ASA24 Training
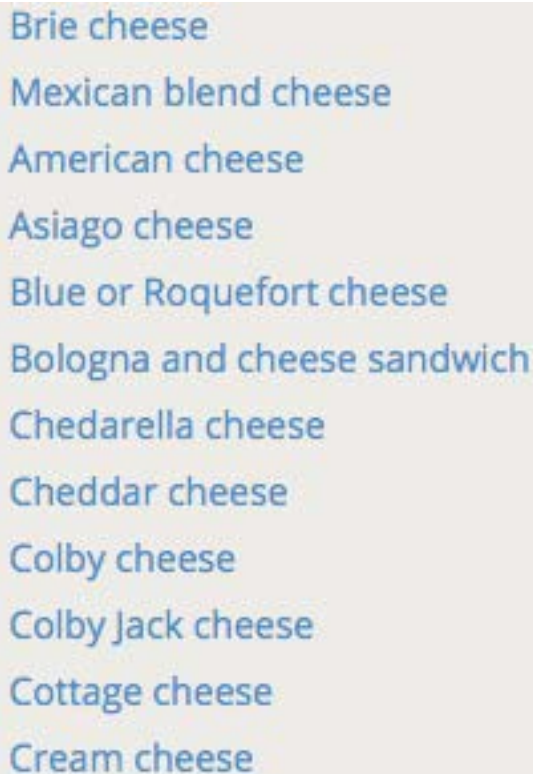
Module 2 Lesson 1

Reading: Unknown kind and other kind food items

Objective
To learn about appropriate situations to use unknown kind and other kind options when assisting respondents in reporting foods and drinks consumed.

Some food and drink items in ASA24 have the option of unknown kind and/or other kind. For example, cheese has many specific food items: *Brie cheese, Mexican blend cheese, Cheddar cheese*, etc. However, if the exact type of cheese is not found, you can choose *Cheese (other kind),* and if the respondent does not know the exact type, you can choose *Cheese (unknown kind).* When you choose *"*other kind", a text box will open up to allow the respondent to enter a description.

Brie cheese

Mexican blend cheese

American cheese

Asiago cheese

Blue or Roquefort cheese

Bologna and cheese sandwich

Chedarella cheese

Cheddar cheese

Colby cheese

Colby Jack cheese

Cottage cheese

Cream cheese

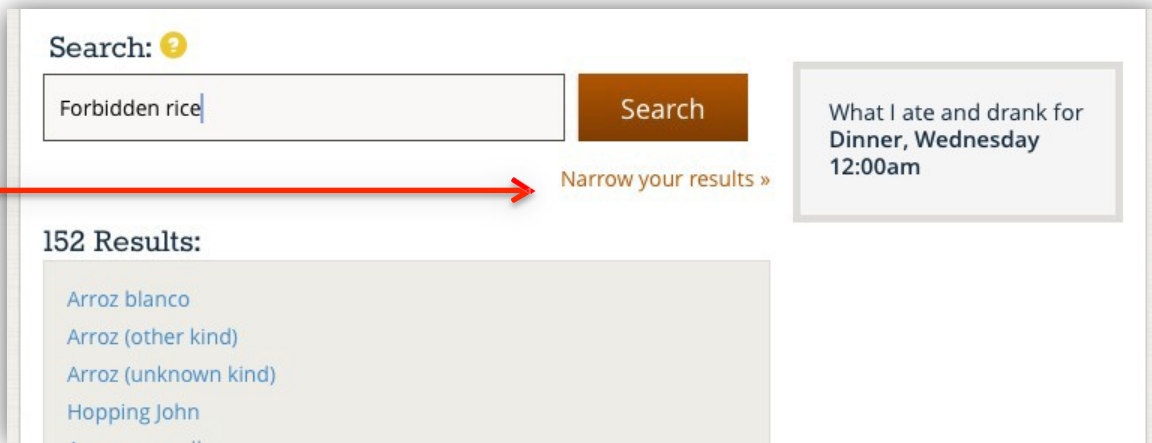Cheese (other kind)

Cheese (unknown kind)

In all cases, it is important to select a food or drink that is as close as possible to the item consumed. (See Module 1 Lesson 2 for more guidance on choosing the best match.) However, sometimes the exact item will not be available in ASA24. In this situation, the best choice for a close match may be an unknown kind or other kind food item

In our first example, a respondent calls you over and tells you, "I had forbidden rice at a Chinese restaurant. I searched for it but it isn't coming up."

Since there are a large number of search results, our next step should be to tell the respondent to filter the results. Remember, to filter, click on "narrow your results."

Have the respondent look at the filter categories, and ask them if what they ate fits into any of the categories. Here, it makes sense to filter the options using "rice" under "pasta, rice, and grains." (You have to scroll down to see this option.)

This reduces the number of potential food items from 152 to 45. Next, ask the respondent if the food he or she is looking for is similar to any of the food items that show in the search results. In this case, "Was it similar to basmati rice, brown rice, sticky rice, yellow rice or something else?" Let's look at a few scenarios and figure out which food is the closest match depending on what the respondent's answer is.

- The respondent says that forbidden rice is similar to one of the items that show up, "It was similar to sticky rice." In this case the respondent can choose that item.

Sticky rice
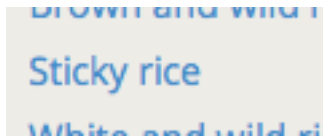
- In this example, if the respondent said, "it wasn't brown or white rice, it was black rice," we would choose *Rice (other kind).* Since black rice is not an option in ASA24 but the respondent knows that they ate this type of rice, *Rice (other kind)* is the closest match and black rice.

Rice (other kind)
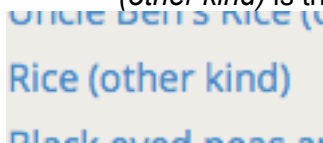
- If the respondent doesn't know if the item he or she had was similar to any of the types of rice listed, the appropriate choice is *Rice (unknown kind).* Only use the unknown kind option if the respondent's answer to the underlined question above is "I don't know" and follow up questions aren't helpful.
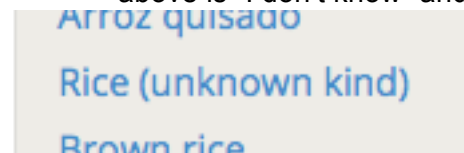
Rice (unknown kind)

The "other kind" food options should be used if:
- **the food the respondent ate isn't similar to any of the food items listed**
- **but the respondent knows what kind it was**

The "unknown kind" food option should be used if:
- **the respondent knows the general type of food**
- **but the respondent doesn't know the specific type of food**

Some food categories use the words "unknown brand" or "don't know" instead of "unknown kind", but these mean the same thing and should be used in the same way. For example, *Ice cream float (don't know)* and *Protein bar (unknown brand)* should only be used if the respondent really doesn't know any more details. Otherwise, help the respondent look for the closest match for these foods without using the "unknown" or "don't know" options.

Probing the memory of the respondent with follow-up questions may help you work with him or her to find and select the best match. As we covered in the last lesson, changing the search term, asking more questions, and filtering the results can help you explore whether there is a better match for the food or drink. If these techniques don't lead to an acceptable food item, choose the closest match, other kind, or unknown kind option based on the guidelines above.