Average User CA

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Loading Data From CSV and Update Header

```
my.data=read.csv("Online Recipe Sharing.csv", header=TRUE)
colnames(my.data)
```

```
##  [1] "Timestamp"
##  [2] "What.is.your.age."
##  [3] "Who.is.the.usual.meal.prepper.in.your.household."
##  [4] "Do.you..or.any.household.member.you.share.meals.with..have.any.dietary.restrictions."
##  [5] "How.often.do.you.eat.food.prepared.at.home."
##  [6] "When.you.are.cooking.using.a.recipe..what.format.do.you.view.the.recipe.in..Select.all.that.app
##  [7] "When.you.are.looking.for.a.recipe..what.websites.do.you.visit.the.most.."
##  [8] "Which.website.do.you.enjoy.using.for.finding.recipes."
##  [9] "Optional..Explain.what.you.like.about.these.websites."
## [10] "Which.website.do.you.NOT.enjoy.using.for.finding.recipes."
## [11] "Optional..Explain.what.you.dislike.about.these.websites."
## [12] "When.deciding.what.to.cook..how.often.do.you.search.for.a.specific.recipe.in.the.search.bar.pro
## [13] "How.often.do.you.use.the.search.bar.to.find.a.recipe.you.have.used.in.the.past."
## [14] "When.deciding.on.a.dish.to.prepare..how.often.do.you.browse.available.articles.or.recipe.colle
## [15] "When.deciding.what.to.cook..how.many.recipes.do.you.typically.click.on.before.you.find.a.suitab
## [16] "Do.the.websites.you.visit.when.looking.for.inspiration.on.what.to.cook.differ.from.the.websites
## [17] "When.you.are.looking.for.cooking.inspiration..what.websites.do.you.visit.the.most.."
## [18] "Which.websites.do.you.enjoy.using.when.looking.for.cooking.inspiration."
## [19] "Optional..Explain.what.you.like.about.these.websites..1"
## [20] "Which.websites.do.you.NOT.enjoy.using.when.looking.for.cooking.inspiration."
## [21] "Optional..Explain.what.you.dislike.about.these.websites..1"
## [22] "When.looking.for.recipe.recommendations.or.reviews.where.do.you.look..Select.all.that.apply"
## [23] "What.source.of.recommendations.or.reviews.is.most.likely.to.influence.your.recipe.choice..Sele
## [24] "How.often.do.you.try.a.new.recipe.based.on.a.recommendation.or.review.from.a.trusted.source."
## [25] "How.often.do.you.seek.out.a.recipe.recommendation.or.review.from.a.trusted.source."
## [26] "How.often.do.you.recommend.or.review.a.recipe.you.have.made."
## [27] "How.often.do.you.save.a.recipe.to.use.later."
## [28] "When.saving.recipes.to.use.later..what.tools.do.you.use."
## [29] "How.often.do.you.make.a.recipe.exactly.as.written..As.opposed.to.finding.a.recipe.that.exactly
## [30] "If.you.make.modifications.to.a.recipe.what.factors.influence.your.modifications..Select.all.tha
## [31] "How.often.do.you.take.note.of.a.modification.you.have.made.to.a.recipe."
## [32] "How.do.you.take.note.of.modifications.you.have.made.to.a.recipe."
## [33] "Are.you.satisfied.with.the.available.options.for.recording.recipe.notes."
## [34] "Would.you.like.to.take.digital.notes.given.better.note.taking.options."
## [35] "How.often.do.you.discuss.a.recipe.you.have.made."
```

```
## [36] "How.often.do.you.read.the.discussion.of.a.recipe."
## [37] "What.medium.do.you.primarily.use.to.discuss.recipes."
## [38] "What.do.you.like.most.about.the.discussion.platforms.you.use."
## [39] "Just.looking.at.the.layout..choose.the.option.you.like.the.most."
## [40] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..1"
## [41] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..2"
## [42] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..3"
## [43] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..4"
## [44] "Just.looking.at.the.layout..choose.the.option.you.like.the.most..5"
```

```r
colnames(my.data)<-c("Timestamp", "Age", "Primary.Meal.Prepper", "Household.Dietary.Restriction",
"Home.Cooking.Rate",
"Primary.Recipe.Format",
"Primary.Search.Website",
"Enjoyed.Website.Searching", "Comments.Enjoyed.Website.Searching", "NOT.Enjoyed.Website.Searching", "Com
"Previous.Recipe.Search.Frequency",
"Browsing.While.Searching.Frequecny",
"Click.Rate",
"Search.Browse.Same.Websites",
"Primary.Browsing.Website",
"Enjoyed.Website.Browsing",
"Comments.Enjoyed.Website.Browsing", "NOT.Enjoyed.Website.Browsing", "Comments.NOT.Enjoyed.Website.Brows
"Source.of.Influential.Reviews", "Frequency.Reviews.Effect.Behavior",
"Frequency.Seek.Out.Review",
"Frequency.of.Review",
"Frequency.of.Recipe.Saving",
"Method.of.Recipe.Saving",
"Modification.Frequency",
"Modification.Influence.Factors",
"Modification.Record.Frequency",
"Modification.Record.Method",
"Satisfaction.with.Available.Record.Methods",
"Interest.in.Improved.Record.Method",
"Frequency.of.Recipe.Discussion", "Frequency.of.Reading.Discussion",
"Primary.Discussion.Medium", "Enjoyed.Features.of.Discussion.Mediums", "Ingredients.L.V.Above",
"Ingredients.L.Comments.Inline.V.Below", "Ingredients.Above.Comments.Below.V.Inline", "Ingredients.By.St
"Ingredients.By.Step.V.Scroll.L",
"Ingredients.Above.V.Scroll.L")
```

Re-Factor Data

If Respondent indicated that they search and browse on the same websites, populate the empty cells with the same data. This assumes that the user's searching behavior is exactly the same as the browsing behavior if the user selected yes for searching and browsing on the same websites.

```r
for (i in 1:nrow(my.data)){
  if (my.data$Search.Browse.Same.Websites[i]=="No"){
    my.data$Primary.Browsing.Website[i]<-my.data$Primary.Search.Website[i]
    my.data$Enjoyed.Website.Browsing[i]<-my.data$Enjoyed.Website.Searching[i]
    my.data$NOT.Enjoyed.Website.Browsing[i]<-my.data$NOT.Enjoyed.Website.Searching[i]
  }
}
```

Since the data set is small, I am consolidating some of the categories.

- Primary Meal Prepper will be Respondent if the individual taking the survey indicated that they are the primary meal prepper in their household or if they cook for themselves, and other in all other cases.

