

## Reflective questions

It was a matter of coincidence that these two studies were able to be used and compared with each other to show the effect of the interviewers' gender. Can you think of any other settings where you might deliberately set out to investigate this kind of nuanced difference in *how* people speak? How might you think about taking these issues into account in either research that you might plan to conduct OR in accounts reported in other people's research?

## Reflective questions

Reflect here on the use of vignettes; what kinds of details were required in order to generate meaningful data? Imagine you are interested in finding out if gendered norms and expectations differently affect the diets of men and women in a shared family home – how might ‘vignettes’ help generate meaningful data? Would there be advantages over using more traditional one-to-one in-depth interviews?