



UNIVERSITY
of York

The York Management School

Qualitative Research Methods

**Part 1: “why do young people become founders of ethical companies
and what difficulties they experience along the road to success?”
(An interview analysis)**

**Part 2: “How the use of different news writers could alter the way in
which readers opinions are shaped on the same topic”.
(A text-based framing analysis)**

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Charlotte Lincoln

PART 1

Introduction

This essay will detail the interview process of an unknown individual surrounding key life events in their working history. For my tailored approach to the task I will be seeking to answer the question of “why young people become founders of ethical companies and what difficulties they experience along the road to success?”.

The interview will be conducted as if part of a larger sample broader research project, representing the ‘pilot interview’ (NETSCC, 2014).

Methodology

Semi-structured Interviews are perfect for analysing the complexities behind a decision as they allow for “full expression of the interrelationships between the many variables that can impact on one person’s ultimate decision to start a business” (Stevenson, 1990).

Additionally an ‘open-ended question’ style has been applied as to give greater flexibility and freedom to both interviewer and interviewee (Gubrium & Holstein, 2002) for example the freedom to “follow up interesting developments and to let the interviewee elaborate on various issues” (Dörnyei, 2007).

Finally a ‘face-to-face’ interview will allow the researcher and the interviewee to take advantage of social cues such as paralanguage, body language, pauses, inflection, and tone (Barratt, 2012; Opdenakker, 2006).

An audio recording device has been selected as the free flow of conversation may be inhibited with concurrently note taking, this could result in data loss, however this methodology comes with the risk of researcher memory erosion (Currie, 2005).

Another essential consideration, was the decision to refrain from the use of video-recording, according to Loizos in 2008 this aspect is necessary “whenever any set of human actions is complex and difficult to be comprehensively described by one observer as it unfolds” (Loizos, 2008).

It is thus a held belief, that in regards to the current research question, it was unnecessary, furthermore time constrains also factored into this decision.

The transcription was recorded and typed up verbatim afterwards (including all errors, and pauses), as to protect against bias and provide a permanent record of what was and was not said (Pontin 2000).

Identification

An invitation (See Appendix 1) was publically displayed on a Facebook group community page which had been observed previously as a virtual location for B2B ethical networking.

This is considered “Volunteer sampling” as the individual in question has “chosen to be involved in the study” A disadvantage of this method is the time of day in which the request was broadcast as it may affect responder demographic (McLeod, 2014).

First Contact

Promptly after the initial volunteer response message was received a back and forth commenced in which details surrounding length of interview, availability, desired location, the presence of audio recording and the non-discourse policy. During this dialog the ‘Rapport Pyramid’ approach was followed (See Appendix 2) as multiple studies suggest rapport-building is the foundation of a successful investigative interview (Abbe & Brandon, 2013; Vallano & Compo, 2015).

Process

Prior audio recorded checks were conducted in several potential locations, insuring minimum background noise be recorded during the interview (Opdenakker, 2006), compromising quality (Meho, 2006), reassuring the interviewee of this event would further build a sense of professionalism.

The interview process lasted 30 minutes, and began with a complimentary coffee and the ice-breaker question (See Appendix 2; RQ0) This will elicit a positive memory; this technique is known as a “deep story” question as it focuses on a “peak experience”, it has been suggested that recall of a positive experience may cause more conscientious reflection in further questions (Given, 2008) and “fosters social connection” strengthening rapport (Kelly, 2013). A percentage of research questions have been loosely based off the UK Gov. research project entitled “Understanding Motivations for Entrepreneurship” (Stephan et al, 2015), due to topic similarities (See Appendix 3).

Analysis

Coding principles from the research paper “What Motivates ‘Ecopreneurs’ To Start Businesses?” were utilised, codes include: Be own boss, Gap in market,

passion, making a living, ethical values (Kirkwood & Walton, 2009, p11). Supplementary to this Alpander's 'Ten critical problems encountered by entrepreneurs in their first three years in business' were also considered (See appendix 4). Previous coding systems were used with the expectation that a similar results would likely be discovered.

This is known as a 'directed content analysis' approach; initial coding starts with a theory or relevant research findings. Then, during analysis, the researchers immerse themselves in the data and allow themes to emerge. The purpose being to validate or extend a conceptual framework or theory (Zhang & Wildemuth, 2005).

The finalised codes added: Brand recognition, Planning for market expansion and Product Quality, to the previously established codes.

Findings

The results of the coding (See Appendix 5); demonstrate that the overall struggles and motives for; in this case of a vegan business 'sustainability entrepreneur' are in accordance with general and 'ecopreneur' research which has gone before.

This is evident in the following supporting quotes:

Code	Quote
Ethical values	"doing something that would make a difference"
Be own boss	"I like being my own boss"
Gap in Market	"there's a demand for it"
Passion	"it's like an art converse...an expression of creativity...that's a real buzz for me...I think that's what makes it worthwhile."
Making a living	"making any money"
Brand recognition	"trying to convince people that vegan food is good"
Planning for market expansion	"I want to expand what I'm doing in one area, but there's only so much I can do"
Product quality	"worry that people, aren't enjoying what I'm doing"

For more relevant quotes (See Appendix 6).