- Dietary restriction will become a yes or no question

- Home Cooking Rate will become Daily if the respondents cooks at home most days, weekly if the respondent cooks several times a week, and monthly is the respondent cooks a couple times a month.

```
my.data
```

```
##                      Timestamp               Age
## 1   2021/02/12 10:50:26 PM EST 18 - 24 years old
## 2   2021/02/12 11:38:42 PM EST 18 - 24 years old
## 3    2021/02/13 7:53:46 AM EST 18 - 24 years old
## 4   2021/02/13 10:33:30 AM EST 18 - 24 years old
## 5   2021/02/13 11:03:34 AM EST 18 - 24 years old
## 6   2021/02/13 11:16:23 AM EST 18 - 24 years old
## 7   2021/02/13 11:20:25 AM EST 18 - 24 years old
## 8   2021/02/13 12:04:54 PM EST 18 - 24 years old
## 9   2021/02/13 12:28:28 PM EST 18 - 24 years old
## 10   2021/02/13 2:00:24 PM EST 55 - 64 years old
## 11   2021/02/13 2:26:53 PM EST 55 - 64 years old
## 12   2021/02/13 2:44:37 PM EST 18 - 24 years old
## 13   2021/02/13 3:32:57 PM EST 18 - 24 years old
## 14   2021/02/13 3:43:29 PM EST 18 - 24 years old
## 15   2021/02/13 3:46:23 PM EST 35 - 44 years old
## 16   2021/02/13 4:08:30 PM EST 18 - 24 years old
## 17   2021/02/13 4:11:11 PM EST 18 - 24 years old
## 18   2021/02/13 6:00:29 PM EST 18 - 24 years old
## 19   2021/02/13 6:33:08 PM EST 25 - 34 years old
## 20   2021/02/13 8:20:22 PM EST 18 - 24 years old
## 21  2021/02/13 10:20:49 PM EST 25 - 34 years old
## 22  2021/02/14 12:32:25 AM EST 55 - 64 years old
## 23   2021/02/14 1:58:41 AM EST 18 - 24 years old
## 24   2021/02/14 3:24:28 PM EST 18 - 24 years old
## 25   2021/02/14 7:30:26 PM EST 18 - 24 years old
## 26   2021/02/15 8:49:25 AM EST 18 - 24 years old
## 27   2021/02/15 9:26:56 AM EST 18 - 24 years old
## 28   2021/02/15 9:45:18 AM EST 18 - 24 years old
## 29  2021/02/15 11:10:16 AM EST 18 - 24 years old
## 30   2021/02/15 2:42:04 PM EST 18 - 24 years old
## 31   2021/02/15 3:30:17 PM EST 18 - 24 years old
## 32   2021/02/15 3:43:30 PM EST 18 - 24 years old
## 33   2021/02/15 5:42:27 PM EST 18 - 24 years old
## 34   2021/02/15 7:34:29 PM EST 25 - 34 years old
## 35   2021/02/15 9:26:24 PM EST 18 - 24 years old
## 36   2021/02/16 1:07:08 AM EST 18 - 24 years old
## 37   2021/02/16 5:46:50 AM EST 18 - 24 years old
## 38   2021/02/16 9:49:46 AM EST 18 - 24 years old
## 39  2021/02/16 11:25:00 AM EST 18 - 24 years old
## 40   2021/02/16 1:04:05 PM EST 18 - 24 years old
## 41   2021/02/16 1:51:32 PM EST 18 - 24 years old
```

```
## 42   2021/02/16 1:54:24 PM EST 25 - 34 years old
## 43   2021/02/16 2:09:32 PM EST 18 - 24 years old
## 44   2021/02/16 5:22:49 PM EST 45 - 54 years old
## 45   2021/02/17 4:29:06 AM EST 18 - 24 years old
## 46   2021/02/17 6:45:03 PM EST 18 - 24 years old
## 47  2021/02/18 11:09:46 AM EST 18 - 24 years old
## 48   2021/02/18 4:22:31 PM EST 18 - 24 years old
## 49   2021/02/18 4:28:35 PM EST 18 - 24 years old
## 50   2021/02/18 4:30:26 PM EST 18 - 24 years old
## 51   2021/02/18 4:30:42 PM EST 18 - 24 years old
## 52   2021/02/18 4:34:57 PM EST 18 - 24 years old
## 53   2021/02/18 4:59:22 PM EST 18 - 24 years old
## 54  2021/02/19 11:45:09 AM EST 25 - 34 years old
## 55   2021/02/19 4:32:19 PM EST 18 - 24 years old
## 56   2021/02/20 9:50:53 AM EST 55 - 64 years old
## 57   2021/02/21 9:21:49 PM EST 18 - 24 years old
## 58   2021/02/22 5:30:52 PM EST 18 - 24 years old
##                                            Primary.Meal.Prepper
## 1                                                            You
## 2                                                       Roommate
## 3                                              I cook for myself
## 4                                                         Parent
## 5                                                            You
## 6                                              I cook for myself
## 7                                                         Parent
## 8                                                         Parent
## 9                                                         Parent
## 10                                                           You
## 11                                                           You
## 12                                                           You
## 13                                             I cook for myself
## 14                                                       Sibling
## 15                                                           You
## 16                                                        Parent
## 17                                             I cook for myself
## 18                                                           You
## 19                                             I cook for myself
## 20                                                           You
## 21                                                        Spouse
## 22                                                           You
## 23                                             I cook for myself
## 24                                             I cook for myself
## 25                                             I cook for myself
## 26                                                           You
## 27                                                        Parent
## 28                                                           You
## 29                                                        Parent
## 30                                                           You
## 31                                             I cook for myself
## 32                                             I cook for myself
## 33                                             I cook for myself
## 34                                                           You
## 35                                             I cook for myself
## 36                                             I cook for myself
```

4

```
## 37                                                         Parent
## 38                                                            You
## 39                                               I cook for myself
## 40                                                         Parent
## 41                                                         Parent
## 42                                               I cook for myself
## 43                                                         Parent
## 44                                                            You
## 45                                                       Roommate
## 46                                                         Parent
## 47 House keeper makes most meals, otherwise, we each make our own thing
## 48                                                            You
## 49                                                            You
## 50                                                            You
## 51                                               I cook for myself
## 52                                                         Parent
## 53                                                         Parent
## 54                                                         Spouse
## 55                                               I cook for myself
## 56                                                            You
## 57                                               I cook for myself
## 58                                               I cook for myself
##                                         Household.Dietary.Restriction
## 1                                                         Vegitarian
## 2                                        Vegitarian;Lactose intolerant
## 3                                          Flexitarian/rarely cook meat
## 4                                                         Vegitarian
## 5                                                   Lactose intolerant
## 6                                                          Nut alergy
## 7                                                                None
## 8                                                                None
## 9                                                                None
## 10                                                               None
## 11                                                            Organic
## 12                                                              Vegan
## 13                                                               None
## 14                                                          Gluten-free
## 15                                                          Gluten-free
## 16                                                   Lactose intolerant
## 17                                                               None
## 18                                                         Vegitarian
## 19                                                               None
## 20                                        Vegitarian;Lactose intolerant
## 21                                                               None
## 22                         Gluten-free;Vegitarian;Lactose intolerant
## 23                                                              Vegan
## 24                                              Gluten-free;Nut alergy
## 25                                                               None
## 26 Flexitarian/ on a diet privileging plant-based and fair trade options
## 27                                                          Nut alergy
## 28                                                               None
## 29                                                               None
## 30                              Nut alergy;Lactose intolerant;Sea food free
## 31                                                               None
```

```
## 32                                      Sugar-free;Lactose intolerant
## 33                                             Lactose intolerant
## 34                                                     Vegitarian
## 35                                                           None
## 36                                                           None
## 37                                          seafood allergy, halal
## 38                                             Lactose intolerant
## 39                                                     Nut alergy
## 40                                                           None
## 41                                                          Halal
## 42                                             Lactose intolerant
## 43                                                           None
## 44                                                           None
## 45                                                           None
## 46                                                           None
## 47                                                     Vegitarian
## 48                                                           None
## 49                                                           None
## 50                                                           None
## 51                                             Lactose intolerant
## 52                                                           None
## 53                                                           None
## 54                                                           None
## 55                                                          Vegan
## 56                                                           None
## 57                                                           None
## 58
##          Home.Cooking.Rate
## 1       Almost every meal
## 2   Once or twice a month
## 3       Almost every meal
## 4       Almost every meal
## 5       Almost every meal
## 6       Almost every meal
## 7       Almost every meal
## 8       Almost every meal
## 9       Almost every meal
## 10      Almost every meal
## 11             Every meal
## 12      Almost every meal
## 13   Once or twice a week
## 14                  Daily
## 15             Every meal
## 16                  Daily
## 17             Every meal
## 18   Several times a week
## 19             Every meal
## 20      Almost every meal
## 21   Once or twice a week
## 22      Almost every meal
## 23                  Daily
## 24      Almost every meal
## 25      Almost every meal
## 26      Almost every meal
```

```
## 27 Once or twice a month
## 28      Almost every meal
## 29      Almost every meal
## 30  Several times a week
## 31      Almost every meal
## 32                Daily
## 33 Once or twice a month
## 34           Every meal
## 35  Several times a week
## 36  Several times a week
## 37      Almost every meal
## 38                Daily
## 39      Almost every meal
## 40      Almost every meal
## 41      Almost every meal
## 42      Almost every meal
## 43      Almost every meal
## 44      Almost every meal
## 45      Almost every meal
## 46  Several times a week
## 47      Almost every meal
## 48   Once or twice a week
## 49                Daily
## 50           Every meal
## 51  Several times a week
## 52           Every meal
## 53           Every meal
## 54      Almost every meal
## 55      Almost every meal
## 56      Almost every meal
## 57                Daily
## 58      Almost every meal
##                                                     Primary.Recipe.Format
## 1                                                            Mobile Website
## 2                                                            Mobile Website
## 3   Mobile Website;Desktop Website;Digital photos of cookbook recipes
## 4                                                            Mobile Website
## 5                                                            Mobile Website
## 6                                                           Desktop Website
## 7                                                  Cook Book;Mobile Website
## 8                                                           Desktop Website
## 9                                           Mobile Website;Desktop Website
## 10                             Printed from Internet;Mobile Website
## 11                                           Mobile Website;Video recipe
## 12                         Cook Book;Mobile Website;Desktop Website
## 13                                       Printed from Internet;Cook Book
## 14                    Printed from Internet;Cook Book;Mobile Website
## 15                                                           Mobile Website
## 16                                                           Mobile Website
## 17                                                          Desktop Website
## 18                                           Mobile Website;Desktop Website
## 19                         Mobile Website;Desktop Website;handwritten
## 20             Cook Book;Mobile Website;Desktop Website;Video recipe
## 21                                                             Video recipe
```

```
## 22            Printed from Internet;Cook Book;Desktop Website;Recipe cards
## 23                                            Mobile Website;Desktop Website
## 24                            Mobile Website;Video recipe;mom's recipes
## 25                                                        Desktop Website
## 26              Cook Book;Mobile Website;Desktop Website;Video recipe
## 27              Cook Book;Mobile Website;Desktop Website;Video recipe
## 28                                                          Mobile Website
## 29                                        Mobile Website;Video recipe
## 30                                        Mobile Website;Desktop Website
## 31                                                            Video recipe
## 32                          Mobile Website;Desktop Website;Video recipe
## 33                                                        Desktop Website
## 34                                        Mobile Website;Desktop Website
## 35              Cook Book;Mobile Website;Desktop Website;Video recipe
## 36                                                          Mobile Website
## 37                                                          Mobile Website
## 38                          Cook Book;Desktop Website;Video recipe
## 39                                        Mobile Website;Desktop Website
## 40                            Cook Book;Mobile Website;Video recipe
## 41                            Cook Book;Mobile Website;Video recipe
## 42      Printed from Internet;Cook Book;Mobile Website;Desktop Website
## 43                                                            Video recipe
## 44                          Printed from Internet;Desktop Website
## 45                    Mobile Website;Desktop Website;Video recipe
## 46                                        Mobile Website;Video recipe
## 47                            Cook Book;Mobile Website;Video recipe
## 48                                                        Desktop Website
## 49                                                        Desktop Website
## 50                                        Mobile Website;Desktop Website
## 51                            Printed from Internet;Video recipe
## 52                                Desktop Website;Video recipe
## 53                                                  Printed from Internet
## 54                                        Mobile Website;Desktop Website
## 55                                                          Mobile Website
## 56          Mobile Website;Some old family recipes on 3x5 cards etc.
## 57      Printed from Internet;Cook Book;Mobile Website;Desktop Website
## 58                                        Mobile Website;Video recipe
##
## 1                                                                                              On
## 2
## 3    YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten
## 4
## 5
## 6
## 7
## 8
## 9                                     Online Cooking Magazines (New York Times, Bon Appetit
## 10
## 11
## 12                                    Online Cooking Magazines (New York Times, Bon Appetit
## 13
## 14                                                                          Online Co
## 15
## 16
```

