<table>
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<tr>
<th><strong>Descriptive internship title</strong></th>
<th>Assessing communication strategies in response to food fraud and outbreaks</th>
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<tr>
<td><strong>Company/organization name</strong></td>
<td>Institute for Agri-Food Research and Innovation (IAFRI)</td>
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<td><strong>Company/organization mission and purpose</strong></td>
<td>IAFRI is a joint venture between Newcastle University and Fera Science Ltd (Fera). IAFRI represents a new model for how universities can work with research organisations. It operates under a private-public ownership to deliver both innovation and wealth creation in strategically important industrial sectors in the UK. It does this while operating for the benefit of society.</td>
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<td><strong>Location of internship</strong></td>
<td>Institute for Agri-Food Research and Innovation Agriculture Building Newcastle University King's Road Newcastle upon Tyne NE1 7RU United Kingdom</td>
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<td></td>
<td>Institute for Agri-Food Research and Innovation Fera Science Ltd. (Fera) National Agri-Food Innovation Campus Sand Hutton York YO41 1LZ United Kingdom</td>
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<td><strong>Explanation of the students duties and responsibilities</strong></td>
<td>This internship involves the analysis of data on consumer behavioral responses to food frauds scandals, such as the horsemeat scandal in the UK and the melamine milk scandal in China. The student will do a desktop research of the literature and access data available from EU/UK projects led by FERA to identify communication needs, expectations, attitudes, preferences, perceived barriers and facilitators to building trust and confidence. Based on this preliminary task, the intern will support a team of Newcastle University and FERA researchers developing a survey instrument to elicit factors that affect</td>
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consumers’ perceptions of risk in food chain and food safety in supply chain, willingness to pay for enhanced safety and preferred channel to receive food fraud and safety outbreak information. This work will inform the formulation appropriate risk communication messages and implement effective strategies. In short the student will have 3 main tasks:
1. Reviewing the literature
2. Collecting and analyzing existing data using statistical packages
3. Collaborate on the development of a survey instrument

**Description of team in which the student will work**

The student will be integrated in an interdisciplinary team of scientists ranging from statisticians, economists and food scientists. Given that IAFRI is located both in York and Newcastle and the candidate will divide his/her time between in the locations, s/he will have a supervisor in each of them.

**How will the supervisor orient and support the student?**

The student will have a plan of activities and have regular meetings with the team to monitor progress but also to clarify any questions emerging. As suggest above this work has 3 main parts: Review extant literature, analysis existing data, contribute to the development of a survey instrument to collect primary data.

The supervisor will hold weekly meetings with the student to guide him through each of the stages.

**What schedule is the student expected to work?**

9 to 5, five days week

**Besides remuneration, are there any benefits that your organization will provide to the student?**

The student will get a subsidized meal at FERA and Both locations have sport facilities.

**What is the minimum and the maximum duration of the internship?**

8 weeks
Preferred start date: May/June

**Please tell us what qualifications the ideal candidate should provide. You can differentiate between desired and preferred qualifications.**

Desired: Major in Applied Economics and minor in Communication; or Food Science (safety) major with minor in Economics or Business
Knowledge of statistical models for data mining
Knowledge of survey instruments
Preferred:
Knowledge of R or Stata

**Are there any social activities at your organization that the student can participate in?**

Newcastle University is a city campus and the city offers plenty of Sports, musical and cultural opportunities during the summer month. FERA is located at Sand Hutton, 9 miles from the city of York with which it is connected by bus. **York** is a historical city in the North of England. In Newcastle the student will share an office with graduate students working on campus, who have regular social activities.
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<th>If your organization does not offer accommodation, can you provide help with finding housing?</th>
<th>The student will be mainly housed on the student accommodation at Newcastle University. However there is the possibility the student spends time on site at FERA, in which case the supervisors will support finding accommodation at York.</th>
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<td><strong>Additional links</strong></td>
<td><a href="https://www.fera.co.uk/iafri-partnership">https://www.fera.co.uk/iafri-partnership</a>; <a href="https://www.fera.co.uk/our-facilities">https://www.fera.co.uk/our-facilities</a>; <a href="http://www.ncl.ac.uk/tour/">http://www.ncl.ac.uk/tour/</a></td>
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