One variant to the exacted result was that 'Making a living' in this case wasn't a motive, but instead was a concern. This however was listed as one of the major reasons small companies close in prior literature (Stephan et al, 2015).

Some nuances found within this individual interview were self-confidence and isolation issues regarding being one's own boss, the reference to big company greenwashing effecting the gap in the market & being the change you want to see in the world.

To discover whether or not these are relevant universal findings, further research is required. Further candidates would be gathered via 'snowball sampling', this process utilises networking; as identified members of a rare population are asked to identify other members of the population, those identified are then asked to identify others, and so (Goodman 1961). This method would appear to be fruitful as when asked the interviewee suggested a friend with an organic nut butter company.

[For the Full transcript (See Appendix 7).

Appendix 1: Online Invitation

“Hello 😊

Quick question.

I have to interview someone about their working life history for an assignment on my master’s degree, and I was wondering if anyone with a vegan business would be interested in taking part? 😊”.

Appendix 2: Rapport Pyramid



Stage 1: Polite conversation & cliché

Safe topics for example discussion regarding the weather.

Stage 2: Facts & Information

Involves 'reporting' facts & information rather than 'communicating', statements regarding what the interview might entail.

Stage 3: Ideas & Opinions

transmitting what we think may be appropriate to the issue in hand. Revealing where we are coming from by submitting our opinions and interpretations. (agreeing or disagreeing).

This could be considered as nodding along in agreement with what the interviewee is saying: in discussion before the interview.

Stage 4: Feelings & emotions

Expressing how we feel and displaying our emotions via the words we use, our tone of voice, our body language and pace, we are signaling".

Appear confident calm and professional, but not too unemotional and disconnected.

Stage 5: Authenticity & Congruence.

Be your 'Authentic Self', 'honest & sincere'

Stage 6: Rapport

Close and harmonious connection, there is mutual understanding, and trust.

Buist.K (2017) *Building Rapport Process & Principle*, The Trusted Adviser, Oxford University Press, Available [Online] at:
<http://www.top-consultant.com/articles/buildingrapport.pdf> [Last Accessed: 26/03/2017]

Appendix 2: Finalized Rendition of Interview Questions:

why do young people become founders of ethical companies (x4 questions have the express purpose of addressing this aspect) and what difficulties they experience along the road to success?" (x4 questions will focus on this aspect)

BQ What type of business do you have?

RQ0 What has been your fondest work related memory so far?

RQ1 What were your reasons for wanting to start a business?

RQ2 Have your personal motivations for running the business changed since you launched your company? (and if so would it be possible for you to elaborate)

RQ3 "What concerns, if any, did you have about running a business initially?"

RQ4 What does being an ethical company mean to you?

RQ5 What are the daily highs and lows which come with running your own business?

RQ6 What would you say has been your biggest frustration along the way.

RQ7 Could you tell me about your anticipations and aspirations for the future.

RQ8 Why do you believe people become founders of ethical companies

Appendix 3: “Understanding Motivations for Entrepreneurship” Questions

RQ1 “In your own words, what were the reasons for wanting to start a business?”

RQ2 “What concerns, if any, did you have about running a business?” (p49)

RQ3 “Where there any key circumstance which influenced you to take this action”
(p51)

RQ4 What were your start-up motivation vs your current motivations (p37-40)

Stephan.U et al (2015) *Understanding Motivations for Entrepreneurship*, --/04/15,
Department of Business Innovation & Skills, Bis Research Paper NO. 212,
London, pp22-49

Appendix 4: 'Ten critical problems encountered by entrepreneurs in their first three years in business'

1. Finding new customers
2. Obtaining financing
3. Recruiting and hiring new employees
4. Recruiting and hiring new managers
5. Dealing with current employee problems
6. Product pricing
7. Planning for market expansion
8. Handling legal problems
9. Product quality
10. Dealing with government agencies

Alpander, G., Carter, K., Forsgren, R. (1990). Managerial issues and problem-solving in the formative years. *Journal of Small Business Management*, 28(2), 9-19.

Appendix 5: Coded Results

Code	Time(s) theme counted	Times per Question(s)
Ethical values	19	RQ1-2 RQ2-4 RQ4-8 RQ6-1 RQ8-4
Be own boss	14	RQ1 -3 RQ3- 2 RQ5- 5 RQ6- 3
Gap in Market	10	RQ7 -3 RQ8- 7
Passion	9	RQ1-5 RQ4-2 RQ5-2
Making a living	7	RQ2-2 RQ3-4 RQ6-1
Brand recognition	6	RQ6-5 RQ7-1
Planning for market expansion	5	RQ6-4 P1-1
Product quality	2	RQ3-2

[P1 =probing question 1, P2 has been merged with RQ2]

Research question	Most prominently occurring codes (1 st , 2 nd & 3 rd)		
1. What were your reasons for wanting to start a business?	Passion	Be own boss	Ethical values
2. Have your personal motivations for running the business changed since you launched your company?	Ethical values	Making a living	N/A
3. "What concerns, if any, did you have about running a business initially?"	Making a living	Be own boss	Product quality

4. What does being an ethical company mean to you?	Ethical values	Passion	Be own boss
5. What are the daily highs and lows which come with running your own business?	Be own boss	Passion	N/A
6. What would you say has been your biggest frustration along the way.	Brand Recognition	Planning for market expansion	Be own boss
7. Could you tell me about your anticipations and aspirations for the future.	Gap in market	Brand Recognition	N/A
8. Why do you believe people become founders of ethical companies?	Gap in market	Ethical values	N/A

Appendix 6: List of All Relevant Quotes, From Transcript.