8

```
## 17                                                                                                        
## 18                                                                                                        
## 19                                                                                                        
## 20                    TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon A
## 21                                                                                                        
## 22                                                                                              Blog
## 23                                                                                                        
## 24                                                                                                        
## 25                                                                                                        
## 26                                                                                                       
## 27                                                                                                       
## 28                                                                                                        
## 29                                                             YouTube;Online Coo
## 30                                                                                                        
## 31                                                                                                        
## 32        Facebook;YouTube;Online Cooking Magazines (New York Times, Bon A
## 33                   YouTube;Online Cooking Magazines (New York Times, Bon A
## 34                                                                    Pinte
## 35      YouTube;Online Cooking Magazines (New York Times, Bon Appetit
## 36                Online Cooking Magazines (New York Times, Bon Appetit
## 37                                                                                                        
## 38                YouTube;Online Cooking Magazines (New York Times, Bon A
## 39                                                                                        
## 40                                                 YouTube;Onl
## 41                                                                                                        
## 42                                                Online Cooking
## 43                                                                                                        
## 44                                                 Online Coo
## 45                Online Cooking Magazines (New York Times, Bon A
## 46                                                                                                        
## 47                                                                                                        
## 48                                                                                                        
## 49                                                                                                        
## 50       TikTok;Online Cooking Magazines (New York Times, Bon Appetit
## 51                                                                                                        
## 52                                                                                                        
## 53                                                                                                        
## 54               Online Cooking Magazines (New York Times, Bon Appetit
## 55                                                                                                        
## 56                                                                                                        
## 57                                                                                                        
## 58       YouTube;Online Cooking Magazines (New York Times, Bon Appetit
## 
## 1                                                 Online Cooking Magaz
## 2                                                                                                        
## 3                Online Cooking Magazines (New York Times, Bon Appeti
## 4                                                                                                        
## 5                                                                                                        
## 6                                                 Online Cooking Magaz
## 7                    YouTube;Online Cooking Magazines (New York T
## 8                                                                                                        
## 9                                                              Blogs (Budg
## 10                                                                                                       
## 11                                                             Blogs (Budg
```

```
## 12               TikTok;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20                                             TikTok;Pinterest;Online Cooking
## 21
## 22 Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitten Kitchen
## 23
## 24
## 25
## 26      Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 27                                                     YouTube;Blog
## 28
## 29                                             YouTube;Online Cooking Magazi
## 30
## 31
## 32
## 33
## 34
## 35                                               TikTok;Online Cookin
## 36                Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 37
## 38                                             YouTube;Online Cooking Magazi
## 39                                                    Reddi
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54                Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budg
## 55
## 56
## 57
## 58
##
## 1
## 2
## 3
## 4
## 5
## 6
```

```
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20
## 21
## 22
## 23
## 24
## 25
## 26                                                        (about the blogs and cooking websites etc.)
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42                                                                              For those
## 43
## 44
## 45
## 46
## 47 I don't seek recipes because I have a food delivery service called good foods. So I don't look to
## 48
## 49
## 50
## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58
##
## 1
```

```
## 2   Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, e
## 3
## 4
## 5
## 6
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20
## 21            Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, e
## 22
## 23
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47
## 48            Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, e
## 49
## 50
## 51
## 52
## 53
## 54
## 55
```

```
## 56                                                                       Facebook;Reddit;TikTok;Pinte
## 57                                                                                              Pinte
## 58
##
## 1
## 2
## 3
## 4
## 5
## 6
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20
## 21
## 22
## 23
## 24
## 25
## 26                                                     While I still might enjoy some videos from t
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46 In most cases, the author puts a little story about their personal connection to the recipe (examp
## 47                                                     I really hate pinterest. I looked up one
## 48
## 49
## 50
```

```
## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58
##    Recipe.Search.Bar.Frequency Previous.Recipe.Search.Frequency
## 1                            1                                1
## 2                            5                                5
## 3                            4                                3
## 4                            4                                4
## 5                            2                                1
## 6                            3                                3
## 7                            3                                4
## 8                            1                                2
## 9                            1                                4
## 10                           4                                4
## 11                           5                                5
## 12                           2                                3
## 13                           5                                2
## 14                           3                                3
## 15                           2                                2
## 16                           3                                2
## 17                           4                                5
## 18                           4                                4
## 19                           4                                4
## 20                           4                                5
## 21                           1                                2
## 22                           2                                3
## 23                           4                                4
## 24                           3                                2
## 25                           2                                3
## 26                           4                                2
## 27                           4                                4
## 28                           2                                3
## 29                           5                                5
## 30                           1                                1
## 31                           1                                3
## 32                           4                                4
## 33                           3                                4
## 34                           4                                5
## 35                           1                                4
## 36                           2                                4
## 37                           1                                2
## 38                           2                                2
## 39                           2                                2
## 40                           4                                4
## 41                           2                                3
## 42                           5                                3
## 43                           3                                4
## 44                           2                                3
## 45                           3                                3
```

```
## 46                                 2                             5
## 47                                 1                             5
## 48                                 4                             3
## 49                                 1                             3
## 50                                 5                             4
## 51                                 3                             5
## 52                                NA                             5
## 53                                 4                             1
## 54                                 4                             4
## 55                                 5                             3
## 56                                 3                             4
## 57                                 4                             4
## 58                                 2                             2
##    Browsing.While.Searching.Frequecny Click.Rate Search.Browse.Same.Websites
## 1                                   4    4 -  7                           Yes
## 2                                   1    0 -  3                            No
## 3                                   4    4 -  7                           Yes
## 4                                   2    0 -  3                           Yes
## 5                                   4    0 -  3                            No
## 6                                   3    0 -  3                            No
## 7                                   5    8 - 11                           Yes
## 8                                   1    0 -  3                           Yes
## 9                                   3    0 -  3                            No
## 10                                  5    4 -  7                            No
## 11                                  5    4 -  7                           Yes
## 12                                  3    0 -  3                            No
## 13                                  1    0 -  3                            No
## 14                                  5    4 -  7                            No
## 15                                  2    4 -  7                           Yes
## 16                                  1    4 -  7                           Yes
## 17                                  3    0 -  3                            No
## 18                                  3    4 -  7                           Yes
## 19                                  5    4 -  7                           Yes
## 20                                  4    0 -  3                            No
## 21                                  2    4 -  7                           Yes
## 22                                  3    0 -  3                           Yes
## 23                                  3    0 -  3                            No
## 24                                  2    0 -  3                           Yes
## 25                                  2    0 -  3                           Yes
## 26                                  4    4 -  7                           Yes
## 27                                  2    4 -  7                           Yes
## 28                                  1    0 -  3                            No
## 29                                  2    0 -  3                            No
## 30                                  1    0 -  3                            No
## 31                                  3    0 -  3                           Yes
## 32                                  5    0 -  3                            No
## 33                                  4    4 -  7                           Yes
## 34                                  3    4 -  7                           Yes
## 35                                  3    0 -  3                           Yes
## 36                                  3    0 -  3                            No
## 37                                  1    4 -  7                            No
## 38                                  2    0 -  3                           Yes
## 39                                  2    0 -  3                           Yes
## 40                                  3    4 -  7                            No
```

