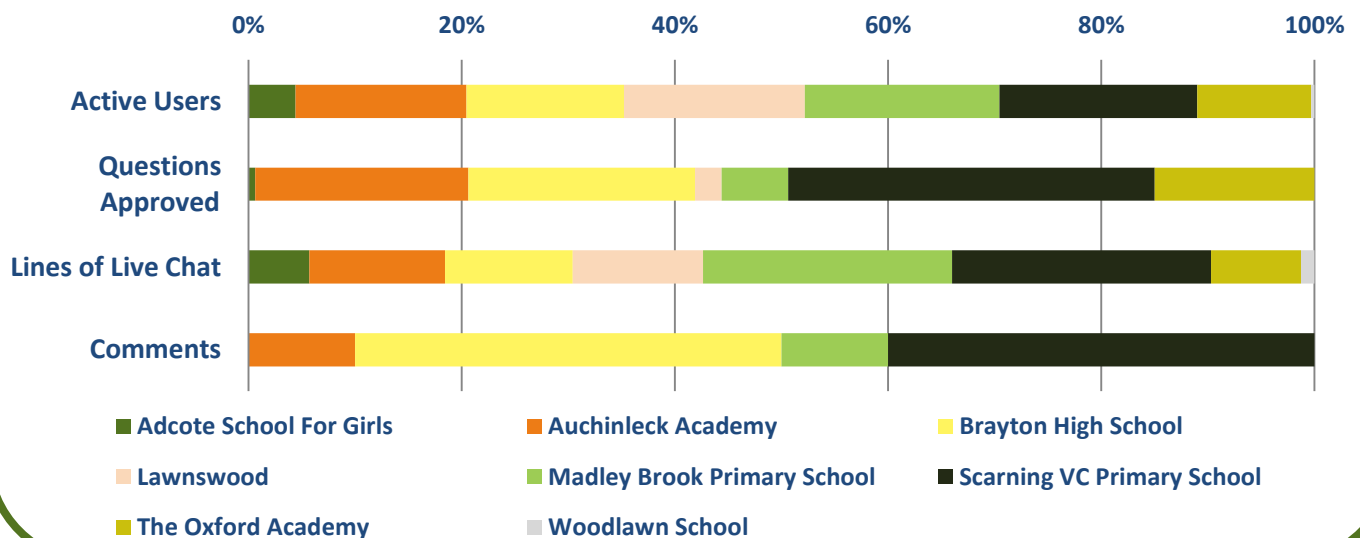




## March 2016

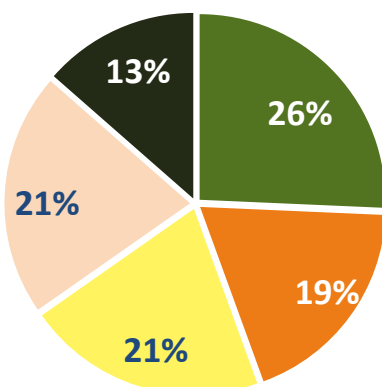
This zone was a themed zone funded by the Wellcome Trust, with five engineers working in a variety of areas relating to food. Ross works in Bournville investigating and developing chocolate, Abi is researching how to grow meat in a lab, Dean is Group Senior Packaging Engineer for Burtons Biscuit Company, Tom designs new snack foods for PepsiCo and Blanca is a sustainability consultant making agriculture easier and accessible for people at home. Students showed lots of interest in the engineers' individual jobs, with lots of questions directed at Abi about growing meat and Ross about chocolate, for example. All of the engineers were highly active throughout the event reflected in an even spread of activity within the ASK section and the live chats. Engineers often carried on attending chats and answering questions even after they had been evicted. The zone had the fewest schools taking part compared to the other zones in the March event.