BQ: “but online definitely seems to be the way forward so, one day hopefully”

RQ1: “I like being my own boss” “getting out of the monotony” “be creative and actually doing something that would make a difference” & “what can I do about it?”.... “you could, run a business and show people how to enjoy food, without eating so much meat.”

RQ2 “At first it was really about the environment for me”... but now “more of the animal ethics side of it as well”, “I needed to change what I was selling in order to make a living essentially”

RQ3 “making any money”, “I was quite nervous, about even being on a stall when I first began....I wouldn't, I couldn't do it myself”, “worry that people, aren't enjoying what I'm doing”, “the stall is busy enough, people aren't stopping, the weathers bad, no one is going to come out”, “But, I'd rather have that freedom, I think. Of working for myself, and having those concerns than just answering to somebody else basically.”

RQ4

“I'm sitting there in offices doing work that, doesn't mean anything to me”, “there are so many things in the world that need to be changed, and unless you get up and do them, nothing is going to happen” “it's everything to run an ethical business”

“people forget that actually, people are affected by your choices.....people should be made to know” “I'm doing something good and that makes me feel better about my job and it's a good use of my energy”

RQ5

“it's quite isolating being self-employed, because you spend a lot of time on your own”

“make a lot of decisions by yourself” “I've never had to answer all of my own questions before” “trusting myself can be really hard”

“representing what you do and everything about what it looks like is, has come from my head even down to the labels and you know, everything is my design, and I love that, I absolutely love that, it's mine” “it's like an art converse.....an expression of creativity...that's a real buzz for me.. I think that's what makes it worthwhile.”

RQ6

“trying to convince people that vegan food is good” “I think sometimes people see the V word and they are just like no ok....if they just gave it a try you would, you'd

realise” “I try and push that on people quite a lot...like I don’t mind if you eat meat, just don’t eat as much of it, be a reduceatarian”, “I once had somebody in Ludlow food festival, they looked at the cakes and we were like, yeah they are vegan, and they were like. We like meat. And they walked off. And I was like, there’s no meat in cake anyway”, “frustrating customers”

“there’s a lot for one person to do, and that can be frustrating” “I want to expand what I’m doing in one area, but there’s only so much I can do” “especially when people say to me; can I order this online, and I’m like no, not yet, still haven’t got around to it.” “having all these ideas and not having the funds maybe, and the time to develop them that can be frustrating”, “it’s frustrating, how, how quickly I develop”

RQ7

“in terms of what people buy, consumerism, has gone up by 360%, which is just amazing, all of a sudden all of these people are buying vegan products, so in terms of where I think my business can go, I, I would think that it could really, really move in a very good direction and could become a lot bigger than it is already” “just because there’s a demand for it” “all these other sort of vegan companies come in” “because people will see what’s happening and want”...to...”join the band wagon” “but hopefully they see that I’ve been there in the beginning and that, I’m almost establishing myself as a creditable vegan company” “I guess, so, yeah I’m hopping...that, in the future people will still remember who I am, and veganism will be so popular that my business will be able to grow with it”

RQ8

“customer demand”, “I would say that there are people who do it,...because they, want to be more ethical”

“but I think probably most of it, big companies especially, is, is to do with keeping themselves, favourable with, with their existing customers....because I think sometimes you can twist what you say, and you say you are doing good”

“But I’d like to think that smaller businesses choice ethics because it means something to them...and they’ve seen what the bigger companies are doing to the world.”, “If you look at Tesco and how many branches, they now seem to have, grown, in their company.... they are taking over everything, all the small businesses are closing”, “people who are starting their businesses now are thinking, well actually, I can be that ethical person that people miss, or they’ve lost”

Appendix 8: Transcript

(This transcript is the full 22 minutes of recorded content, irrelevant chit chat took place for around 15 minutes prior to the recording)

BQ What type of business do you have? (0:05- 0:51)

Errm so I run, a sort of, well it's a food business, errm, more of a food and catering. Errm I run a market stall, so basically, errm, I produce in the week, I produce things from like raw ingredients and make them into finished products, sort of errm, luxury, so almost like impulse buys. So people come in and they buy it on impulse, it's not like a staple or anything like that, but it's more of a treat. Errm and it's all completely vegan and I try and do that are a little bit healthier, errm, and just use as many wholefoods and thinks like that as I can, so that's me. Yeah.

BQ Condensed:

A food and catering business. I run a market stall, I produce in the week, things from raw ingredients and make them into finished products. luxury, like impulse buys. Not like a staple or anything like that, but it's more of a treat. All completely vegan and I try and do that are a little bit healthier, and just use as many wholefoods.

Probing Question 1: So do you sell online or just in store? (0:56- 1:36)

Online is somewhere that I would like to go errm but I would say at the moment it's quite a big step, for me to go online, I have looked into it. Mainly I just do my market stores at the moment, errm. Possible going to into selling pastries in shops soon, errm but I would, I would really like to be able to ship some of my products, but it's almost like a whole other level, of, of play, errm you know, transport and how it arrives through the door and all of those things so. It's a work in progress. Online I'd say, but online definitely seems to be the way forward so, one day hopefully. Yeah. Haha.

