

RESEARCH DESIGN

The research design for this study followed three steps. It was initialised with informal discussions in the tearoom, a formal invitation to participate, via email, and concluded with the analysis, writing up of the results and various cutting and pasting exercises.

The first step, one that is often neglected, even despised and thought of as unimportant, was an informal discussion. For this, a small group of interested hungry researchers convened around a tea table at work to discuss the approach to be taken. This proved to be fruitful in determining the researchers' hypothesis, interests and tastes at the onset of this project.

Secondly, a formal request was extended to any interested parties (the entire department) to voluntarily (or not, but no one was harmed) contribute good recipes to this worthy cause. This served as data collection – the recipes being the data. One might expect that document analysis was used to generate data, but then again, one might be wrong. Unexpectedly, even this second step caused a tornado of informal discussions to erupt amongst the research community leading to more conversations around the aforementioned tea table, often with a little something to eat. This emphasised the recursive nature of research and the need to let the project grow organically.

The data was analysed, categorised and themed to deliver the product that you are currently reading. Aromatic analysis was used to determine relevant data to be categorised and included in this unique publication. Photographic evidence is provided where possible, for the sake of credibility and transferability. Possibly even confirmability. Whatever.

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Editor's comment: please note that some of the data were best captured in the handwriting of the respondent, so here and there fonts were created based on their own handwriting.