15

```
## 41                                                2     0 - 3                          No
## 42                                                1     0 - 3                          No
## 43                                                1     0 - 3                          No
## 44                                                2     4 - 7                          No
## 45                                                4     0 - 3                         Yes
## 46                                                4    16 - 19                         No
## 47                                                1     0 - 3                         Yes
## 48                                                3     0 - 3                         Yes
## 49                                                2     0 - 3                          No
## 50                                                5     0 - 3                         Yes
## 51                                                2     0 - 3                          No
## 52                                                4     0 - 3                          No
## 53                                                3     0 - 3                          No
## 54                                                3     0 - 3                          No
## 55                                                5     4 - 7                         Yes
## 56                                                4     4 - 7                         Yes
## 57                                                2     4 - 7                          No
## 58                                                3     4 - 7                          No
##
## 1                                                                Online Cooking Magazines (New York
## 2
## 3                                                                                             Reddi
## 4                                                                   YouTube;Online Cooking Magazines (N
## 5
## 6                                                                   Online Cooking Magazines (Ne
## 7
## 8
## 9          Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 10
## 11                                                   Facebook;Blogs (Budget Bytes, Smitt
## 12         Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 13
## 14                                               Online Cooking Magazines (New York Times, Bo
## 15                                                    Pinterest;Blogs (Budget Bytes
## 16
## 17
## 18                                                              Blogs (Budget Bytes
## 19
## 20 TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes
## 21
## 22
## 23
## 24
## 25
## 26                                                    Pinterest;Blogs (Budget Bytes
## 27
## 28
## 29                                               YouTube;Online Cooking Magazines (New York Times, Bo
## 30
## 31
## 32 Facebook;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes
## 33                                                              YouTube;Blogs (Budget Bytes
## 34                                               Pinterest;Online Cooking Magazines (New York Tir
## 35
```

```
## 36            Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 37
## 38
## 39                                                                           Online Cooking
## 40                          YouTube;Online Cooking Magazines (New York T
## 41
## 42                                   Online Cooking Magazines (New York Times, Bon A
## 43
## 44                                    Online Cooking Magazines (New York Times, Bo
## 45                                                                                (
## 46
## 47
## 48
## 49
## 50                              TikTok;Online Cooking Magazines (New York Times, 
## 51
## 52
## 53
## 54          Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
## 55
## 56
## 57
## 58   YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, Smitt
##
## 1                                                               Online Cooking Magazines (New Y
## 2
## 3
## 4                                                    YouTube;Online Cooking Magazines
## 5
## 6                                                               Online Cooking Magazines (New Y
## 7
## 8
## 9                                                           Blogs (Budget Bytes, S
## 10                                                                            P
## 11                                               Facebook;Blogs (Budget Bytes, S
## 12 TikTok;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes, S
## 13
## 14
## 15                                               Pinterest;Blogs (Budget 
## 16
## 17
## 18
## 19
## 20                              TikTok;Pinterest;Online Cooking Magazines
## 21
## 22
## 23                                                                 Pint
## 24
## 25
## 26                                            YouTube;Blogs (Budget 
## 27
## 28
## 29                             YouTube;Online Cooking Magazines (New Yo
## 30
```

```
## 31
## 32
## 33                                                                   YouTube;Blogs (Budget
## 34
## 35
## 36              Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes,
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54              Online Cooking Magazines (New York Times, Bon Appetit, etc.);Blogs (Budget Bytes,
## 55
## 56
## 57
## 58
##
## 1
## 2
## 3
## 4
## 5
## 6
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20
## 21
## 22
## 23
## 24
## 25
```

```
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47 It is a love-hate thing. I get down a rabbit hole of youtube videos and I see that there is a vid
## 48
## 49
## 50
## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58
##
## 1
## 2  Facebook;Reddit;TikTok;Pinterest;YouTube;Online Cooking Magazines (New York Times, Bon Appetit, et
## 3
## 4
## 5
## 6
## 7
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
## 16
## 17
## 18
## 19
## 20
```

```
## 21             Facebook;Reddit;TikTok;Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, et
## 22
## 23
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54
## 55
## 56                                                           Reddit;TikTok;Pinte
## 57                                                                     Pinte
## 58
##                                                                              (
## 1                                                          Hard to searc
## 2
## 3  Poor search functions do not often return high quality results, I prefer to start my search on a
## 4
## 5
## 6
## 7                           The interface is messy and none of the suggestions seem to rel
## 8
## 9
## 10
## 11
## 12
## 13
## 14
## 15
```

```
## 16
## 17
## 18
## 19                                             A lot of the recipes are focused on preser
## 20
## 21
## 22
## 23
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33
## 34                     weird recipes that look yucky, videos are too quick, 'trendy fo
## 35
## 36
## 37
## 38
## 39
## 40
## 41
## 42
## 43
## 44
## 45
## 46
## 47                         I don't not enjoy them, I just do not actively seek inspirat
## 48
## 49
## 50
## 51
## 52
## 53
## 54
## 55
## 56
## 57
## 58
##
## 1
## 2
## 3
## 4                                             Blogs (Budget Bytes, Sm
## 5
## 6                                                 Immediate fa
## 7                                                   Immedia
## 8
## 9                     Immediate family / Friends;Blogs (Budget Bytes, Sm
## 10
```

```
## 11                                                                        Immediate family / Fr
## 12
## 13
## 14
## 15
## 16
## 17 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (
## 18
## 19
## 20                                                  Immediate family / Friends;Groups on s
## 21
## 22                                              Immediate family / Friends;Blogs
## 23                                                    Immediate family
## 24
## 25
## 26
## 27
## 28
## 29
## 30
## 31
## 32
## 33                                        Immediate family / Friends;Blogs (Budget Bytes, Sm
## 34
## 35 Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines (
## 36                                                        Immediate fa
## 37
## 38                                              Immediate family
## 39                                                    Immedia
## 40
## 41
## 42                                              Immedia
## 43
## 44                                        Blogs (Budget Bytes, Sm
## 45
## 46
## 47
## 48
## 49
## 50
## 51
## 52
## 53
## 54                                  Immediate family / Friends;Blogs (Budget Bytes, Sm
## 55
## 56
## 57                              Immediate family / Friends;Online Cooking Magazines (
## 58                                              Blogs (Budget Bytes, Sm
##
## 1                        Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazines
## 2
## 3
## 4          Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 5
```

```
## 6                                                                Immediate family / Friends;Online Cooking Magazine
## 7
## 8
## 9                           Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);
## 10                                 Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 11
## 12                                                                      Immediate family / Friends;
## 13                                                                                              Immediate far
## 14
## 15                                                                Immediate family / Friends;Influence
## 16
## 17
## 18                                                                          Groups on social media;
## 19                                                                                         Blogs
## 20                                                                Immediate family / Friends;
## 21
## 22
## 23
## 24
## 25                                                                       Online Cooking Magazine
## 26                                                                Immediate family / Friends;
## 27                                                                                Immediate fam
## 28                                                                Immediate family / Friends;
## 29                                                                                  Influence
## 30
## 31                                                                Immediate family / Friends;
## 32                                          Groups on social media;Influence
## 33                                                                Immediate family / Friends;
## 34 Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);Influence
## 35                                              Immediate family / Friends;Online Cooking Magazine
## 36    Immediate family / Friends;Blogs (Budget Bytes, Smitten Kitchen, etc.);Online Cooking Magazine
## 37
## 38                                                                                    Influence
## 39
## 40                                                                Immediate family / Friends;Influence
## 41                                   Influencers (Instagram, YouTube, Tiktok, etc.);
## 42
## 43                                                                                    Influence
## 44                                                                Immediate family / Friends;
## 45                                                                Immediate family / Friends;
## 46                                                                Immediate family / Friends;Influence
## 47                                                                Immediate family / Friends;Influence
## 48
## 49                                                                       Online Cooking Magazine
## 50
## 51
## 52                                                                Immediate family / Friends;Influence
## 53                                                                  Immediate family / Friends;
## 54         Immediate family / Friends;Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 55                                                                                              I
## 56                                 Online Cooking Magazines (New York Times, Bon Appetit, etc.);
## 57                                                                  Immediate family / Friends;
## 58                                                                                         Blogs
##     Frequency.Reviews.Effect.Behavior Frequency.Seek.Out.Review
```