RQ0 What has been your fondest work related memory so far? (1:41-3:04)

my fondest work related memory, errm, that's an interesting one, errm, fondest, I mean proudest, perhaps, makes me sort of, errm, I had, so, November, last year, errm, british vogue called and asked if I wanted to, advertise in their magazine, errm, which for me was [pause] a complete shock, because I feel like I'm such a small business at the moment, to be advertising in such a big, what is it 6 million readers or something like that, and I just thought wow the publicity. but again I wasn't online so, I just thought, you know, for the investment, I'm probably not

going to get enough back. But it did make me feel very proud. That somebody like vogue would be interested in what I did, you know, the way my company look online, and things like that, errm, but actually, probably what makes me feel really, you know fond of what I do is, is when people maybe come back and tell me how much they enjoyed something. You know, so they'll buy a pastry, they'll go, they'll eat it, and then they will be like, aww I have to have another one before I go, I really enjoyed that. Errm, so I guess that's, yeah what makes me sort of feel, proud of what I do. Yeah

RQ1 What were your reasons for wanting to start a business? (3:08- 5:23)

Errm, [pause] I didn't want to work in an office, errm I hate sitting still, I don't like staring at computers all day, errm, I like being creative, and I just wanted to do something that I enjoyed as a job, errm perhaps like, you know, I studied the wrong you know, did the wrong degree, errm so it didn't really allow me to, to perhaps do anything specific, it was more kind of a vague degree I guess errm, and so I just ended up in offices and I just always used to sit there and think, what could I be doing right now, you know like, I'm sat here and all the things that I could be doing with my time, and it just felt like a waste, errm so, and I like being my own boss, as well, I've always wanted to answer to myself and not have somebody tell me when I'm going to work and yeah so, self-employment seemed to be, for me a way of errm getting out of the monotony errm the monotony of like, you know, every day 9-5's be my own boss, be creative and actually doing something that would make a difference, errm, I've always, I've always cared about, you know, always been concerned about, climate change, errm how we impact the environment, and, and I always used to think to myself what, what can I do about it, you know, what can I do. And I used to sometimes feel a little bit helpless, errm and so I thought well, you could, run a vegan food business and show people how to enjoy food, without eating so much meat. Because as I'm sure you're aware drinking soy latte of how you know destructive farming can be on the environment and also for the animals themselves. Errm so even if I don't, completely convince people to stop eating meat and dairy all the time, at least to try and reduce what they are eating, for the environment for animal rights and ethics and all that sort of thing so yeah, it just felt like the right thing to do.

RQ2 Have your personal motivations for running the business changed since you launched your company? (and if so would it be possible for you to elaborate) (5:33-6:37)

Errm, I'd say towards why I sell vegan food I have because at first like, for a long time I ate meat and I ate dairy and didn't really think anything about it and, it's still only my mind set changed, and at first it was really about the environment for me, but then you start following things online, you know getting ideas to help you run your business everything, and you actually see more of the animal ethics

side of it as well. And I suppose that's probably what's changed for me, is, it is about the environment but also actually, it's about protecting the voiceless, I guess. You know the animals don't, can't tell us anything about what's going on, they don't have any control. Errm, so, I, I suppose that's, that's probably what's changed for me, in time, in terms of ethics and things, yeah.
Is that all you mean, or, do you mean in terms of how I operate? Or..

Probing Question 2: errm both, if you would like to elaborate on the business side of changes. (6:38-8:17)

Yeah, errm well, because at first I used to make a lot of, errm, [pause] sweet, treats, I guess, I used to make a lot of raw, like, blended, you know, errm, energy balls, and slabs of brownies and things like that, and even though they did sell, I've, I realised, after doing, you know, errm, more [pause] more stalls, and things like that, that actually I needed to change what I was selling in order to, to errm, errm, to make a living essentially. Errm so, I guess, what my business plan initially was, you know, was to the cakes, errm, and then as I sort of, you know, got more errm. More of an expert, in my field I guess I, realised that there was other things I could be selling, that would make me more money. So, errm, or just make a living, haha, I'm not saying it's like you know, it's it's doing ok, you know, it's getting better. Errm but, I suppose actually I think it's, it's true of any business really, what you think is going to start out as, actually becomes something completely different. You know, to what you initially imagined it was going to be, and I don't think we always know that, until, until you've actually started, you know. And then, and then you learn, that on the job or whatever, there's only so much you can learn at a desk, I think, you have to actually go out there, and yeah, so. So everything's changed. Production, Suppliers, but I guess that's just, how you evolve your business, isn't it, so, yeah,

RQ3 "What concerns, if any, did you have about running a business initially?" (8:25-10:53)

