television has become the main source for storytelling in society. It is responsible for, shaping, or cultivating, viewers perceptions of social reality. Moreover, the theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. Theorists suggests that television and media possess a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced.

Significance of Study

Food is a dominant part of Trinidad's culture. This paper is significant because it gives Trinidadians, a greater appreciation for wanting to establish a healthier lifestyle but in a new and insightful way. Moreover, the study analyzes how you can utilize social media as an essential platform to bring awareness to unconventional trends such as the raw food movement in Trinidad, paying mind to the fact that there is only one documented activist. Moreover, the Sonja

Dumas television show "Sonja Doesn't Cook" whom is also attempting to launch the raw food initiative, can also benefit from establishing a network on social media to develop a more marketable product. Investigations were conducted to understand how social media acts as an asset to the "Sonja Doesn't Cook" brand in developing a customer brand relationship with its audience, and also using social media to create interesting, relatable approaches to debunk any cultural barrier that exists.

Aim of the Study

Our aims and civic responsibilities as communications consultants for this project included:

1. To understand and educate the public on what is a raw food diet and its benefits.
2. To raise awareness of the Sonja Doesn't Cook Show and the raw food movement in Trinidad.
3. To determine how social media as a socializing agent can popularize the trend of raw food eating and initial acceptance as a norm.
4. To gather accurate and relevant information in establishing a more marketable brand.
5. To assist in building loyal relationships between the client and her audience through the use of social media.
6. To examine the role of social media and the host in maintaining the show's viewership.

CHAPTER TWO

LITERATURE REVIEW

The question at hand is, what role does social media play in increasing awareness of an unconventional trend within Trinidad's society using the Sonja Doesn't Cook show as an embryonic case study. As such, the main purpose of this study is to evaluate the communication that exist between favoured social media platforms such as Facebook, Instagram, Twitter and YouTube and the public of Trinidad, in establishing awareness of unconventional trends. "Sonja Doesn't Cook", created by Ms. Sonja Dumas, is a show attempting to kick start the trend of totally raw and close to raw eating, which will be used as an embryonic case study. This literature review will show how bridging mass media and interpersonal communication can transform someone's perspectives and attitudes towards a healthy new trend.

On the other hand, the review highlights the role that social media plays in marketing and advertising, yet allowing strong personal ties to be built for the audience of the "Sonja Doesn't Cook" brand. Moreover, it illustrates how the content that is put forth on the various social media sites can affect the ways in which the consumers think without them being conscious of it. This literature review also seeks to provide a scholarly interdisciplinary and theoretical insight into the topic being investigated.

For many, social media has become a way of life, which facilitates a variety of duties. In recent years, social networking sites and social media have increased in popularity, at a global level. Interpersonal Communication refers to communication that occurs between people and creates a personal bond between them. Moreover, you are attentive to the personal qualities that you and your partner bring to the table.(Solomon, Theiss 2013) The original purpose of these

social networks were to communicate and share amongst friends, family, and colleagues online, as well as meeting people with similar interests. However, online social networks have profoundly changed the propagation of information by making it incredibly easy to share and digest information on the internet (Akrimi & Khemakhem, 2012). The unique aspects of social media and its immense popularity have revolutionized marketing practices such as advertising and promotion of new trends. (Hanna, Rohm, & Crittenden, 2011).

Through social media, businesses can interact with customers directly. Small businesses can attract customers by engaging them with some interactive methods like Question and Answers, Polls. According to Social media today (2013), 53% of marketers are using social media as a two-way conversation and engagement tool. "Sonja Doesn't Cook" upon interaction with the citizens of Trinidad can rule out any potential for varying reactions and understandings based on someone's concept of the term 'raw'. In relation to the social judgement theory by Muzafer Sherif (Griffin 2007) (Pg 195) depending on their personal meaning of the word, this show can fall firmly into someone's latitude of acceptance or rejection.

Moreover, by engaging with the public the show gets further knowledge of their concerns, therefore, this would help the host to understand whether or not the general public recognises the need and importance of eating healthy and raw foods as a priority in their lives, and that consumers are reassured that "Sonja Doesn't Cook" is actively shaping a better future. Sonja interacts with her audience by singly replying to questions asked on the facebook page and reviewing comments made to gather a greater understanding of the likes and dislikes of her viewers. Moreover, ideas are also exchanged in terms of how she can improve and reach greater masses of individuals.

In addition, advertising is the most effective way to reach consumers and create awareness. Successful advertising requires more than a strong understanding of the product or service being promoted. It also requires consumer behaviour, cultural trends and technology. (Kaser 2013) According to work done by Rob Peters, he states that a new form of advertising that is growing rapidly is social media advertising. It is online advertising with a focus on social networking sites. “Sonja Doesn't Cook” applies this type of advertising and is able to take advantage of the demographic information the user has provided.

Furthermore, Friendertising is a more precise advertising term in which people are able to direct advertisements toward others directly using social networking services. According to a Forbes (2014) article on *The Confluence Of Content And Social Media* states, trends suggest that visual content will continue to surge in popularity on social media in 2014. Image-based social networking sites like Pinterest, Instagram, and Tumblr are experiencing significant growth. “Sonja Doesn't Cook” applied this method amongst other strategies of posting funny healthy memes, daily motivation health tips, daily photos of raw recipes on Instagram with ‘how to’ descriptions, and short video clips of her mini web series. These are the content that people want and need to see, since it is constantly circulated causing an influx of viewers.

The cultivation theory developed by George Gerbner and Larry Gross of the University of Pennsylvania states that, television has become the main source for storytelling in society. It is responsible for, shaping, or cultivating, viewers’ perceptions of social reality. (Griffin 2007) Moreover, the theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. (Griffin 2007) Theorists suggest that television and media possess a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced. With the

“Sonja Doesn’t Cook” show being a social media entity, it seeks to take advantage of this ever growing audience to boost awareness, gather a social media following and as Gerbner states cultivate the minds of the audience into accepting the concept of incorporating raw food dishes into their diet. Television in most respects have been overtaken by the internet and social media and as such in the same way television was used as a tool to portray a particular theme as Gerbner discovered, so to can social media be utilized in creating a healthy eating/raw foods trend. Nonetheless, can cultivating someone’s perception be as simple as exposing them to a particular stimuli for a period of time, or is there more to this assumption?

Whether you’re hoping to increase engagement with customers, build your brand, funnel traffic to your website, get people interested in your products, or increase sales conversions, social media can help. Social media can also cultivate people's attitudes and perceptions. In relation to the selfie phenomenon, modern ‘selfie's’ are deemed the perfect vehicle for a facial expression message, and is the most critical element to verbal communication.(Hempel 2014) Individuals would frown upon the idea of taking countless photos of yourself and judged individuals as conceited and self absorbed, but today it is social epidemic with no negative stereotype attached to it. This was a result of images tagged as #selfie began appearing on the photo-sharing website Flickr as early as 2004. 60% of UK mobile phone users now own a smartphone and a recent survey of more than 800 teenagers by the Pew Research Centre in America found that 91% posted photos of themselves online in 2006.(Day 2013) This is the result of Social media as a socializing agent cultivating the minds and attitudes of individuals to think and behave in a certain manner.

According to Demers (2014) If you want a better understanding of how social media influences your customers’ decisions to purchase your products or adapt certain trends, you need

to know where your customers are actually spending their time online. Research showed that the majority of Sonja's audience favoured Facebook, YouTube and Instagram where our main focuses are. We constantly post content to familiarize the citizens of Trinidad with the new trend of raw food eating. Though it is gradual, it is effective in eventually becoming a norm. An Excerpt from an article, *The organic Caribbean way* illustrates how Trinbago culture is becoming open-minded to the raw food lifestyle.

Moreover, the San Antonio Green Market, a not so new farmers market, nestled in Santa Cruz is hoping to make its name as the first fully organic, sustainable farmer's market of Trinidad & Tobago. Not to mentioned "Sonja Doesn't Cook," the first raw/close to raw food show that promotes this upcoming trend of eating unprocessed, whole plant-based, ideally organic foods in a fast food culture of Trinidad and Tobago.

CHAPTER THREE

METHODOLOGY

Introduction

The main research methodology used in this investigation is triangulation. Triangulation involves two or more research procedures (Haralambos & Holborn, 2008, p. 14). As such, this study utilised qualitative and quantitative methods as the research procedures. These procedures were necessary in gathering relevant and specific information for this study. The research question for this study is as follows; ‘what role does social media play in increasing awareness of unconventional trends in Trinidad’s society; using the “Sonja Doesn’t Cook” show as an embryonic case study?’ In Trinidad there are unconventional trends that go unrecognised to citizens for decades (Cohen 2015). One of these trends includes the Raw Food Movement. The existence, importance and relevance of this trend were investigated to determine why it is unconventional? Why one should conventionalise its existence and how to popularise such trend?

Further research was also done to determine the importance of having a raw food diet and what might be the best communication channel to express a raw food cooking show. These research inquiries were significant to acquire a broader understanding of the raw food movement, communication channels (social media/television) and the “Sonja Doesn’t Cook” show. The methods used for this investigation were the convenient sampling method, simple random sampling method, interviews, focus groups and the observer-participant observation method. In general, the triangulation methodology was a significant procedure that aided in obtaining

holistic and specific information for this investigation, to determine whether a raw food diet and show can become conventional in Trinidad and through what communication platform.