### School data at a glance

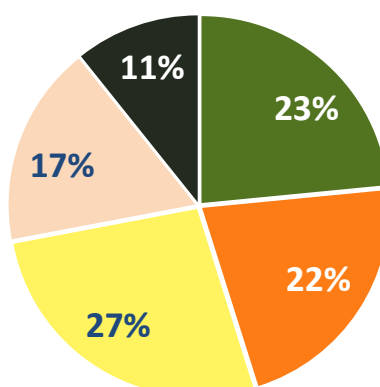


### Engineer activity

#### Answers



#### Lines of live chat



| Engineer          | Profile views | Position |
|-------------------|---------------|----------|
| Ross Miller       | 642           | Winner   |
| Abi Aspen         | 490           | 2nd      |
| Glencross         |               |          |
| Dean Miles        | 454           | 3rd      |
| Tom Bullock       | 548           | 4th      |
| Blanca Mendizabal | 353           | 5th      |

## Key figures from the Food Zone and the averages of the March zones

| PAGE<br>VIEWS | FOOD ZONE | MARCH<br>'16<br>AVERAGE |
|---------------|-----------|-------------------------|
| Total zone    | 13,720    | 16,578                  |
| ASK page      | 4,608     | 1,344                   |
| CHAT page     | 1,608     | 2,283                   |
| VOTE page     | 1,016     | 1,170                   |

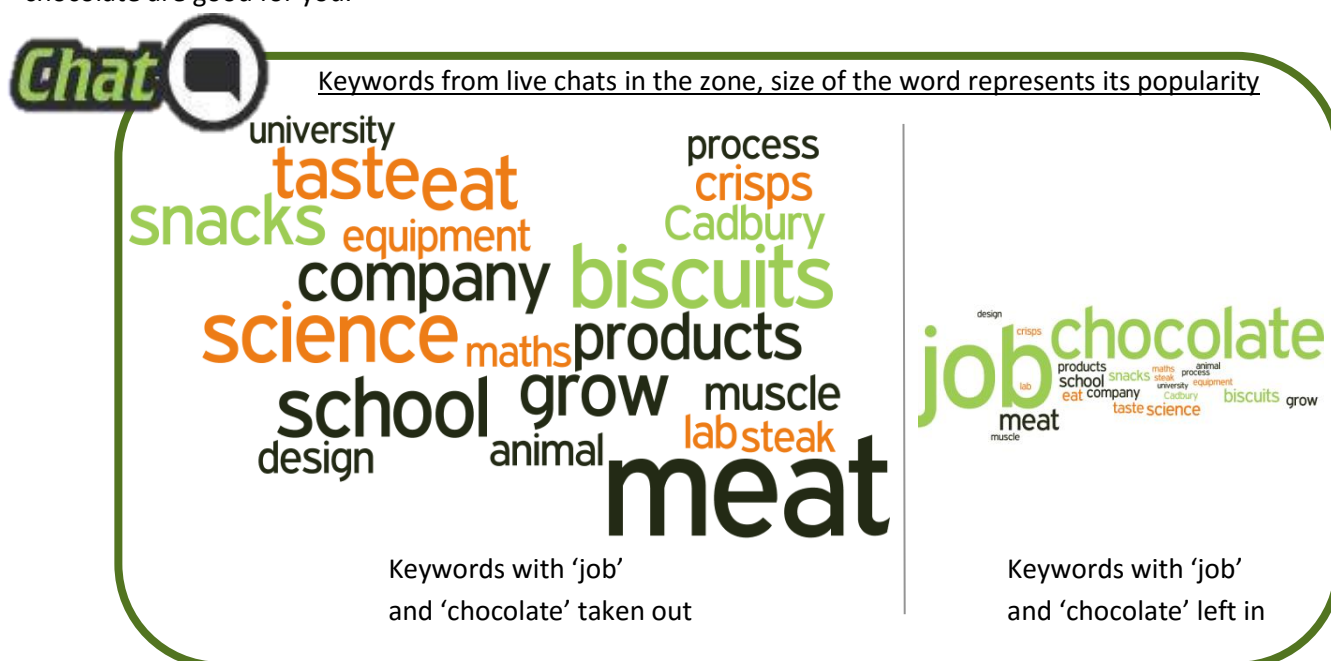
## Popular topics

A large amount of questions were about the engineers' personal preferences and experience rather than the theme of food engineering. There was a lot of interest in engineering as a career, the type of environments they work in, why the engineers chose their jobs and whether they find them difficult.