Errm, [pause] making any money. Hahahaha. Ha. Errm, what concerns did I have? Errm, [pause] well, well I was quite nervous, about even being on a stall when I first began. It was quite scared by it, it was quite a big thing, and I used to have to have someone with me. All the time. So maybe just, concerned that, I wouldn't, I couldn't do it myself. I, I didn't know that, I could do all of that by myself. And I think, I, errm that as of, you know, it's 2 years down the line now, and I feel, very very different. About those concerns and you know, they are not really. It's given me so much confidence, running my own business I guess. So the worries that I used to have about whether things were good enough [pause] aren't necessarily what I think now. I still worry that people, aren't [pause] enjoying what I'm doing, or you know, errm, but I suppose I've got a bit more of a following, so a bit more of a, er, self confidence that it is right what I'm doing, you know. [pause] errm, but erm the's the's the's the main concerns I guess, you know it's. the stall is busy enough, people aren't stopping, the weathers bad, no

one is going to come out. Like there's so many factors in running a market stall, errm, that. You know, I think, I think that a lot of the time when it's so quiet, you kind of stand there with the other stall holders and you know we are all just trying to think of reasons why it's not a good day, or whatever, and you know, cause we are all a bit worried, about you know, not making enough money so I guess, the concerns of being self-employed are that it is so, it's like a rollercoaster. Sometimes it's really great and you're up and you're high and then other times you're right down on the floor and like, could be a really bad day. And compared to being employed [pause] you always get a salary, you know if you are employed, you always get a salary. So it's it's always, just that worry about whether, you are going to have a good month or not. You know. So sometimes I might be eating baked beans and sometimes [hahahahahaha] and other days [hahaha] I might be able to buy something a little more, a bit nicer. But you know, I'd rather have that freedom, I think. Of working for myself, and having those concerns, than errm. Just answering to somebody else basically. Yeah.

RQ4 What does being an ethical company mean to you? (11:04-11:35)

I've spent, you know, I mean I'm 29, started doing this when I was 27, and so maybe since I left uni, I was maybe working in an office, or maybe I did some travelling in between and stuff like that, but. When I was sat there, just thinking like, you know, what am I doing? You know, it just, all kind of. I've lost my trail of thought. Errm. What was the, what did you ask me again?

Repeating the question: Errm, what does it mean to you, to be an ethical company? (11:39-13:39)

To be an ethical company, so I'm sitting there in offices doing work that, doesn't mean anything to me, it's like, there are so many things in the world that need to be changed, and unless you get up and do them, nothing is going to happen. You know. It's so easy to say oh you're not happy with that or, you know, oh that's not a good thing, but if nobody actually does anything about it, then, then it's never going to change. So I just used to sit there and think I'm just wasting my time, lining someone else pockets, you know, for an easy ride. You know, I'm getting a pension paid for me or whatever, but actually, there's so much to be done. That you know, [pause] it's it's everything, it's everything to run an ethical business, I think, you know. Errm because we have got to a point I think in, in sort of. Errm globalisation, where we are just so greedy that anything like this kind of you know. We can have anything that we want, anytime, that people forget that actually. People are affected by your choices and we live in, a very privileged, part of the world and actually we have massive effects on you know, everybody, you know and so I think, to be, to be ethical is everything, and I think. It's you know, almost should be part of the law or whatever, you know. That people should be made to know, you know, whether something, or you know, everything should be fair trade. Or you know, whatever like, we shouldn't be buying things that aren't fair trade. Why is that still allowed to happen. You know

it can be, [pause] I don't know it's just all about money, isn't it I guess, and for me I [pause] I don't necessary need to have lots and lots of money, but for me to run an ethical business, is almost like, well, well I'm doing something good, and that makes me feel better about my job. And, and it's a good use of my energy, so yeah.

RQ5 What are the daily highs and lows which come with running your own business? (13:53-13:18)

Errm, so [pause] it's quite isolating being self-employed, because you spend a lot of time on your own, errm, you have to make a lot of decisions by yourself, which [pause] you know, I mean. I have been working now for a decade so I guess, you know, I have, I have confidence to a certain level but I've never had to answer all of my own questions before. Errm so yeah, trusting, trusting myself can be really hard, errm, but I do my best, and u know [hahaha] errm so that that that can be quite difficult sometimes, errm. I think, the highs are being on the market stall, actually getting to that point where you've done all the hard work, and you are on that stall and you are representing what you do and everything about what it looks like is, has come from my head even down to the labels and you know, everything is my design, and I love that, I absolutely love that, it's mine, it's like, it's like an art converse, or something you know. It's errm, you know, I can't paint, I can't do anything, but my hands can make food, and that for me is like an expression of creativity. And that's, that's a real buzz for me, that's, I think that's what makes it, you know, worthwhile. Really yeah, [ha,ha]

RQ6 What would you say has been your biggest frustration along the way. (15:26- 17:44)

errrrm, [pause] trying to convince people that vegan food is food [hahahaha] try'na get them to see that actually just because it doesn't have any meat or dairy in it doesn't mean it's. I think sometimes people see the V word and they are just like no ok. errm, that's really annoying because actually like, if they just gave it a try you would, you'd realise, that you know, it does taste good, and you know I'm not saying you have to eat it every day of the week or whatever but like, you know. This kind of reduceatarian idea, you know, I, I like that, and I try and push that on people quite a lot, you know. It's like I don't mind if you meat, just don't eat as much of it, you know.be a reduceatarian, like yeah that's good. Or they are just like no, see u later. I once had somebody ugh, in Ludlow food festival, and errm they were looking at the cakes or something, it was two guys and they were a little bit tipsy, they'd had beers in their hands or whatever. Errm and they looked at the cakes and we were like, yeah yeah they are vegan, and they were like. We like meat. And they walked off. And I was like, there's no meat in cake anyway, [haha] like. So you do get like, frustrating customers, like that, errm. But in terms of.