Research Design

The hypothesis for this study was, to examine whether the “Sonja Doesn’t Cook” show would receive a wider audience-base if advertised over social media (Facebook, Twitter, Instagram and YouTube). This study utilised a triangulation research methodology, embodying qualitative and quantitative research processes. The quantitative methodology used the convenient research method through questionnaires, which gave rise to the hypothesis and determined a direction for this research. The results derived from this method assisted in the supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation. Simple random sampling was also done through questionnaires, as the extension to the convenient sampling method which acquired extensive samples of the population of Trinidad within the east, west, north and south regions. The quantitative method was chosen to ensure validity and accuracy with statistical data from the information that was gathered.

Under the qualitative approach, a semi-structured interview was conducted with probes administered using a semi-structured questionnaire (see Appendix). This qualitative method was chosen because of the subjectivity of the research method and hence is necessary for the researcher to understand the participant’s views. It was also important to utilise this qualitative approach since an interviewee was ninety-one years of age and clarification to questions was important. However, if biases occur, the researcher is more likely to acknowledge those biases as employed language used primarily as subjective tools necessary for comprehending questions. Qualitative researcher’s endeavour is to achieve credibility, transferability, dependability and

conformability in their research, which according to (Griffin 2012) is the trustworthiness of qualitative research.

The research recognised ethnography as another research parameter significant to the study. Under this parameter, the use of observer-participatory observation was conducted in order to achieve information that was necessary as well as to encourage a researcher-participant connection. In general, the design of the study attempted to avoid bias amongst regions in Trinidad, as it investigated areas of Trinidad in the east, west, south and central. Ethnic and gender bias avoidance was also attempted as different ethnicities and both genders had a fair chance of being questioned. A list of terms and their definitions are included in the appendices.

DATA COLLECTION

(i) Sample Selection

Communication scholars identified with the naturalistic paradigm, publishing several compelling “experiments” based on the use of qualitative methods. (Lindlof & Taylor, 2011, p. 10). As such, since naturalists are opposed to the idea that human behaviour is exactly quantifiable, this has given rise to the use of qualitative methodology among researchers who subscribe to the naturalistic paradigm. In this way, the methodologies employed in this research was of naturalistic assumption.

Moreover, the research offered an epistemological assumption. With epistemology, positivists believe in an independent relationship between the researcher and what is being observed. This is advantageous in that it aids in maintaining objectivity and reliability as more emphasis is placed on quantity as opposed to quality. By disregarding factors that are not directly observable, such as feelings and meaning, data becomes more quantifiable and more reliable. However, by maintaining such a distant position from respondents, the accuracy of data may be

questioned as aspects such as the personal state of the respondent when providing information are not considered in the research. Therefore even though the study incorporated both the quantitative and qualitative research processes, the qualitative was the more.

Preliminary research was conducted using the convenient sampling method. A survey was conducted by sending out questionnaires to twenty-eight persons from different parts of Trinidad. This survey used the convenient random sampling method. One of the limitations during this research process was the short time span available for gathering the relevant information, hence participants were acquired by their convenience and opportunity. The survey consisted of, fourteen females and fourteen males all between the ages of 17 and 56. The intention was to obtain samples of both genders from different parts of Trinidad to achieve a valid representation of people's view of raw food and of social media. It was this sampling method that gave rise to the research hypothesis. The Convenient Random Sampling Method was done, by randomly sending out questionnaires to these persons through the use of email and WhatsApp Messenger. This method was convenient for the participants and the researchers due to its ease and inexpensive nature in acquiring the necessary data.

A larger research sample was taken to verify the findings above and ensure accuracy using Simple random sampling. Three hundred participants were investigated from the east, west, south and central areas of Trinidad using this research method. Each researcher targeted areas such as; High Street in San Fernando, Chaguanas and different places within the east-west corridors. The researchers stood at the corner of Plazas and walked around the main streets of these vicinities. These areas were most ideal due to high activity and population. The pedestrians were then randomly asked for their participation in the research study, and the volunteers were tested.

The purpose of the study was to examine the interests of raw food (fruits and vegetables) and local mass media between the ages of (11-17), (18-35) and (36-54) to acquire data on how would the Trinidadian society react towards a raw food cooking show. Specifically, the focus groups, the researchers wanted to understand how people felt about consuming raw foods, the watching of local television stations, and a raw food cooking show of Trinidad. The participants of this study were in a group of approximately 8 – 10 participants. There were two facilitators present who showed a pilot video of the ‘Sonja Doesn’t Cook show’, asked pertinent questions and facilitated the discussion. There were also note-takers to write down the ideas expressed within the group. They recorded verbal and nonverbal reactions of the participants while they watched the pilot episode and after tasting the sample dishes.

Recording devices were also used to tape the session for analysis purposes. Participants in this focus group were asked questions relating to their experience with consuming raw foods/ uncooked fruits and vegetables and their frequency in watching local television. Finally, they were given some food samples prepared by Sonja Dumas, the host of the upcoming television programme. Questions relating to taste, presentation and preference followed. These questions helped to increase understanding on how persons within each age group category viewed raw foods.

The purpose of using the interview was to gather insight and raise awareness of the issues of the topic which would create a pathway to prepare for a larger study. It was also used to interpret previously obtained results and develop new research questions and issues for further exploration. As such the Interviewers interviewed the only known Raw-Foodist in Trinidad, Mr. Charlie Spooner. They took the format of drafting interviews, piloting established questions, selecting the interviewee, conducting the interview then analysing the data. Using the semi-

structured type of interview, a more flexible word choice was used, allowing the level of language to be adjusted at the level of the specific respondent. Probes were also added and deleted if necessary, which allowed the interviewee to feel more relaxed and be more open to the questions.

(ii) Recruitment of Research Respondents

The above was accompanied by a letter outlining the intended research, accompanied by an informed consent form which the participants were required to sign once they agree to participate in the study. In the case of children under the age of eighteen, participants were expected to have a parent/ guardian sign the agreement form that permitted them to participate in the study. Getting the targeted population was most challenging because of the time span to conduct and complete the research. The participants who took part in the research did so voluntarily and as an incentive, raw food samples and juice were offered to the respondents for participation.

Data Processing and Analysis

Data was collected via focus groups, an interview and through surveys, then analysed in the forms of written notes, audio tapes and transcriptions. The nature of transcribing is a long and withdrawn process that can be time consuming. However, it was necessary to join all the data to recognise patterns and themes for the final evaluation of the respondents, through the method of coding.

Coding is the process of creating categories and assigning them to select data (Griffin 2012). In qualitative research this process is sometimes referred to as indexing (Mason 1996). One would have to develop a code manual, to code the demographics, which is necessary and

important because it served as a data management tool for organizing segments of similar or related text to assist in interpretation (Cohen 2015). Following data collection from the respondents who were interviewed, the interview transcripts would be coded and a codebook would be developed. After abstracting codes from the raw data, one can look for relations between codes and categories to begin formulating themes. Encoding the information organizes the data to identify and develop themes from them(Acharya 2015), sees a good code as one that captures the qualitative richness of the phenomenon.

To conduct content analysis to this research, one was able to break down the results into manageable categories and present the data established into charts, graphs and tables. The researchers derived at three main categories from coding the responses of the surveys; (i) whether people prefer to watch television, (ii) whether or not people prefer to be on social media and (iii) people's view on raw food and their health choices. These categories established relevant data on which platform would be best suited for the Sonja Doesn't Cook show and whether or not people are interested in eating raw foods or not.

On the other hand, the themes determined from the categories were topics relating to (i) the presenters skills, (ii) whether people accept or rejects the Host's Co-host Verne the Cow and (iii) the presentation and type of dishes prepared. These results indicated what aspects of the show needed improvements. The general analyses showed that people would certainly show interest in a show like Sonja Doesn't Cook, however the inanimate host Verne diminished the value of the show since he seemed useless because he was lifeless and finally, the host needed to acquire more aptitude when presenting and engage her audience. Therefore to attempt to accept the recommendations five new and improved videos were produced by the Communication Consultants Team (The Raw Entrepreneurs).

Limitations

(i) Limits towards the collecting of data: Biases- Gender, Age bias and Ethnicity

Gender bias: Out of the 300 participants in our general survey, 63% were female while 37% were male. In terms of age bias, the 18-30 and the 31-45 age groups were well represented as opposed to the other age groups (11-17, 46-60 and 60 and over). Finally, with respect to the ethnicity bias: 2/3 of all respondents to our general survey were of afro-Trinidadian ethnicity while the remaining 1/3 were either mixed, indo Trinidadian or other ethnicity. As a result of these emerging biases, it can be stated that our research leans more favorably to one age group gender and ethnicity because of the large percentage gap in the various categories.

(ii) Limits to the study- Research and implementation

The time in which we were allotted to conduct research and implement some of the strategies that were seen as beneficial to the show was insufficient. As such we were unable to make some adjustments deemed necessary. However the strategies that were implemented have seen positive results.

Challenges

A lack of sponsorship and investors has proven to be a challenge however we have been able to navigate around this shortcoming by targeting social media and creating low budget but high quality web episodes. The client's main goal is to commission the show, however, because of a lack of interest locally and, in some quarters, internationally; this task was not accomplished. An opportunity to record a couple episodes of the Sonja Doesn't Cook show at a local television network was afforded, however, because of financial restrains we were unable to go through with

it. We were able to utilize the services of some of our film colleagues to help in recording and editing an improved version of the Show.

Ethical Considerations

(i) Protection of Research Participants:

One area of ethical concern is the protection of participants from harm (physical and psychological). No harm towards participants. The researchers assured the participants that their purpose was to obtain valuable knowledge without exploitation. The researchers also maintained mutual respect among researcher and participants and vice-versa. It was also the researcher's duty to ensure the safety of each participant in the study by utilizing a safe and comfortable environment to conduct interviews and scheduling appointments for participants on convenient. This was done to avoid inconvenience. They were assured of the confidentiality of the research process and that any information that can link them to the research would not be divulged. Protected the right to privacy.

