

Cookpad and Gallup launched “A Global Analysis of Cooking Around the World Year 3” in December 2018, a report on Global Home Cooking based on surveys conducted in approximately 140 Countries. This extensive survey aimed to analyze the trend in global home cooking and eating in the last three years, particularly from the impact of COVID-19.

In conjunction with the release of the report, Cookpad has launched a research idea contest that calls for ideas for research that further utilizes the Cookpad/Gallup survey. Winners of this contest will be offered an opportunity to access 3 years’ worth of Gallup World Poll database – the world’s largest public opinion survey – as well as financial support (total maximum value of support provided is US\$20,000).

About the World Cooking Index Research Idea Contest

In the World Cooking Index Research Idea Contest, Cookpad is looking for academic research ideas that contribute to the rethinking of the meaning and value of food based on the three areas: (1) personal wellness, (2) society, and (3) environment.

Qualification

Cookpad welcomes applications from individuals involved in academic research at a post-doctorate level in any field and supervised doctoral students and looks forward to receiving applications from a wide range of people, including university faculty and in-house researchers.

Ideas of research

- Region/country-specific in-depth analysis of the survey data and identification of underlying causes of observed trends.
- Relationship between frequency of home cooking and environmental sustainability.
- Impact of socioeconomic factors on home cooking behavior, etc.

Review process

Applications will be reviewed by senior researchers from various fields, as well as Cookpad representative.

Rewards

- Opportunity to utilize the 2018-2020 Cookpad / Gallup World Poll database in their research projects.
- Financial support (total maximum value of US\$20,000) for its completion and promotion.
- Opportunity to promote research on Cookpad and Gallup websites.

Application deadline

February 15, 2022

Announcement of final winners

Scheduled for early April 2022

Application form:

<https://worldcookingindex.com/#research-contest>

For more information, refer to the link below in PDF (English):

World Cooking Index Contest Brief

https://static.cookpad.com/worldcookingindex/contest_brief.pdf

World Cooking Index Research Idea Contest Q&A- PDF (English)

<https://static.cookpad.com/worldcookingindex/contestQ&A.pdf>

Contact information

For any inquiries, please contact Cookpad, WCI[at]cookpad.com (Please replace [at] with @.)