|   | FOOD ZONE | MARCH '16<br>ZONES<br>AVERAGE | IAE<br>AVERAGE |
|---|-----------|-------------------------------|----------------|
| Schools   | 8         | 10                            | 10             |
| Students logged in                              | 358       | 415                           | 368            |
| % of students active<br>in ASK, CHAT or<br>VOTE | 88%       | 90%                           | 85%            |
| Questions asked                                 | 376       | 538                           | 529            |
| Questions approved                              | 160       | 211                           | 196            |
| Answers given                                   | 288       | 422                           | 425            |
| Comments  | 13        | 31                            | 38             |
| Votes   | 277       | 313                           | 285            |
| Live chats                                      | 14        | 18                            | 16             |
| Lines of live chat                              | 4,131     | 5,011                         | 4,917          |
| Average lines per<br>live chat                  | 295       | 280                           | 301            |

There were a lot of questions about chocolate; some were aimed at Ross and others at all the engineers. For example, students wanted to know how long chocolate lasts for and whether there is any healthy chocolate. There were instances where students engaged specifically with the engineers' work and jobs, especially during live chats where there was more opportunity to engage in deeper conversation. For example, Abi received many questions about the process behind growing meat. Many questions were general questions about the food the engineers worked with, such as Tom being asked what the unhealthiest snack is and Dean whether biscuits he has made are sold in shops.

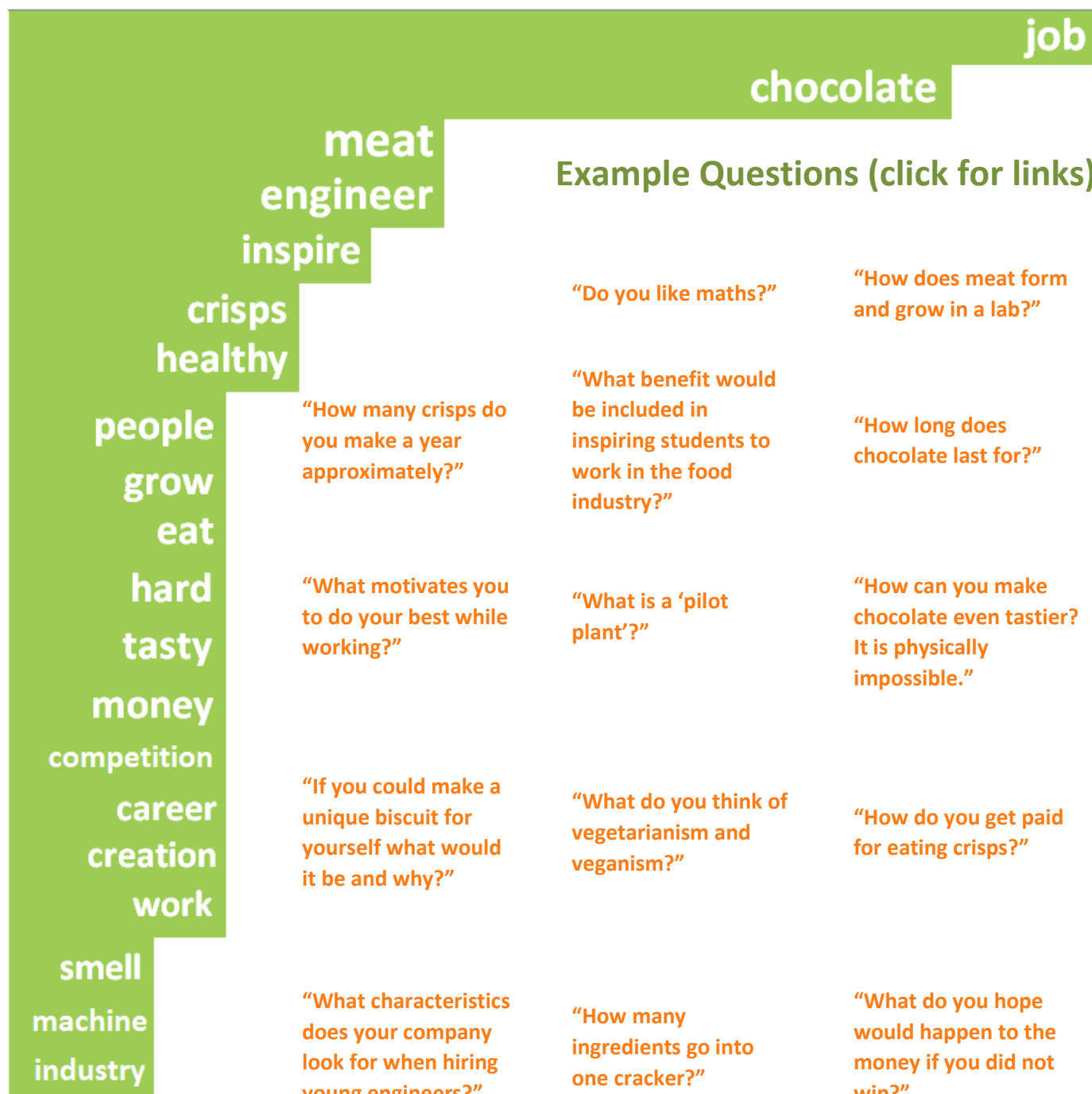
There were some questions about health and diet, with an interest in vegetarianism and whether snacks and chocolate are good for you.