The researcher provided the participants with voluntary informed consent as well as consent forms for children under the age of 18 signed by both the participants and their parents. The research participants were provided with a freedom of choice as they were allowed the opportunity to withdraw at any time in the research. In terms of the reliability of the Analysis of Data and Report Findings: Data collected were reliable and valid. Attention was paid to response bias, incorrect coding and generalizations. No data was falsified nor were any facts omitted from the research.

(ii) Interview Protocol

Participant responses were audio recorded, transcribed and coded for emergent themes and patterns pertaining to emotional communication. Respondents were made aware of the

confidential nature of the information received during the interview and that neither their names nor their identities would be disclosed. They were also aware that they had the right to disqualify themselves from the interview if so desired. The Interview was certainly an effective method in conducting this research due to one hundred percent response rate involving both verbal and non-verbal forms of communication. The researchers gained a better insight of the problem due to the ethics and objectivity involved within the process, participants can see interviews as an opportunity to voice opinions and concerns from which useful data can be obtained.

Validity and Reliability of Instruments:

The instruments used for this study was the researcher and the fully-structured questionnaires that was designed for participants to respond to semi-structured questions through face to face interactions. Open – ended questions were designed to obtain unanticipated information and about characteristics and attitudes related to emotional detachment and its effect on the respondents.

Unfortunately, as a researcher the main threat to validity is not being able to determine the truthfulness of respondents. For prevention, a pre-test must be done using the questionnaire on two participants as a means of setting the stage, and to help against external validity. This purpose was also met by the voluntary participation of interviewees to reduce falsification of answers. Focus groups and interviews were 1 ½ hours long and in qualitative interviews, the prolonged time would permit the development of a trustworthy relationship between the researcher and respondent, thus reducing bias information and making the test results more reliable and valid (Patton, 2002).

Reliability refers to whether a particular technique, applied repeatedly to the same object would yield the same result each time (Rubin and Babbie 1993). The questionnaire, interview

and focus group questions were designed to get the respondents to respond truthfully and were seen as reliable measures. Also the researchers were able to develop a warm and cordial relationship with the respondents, thus gaining their trust and facilitating truthful responses.. Seale (1999) eluded that,” to ensure reliability in qualitative research, examination of trustworthiness is crucial”.

CHAPTER FOUR

FINDINGS

Introduction

In order to attempt to prove the hypothesis “Social Media is the best platform for increasing awareness towards the concept of raw food in Trinidad’s society”, the researchers implemented the use of general surveys which were distributed to 300 participants in various areas of Trinidad, conducted three focus groups with specified age groups and participated in an ethnographic trip to the Hilarian Fair in Bishops Anstey High School. Additionally, an interview was conducted with Trinidad’s sole documented ‘raw foodist’.

Interview Findings

Under the qualitative research procedure, the researchers interviewed the only known Raw Foodist in Trinidad, Mr Charlie Spooner. As mentioned in the introduction, he is ninety-one years of age and has had a raw food diet for thirty three years. He was a credible and reliable research participant, since he is a living example of the benefits of having a raw food diet. The main benefit that can be pulled out from the interview was; that raw food increases your chances of living a longer and healthier life. He stated that, “nothing can kill you faster than cooked food because the enzymes and nutrients are killed when the food is cooked. You live longer with less infection and diseases. When you eat life you get life. When you eat death, you get death. However, your lifestyle must have a holistic approach by eating healthy and exercising. Food stays in one place when you don’t exercise.” As such Mr, Spooner’s interview was not only interestingly, informative but he establishes validity towards a raw food lifestyle, as he exemplifies the healthiness, fitness and longevity of life that a raw food diet produces.

Survey Findings

The quantitative analysis was conducted using surveys as the instrument of data collection. The survey was designed to collect information of the public's perception of the following three topics: Raw Food/Health Choices, Television and Social Media. This step was taken to obtain information as to the potential marketability of the concept of the Sonja Doesn't Cook show in a Trinidadian audience and the best platform by which to broadcast.

The data collected with regards to the concept of raw food and health choices revealed that the majority of the participants incorporate raw food into their diet in some manner with seventy-eight percent (78%) of the respondents indicating so, as shown in Figure 1.1. Moreover, the research also collected data regarding health choices by gender and revealed that seventy-eight percent (78%) of the male participants and seventy-nine percent of the female participants indicated the inclusion of raw food into their diet in some fashion. Data was also collected to determine the perception of the Trinidadian population towards the ability to maintain a raw food diet and fifty-two percent (52%) of the participants indicated their belief that it is expensive to maintain such a diet.

The remaining questions of the survey were designed to collect data to determine which platform would be most suited for the broadcast of this show and its concept to a Trinidadian audience. Regarding the first platform of television, seventy-two percent (72%) of the participants indicated that a local television show about raw food would appeal to their viewing needs, as shown in Figure 1.2 below. Once again, a difference was noted in terms of perspectives by gender, as sixty-two percent (62%) of the male respondents compared to seventy-seven percent (77%) of the female respondents indicated positively to the question. The television

platform would be most accessible to a target audience aged 60 years and over as one hundred percent (100%) of the respondents in this age category indicated positively.

Research into the prevalence and viability of Social Media as a suitable platform to broadcast the programme revealed that only fifty-three percent (53%) of the participants indicating the incorporation of social media into their daily activities, as shown in Figure 1.3 below. The main disparity with regard to social media was observed in age, as social media proved to be most prevalent in the daily activities of participants between the ages of twelve (12) to seventeen (17), as seventy-one percent (71%) of the participants in this category indicating positively.

Focus Group findings

The qualitative analysis was conducted using focus groups as the first instrument of data collection. The goal of implementing this step was to research and collect data dealing with the perception of a Trinidadian audience to the *Sonja Doesn't Cook* programme itself. The focus groups were separated into the age categories of eleven (11) to seventeen (17), eighteen (18) to thirty-five (35) and thirty-six (36) to fifty-five (55) so as to accurately collect data for the target audience indicated by the creator of the programme, Sonja Dumas. A series of questions were asked to the participants after viewing the pilot episode of the show to collect data on the following criteria: Presented Skills, Verne the co-host and the raw food dishes created.

Some of the commonalities observed across all the age categories involved were that the male participants were focused on the appetizing nature and possible taste of the dishes that were prepared whereas the female participants focused on the steps taken in the preparation process. Furthermore, the fact that the co-host, Verne, was an inanimate cow was not well received by the general audience and was noted to be 'unnatural', especially since a part of the show involves the

host speaking to the co-host. The taste test of the dishes prepared also received positive feedback.

The viewing audience across all age groups also presented some criticisms of the show and the criteria previously mentioned. The main difference, however, was observed with regard to the reasons for the criticism provided. It was noted that the participants of the eleven to seventeen age group were critical regarding the potential entertainment value of the Sonja Doesn't Cook show; the participants of the eighteen to thirty-five age group were critical regarding of the facts being presented in the show, the appeal of the food prepared and the concept of a raw food diet itself; and the thirty-six to fifty-five age group were critical of the nutritional value of the dishes and the possible reactions of the combination of ingredients within the human body.

Ethnography findings

The second instrument of data collection used in the qualitative analysis was ethnography. In order to research and observe the reaction and responses of the Trinidadian public to the concept of raw food portrayed by the Sonja Doesn't Cook show, researchers Anthony Sumerville, Sarah Maharaj and Aaron Thompson attended a Hilarian Fair in Bishops Anstey High School.

It was observed that the concept of the show as well as the dishes presented intrigued all participants and passers-by. Though the concept of raw food is considered unconventional, the participants enjoyed the dishes that were sampled and were eager to learn more about the show and the concept. The researchers present were surprised at the high level of positive interest that was generated at the event. Initial contact with individuals was met with skepticism and doubt

but the taste of the dishes was the turning point that generated greater interest for the show and the raw food concept.

CHAPTER FIVE

DISCUSSION AND ANALYSIS OF FINDINGS

The main objective of this research is to determine the role social media plays in increasing awareness of unconventional trends in Trinidad's society, using the *Sonja Doesn't Cook* show as an embryonic case study. Joshua Meyrowitz explores the concept of social behavior through the lens of Ervin Goffman's Dramaturgy perspective in his 1985 book called "No Sense of Place: The Impact of Electronic Media on Social Behaviour." Goffman's Dramaturgy perspective forms a theatrical metaphor of stage, actors and audience to observe and analyse intricacies of social interaction. In the case of the "Sonja Doesn't Cook" show, the stage is social media, the actor is Sonja Dumas and the "Sonja Doesn't Cook" show and the audience is the general public who uses social media.

Meyrowitz (1985) stated that a person's social environment plays a major role in how he or she acts and the things that they will participate in. He further stated that if a person is exposed to particular stimuli within their social environment, that person is likely to adapt their behavior to what is present in their environment. In the case of this research, the particular stimulus that was exposed to the public through the social media sites Facebook, Youtube and Instagram, were images and video related to the "Sonja Doesn't Cook" show. Users of these sites were exposed to this stimuli in an effort for the raw food trend to be adopted and accepted by the Trinidadian audience. The research revealed that the more frequently images related to the cook show were uploaded and shared on these social media sites, the more interested and accepting the audience became of raw food and the "Sonja Doesn't Cook" show. This was evident in the increases in likes, followers and comments on the various social media sites and proved the theory that the

more a person is exposed to a particular stimuli within their social environment, that person is likely to adapt their behavior to that stimuli.