Is it like the frustrations I find with how my business works ? or is it like..

Interviewer: also.

all sorts, errm [pause] yeah I don't know, errm. [pause] there's a lot, there's a lot for one person to do, and that can be frustrating, because sometimes I want to maybe, expand what I'm doing in one area, but there's only so much I can do. You know, there's only so much I can do with my time, and errm, so it does get a bit like you know, especially when people say to me; do you order online, can I order this online, and I'm like no, not yet, still haven't got around to it, you know, it's a big project, errm, the, it's, it's. having all these ideas, and not having the funds maybe, and the time to develop them that can be frustrating. You want to push on, you know, errm, but. I guess these things, you have to be patient with them also well don't ya, so. Yeah, it's frustrating, how, how quickly I develop. I'd say yeah. [haha]

RQ7 Could you tell me about your anticipations and aspirations for the future.

(18:05-

I anticipate, veganism is, I read yesterday that veganism in Britain has gone up, well err, errm, in terms of what people buy, consumerism, has gone up by 360%, which is just amazing, you know, in just a year, all of a sudden all of these people are buying vegan products, errm so in terms of where I think my business can go, I, I would think that it could really, really move in, in a very good direction and could become a lot bigger than it is already, errm. just, just because there's a demand for it, and I think I'm, I'm sort of gaining errm, momentum and getting a, sort of fan base. For want of a better words, and so as all these other sort of vegan companies come in, as they will do, because people will see what's happening and want and be part, you know join the band wagon. Errm, but hopefully they see that I've been there in the beginning and that. I'm almost establishing myself as, as a, as a creditable vegan company. I guess, so, yeah I'm hopping, you know, anticipating that, in, in the future errm, people will still remember who I am. And veganism will be so popular that my business will be able to grow with it.

RQ8 Why do you believe people become founders of ethical companies.

Errm, I think some people probably do it because of customer demand, I think you know, you get, you see all the big companies and you get, you know, kind of saying something that looks kind of green or you know, because it looks, or it's a good image for their company or whatever so I think [pause], people choice ethics because it's what their customers want. Which is good, you know, because actually you should listen to what your customers want, and if you know, people are pushing for ethics and everything like that then you know, that's, that's a good thing. Errm, I would say that there are people who do it for, you know because, because they, want to be more ethical, but I think probably most of it,

big companies especially, is, is to do with keeping themselves, errm, favourable with, with their existing customers you know. Because I think sometimes you can, you can twist what you say, and you say you are doing good, or whatever but. Like there is always like another side to it so I don't know, we, we, we use biodegradable cups or whatever you know, and in a coffee shop and whatever and they say these are biodegradable cups but then they are throwing all of their recycling in the bin. Do you know what I mean, so it looks, like you are doing something but, but it's just to keep yourself you know popular or whatever, errm. But I'd like to think that smaller businesses choose ethics because it means something to them. And they've seen what the bigger companies are doing, to the world you know, if you look at Tesco and how many branches, they now seem to have, you know, grown, in their company, when actually, their just a supermarket but they they, just. Are taking over everything, you know, all the small businesses are closing, they are actually, you know people who are starting their businesses now are thinking, well actually, I can be that ethical person that people miss, or they've lost, you know, through these big companies, taking everything they can. Errm, so I think there's yeah, maybe two, two sides of ethics, in that sense. Yeah. [haha]

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PART 2

Analysed Content

Article 1: <https://www.theguardian.com/commentisfree/2017/jan/15/id-rather-swallow-knitting-needles-than-eat-vegan-cheese-but-the-diet-has-its-perks>

Article 2: <https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram>

Introduction

This section will analyse online publications published by the Manchester based 'libertarian' news organisation 'The Guardian' (The Guardian, 2002). Specifically, two articles discussing veganism: "The rise of vegan teenagers: 'More people are into it because of Instagram'" by Sarah Marsh may 2016 and "I'd rather swallow knitting needles than eat vegan cheese – but the diet has its perks" by Arwa Mahdawi January 2017. My analysis will seek to answer the question; "How the use of different news writers could alter the way in which readers opinions are shaped on the same topic".

Content Purpose

The first of the two aforementioned articles is dedicated to contextualising why more teens are becoming vegan, by displaying summarised interview answers, and has been listed in the category of 'Veganism' and the subcategory; 'Food & Drink' (Marsh, 2016). Marsh has written several other interview pieces in the past for the guardian, on topics including but not limited to; headscarf bans and EU working nurses (The Guardian, 2017). It could be concluded that these types of articles are designed to provide readers insights into the opinions of select demographic & psychographic groups.

In contrast the second article categorised as 'Veganism' and 'Opinions' (Mahdawi, 2017), would appear to have been written to provide the reader with insights solely regarding the writer's opinion.

Every January there is an event starting on the first 'Veganuary' (Veganuary, 2017) the spike in interest can be observed in Google trends (See Appendix 9). In addition to this in the period leading up January 2017 "Google Trends showed an astonishing 90% increase in 'vegan' searches in last 12 months" (VeagnFoodAndLiving, 2017), giving the Guardian a strong incentive to cover the topic.