23

```
## 1       2       2
## 2       1       1
## 3       3       3
## 4       4       3
## 5       3       2
## 6       4       4
## 7       5       4
## 8       2       1
## 9       4       3
## 10      4       4
## 11      5       3
## 12      4       4
## 13      3       1
## 14      3       3
## 15      4       4
## 16      5       4
## 17      4       4
## 18      4       3
## 19      3       3
## 20      5       5
## 21     NA      NA
## 22      4       4
## 23      3       2
## 24      3       4
## 25      3       3
## 26      4       4
## 27      2       2
## 28      1       1
## 29      3       2
## 30      2       1
## 31      4       2
## 32      5       5
## 33      1       4
## 34      4       4
## 35      5       4
## 36      4       4
## 37      4       3
## 38      4       3
## 39      4       4
## 40      4       4
## 41      4       4
## 42      4       5
## 43      4       1
## 44      3       2
## 45      4       4
## 46      4       5
## 47      2       3
## 48      3       3
## 49      2       2
## 50      5       5
## 51      1       3
## 52      4       4
## 53      4       3
## 54      4       3
```

```
## 55                                1                         2
## 56                                3                         2
## 57                                4                         3
## 58                                3                         2
##    Frequency.of.Review Frequency.of.Recipe.Saving
## 1                    1                          1
## 2                    1                          1
## 3                    4                          4
## 4                    4                          4
## 5                    1                          2
## 6                    3                          2
## 7                    3                          4
## 8                    2                          2
## 9                    3                          4
## 10                   2                          4
## 11                   3                          2
## 12                   1                          3
## 13                   4                          1
## 14                   4                          5
## 15                   4                          3
## 16                   4                          3
## 17                   1                          3
## 18                   4                          4
## 19                   1                          4
## 20                   4                          5
## 21                  NA                         NA
## 22                   3                          4
## 23                   2                          4
## 24                   4                          3
## 25                   1                          1
## 26                   4                          5
## 27                   3                          3
## 28                   2                          3
## 29                   1                          5
## 30                   1                          1
## 31                   1                          2
## 32                   2                          5
## 33                   1                          3
## 34                   1                          1
## 35                   5                          2
## 36                   4                          4
## 37                   2                          3
## 38                   3                          4
## 39                   3                          2
## 40                   3                          4
## 41                   5                          2
## 42                   1                          4
## 43                   5                          4
## 44                   2                          2
## 45                   1                          4
## 46                   3                          5
## 47                   2                          1
## 48                   3                          2
## 49                   2                          4
```

```
## 50                           2                        4
## 51                           1                        5
## 52                           4                        5
## 53                           2                        4
## 54                           3                        5
## 55                           4                        3
## 56                           2                        4
## 57                           3                        4
## 58                           4                        4
##                                                                                 Method.of.
## 1
## 2
## 3                                                                                    Brows
## 4                                                         Browser Bookmarks;Digital
## 5
## 6                                                                                        s
## 7                             Save function built into your website of choice;Digital
## 8
## 9                                                         Browser Bookmarks;Digital
## 10                                                                           Physical
## 11                                                                            Digital
## 12                                         Pinterest;Save function built into your webs
## 13
## 14                 Physical filing system;Save function built into your website of choice;Digital
## 15
## 16                     Save function built into your website of choice;Browser Bookmarks;Digital
## 17                                              Save function built into your webs
## 18                                                                                    Brows
## 19                                                         Physical filing system;Brows
## 20                             Physical filing system;Save function built into your webs
## 21
## 22 Physical filing system;Save function built into your website of choice;Browser Bookmarks;Digital
## 23
## 24
## 25                                                                                    Brows
## 26                                            Pinterest;Browser Bookmarks;Digital
## 27                                                                                    Brows
## 28                                                                                    Brows
## 29                                                                                    Brows
## 30                                                                                    Brows
## 31
## 32                     Physical filing system;Save function built into your website of choice;Brows
## 33                                                                            Digital
## 34                                                                                    Brows
## 35                                                         Browser Bookmarks;Digital
## 36                                                                                    Brows
## 37                                                                            Digital
## 38                                                                                    Brows
## 39                                                                           Physical
## 40
## 41                             I tell myself I won't forget how to make this recipe and
## 42                                                                                    Brows
## 43                                                                                      tik
## 44                                                         Physical filing system;Digital
```

```
## 45                                                       Save function built into your webs:
## 46                                                       Save function built into your webs:
## 47                                                       
## 48                                                                                Digital :
## 49                                                                                Digital :
## 50                                                                                Digital :
## 51                                                                                Digital :
## 52                                                       Save function built into your webs:
## 53                                                                                    Brows
## 54                                                                                Digital :
## 55                                                                                    Brows
## 56                                                       Physical filing system;Brows
## 57                                                                  Pinterest;Digital :
## 58                                                                                    Brows
##    Modification.Frequency
## 1                       1
## 2                       5
## 3                       2
## 4                       2
## 5                      NA
## 6                       3
## 7                       4
## 8                       5
## 9                       3
## 10                      4
## 11                      3
## 12                      3
## 13                      5
## 14                      2
## 15                      4
## 16                      2
## 17                      4
## 18                      4
## 19                      2
## 20                      3
## 21                     NA
## 22                      2
## 23                      3
## 24                      2
## 25                      3
## 26                      3
## 27                      2
## 28                      3
## 29                      4
## 30                      2
## 31                      1
## 32                      3
## 33                      3
## 34                      2
## 35                      2
## 36                      3
## 37                      2
## 38                      5
## 39                      1
```

```
## 40                        1
## 41                        4
## 42                        4
## 43                        1
## 44                        4
## 45                        2
## 46                        4
## 47                        3
## 48                        3
## 49                        4
## 50                        4
## 51                        2
## 52                        2
## 53                        5
## 54                        4
## 55                        1
## 56                        3
## 57                        3
## 58                        5
##
## 1                    Dietary restriction;Allergies;Flavor or food preference;Nutritional or dietary nee
## 2
## 3                                                                          Flavor or food preferenc
## 4   Dietary restriction;Flavor or food preference;Nutritional or dietary need;Necessary ingredient(s)
## 5
## 6                                       Dietary restriction;Allergies;Necessary ingredient(s)
## 7                                                                                             A
## 8
## 9                                                        Necessary ingredient(s)
## 10
## 11
## 12                      Dietary restriction;Flavor or food preference;Necessary ingredient(s)
## 13
## 14                                                                        Dietary restri
## 15
## 16                       Flavor or food preference;Necessary ingredient(s)
## 17                                                           Flavor or food p
## 18
## 19         Flavor or food preference;Necessary ingredient(s) unavailable;Use ingredients in your
## 20                                 Dietary restriction;Allergies;Flavor or food preferenc
## 21
## 22                                 Dietary restriction;Allergies;Flavor or food pre
## 23                                                               Dietary restri
## 24                                 Dietary restriction;Allergies;Flavor or food preferenc
## 25          Dietary restriction;Allergies;Flavor or food preference;Necessary ingredient(s)
## 26                                                                 Dietary
## 27
## 28                       Flavor or food preference;Necessary ingredient(s)
## 29                                                           Flavor or food preferenc
## 30
## 31
## 32                                                               Dietary restric
## 33                                                               Dietary restri
## 34                                                           Dietary restrictior
```

```
## 35                                                                                        Necessary ingredient(s)
## 36                            Dietary restriction;Flavor or food preference;Nutritional or dieta
## 37
## 38
## 39                                                                                        Necessary ingredient(s)
## 40                                                                                        Flavor or food preference
## 41                                                                                    Nutritional or dietary nee
## 42                                                                                          Dietary restriction
## 43
## 44
## 45
## 46                                           Dietary restriction;Nutritional or dietary nee
## 47                                     Flavor or food preference;Nutritional or dietary nee
## 48
## 49
## 50                                                                                        Flavor or food preference
## 51
## 52                                                                                        Flavor or food preference
## 53
## 54                                                                                        Flavor or food preference
## 55                                     Dietary restriction;Flavor or food preference
## 56                           Flavor or food preference;Necessary ingredient(s)
## 57                           Flavor or food preference;Necessary ingredient(s)
## 58                                                                                        Flavor or food preference
##     Modification.Record.Frequency
## 1                               1
## 2                               1
## 3                               2
## 4                               2
## 5                               1
## 6                               2
## 7                               4
## 8                               1
## 9                               2
## 10                              5
## 11                              1
## 12                              1
## 13                              1
## 14                              3
## 15                              2
## 16                              2
## 17                              1
## 18                              1
## 19                              2
## 20                              3
## 21                             NA
## 22                              5
## 23                              1
## 24                              1
## 25                              1
## 26                              4
## 27                              4
## 28                              2
## 29                              4
```

```
## 30                                                1
## 31                                                1
## 32                                                5
## 33                                                5
## 34                                                4
## 35                                                1
## 36                                                3
## 37                                                1
## 38                                                1
## 39                                                2
## 40                                                2
## 41                                                1
## 42                                                5
## 43                                                1
## 44                                                1
## 45                                                1
## 46                                                1
## 47                                                1
## 48                                               NA
## 49                                                4
## 50                                                2
## 51                                                2
## 52                                                1
## 53                                                1
## 54                                                2
## 55                                                1
## 56                                                2
## 57                                                2
## 58                                                1
##                                 Modification.Record.Method
## 1
## 2                                                      None
## 3                                                  Mentally?
## 4                                             Digital notes
## 5                                            Physical notes
## 6                                               Mental note
## 7                           Physical notes;Digital notes
## 8                                            Physical notes
## 9                                            Physical notes
## 10                                           Physical notes
## 11
## 12
## 13                                           I donâ\200\231t :o
## 14                                           Physical notes
## 15                         Comments section provided for recipe
## 16                                            Digital notes
## 17                         Comments section provided for recipe
## 18                                                    Memory
## 19                                           Physical notes
## 20                                           Physical notes
## 21
## 22                                           Physical notes
## 23                                                       N/A
## 24
```

```
## 25
## 26 Digital notes;I mostly just remember it for next time
## 27
## 28                                              Digital notes
## 29                                                 brainpower
## 30                                                    I dont
## 31
## 32     Comments section provided for recipe;Digital notes
## 33                                              Digital notes
## 34                                                    I don't
## 35
## 36                                     I store it in my noggin
## 37                                                 I don't..
## 38
## 39                                            Physical notes
## 40                                                     i dont
## 41
## 42                                              Mental note
## 43                                                   i don't
## 44                                            Physical notes
## 45                                             Digital notes
## 46
## 47
## 48                                            Physical notes
## 49                                             Digital notes
## 50                                             Digital notes
## 51                                             Digital notes
## 52
## 53
## 54                                             Digital notes
## 55
## 56                  Comments section provided for recipe
## 57
## 58
##    Satisfaction.with.Available.Record.Methods
## 1                                              3
## 2                                              3
## 3                                              2
## 4                                              2
## 5                                              3
## 6                                              3
## 7                                              3
## 8                                              5
## 9                                              2
## 10                                             5
## 11                                             2
## 12                                             3
## 13                                             3
## 14                                             5
## 15                                             1
## 16                                             2
## 17                                             3
## 18                                             3
## 19                                             2
```

```
## 20                                                   3
## 21                                                  NA
## 22                                                   1
## 23                                                   3
## 24                                                  NA
## 25                                                   3
## 26                                                   2
## 27                                                   3
## 28                                                   3
## 29                                                   4
## 30                                                   3
## 31                                                  NA
## 32                                                   3
## 33                                                   5
## 34                                                   5
## 35                                                   3
## 36                                                   4
## 37                                                   3
## 38                                                   3
## 39                                                   3
## 40                                                   3
## 41                                                   3
## 42                                                   3
## 43                                                   3
## 44                                                   4
## 45                                                   3
## 46                                                  NA
## 47                                                   3
## 48                                                  NA
## 49                                                   4
## 50                                                   3
## 51                                                   5
## 52                                                   4
## 53                                                  NA
## 54                                                   3
## 55                                                   1
## 56                                                   4
## 57                                                   2
## 58                                                   1
##     Interest.in.Improved.Record.Method Frequency.of.Recipe.Discussion
## 1                                   No                              1
## 2                                   No                              1
## 3                                  Yes                              4
## 4                                  Yes                              4
## 5                                   No                              4
## 6                                  Yes                              4
## 7                                  Yes                              4
## 8                                   No                              2
## 9                                  Yes                              2
## 10                                  No                              4
## 11                                 Yes                              3
## 12                                 Yes                              4
## 13                                  No                              1
## 14                                 Yes                              1
```

```
## 15                       Yes                     2
## 16                       Yes                     4
## 17                        No                     4
## 18                       Yes                     4
## 19                       Yes                     3
## 20                       Yes                     4
## 21                                              NA
## 22                       Yes                     4
## 23                        No                     4
## 24                                               4
## 25                        No                     2
## 26                       Yes                     5
## 27                       Yes                     3
## 28                       Yes                     1
## 29                       Yes                     2
## 30                        No                     2
## 31                        No                     3
## 32                       Yes                     3
## 33                        No                     1
## 34                        No                     4
## 35                       Yes                     5
## 36                        No                     4
## 37                       Yes                     2
## 38                        No                     2
## 39                       Yes                     3
## 40                                               4
## 41                       Yes                     1
## 42                       Yes                     5
## 43                        No                     5
## 44                       Yes                     1
## 45                        No                     4
## 46                                               1
## 47                        No                     2
## 48                       Yes                     3
## 49                       Yes                     4
## 50                       Yes                     4
## 51                       Yes                     1
## 52                        No                     5
## 53                        No                     4
## 54                        No                     4
## 55                       Yes                     2
## 56                        No                     2
## 57                       Yes                     3
## 58                       Yes                     3
##     Frequency.of.Reading.Discussion
## 1                                  1
## 2                                  1
## 3                                  4
## 4                                  1
## 5                                  2
## 6                                  2
## 7                                  3
## 8                                  1
## 9                                  4
```

```
## 10                           4
## 11                           5
## 12                           3
## 13                           4
## 14                           2
## 15                           3
## 16                           1
## 17                           3
## 18                           1
## 19                           2
## 20                           3
## 21                          NA
## 22                           3
## 23                           2
## 24                           4
## 25                           1
## 26                           5
## 27                           2
## 28                           1
## 29                           4
## 30                           1
## 31                           4
## 32                           2
## 33                           1
## 34                           1
## 35                           2
## 36                           2
## 37                           1
## 38                           3
## 39                           4
## 40                           2
## 41                           4
## 42                           3
## 43                           1
## 44                           2
## 45                           4
## 46                           1
## 47                           1
## 48                           3
## 49                           4
## 50                           1
## 51                           1
## 52                           4
## 53                           2
## 54                           2
## 55                           1
## 56                           2
## 57                           2
## 58                           4
##
## 1
## 2
## 3
## 4
```

```
## 5                                                                              
## 6                                 Online Cooking Magazines (New York Times, Bon Appe
## 7                                                                              
## 8                                                                              
## 9                                                                              
## 10                                                                             
## 11                                                                             
## 12                                                                             
## 13                                                                             
## 14                                                                             
## 15                                                                             
## 16                                                                             
## 17                                    Online Cooking Magazines (New York T
## 18                                                                             
## 19                                                                             
## 20                       Pinterest;Online Cooking Magazines (New York T
## 21                                                                             
## 22                                                                             
## 23                                                                             
## 24                                                                             
## 25                                                                             
## 26 Pinterest;Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitter
## 27                                                                             
## 28                                                                             
## 29           Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitter
## 30                                                                             
## 31                                                                             
## 32                                                                             
## 33                                                                             
## 34                                                                             
## 35                                                                             
## 36                                                                             
## 37                                                                             
## 38                                                                             
## 39                                                                         I 
## 40                                                                             
## 41                                                                             
## 42                                                                       Variou
## 43                                                                             
## 44                                                                             
## 45           Online Cooking Magazines (New York Times, Bon Appetit, etc);Blogs (Budget Bytes, Smitter
## 46                                                                             
## 47                                                                             
## 48                                                                             
## 49                                                                             
## 50                                                                             
## 51                                                                             
## 52                                                                             
## 53                                                                             
## 54                                                                             
## 55                                                                             
## 56                                                                             
## 57                                                                             
## 58                                                                             
```

```
##                                                                                E
## 1  
## 2  
## 3   Dedicated groups for different interests;Up/down voting posts;Up/down voting comments;5 star revi
## 4                                           Comment replies;Comment threads;Up/dd
## 5  
## 6                                                                            Up/dd
## 7  
## 8  
## 9                                                                   Comment replies
## 10 
## 11 
## 12                             Dedicated groups for different interests;Up/down
## 13 
## 14 
## 15                                                                          Ded
## 16 
## 17 
## 18 
## 19         Dedicated groups for different interests;Up/down voting posts;Up/down
## 20                                           Comment replies;Comment threads;Up/down
## 21 
## 22 
## 23 
## 24 
## 25                                                                          Ded
## 26                                           Comment replies;5 star revi
## 27                                            Dedicated groups fo
## 28 
## 29                                                                   Comment replies
## 30 
## 31 
## 32                                                                   Comment replies
## 33 
## 34 
## 35 
## 36 
## 37 
## 38                                        Up/down voting posts;Up/down voting
## 39         Comment threads;Up/down voting posts;Up/down voting comments;5 star revi
## 40 
## 41 
## 42                                           Dedicated groups for different i
## 43 
## 44 
## 45                                                                   Comment replies
## 46 
## 47 
## 48 
## 49 
## 50 
## 51 
## 52            Dedicated groups for different interests;Comment replies;Up/down
## 53                                            Up/down voting posts;5 star revi
```