This research also sought to determine whether the “Sonja Doesn’t Cook” show would change people’s views or attitudes towards raw food or incorporating raw food meals as part of their diets. The research also sought to determine whether the Trinidadian audience would be willing to view a raw food show on local television. According to the Social Judgment Theory of Muzafer Sherif (Griffin, 2012), there is an attitude scale that we all have within our minds and we place everything that we hear and see on that scale to determine our reactions to it. The three latitudes on this scale are latitude of acceptance, latitude of rejection and latitude of non-commitment. The latitude of acceptance focuses on issues that a person perceives as reasonable or worthy of consideration; the latitude of rejection includes ideas that a person considers to be highly objectionable; and the latitude of non-commitment refers to the ideas that a person cannot totally determine to be acceptable or objectionable (Griffin, 2012).

There was an assumption before the surveys were conducted, that the general Trinidadian population does not regularly consume raw food or include it in their diets. However, our surveys revealed that 78% of respondents currently incorporate raw food into their diet, mainly in the form of salad or chow, but rarely in the form of a full meal. Additionally, 72% of respondents indicated that they would look at a local television show about raw food. These results reveal that the general Trinidadian audience will be able to relate to a raw food show and are likely to have a latitude of acceptance towards it, if aired on local television. However, the focus group participants who actually viewed a pilot episode of “Sonja Doesn’t Cook” displayed a latitude of non-commitment. While the participants liked the concept of the show and were

willing to try the recipes presented, they were not willing to commit to viewing the show on a regular basis, as it is.

Across all the age groups participating in the focus groups, the male participants were focused on the appetizing nature and possible taste of the food while the female participants were more focused on the preparation process. Verne the Cow was also not considered an appropriate character as portrayed in the pilot video and recommendations such as having him animated or being used to present nutritional information were made. It was also unanimously seen as unnatural for Sonja to talk to an inanimate object. However, when the raw food samples were tasted, it received positive reviews from the participants.

The 11-17 age group's main criticism was that the show had little entertainment value. They would have preferred to see the Verne the Cow character in a more animated form and did not consider the host to be relatable in terms of her personality. They stated that the host should be more "engaging", "livelier", and "interactive" with both her audience and Verne the Cow. It can be assumed by these statements, that an added level of excitement, engagement and personal touch is needed to captivate the 11-17 age group.

The 18-35 age group were highly critical of facts presented in the show as they were not convinced that all the information presented in the show were accurate. They also questioned the host's credibility to present and prepare raw food dishes, as they were not convinced by her culinary skills. The appetizing appeal of the food prepared was minimal to this age group and the concept of a full raw food diet was also questioned, as the participants did not think it was a rational or healthy option. Although the aim of the "Sonja Doesn't Cook" show is to promote healthy eating habits and not a fully raw diet, this was a common misconception among the focus group and preliminary research participants. It is therefore evident that the host needs to be clear

of the aims and intentions of the show to her audience. Within this 18-35 age group, the male participants also offered more negative views on the show than the female participants. These responses demonstrates that this particular age group, especially the males, is highly concerned with facts and credibility in order to view such a television show, and for such a show to have an impact on their lives.

The nutritional value and the legitimacy of the combination of ingredients used in the pilot episode were the main concerns for the 36-55 age group. There was also consensus within the group that Verne the Cow was not a necessary character and should be removed completely from the show. Additionally, it was determined within this age group that the show did not change their view or attitudes towards raw food, and that the host was not informative or convincing enough to do so. Therefore, based on the results of the focus groups, the “Sonja Doesn’t Cook” show needs improvements in the main areas of host’s delivery, credibility, and the inclusion of more nutritional facts in order to change latitudes from non-commitment into that of acceptance towards the show.

While the focus groups attempted to gain insight on the audience’s perception of the current format of the “Sonja Doesn’t Cook” show, surveys were conducted to determine the marketability of the “Sonja Doesn’t Cook” show to the Trinidadian audience. The three major categories questioned in the surveys were the television, health and lifestyle, and social media categories. There were significant findings discovered in each category.

In terms of the television category, 72% of the respondents indicated that they would look at a local programme about raw food. 27% would not watch such a programme while 1% did not respond to the question. It can be assumed based on these findings that the Trinidadian population is generally interest in and that there is an audience for the concept of a raw food

television show. However, the 60 and over male age group is the only category where 100% of the respondents said that they would look at a local programme about raw food. The age group with the poorest response to this question is the 18-30 male category where only 48% of these respondents answered positively to this question. Therefore, males in the 18-30 age group are least likely to view the “Sonja Doesn’t Cook” show if aired on local television.

For the health/lifestyle category, of the 300 persons surveyed, 78% revealed that raw food is currently part of their diet while 22% said it is not. These findings reveal that the majority of the population consumes raw food in some fashion. Therefore, the population will be able to relate to a television show such as “Sonja Doesn’t Cook”. It was assumed by the Raw Entrepreneurs before the surveys were conducted that most people found it expensive to include raw food into their diets and lifestyle. However, the results of the survey revealed a relatively split view as 52% of the respondents found it to be expensive while, closely behind, 47% thought it was not. The over 60 female category found it most expensive to include raw food into their diet as 80% indicated that it is expensive. In contrast, the 12-17 male category found it least expensive as 73% found it is not. Additionally, when asked about which sources are used to obtain recipes for raw food or any other dish, the most popular responses were the internet, family recipes, cookbooks and self-creations.

In the social media category, 53% indicated that social media plays a major role in their day-to-day activities while 46% said it does not. 1% did not respond to this question. Social media is most prevalent in the lives of persons between the ages of 12-17 as 71% of these individuals stated that social media plays a major role in their day-to-day activities. However, it is least prevalent in persons over the age of 46 as 75% of these persons are not active on social media sites. It was also determined that the most popular social media site used by all the

respondents of this survey is Facebook with 48%, while YouTube is a close second with 43%. It was also revealed that 40% of the respondents watched videos with an average length of 1-5 mins. Smaller percentages watched videos below 1 minute, above 5 minutes or not at all. Therefore, Facebook will be the best avenue to promote videos and clips of the “Sonja Doesn’t Cook” show on social media to people below the age of 46, and these videos should be no more than 5 minutes in duration. However, it can also be assumed by these findings, that the television will be the best medium to promote the show for people over the age of 46.

An interview was also conducted with raw foodist, Mr. Charlie Spooner, the only documented raw foodist in Trinidad. Mr. Spooner is a ninety-one year old raw food activist who has been consuming only raw food and juices for the past thirty-three years. When interviewed on his lifestyle, Mr. Spooner revealed that his decision to eat fully raw came from inspiration from God, after recovery from sudden illness. Although he is not aware of any other active raw foodist in Trinidad, he is convinced that a fully raw diet combined with the right amount of exercise will lead to an extended lifespan. His most interesting view is that protein does not need to be consumed in large quantities in adults. Mr. Spooner considers protein a ‘building block’ and adults, after the age of 24-25 do not need to consume as much protein as they think.

However, the Center for Disease Control and Prevention (USA) suggests that protein intake should increase as age increases, contradicting the views of Mr. Spooner. While Mr. Spooner acknowledges that eating purely raw food may be difficult for most people, he strongly advises towards increasing the amount of raw food consumed on a daily basis towards the promotion of a healthier lifestyle. Both Mr. Spooner and Ms. Dumas acknowledge that increasing raw food intake will lead to a healthier life.

Implications and Recommendations

Our study certainly has many implications, not only for the *Sonja Doesn't Cook Show* but also for other persons desirous of boosting awareness of various unconventional trends within a given society. From the onset we have been investigating the role social media plays in increasing awareness of an unconventional trend in Trinidad's society using the *Sonja Doesn't Cook* show as an embryonic case study.

Social media is one of the platforms from which ideas are shared and received and unlike conventional forms of media, social media's reach is both far and long lasting. The *Sonja doesn't cook* show is a prime example as to how social media can work to benefit anyone seeking to raise awareness of an unconventional trend within society since in some respects it has proven the power a strong social media presence can have on an emerging trend in this society.

However, although we do acknowledge that social media is a critical tool in raising awareness, one must also consider the audience in which you would like to target, since this embryonic case study has unearthed the reality that although there is a larger audience on social media when compared to other forms of media, social media may be a hindrance and possibly work against you if you're seeking to reach a mature age group, for example those who are 60 and over.

CHAPTER SIX

CONCLUSION

This research sought to determine the best method to promote the “Sonja Doesn’t Cook” show to the Trinidadian audience. The multi talented Sonja Dumas, credited as being a performer, producer, choreographer, writer and arts development consultant, created and self-produced the pilot for the show “Sonja Doesn’t Cook”. The premise of the show deals with the preparations of meals without the use of a heat source. Her aim is to encourage the citizens of Trinidad and Tobago, both young and old, to incorporate healthy habits into their lifestyle and to show that healthy eating can be fun, creative and enjoyable. The Raw Entrepreneurs’ hypothesis was that social media is the best forum to promote this show.

Triangulation was used to gather information as to whether social media is indeed the best forum to promote this show, and to obtain feedback on the current pilot episode being circulated on social media sites. Surveys, focus groups and interviews were conducted to gather this information, and were analyzed to determine the outcome of the research. The surveys revealed that social media will be the best forum to promote the show for people under the age of 46, and the best social media sites to be used will be Facebook and Youtube. For people over the age of 46, television will be the best forum. The surveys further revealed that there is an audience for such a show in Trinidad since the majority of the respondents expressed interest in such a show, and already consume raw food on a small scale. While the focus group participants showed interest in the concept of the show, they suggested many changes that, in their view, will improve the quality of the show. An interview with a full raw foodist also suggests that eating purely raw food and juices can lead to a long, healthy life, free from illness and diseases.