Methodology

An unobtrusive framing analysis has been conducted, to analyse 'Agenda Setting' (the ability to influence our perceptions of the importance of a topic) (Mccombs, 2002). According to framing theory, the way in which a story is framed, is an important part of the 'Agenda Setting' process (McCombs, 2001), "Framing is the process by which a communication source, such as a news organisation, defines and constructs a political issue or public controversy" (Nelson, 1997). Frame analysis, similarly to Thematic analysis (Braun & Clarke, 2006), looks for key themes within text, however it also seeks showing how cultural themes shape our understanding. In studies of the media, it "shows how aspects of the language and structure of news items emphasize certain aspects (and omit others)" (ReStore, 2017). "Frames reflect judgments made by message creators of framers. Some frames represent alternative valencing of information (e.g putting information in either a positive or negative light, or valence framing)" (Hallahan, 1999).

Articles have been coded using Cole and Morgan's (2011) six thematic categories of veganism ('ridiculing', 'asceticism', 'difficult to sustain', 'a fad', 'hostile', and 'oversensitive') which represent towards negativity towards veganism. Along with a further five categories designed to represent positivity ('praise', 'ease of life style', 'popularity', 'ethical values' and 'Encouragement').

Finally Reese's frame analyses questions were answered (See Appendix, 10)

In an attempt to neutralize personal beliefs while coding the data, a third party was asked to review the assignment of codes to text. As a vegan myself I may be more sensitive in regards to hostility.

Analysis & Findings

By looking at the table in (Appendix 11), it can be observed that there is a lack of a consistent agenda, as the degree in which 'positivity' and 'negativity' occurs varies depending on the author. Further research would be beneficial to confirm this broad hypothesis.

This result could be perceived in both an optimistic and pessimist manner, in terms of its potential reader impact.

Firstly, this can be viewed as diversification; representing and giving a platform for differences of opinion, on the same topic.

Although this action may muddy the water on the organizational internal beliefs on the topic. For example, are they merely trying to appeal to both sides of an argument to appease both types of reader? In Cole's prior research in 2011 the guardian was depicted as having a strong bias towards neutral and negative values on the topic opposed to positive. However, it is plausible that increased popularity and comprehension of the movement has lead the newspaper to be more liberal on the topic.

Finally bounce rates must be considered, a bounce rate is “the percentage of visitors to a particular website who navigate away from the site after viewing only one page” (Jameson, 2014), in regards to the guardian their current rate is 65.90% additionally the average visit duration 2:43 minuets (SimilarWeb,2017). What this tells us is that most viewers would only be exposed to one article and they would likely only read the first portion. Which is especially important when it comes to article one which reframed from positive codes until the end of the text.

Proposed Frames and justification:

Article 1: framing: vegetarian perceptive that vegetarianism is better than veganism, due to socio-cultural reasons & taste. (Negative)

Article 2: framing: interviews of young vegans who desire to encourage behavioural change, conducted by a skeptical interviewer who beliefs it is a youth fad. (Neutral; baring on negative)

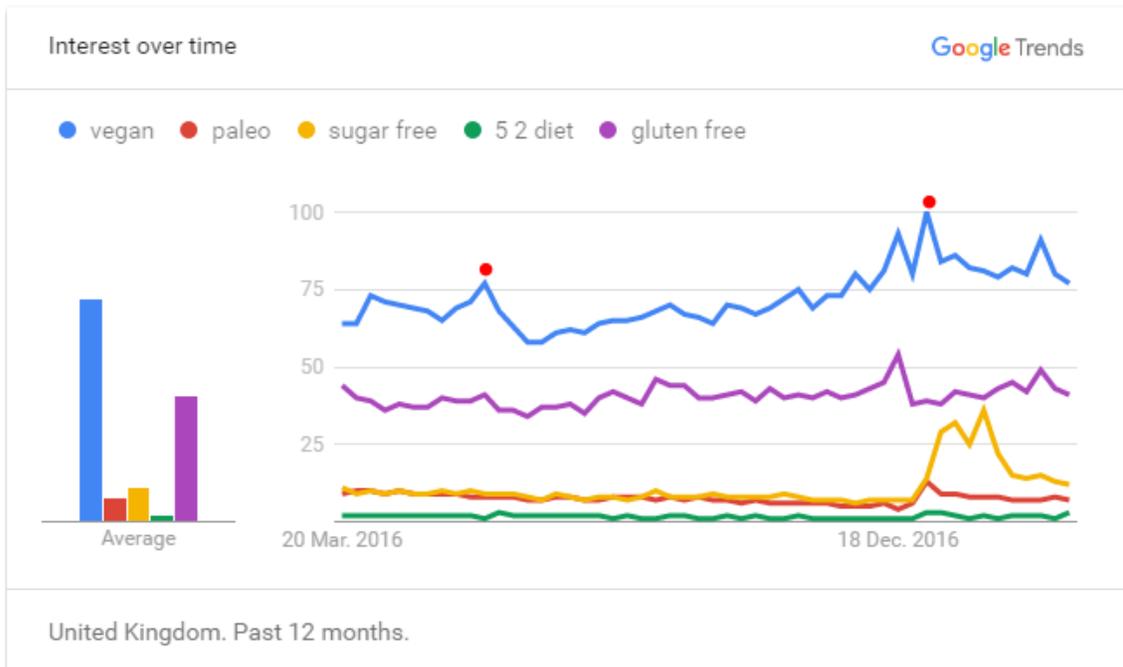
(Rationales can be found in Appendix 12)

It is believed that; people opt to leave groups that do not enhance the self, objectively or subjectively. Subjectively leaving the group occurs through lowering identification with the negatively viewed group and increasing identification with another group or increasing personal identification (Tajfel & Turner, 1986) For example, it has become increasingly common to observe people on a vegan diet identify themselves as on a plant-based diet. Even though the label plant-based diet doesn't include lifestyle aspects such as the aversion to animal tested cosmetics. Thus more negative articles could add to this behavioral pattern.