36

```
## 54
## 55
## 56
## 57
## 58                                                                                                    Up/d
##     Ingredients.L.V.Above Ingredients.L.Comments.Inline.V.Below
## 1                      A                                       A
## 2                      B                                       A
## 3                      A                                       A
## 4                      A                                       A
## 5                      B                                       B
## 6                      A                                       B
## 7                      B                                       B
## 8                      A                                       A
## 9                      A                                       B
## 10                     B                                       A
## 11                     A                                       B
## 12                     B                                       A
## 13                     B                                       A
## 14                     B                                       B
## 15                     A                                       A
## 16                     B                                       B
## 17                     B                                       A
## 18                     B                                       A
## 19                     A                                       B
## 20                     A                                       B
## 21
## 22                     B                                       A
## 23                     B                                       A
## 24                     B                                       A
## 25                     A                                       A
## 26                     B                                       A
## 27                     A                                       A
## 28                     A                                       A
## 29                     B                                       A
## 30                     A                                       A
## 31                     A                                       B
## 32                     A                                       A
## 33                     A                                       A
## 34                     A
## 35                     A                                       A
## 36                     A                                       A
## 37                     B                                       A
## 38                     A                                       A
## 39                     A                                       B
## 40                     B                                       A
## 41                     B                                       A
## 42                     A                                       B
## 43                     A                                       A
## 44                     B                                       A
## 45                     A                                       B
## 46                     B                                       A
## 47                     B                                       A
## 48                     B                                       B
```

```
## 49                          B                               B
## 50                          A                               A
## 51                          B                               A
## 52                          A                               A
## 53                          B                               A
## 54                          A                               B
## 55                          B                               B
## 56                          A                               A
## 57                          A                               B
## 58                          A                               A
##    Ingredients.Above.Comments.Below.V.Inline Ingredients.By.Step.V.Above
## 1                                          A                           A
## 2                                          B                           A
## 3                                          A                           B
## 4                                          B                           A
## 5                                          B                           A
## 6                                          B                           B
## 7                                          B                           B
## 8                                          A                           B
## 9                                          B                           A
## 10                                         B                           A
## 11                                         A                           A
## 12                                         B                           A
## 13                                         B                           A
## 14                                         B                           B
## 15                                         B                           A
## 16                                         B                           A
## 17                                         A                           A
## 18                                         A                           A
## 19                                         B                           A
## 20                                         B                           A
## 21
## 22                                         A                           A
## 23                                         B                           A
## 24                                         A                           A
## 25                                         A                           B
## 26                                         A                           B
## 27                                         B                           A
## 28                                         B                           A
## 29                                         A                           B
## 30                                         A                           A
## 31                                         B                           A
## 32                                         B                           A
## 33                                         B                           A
## 34                                         A                           A
## 35                                         B                           A
## 36                                         A                           B
## 37                                         A                           A
## 38                                         A                           A
## 39                                         B                           B
## 40                                         A                           A
## 41                                         B                           B
## 42                                         B                           A
## 43                                         B                           A
```