While the surveys, focus groups and interviews were helpful in gathering the relevant information for this research, there were several limitations and challenges faced. The main limitations were the gender, age and ethnicity biases as the majority of our respondents to the surveys were females, most responses came from the 18-30 age group, and afro-Trinidadians was the predominant ethnicity responding to our survey questions. The challenges include lack of sponsorship and investors, financial setbacks, video release delays, lack of inside contacts to make commissioning the show viable option, and communication barriers between the Raw Entrepreneurs and the client, Ms. Sonja Dumas.

The results of this research can guide Ms. Dumas on the way forward with her promotional efforts, and in revamping her future episodes. However, the results of this research is not limited to the Sonja Doesn't Cook show as it can also be used as a guideline for future research on the impact of social media for unconventional trends in the Trinidadian society.

Glossary of Terms

Coding – (Dey 1993) is the process of creating categories and assigning them to select data.

Content Analysis – (Stambor, 2005) a technique for systematically describing written, spoken or visual communication. It provides a quantitative description.

Convenient sampling method - (Explorable.com, 2009) a non-profitable sampling techniques where subjects are selected because of their convenient access and proximity to the researcher.

Cultural Issue/Barrier- (Institute for Humane Education) refer to all aspects of society that influence beliefs, opinions, and choices.

Ethnography – (Hoey, 2013) any qualitative research method where the intent is to provide a detailed, in-depth description of everyday life and practice and to obtain a cultural interpretation.

Focus Groups – (Community Tool Box, 2014) A small-group discussion guided by a trained leader. It is used to learn more about opinions on a designated topic and then to guide future action.

Interviews – (Random House Kernerman Webster's College Dictionary, 2010) a formal meeting in which one or more persons question, consult, or evaluate another person.

Methodology - (Frey et al 2000) An investigative procedure involving a system of methods and research instruments to acquire information in a particular area of study or activity.

Non-verbal communication – (Nyab, 2014) involves the sending and receiving of wordless messages, they usually reinforce verbal communication but can convey thoughts and feelings of their own. An example of which is body language.

Observer- Participant Observation method – (www.sociology.org.uk , 2003) a method of research where the researcher aims to understand the social world from the subject's point of view which involves getting to know the people they are studying.

Qualitative Research – (Key, 1997) a generic term for investigative methodologies described as ethnographic, naturalistic, anthropological, field, or participant observer research. It emphasizes the importance of looking at variables in the natural setting in which they are found.

Quantitative Research - (Burns and Grove 2005) a formal, objective and systematic process in which numerical data is used to obtain information.

Raw Food - uncooked fruits and vegetables.

Selfie- (Oxford 2015) A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media.

Sonja Doesn't Cook - an upcoming raw food cooking show hosted by Sonja Dumas.

Simple random sampling method – (Easton and McColl, 1997) a basic sampling technique where a group of subjects are selected for study from a larger group. Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the population. Every possible sample of a given size has the same chance of selection.

Semi-structured interview – (Cohen and Crabtree, 2006) an interview whereby the interviewer and respondent follow an interview guide which is a list of questions and topics needed to be covered, but the interviewer can follow a tropical trajectory in the conversation that strays from the interview guide when he or she feels appropriate.

Semi-structured questionnaires – (Acharya, 2010) also known as a quasi-structural questionnaire, is a questionnaire containing both structured and open-ended questions to obtain both quantitative, general data and to obtain opinion- type information (qualitative) from respondents.

Survey – (UNECE, 2000) is an investigation about the characteristics of a given population by means of collecting data from a sample of that population and estimating their characteristics through systematic use of statistical methodology.

Triangulation – (Bryman, 2015) the use of more than one approach to the investigation of research questions in order to enhance confidence in the ensuing findings.

Validity – (AQR, 2014) refers to how well a scientific test or piece of research actually measures what it sets out to, or how well it reflects the reality it claims to represent.

Verbal communication – (Nayab, 2014) verbal communication entails the use of words for delivering the intended message, these include both written and oral communicatio

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Appendices

Appendix (i)

Letter to GISL



#11 Sixth Street West
Cassleton Ave
Trincity
4th November 2014

Mr. John Barry
Manager of Production
TIC Building, Lady Young Road, Morvant, Trinidad and Tobago
Government Information Services Limited (GISL)

Dear Mr. Barry,

We are students of the Faculty of the Humanities and Education, pursuing a BA. in Communication Studies. The names of the students involved in this project are; Aaron Thompson, Anthony Sumerville, Danika Martin, Sarah Maharaj and Shernelle Babb. Our Thesis Project is to solve a Communication problem in a given situation. The situation is the marketing of the food programme entitled Sonja Doesn't Cook hosted by Sonja Dumas.

As a group we are requesting permission to work with your organisation to produce this programme. Ms Dumas is a choreographer by profession but always had an interest in various types of art forms besides the aforementioned. She was inherently involved in a number of short film productions such as 'Avocado and Zaboca' - a Children's Show, and is currently pursuing the culinary arts television programme, 'Sonja Doesn't Cook.'

The premise of the programme, is to educate her target audience, of the nutritional benefits and the deliciousness of eating raw food (raw fruits and vegetables). As a result, Ms Dumas intends to actively uplift this country's appreciation for various types of raw food dishes, while all the same contributing to the aesthetic economy in our nation.

The group proposes the showcasing of Ms. Dumas' product via a television programme. This would not only contribute creatively to our economy but it can also influence a healthy form of living among the citizens of Trinidad and Tobago. The group would appreciate your indulgence in this project which would certainly highlight the benefits of healthy eating, thus increasing viewership on your network.

Thank you for this opportunity, we look forward to meeting with you to further discuss the objectives of this proposal.

Yours Respectfully,

Aaron Thompson, Anthony Sumerville, Danika Martin, Sarah Maharaj and Shernelle Babb,
Final Year Communication Studies Students.

I have read and permit this consent form. If you have any concerns about the rights as a research participant you may contact Dr. Tia Smith via Email: Tia.Cooper@sta.uwi.edu or Tel: 662-2002 ext 3867. You can also contact Mr. Roddy Batchasingh via Email: Roddy.Batchasingh@sta.uwi.edu

Tia Cooper
Lecturer of the Language and Communication Seminar Course (COMS 3099)
University of the West Indies

Roddy Batchasingh
Lecturer of the Language and Communication Seminar Course (COMS 3099)
University of the West Indies

Appendix (ii)

Preliminary Questionnaires : (Convenient Sampling investigative instruments)



**GENERAL QUESTIONNAIRE
Faculty of Humanities and Education
Department of Communication Studies
Language and Communication (Coms 3099)**

Location:

Age:

Sex: Male Female

1. Do you look at local TV besides local news? Yes No
2. Would you look at a local program about raw food? Yes No
3. Is raw food currently part of your diet? Yes No

Appendix (iii)

Preliminary Analysis

We were able to utilise the Quantitative Research Methodology for this research mission. We conducted a survey by sending out questionnaires to twenty-eight persons from the East-West Corridors of Trinidad and Tobago. The survey was commenced using the Convenient Random Sampling Method. One of our limitations during this research process was the short time span we had in gathering the relevant information. Hence the reason we had to acquire participants by their convenience and by opportunity. The survey consisted of, fourteen females and fourteen males all between the ages of (17 and 56). We used the Convenient Random Sampling Method, by sending out questionnaires to these persons through the use of email and Whats App Messenger. This method was not only convenient for us the researchers and the participants but it was also easy and inexpensive to acquire the necessary data.

The Tables below and on the following page are the results.

Total Population Feedback:

THEMES	POSITIVE FEEDBACK	NEGATIVE FEEDBACK
Presenter's Skills	86%	14%
Presentation of Food	79%	21%
Presentation of the Kitchen	89%	11%
Views on 'Verne' the Cow	53%	47%
Views on Raw Food	75%	25%
Who watches Local TV?	64%	36%
Who would watch the program?	42%	58%
Who knows about Raw Food benefits?	50%	50%
Who would change their lifestyle to Raw Food	57%	43%
Who is encouraged to eat Raw Food?	53%	47%

Discussion of Findings and Recommendations of the Reviews

Presenters Skills:

Most of the respondents liked the Presenter's appearance and enthusiasm about her dishes, however they suggested that she could be livelier and even make a joke or two.

Majority of the participants found the presenter to have a warm personality and friendly however some mentioned that she NEVER tasted her food or any of the ingredients, because positive reaction towards her own meals is what usually tends to invite or persuade the audience to try it.

Others mentioned that she should speak a lot more about the nutritional benefits of the food she was preparing. They also mentioned that the Presenter's lack of eye contact was also highlighted.

Presentation of Food:

The presentation of the dishes were well done, creative, simple and appeared simple enough for the audience to try.

However, some persons mentioned that the Presenter should have used other utensils besides for eg. the knife to scoop out the paw paw seeds.

Presentation of the Kitchen

Mixed views on the background. Some persons said it looks more American than 'trini 'or homey. Others said it suited the theme. Some persons did not notice it altogether and the some also mentioned that it could be more simple and spacious.

Views on 'Verne' the Cow:

There were mixed views across the board concerning the cow. Some mentioned that the Cow needed to be animated with a voice over so the host doesn't seem crazy and talking to an inanimate object a number also said that the Cow character could have even been a puppet.