The ‘Sociometer Hypothesis’ in the ‘Sociometer Theory’ says groups allow people to build effective relationships and that people feel more positive about themselves (higher self-esteem) when they are included rather than excluded (Leary & Baumeister, 2000; Leary et al., 1995). Thus positive language made in reference to a group could provide a motive for joining.

Examples of codes assigned to specific quotes can be found in (Appendix 13).

Appendix 9: Google trends “Veganism”



Values go from 0-100, in popularity.

Google Trends (2017) *Compare: Interest Over Time*, Google, 20/03/17, Available [Online] at: <https://trends.google.com.au/trends/explore?date=today%2012-m&geo=GB&q=vegan,paleo,sugar%20free,5%202%20diet,gluten%20free>

Appendix 10: Reese's Frame Analyses

- Q1. Where does the frame reside: In text, culture or in the mind of the receiver?
Q2. How do we know that a frame actually exists, or is it simply a construction by the researcher or the reader?
Q3. What is the unit of analysis?
Q4. What is the relationship between frames and agenda setting?

Reese, S.D.(2010) *Finding frames in a web of culture*, Doing News Fram. Anal. Empir. Theor. Perspect., p17–42.

Appendix 11: Tabular Coded Results

Code	Article 1(Word count:943) Time(s) theme counted	Article 2(Word count:1784) Time(s) theme counted
Ridiculing	5	4
Asceticism	2	8
Difficult to sustain	1	15
Fad	3	7
Hostile	14	1
Oversensitive	1	
Praise	2	
Ease of lifestyle	1	9
Popularity	4	6
Ethical values	2	12
Encouraging	2	28

Separately: 5 hostile accounts were also reported against the PETA organization.

Appendix 12: Framing Analysis

Reese's frame analyses	Article 1	Article 2
Q1. Where does the frame reside: In text, culture or in the mind of the receiver?	In the text: "I am a vegetarian" Pro vegetarian statements: "I think that cutting down on our consumption of animal products is one of the easiest ways to support the wellbeing of the planet" alongside numerous negative vegan statements: "vegans seem to be a global irritant."	In text: Guardian asked people about being vegan... Here's what they said. A high number of 'encouraging' codes were found within the interviewee sections. 5 quotes from the interviews had been highlighted and repeated by the author of these 5, 4 were negative in nature of which 2 were fad related.
Q2. How do we know that a frame actually exists, or is it simply a construction by the researcher or the reader?	Further researchers would need to give their opinions to validate this claim.	
Q3. What is the unit of analysis?	Frequency of codes, and personal declaration.	
Q4. What is the relationship between frames and agenda setting?	Analysis and recognition of 'laminations' or 'layers' surrounding the content (e.g. the emotional cues attached to an individual or group) (Lindgren, 2014) vs the authors personal intention.	

Appendix 13: Examples of codes assigned to specific quotes

Article 1	
Code	Quote
Ridiculing	"It's stupid. It's absolutely stupid."
Asceticism (severe self-discipline and avoiding of all forms of indulgence.)	"perceived holier-than-thou factor"
Difficult to sustain (taste, health & social relationship issues.)	"I am never going to give up pizza with proper cheese"
Fad	"trends don't really become a legitimate "thing" until white people claim them, so veganism-the-brand wasn't officially born until 1944"
Hostile	"a global irritant"
Oversensitive	"When the polymer note was introduced last year, vegans were not happy that it contained small amounts of tallow"
Praise	"Veganism is a laudable lifestyle choice"
Ease of lifestyle	"it has also become a lot easier to find something to eat"
Popularity	"a record 50,000 people signed up Veganuary this year"
Ethical values	"I think that cutting down on our consumption of animal products is one of the easiest ways to support the wellbeing of the planet"
Encouraging (persuasive, welcoming, call to action)	"There are numerous compelling health, ethical and environmental reasons for moving towards a vegan diet"

Article 2.

Code	Quote
Ridiculing	"My dad mainly just teases me"
Asceticism	"I follow it in a strict way"
Difficult to sustain	"Keeping healthy is critical to being successful as a vegan"
Fad	"On Instagram, people make veganism look like a very desirable lifestyle"

Hostile	"they can be a bit preachy"
Oversensitive	/
Praise	/
Ease of lifestyle	"I didn't realise it would be so easy to get into"
Popularity	"Veganism is on the rise. In 2006, 150,000 people in the UK opted for a plant-based diet."
Ethical values	"I went vegan for three reasons: animals, health and the environment"
Encouraging	"It's the best decision I've ever made"

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