38

```
## 44                                        B                           A
## 45                                        B                           A
## 46                                        A                           A
## 47                                        B                           A
## 48                                        B                           A
## 49                                        A                           A
## 50                                        A                           A
## 51                                        A                           A
## 52                                        A                           B
## 53                                        A                           A
## 54                                        B                           B
## 55                                        B                           A
## 56                                        B                           A
## 57                                        B                           B
## 58                                        A                           A
##      Ingredients.By.Step.V.Scroll.L Ingredients.Above.V.Scroll.L
## 1                                 B                            B
## 2                                 A                            A
## 3                                 B                            B
## 4                                 B                            B
## 5                                 A                            B
## 6                                 B                            B
## 7                                 B                            B
## 8                                 A                            A
## 9                                 A                            B
## 10                                A                            B
## 11                                B                            B
## 12                                B                            B
## 13                                A                            A
## 14                                A                            A
## 15                                B                            B
## 16                                A                            A
## 17                                A                            B
## 18                                A                            A
## 19                                B                            B
## 20                                A                            B
## 21
## 22                                A                            B
## 23                                A                            B
## 24                                A                            B
## 25                                A                            A
## 26                                B                            B
## 27                                B                            B
## 28                                A                            B
## 29                                A                            B
## 30                                A                            B
## 31                                A                            B
## 32                                A                            B
## 33                                A                            B
## 34                                A                            B
## 35                                A                            A
## 36                                B                            B
## 37                                A                            A
## 38                                A                            B
```

```
## 39                        B                        B
## 40                        A                        B
## 41                        B                        B
## 42                        B                        B
## 43                        A                        A
## 44                        B                        B
## 45                        B                        B
## 46                        A                        A
## 47                        A                        A
## 48                        A                        B
## 49                        B                        A
## 50                        A                        B
## 51                        A                        A
## 52                        B                        B
## 53                        A                        B
## 54                        B                        B
## 55                        A                        B
## 56                        B                        B
## 57                        B                        B
## 58                        B                        B
```

```r
my.data.factored<-my.data
my.data.factored$Age<-as.factor(my.data$Age)

my.data.factored$Primary.Meal.Prepper<-as.factor(my.data.factored$Primary.Meal.Prepper)

my.data.factored$Household.Dietary.Restriction<-as.factor(my.data.factored$Household.Dietary.Restriction

my.data.factored$Home.Cooking.Rate<-as.factor(my.data.factored$Home.Cooking.Rate)

my.data.factored$Ingredients.L.V.Above<-as.factor(my.data.factored$Ingredients.L.V.Above)
my.data.factored$Ingredients.By.Step.V.Above<-as.factor(my.data.factored$Ingredients.By.Step.V.Above)
my.data.factored$Ingredients.Above.V.Scroll.L<-as.factor(my.data.factored$Ingredients.Above.V.Scroll.L)
my.data.factored$Ingredients.L.Comments.Inline.V.Below<-as.factor(my.data.factored$Ingredients.L.Comment
my.data.factored$Ingredients.By.Step.V.Scroll.L<-
  as.factor(my.data.factored$Ingredients.By.Step.V.Scroll.L)
my.data.factored$Ingredients.Above.Comments.Below.V.Inline<-
  as.factor(my.data.factored$Ingredients.Above.Comments.Below.V.Inline)

#isolate users who responded to AB Question
no.na<-my.data
for (f in names(select(my.data.factored, starts_with("Ing")))){
  # no.na<-drop_NA(my.data, f)
 # no.na<-my.data[!is.na(my.data[f])]
 print(str(my.data.factored[f]))

}
```

```
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.L.V.Above: Factor w/ 3 levels "","A","B": 2 3 2 2 3 2 3 2 2 3 ...
## NULL
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.L.Comments.Inline.V.Below: Factor w/ 3 levels "","A","B": 2 2 2 2 3 3 3 2 3 2 ...
## NULL
```

```
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.Above.Comments.Below.V.Inline: Factor w/ 3 levels "","A","B": 2 3 2 3 3 3 3 2 3 3 ...
## NULL
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.By.Step.V.Above: Factor w/ 3 levels "","A","B": 2 2 3 2 2 3 3 3 2 2 ...
## NULL
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.By.Step.V.Scroll.L: Factor w/ 3 levels "","A","B": 3 2 3 3 2 3 3 2 2 2 ...
## NULL
## 'data.frame':    58 obs. of  1 variable:
##  $ Ingredients.Above.V.Scroll.L: Factor w/ 3 levels "","A","B": 3 2 3 3 3 3 3 2 3 3 ...
## NULL
```

```
my.data.factored<- mutate(my.data.factored,
                    Age = fct_collapse(Age,
                                       YA = c("18 - 24 years old","25 - 34 years old"),
                                       Adult = c("35 - 44 years old","45 - 54 years old","55 - 64
                    Primary.Meal.Prepper = fct_collapse(Primary.Meal.Prepper,
                                                Respondent = c("You", "I cook for myself")
                                                other_level = "Other"),
                    Household.Dietary.Restriction=fct_collapse(Household.Dietary.Restriction,
                                                No="None",
                                                other_level = "Yes"),
                    Home.Cooking.Rate=fct_collapse(Home.Cooking.Rate,
                                         Daily=c("Almost every meal","Daily","Every meal"),
                                         Weekly.or.Less=c("Several times a week","Once or twice
                    Ingredients.L.V.Above=fct_collapse(Ingredients.L.V.Above,
                                         Ing.L =c("A"),
                                         Ing.Above=("B"),
                                         other_level = "EMPTY"),
                    Ingredients.By.Step.V.Above=fct_collapse(Ingredients.By.Step.V.Above,
                                            Ing.By.Step=c("A"),
                                            Ing.Abov=c("B"),
                                       other_level = "EMPTY"),
                    Ingredients.Above.V.Scroll.L=fct_collapse(Ingredients.Above.V.Scroll.L,
                                            Ing.Above=c("A"),
                                            Scroll.L=c("B"),
                                       other_level = "EMPTY"),
                    Ingredients.L.Comments.Inline.V.Below=fct_collapse(Ingredients.L.Comments.Inline.V.Bel
                                                   Ing.L.Com.Inline=c("A"),
                                                   Ing.L.Com.Above=c("B"),
                                       other_level = "EMPTY"),
                    Ingredients.By.Step.V.Scroll.L=fct_collapse(Ingredients.By.Step.V.Scroll.L,
                                            Ing.By.Step=c("A"),
                                            Ing.Scroll=("B"),
                                       other_level = "EMPTY"),
                    Ingredients.Above.Comments.Below.V.Inline=fct_collapse(Ingredients.Above.Comments.Bel
                                                   Ing.Above.C.Below=c("A"),
                                                   Ing.Above.C.Inline=c("B"),
                                       other_level = "EMPTY")
                    )
```

Website Recoding:

For the sake of this analysis any website that has a test kitchen that creates editorial content or is able to curate content from professional sources is a magazine, a a website with one or two people testing recipes is a blog, and a website that allows users to contribute their own recipes is community based. The information for this classification is found on the website's about page. Additionally, media such as cookbooks and podcasts are classified under Influencers due to their personality driven nature.

Discussion Method Recoding:

Any type of online chatting be it texting, discord, etc. has been grouped together into Digital Chat. Any type of interpersonal communication where a chat method was not specified is grouped into verbal.

Note saving methods that mention remembering or memory are grouped into memory, while respondents that indicate that they do not take any type of notes and do not try to remember are group are grouped into None.

Modification Recoding:

Modification influence factors pertaining to diet, or nutrition are grouped together under the umbrella of "Diet".