Keywords of questions asked in the zone, length of bar represents frequency of use

0 2 4 6 8 10 12 14



### Example Questions (click for links)

"Do you like maths?"

"How does meat form and grow in a lab?"

"What benefit would be included in inspiring students to work in the food industry?"

"How long does chocolate last for?"

"How many crisps do you make a year approximately?"

"What motivates you to do your best while working?"

"What is a 'pilot plant'?"

"How can you make chocolate even tastier? It is physically impossible."

"If you could make a unique biscuit for yourself what would it be and why?"

"What do you think of vegetarianism and veganism?"

"How do you get paid for eating crisps?"

"What characteristics does your company look for when hiring young engineers?"

"How many ingredients go into one cracker?"

"What do you hope would happen to the money if you did not win?"

"Does chocolate give you acne?"

"What are the job prospects of a food engineer?"

"What is your favourite healthy food?"

"Will vegetarians be able to eat the meat that you grow?"

## Examples of good engagement

All the engineers were good at engaging the students in conversation, and Abi was especially good at finding common ground to relate to them with:

*"@Abi Aspen your work is sooo fascinating what would be the best part of your job and what meat is your favourite to work with and why?"* – **Student**

*"Meat chose me! Also there are so many issues with animal products and ethics, health and environment. I feel we can really make a big difference. My fave part is aiming towards a more sustainable farming future"* – **Abi, engineer**

*"Except from your work what's your favourite thing to do?"* – **Student**

*"I run a magazine and we review festivals and restaurants so I love great well sourced food and dancing. Oh and glitter. Lots of glitter..."* – **Abi, engineer**

*"LOVE swimming but I also like to dance"* – **Student**

Often, students were able to relate the engineers' answers to their own lives:

*"Do you find that a lot of foods have a lot of sugar in?"* – **Student**

*"It really depends on the type of food. Lots of food has sugar because it is naturally found in ingredients, but I wouldn't say "a lot of food has a lot of sugar". Remember we need sugar to give us energy, but not more than our body needs! In food development we try to use a little as possible, but it can be really important for the flavour and texture of the food we want to make."* – **Ross, engineer**

*"I do a lot of swimming and I suppose I normally do have a snack with a lot of sugar in before!"* – **Student**

## Engineer winner: Ross Miller

Ross' plans for the prize money: *"I'd use it on some sessions where we promote what it means to be an engineer in the real world. This would involve sessions at schools and universities to show the massive amount of engineering needed to keep the world we know working".* Read Ross' [thank you message](#).



## Student winner: 488fdfe49

For great engagement during the event, this student will receive a gift voucher and a certificate.

## Feedback

We're still collecting feedback from teachers, students and engineers but here are a few of the comments made during the event...

*"I really enjoyed being part of the event. It's great to see children so excited about engineering"* – **Blanca, engineer**

*"this has been an awesome experience!"* – **Student**

*"thank you for a wonderful time of learning about engineering"* – **Student**