Suggestions continued where respondents saw that the presenter could invite weekly visitors, have a co-host, leaving out characters altogether. If not then the cow should be more interactive. One person in particular thought the cow was not "serving much of a purpose and it should atleast give some nutritional information beyond the ones given by the presenter".

Cow just needs to be improved (animated and talking)

Views on Raw Food:

There were positive views of raw food but had concerns for cost, and it being hard to include in their diets.

There was a direct split where respondents knew and did not know about the health benefits of raw foods. They confirmed this by recognizing that cooking such foods takes away the nutritional value. Some mentioned that yes there were nutritional benefits, but were not aware that any.

Respondents held the view that it was a great choice for a healthy diet, and yes it should be incorporated into their diet and but it should not be a person's entire, consistant diet since one will still need nutrients such as proteins that is derived from meat (which of course should not be consumed raw).

Who watches Local TV?

Majority said yes but mostly for watching news.

Who would watch the program?

The majority said no because they found that there could have been improvements with altogether the host, the set and the meal plans.

They stated that the Host was boring at times.

The Set should have had more of a Caribbean flavor (inviting feeling) even some fruits and vegetables on the table where she worked.

They also found that the Meals should be served with a drink.

However most respondents liked the little, nutritional bubbles that came up stating the benefits used, but found that the presenter should have also indicated the benefits of these benefits. For example, "Paw Paw is rich in Vitamins A and C", but what is Vitamins A and C really good for? So suggestions were to atleast have Verne state the benefits of the nutritional benefits.

Who was encouraged to watch the show?

Even though majority stated that they would not watch this programme, there was almost an equal display of results when asked the question

This indicates that there is still a local market for the programme and probably after improving some areas it can achieve a larger audience.

General views:

Majority of the respondents liked the programme and would not mind tuning in to it. However the results demonstrates that the areas which needed the most improvement are where the audience did not know much about raw foods. Therefore the presenter can explain the health benefits more in-depth so that the audience would have sufficient knowledge why it would be so important to make that switch to eating Raw Food on a more consist basis.

On the contrary, the highest theme that received positive feedback was the Presentation of the kitchen followed by the Presenter herself. This demonstrates that there a little improvements to be made in these areas. Clearly the presenter is likeable and the kitchen is ideal.

Appendix (iv)

Focus Group Registration Form

“Sonja Doesn’t Cook”

Age Group:

Date:

No.	Name	Age	Sex (M or F)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Appendix (v)

Focus Group Agreement Form

Purpose:

The Language and Communication Seminar Course (COMS 3099) at the University of the West Indies is conducting a research assessment under the supervision of the Communication Studies Department. You are invited to participate under **permission by your parent/ guardian if under the age of eighteen (18)**. The purpose of the study is to examine the interests of raw food (fruits and vegetables) and local mass media between the ages of , (11-17), (18-35) and (36-54). Specifically, we would like to understand how these persons feel about consuming raw foods and watching local television stations of Trinidad and Tobago. We will use this information towards the Language and Communication Seminar Thesis.

Procedures:

If you participate in this study, you will be in a group of approximately 8 – 10 students. There will be a facilitator who will ask questions and facilitate the discussion, there would also be note-takers to write down the ideas expressed within the group. Finally there would be recording devices presented to tape the session for analysis purposes. If you volunteer and receive permission to participate in this focus group, you will be asked some questions relating to your experience with consuming raw foods/ uncooked fruits and vegetables and your frequency in watching local television. Finally, you would be given some food samples prepared by the host of the upcoming television programme Sonja Dumas. Questions relating to taste, presentation and preference would be followed. All of these questions in general will help us to better understand how persons within your particular age group category view raw foods.

Your participation is completely voluntary. You may withdraw from this study at any time without penalty.

Benefits and Risks:

Your participation may benefit you and other persons in general by getting the opportunity to understand how people feel about consuming raw foods. No risk greater than those experienced in ordinary conversation are anticipated.

Everyone will be asked to respect the privacy of the other group members. All participants will be asked not to disclose anything said within the context of the discussion, but it is important to understand that other people in the group with you may not keep all information private and confidential.

Confidentiality:

Anonymous data from this study will be analyzed by the Communication Studies Thesis Participants and reported to the Communication Studies Thesis Group staff. No individual participant will be identified or linked to the results. Study records, including this consent form signed by both you and/or your parents, may be inspected by the administrators. The results of this study may be presented at meetings and at a poster session for Student Affairs administrators; however, your identity will not be disclosed. All information obtained in this study will be kept strictly **confidential**. All materials will be stored in a secure location within the University of the West Indies, St. Augustine: Language and Communication Seminar Thesis Programme and access to files will be restricted to the aforementioned professional staff.

Consent for participants over the age of eighteen (18):

By signing this consent form, you are indicating that you fully understand the above information and agree to participate in this focus group.

Printed name: _____

Participant's signature: _____

Date: _____

(Nb.If you have any questions or concerns about this study, please contact the University of the West Indies for Research Protections at (1868) 662-2002 or Email the COMS 3099 Lecturers: Tia.Cooper@sta.uwi.edu or Roddy.Batchasingh@sta.uwi.edu).

Consent for participants under the age of eighteen (18):

By signing this consent form, you are indicating that you fully understand the above information and agree to participate in this focus group.

Printed name of parent/guardian: _____

Parent/ Guardian's signature: _____

Printed name of participant: _____

Participant's signature: _____

Date: _____

(Nb.If you have any questions or concerns about this study, please contact the University of the West Indies for Research Protections at (1868) 662-2002 or Email the COMS 3099 Lecturers: Tia.Cooper@sta.uwi.edu or Roddy.Batchasingh@sta.uwi.edu .)

Appendix (vi)

Focus Group Questions

Research Questions

Central Question

- What role does social media (Facebook, Instagram, Twitter & YouTube) play in increasing awareness of unconventional trends in Trinidadian society, using the Sonja Doesn't Cook Show as an embryonic case study?

Subsidiary Questions

- How will the show 'Sonja Doesn't Cook' change people's view or attitude towards raw food or incorporating raw food meals as a part of their diets?
- What communication strategies help in creating a better product?

Focus group questions

1. What do you think about the video?
2. For ages 6-10 we said we would ask: What happened in the show?
3. What do you like/dislike about the show?
4. What can be improved?
5. Is it a programme you would look at? Why /why not?
6. Do you look at local programmes?
7. What do you think about the host?
8. Do you find the food appealing?

9. What is your general view about the concept of raw food?
10. What do you think about the cow?
11. Would watching this show encourage you to eat healthier?
12. Is it practical for your lifestyle?
13. Do you think it is an expensive lifestyle to eat raw food?
14. Do you know where to get ingredients to cook like this? Is it convenient/ inconvenient for you?
15. What is your view before to now

Appendix (vii)

Focus Group Observations

OBSERVATIONS MADE WHILST VIEWING OF THE VIDEO: Sonja Doesn't Cook pilot episode.

Focus Group

Ages 11-17

- ❖ At the beginning of the video participants were very much attentive and were interested in what was being presented.
- ❖ After approximately 5 minutes into the video presentation, many of the participant's assertiveness and interest was lost. This conclusion was drawn due to the fact that they were looking around and fidgeting during the presentation.
- ❖ All of the participants smiled and laughed when Verne the cow was introduced. They laughed when Sonja stated that Verne doesn't speak.
- ❖ None of the participants laughed at the jokes. Besides Verne's introduction the tone of the participants were very serious.
- ❖ Concerning language when Sonja said "big fat carrots", and "pretty plate" many shook their heads in disapproval.
- ❖ There was rolling of eyes on the part of 2 females, when Sonja was singing. (Row row your boat) Most of the participants were not pleased with the background music some were looking up in the sky (Male) whilst others rolled their eyes. (Female)
- ❖ Finally, there were also expressions of confusion towards the final presentation of the dishes.

OBSERVATIONS MADE WHILST VIEWING OF THE VIDEO: Sonja Doesn't Cook pilot episode.

Focus Group

Ages 18-35

- ❖ Participants looked a bit confused but were very attentive.
- ❖ Points in time their eyes drifted and seem very distracted and uninterested. Many participants were uneasy, with their hands on their face, some were tapping their feet and there were many exhausted sighs.

- ❖ One participant in particular was rolling his eyes and shaking his head concerning the statement made about the Paw Paw seeds and cultivating of trees.
- ❖ No one laughed at the jokes, within the video presentation.
- ❖ Throughout the video presentation all participants looked confused and unimpressed.
- ❖ This age group did not give much facial expressions or bodily language compared to the age group 11-17.

Appendix (viii)

Survey Questions

GENERAL QUESTIONNAIRE
Faculty of Humanities and Education
Department of Communication Studies
Language and Communication (Coms 3099)

The Language and Communication Seminar Course (COMS 3099) at the University of the West Indies is conducting a research assessment under the supervision of the Communication Studies Department. The purpose of the study is to examine the interests of raw food (fruits and vegetables) and local mass media. Specifically, we would like to understand how persons feel about consuming raw foods and watching local television stations of Trinidad and Tobago. We will use this information towards the Language and Communication Seminar Thesis.

Location: Central

Age: 12-17 18-30 31-45 46-60 60 and over

Sex: Male Female

Ethnicity: Afro-Trinidadia Indo-Trinidadian Mixed Race Other

4. Do you look at local TV besides local news? Yes No

5. If you watch local TV, what channels are watched?

TV6 CNC3 CNMC IN TV Shergy E TV
TV 4

6. Would you look at a local programme about raw food? Yes No

7. Is raw food currently part of your diet? Yes No

If yes, where do you get your recipes? If no, why?

8. Do you think it is an expensive lifestyle to eat raw food? Yes No

9. Would watching a raw food cooking show encourage you to eat healthier? Yes No

10. Does Social Media play a major role in your day to day activities? Yes No

11. What is your favoured Social Media platform?

Facebook Instagram Youtube Twitter Other _____

12. Do you watch videos on the above named Social Media sites? Yes No

13. What is the average length of the videos that are watched on the given platform?

0-1 min 1-5 mins 5-10 mins 10-15 mins Over 15 mins

14. Do you think there are benefits in including raw food into your diet? Yes No

If yes, what are those benefits? If no, why don't you think so?

Appendix (ix)

Interview Transcript

Questions for Mr. Charlie Spooner

1. At what age did you adopt the fully raw food lifestyle?
At 58 years old – 33 years ago.
2. Why did you decide to go fully raw?
I was inspired. In 1981 I visited my mother in Barbados, but was not feeling well. My mother held prayers for me for 5 days, after which I felt better. When I returned to Trinidad at the airport I heard a voice saying “go raw” “eat everything raw”. I felt it was the voice of God. From that day I only ate raw food.
3. Describe your daily routine and diet?
I treat people for different ailments or provide juices for people who may be fasting and I get paid for this. I also do massages, make juices to sell and do consultations.
4. Do you eat raw meat? Why or why not?
I do not eat meat. Meat contains too many acids. I only eat raw fruit and vegetables. I may only apply a little heat to buckwheat.
5. What types of food do you consume to ensure that your diet has enough protein?
Protein is a building block. After the building is built you need more minerals and vitamins. Too much protein will give you bad circulation. At about age 24-25 your body do not need as much protein. However, I get my protein intake from seeds, nuts and grains. Seed is the best since it don't have much acid.
6. Is it expensive maintaining your raw food diet?
No.
7. On a scale of 1-10, how difficult is it to maintain a raw food diet?
N/A – It is very easy for me to maintain a raw food diet.
8. Do you know anyone residing in Trinidad who also maintains a raw food diet?
Not yet. Someone tried following my footsteps but stopped since his wife began to be concerned about his health. After about six years this person started to eat cooked food again.
9. How do you connect with other raw foodists?
People come to me through referrals but they never stuck to the diet completely.

10. Do you use social media? For example, Facebook?
I only use the newspaper for advertising.
11. What are some clear benefits do you experience from eating fully raw?
Long life. Nothing can kill you faster than cooked food because the enzymes and nutrients are killed when the food is cooked. You live longer with less infection and diseases. When you eat life you get life. When you eat death, you get death. However, your lifestyle must have a holistic approach by eating healthy and exercising. Food stays in one place when you don't exercise.
12. Are there any disadvantages of you raw food diet?
No.
13. Do you think this lifestyle should be adopted by everyone in society? Why or why not?
Yes because of all the nutritional value. Especially pregnant women who want a healthy baby or women who want to get pregnant should eat raw. It also helps with menstrual cycle pains.
14. Would you recommend this type of diet to children? Why or why not?
Because a child's stomach is not fully developed, it needs to be introduced gradually. But all children should be brought up on raw food.
15. How do you think our culture promotes the acceptance/non-acceptance of a raw food diet?
Rastas used to promote eating raw but they have changed. Eating raw usually comes from inspiration from the bible. In the Book of Genesis in the Bible it states what man should eat. After disobedience, man's diet changed. All minerals and vitamins are most likely from the sea or the land. Other synthetic food makes your body start to break down. Natural foods are the only foods that can rejuvenate and restore broken cells. I did my first marathon at the age of 75 .
16. Would you look at a local tv programme about preparing raw food dishes?
I would like for someone to finance it for me to host it.

List of Figures

Figure (i)

TELEVISION CATEGORY

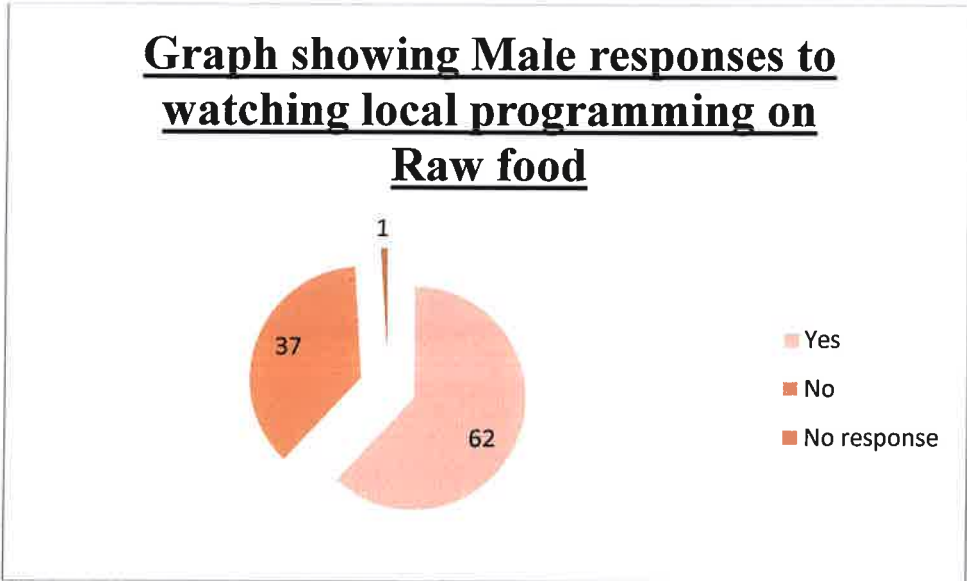


Figure (ii)

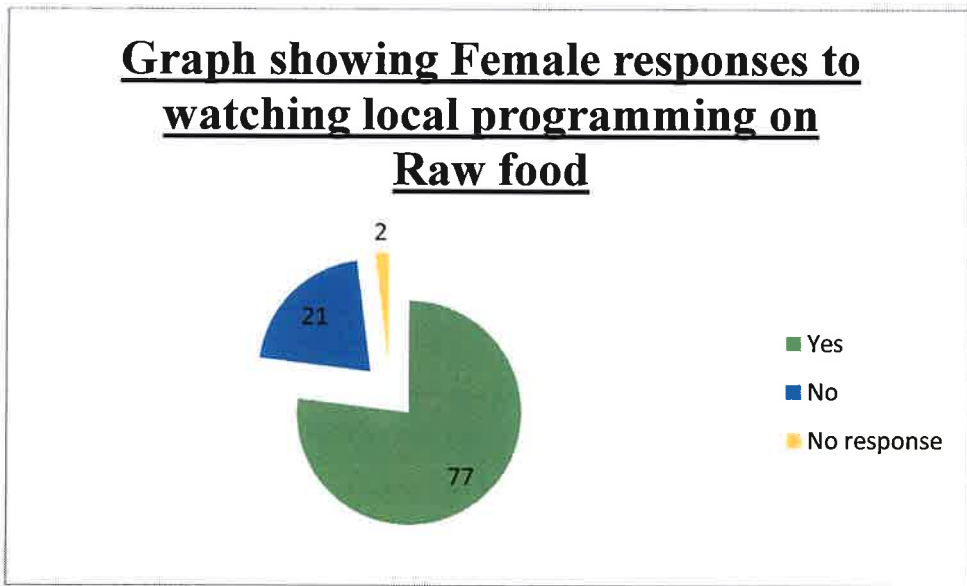


Figure (iii)

HEALTH/LIFESTYLE CATEGORY

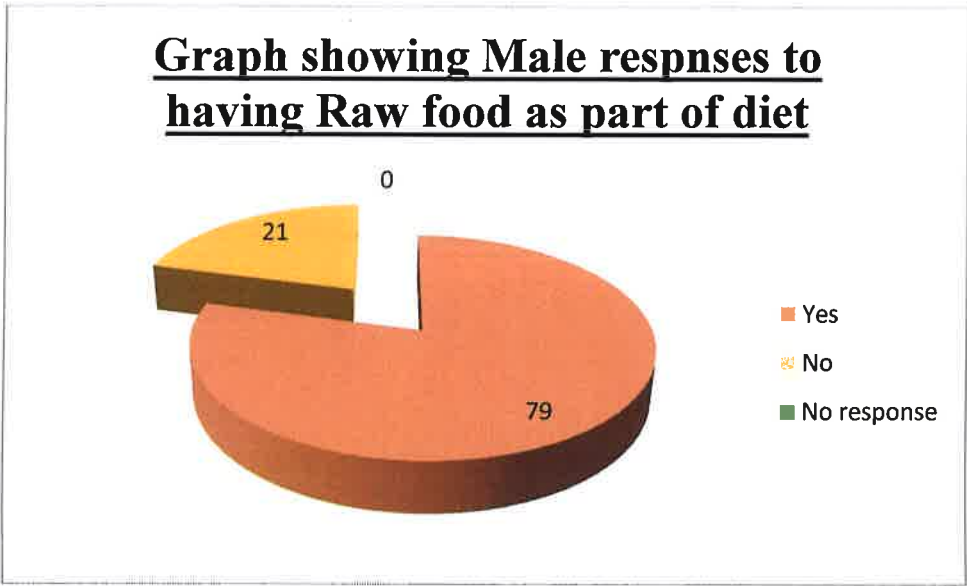


Figure (iv)

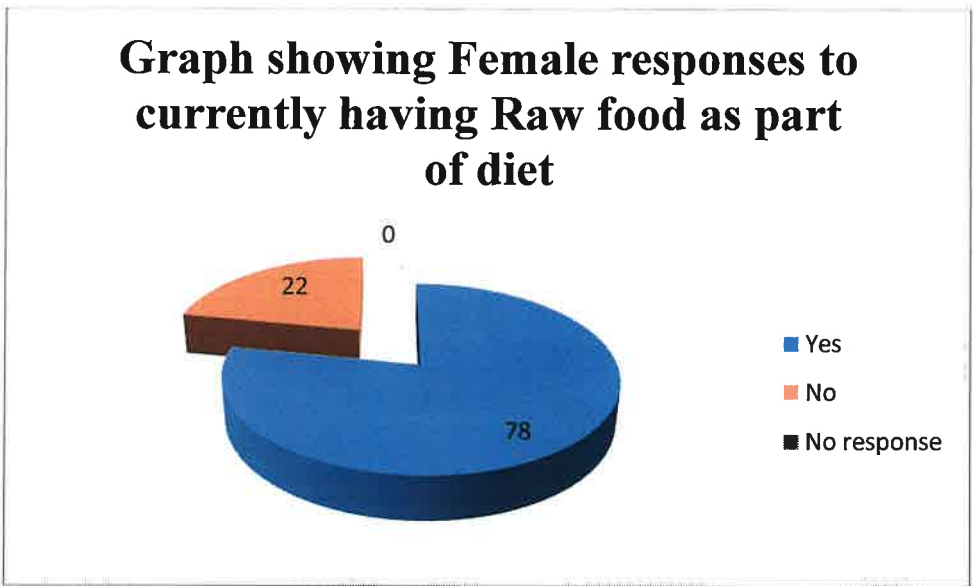


Figure (v)

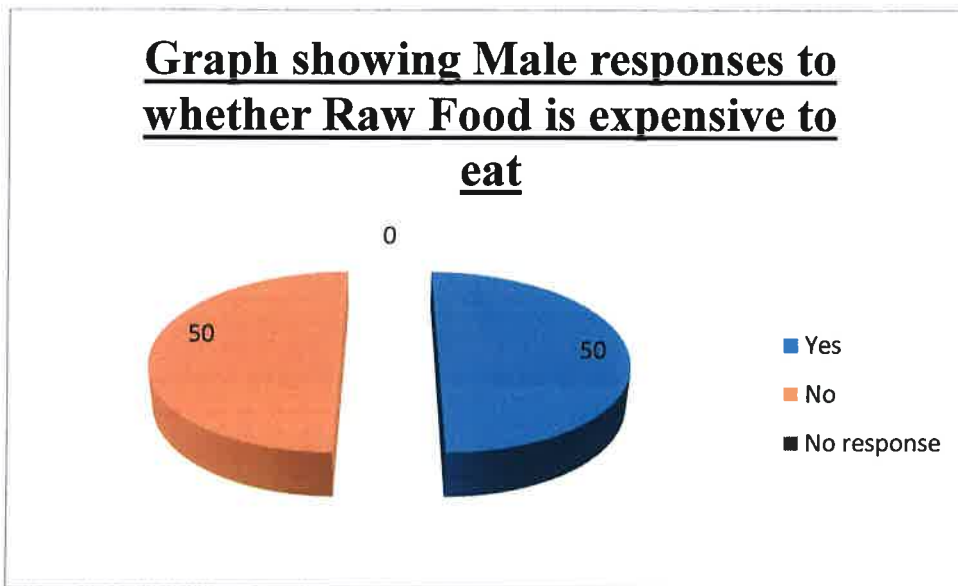


Figure (vi)

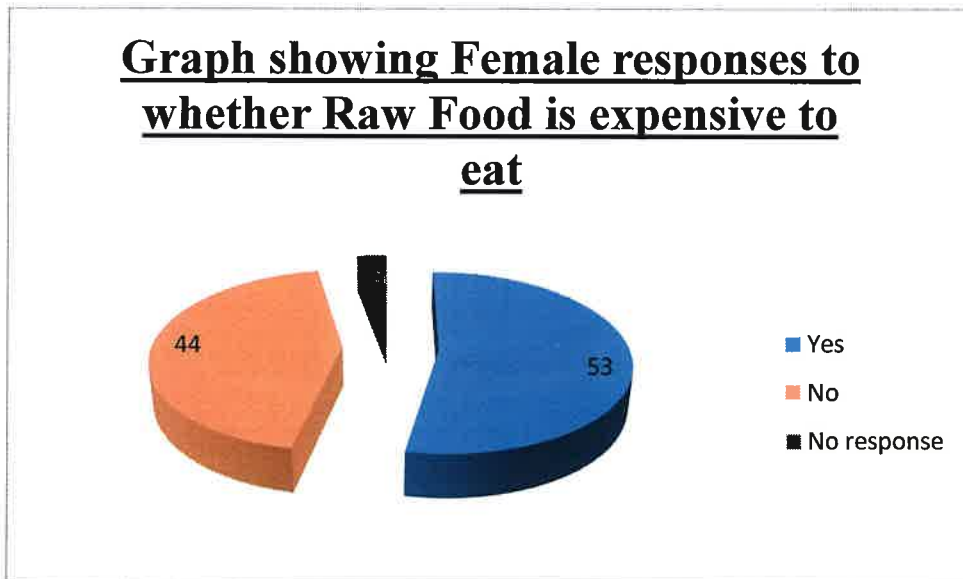


Figure (vii)

SOCIAL MEDIA CATEGORY

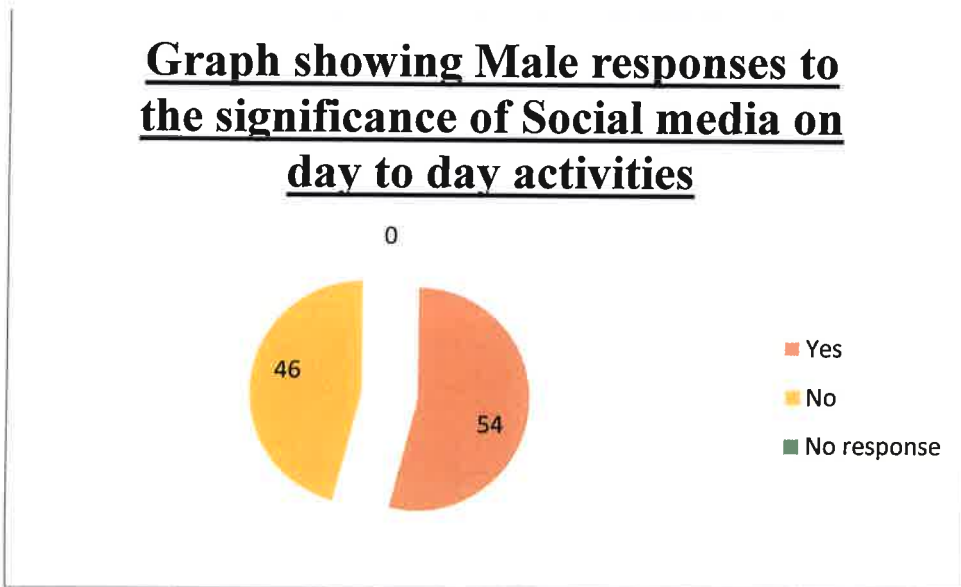
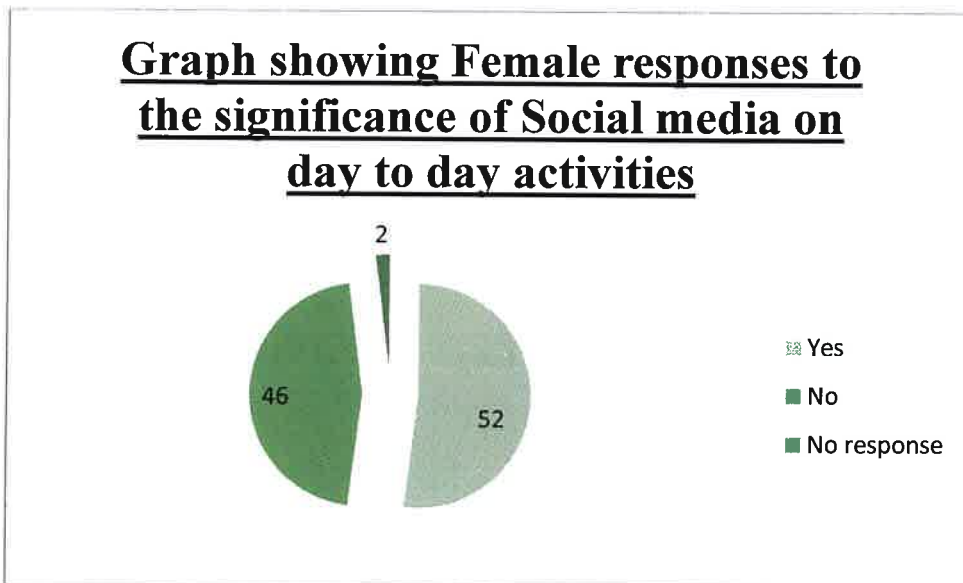


Figure (viii)



List of Tables

Table (i)

SURVEY RESULTS

All REGIONS

Demographics

A total of **300 persons** were questioned and these are broken into the following demographic categories and age groups:

Category	12-17	18-30	31-45	46-60	60 and over	Totals
Male	15	40	29	17	10	111
Female	16	73	52	38	10	189
Afro	13	51	28	17	10	119
Indo	5	25	29	25	6	90
Mixed	11	31	20	12	4	78
Other	2	6	3	1	0	12