Modification influence factors pertaining to personal preference for food, flavor, or preparation method are grouped together under the category of "Personal Preference.

Modification influence factors pertaining ingredients availability are grouped together under the category of "Ing. Availability"

```
unique(separate_rows(my.data.factored[32],1, sep = ";"))
```

```
## # A tibble: 18 x 1
##    Modification.Record.Method
##    <chr>
##  1 ""
##  2 "None"
##  3 "Mentally?"
##  4 "Digital notes"
##  5 "Physical notes"
##  6 "Mental note"
##  7 "I donâ€t :o"
##  8 "Comments section provided for recipe"
##  9 "Memory"
## 10 "N/A"
## 11 "I mostly just remember it for next time "
## 12 "brainpower"
## 13 "I dont"
## 14 "I don't"
## 15 "I store it in my noggin"
## 16 "I don't.."
## 17 "i dont"
## 18 "i don't"
```

```r
my.data.selected<-my.data.factored[c(6,7,8,10,17,18,20,22,23,28,37,30,32,38)]
variables<-c()

##This creates a vector that will recode the variables with the proper names
 for (i in 1:ncol(my.data.selected)){
  temp<- my.data.selected[i]
  temp<-separate_rows(temp,1, sep = ";")
  variables<-append(variables,temp[[1]])
  variables<-unique(variables)
  data.frame(variables)
 }

variables
```

```
##   [1] "Mobile Website"
##   [2] "Desktop Website"
##   [3] "Digital photos of cookbook recipes"
##   [4] "Cook Book"
##   [5] "Printed from Internet"
##   [6] "Video recipe"
##   [7] "handwritten"
##   [8] "Recipe cards"
##   [9] "mom's recipes"
##  [10] "Some old family recipes on 3x5 cards etc."
##  [11] "Online Cooking Magazines (New York Times, Bon Appetit, etc.)"
##  [12] "Blogs (Budget Bytes, Smitten Kitchen, etc.)"
##  [13] "Google"
##  [14] "YouTube"
##  [15] "Community Based Cooking Websites (AllRecipes, etc.)"
##  [16] "Edited recipe websites (e.g. Serious Eats)"
##  [17] "Allrecipes "
##  [18] "Pinterest"
##  [19] "Cooks I follow their websites , ie againstallgrain"
##  [20] "TikTok"
##  [21] "King Arthur Flour"
##  [22] "Facebook"
##  [23] "Reddit"
##  [24] "epicurious"
##  [25] "betty crocker's website"
##  [26] "Serious Eats, Americaâ\200\231s Test Kitchen"
##  [27] "Serious Eats!"
##  [28] "Instagram"
##  [29] "King Arthur Flour, NYTimes, NPR"
##  [30] "My family and friends directly"
##  [31] "Betty Crocker's website"
##  [32] ""
##  [33] "Any website that buries the recipe under tons of useless text"
##  [34] "Online Cooking Magazines (New York Times, Bon Appetit, etc)"
##  [35] "Instagram "
##  [36] "instagram"
##  [37] "I do not dislike"
##  [38] "None"
##  [39] "Immediate family / Friends"
```

```
##  [40] "Groups on social media"
##  [41] "Recipe Comments/ Other user's reviews"
##  [42] "Influencers (Instagram, YouTube, Tiktok, etc.)"
##  [43] "Cookbooks, podcasts"
##  [44] "Flavcity on facebook"
##  [45] "Browser Bookmarks"
##  [46] "Digital filing system"
##  [47] "Memory"
##  [48] "search history"
##  [49] "Save function built into your website of choice"
##  [50] "Physical filing system"
##  [51] "I donâ\200\231t "
##  [52] "brain"
##  [53] "memory"
##  [54] "I tell myself I won't forget how to make this recipe and then I do :("
##  [55] "tiktok favorites"
##  [56] "In person conversation with others"
##  [57] "Verbal"
##  [58] "Word of mouth"
##  [59] "Discord"
##  [60] "With friends"
##  [61] "Friends"
##  [62] "Text with friends"
##  [63] "Google Docs"
##  [64] "Messages with friends and family "
##  [65] "talking to people"
##  [66] "Actual conversation with a human in person or on the phone"
##  [67] "talking"
##  [68] "discussing them with friends"
##  [69] "Talking to friends and family"
##  [70] "Chatting with pals"
##  [71] "Privately with family/friends"
##  [72] "I don't really. I read comments and will directly give recs to friends"
##  [73] "Various channels of communication (i.e. personal text, group chats, etc.)"
##  [74] "i don't"
##  [75] "I text people, or I check reviews on google"
##  [76] "discuss with family and friends "
##  [77] "conversations/texts"
##  [78] "Messaging platforms"
##  [79] "don't really do this"
##  [80] "Dietary restriction"
##  [81] "Allergies"
##  [82] "Flavor or food preference"
##  [83] "Nutritional or dietary need"
##  [84] "Necessary ingredient(s) unavailable"
##  [85] "Use ingredients in your fridge"
##  [86] "Someone's recommendation"
##  [87] "laziness, sometimes recipes are too complicated for no reason"
##  [88] "Mentally?"
##  [89] "Digital notes"
##  [90] "Physical notes"
##  [91] "Mental note"
##  [92] "I donâ\200\231t :o"
##  [93] "Comments section provided for recipe"
```

```
##  [94] "N/A"
##  [95] "I mostly just remember it for next time "
##  [96] "brainpower"
##  [97] "I dont"
##  [98] "I don't"
##  [99] "I store it in my noggin"
## [100] "I don't.."
## [101] "i dont"
## [102] "5 star review system"
## [103] "Dedicated groups for different interests"
## [104] "Up/down voting posts"
## [105] "Up/down voting comments"
## [106] "Collapsible comment threads"
## [107] "Comment replies"
## [108] "Comment threads"
## [109] "Inline comments"
```

```r
cleaned.variables<-c(
  "Mobile",
  "Desktop",
  "Digital",
  "Physical Print",
  "Physical Print",
  "Digital",
  "Physical Family",
  "Physical Family",
  "Physical Family",
  "Physical Family",
  "Mags",
  "Blogs",
  "Google",
  #"Youtube",
  "Video",
  "Community Based" ,
  "Mags",
  "Community Based" ,
  "Pinterest",
  "Blogs",
  # "TikTok",
  "Video",
  "Mags",
  "Facebook",
  "Reddit",
  "Mags",
  "Mags",
  "Mags",
  "Mags",
  "Instagram",
  "Mags",
  "Friends/Family",
  "Blogs",
  "NA",
  "Blogs",
  "Mags",
```

```
"Instagram",
"Instagram",
"None",
"None",
"Friends/Family",
"Online Groups",
"Other Users",
"Influencers",
"Influencers",
"Facebook",
"Browser Bookmarks",
"Digital Filing",
"Memory",
"Search History",
"Save Function",
"Physical Filing",
"None",
"Memory",
"Memory",
"Memory",
"Save Function",
"Verbal",
"Verbal",
"Verbal",
"Digital Chat",
"Verbal",
"Verbal",
"Digital Chat",
"Google Docs",
"Digital Chat",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Verbal",
"Digital Chat",
"None",
"Digital Chat",
"Verbal",
"Digital Chat",
"Digital Chat",
"None",
"Diet",
"Diet",
"Preference",
"Diet",
"Ing. Availability",
"Ing. Availability",
"Recommendation",
"Preference",
```

```
    "Memory",
    "Digital",
    "Physical",
    "Memory",
    "None",
    "Comments",
    "None",
    "Memory",
    "Memory",
    "None",
    "None",
    "Memory",
    "None",
    "None",
    "5 Star Review",
    "Groups",
    "Up/Down Vote Posts",
    "Up/Down Vote Com.",
    "Collapse Comment",
    "Comment Reply",
    "Comment Thread",
    "Inline Comment")

names(cleaned.variables)<-variables
```

Functions for Cleaning Data

```
dummies<-function(search.data, to.clean){
  col.names<-c(names(search.data))
  col.names<-col.names[col.names!=to.clean]
  search.data.clean<- search.data%>% separate_rows(all_of(to.clean), sep = ";")

  search.data.clean[to.clean]<-
    as.character(cleaned.variables[search.data.clean[[to.clean]]])
  search.data.clean[to.clean]<-lapply(search.data.clean[to.clean],function(x) replace(x,is.na(x),"Empty

  search.data.dummies<-search.data.clean%>%
    select((to.clean))%>%
    dummy()%>%
    bind_cols(search.data.clean)%>%
    select(-(to.clean))%>%
    pivot_longer(cols=-col.names, names_to = "key", values_to = "value")%>%
    filter(value!=0)

  search.data.dummies<-search.data.dummies%>%
    unique()

  search.data.dummies<-search.data.dummies%>%
    spread(key, value, fill = 0)

}
```

Load Factored Data

```r
search.data<-my.data.factored[-c(1,9,11,19,21)]
search.data<-data.frame(search.data)
new.names=c("Age", "Meal.Prepper","Dietary.Restriction","Home.Cook.Rate","Primary.Format.C","Primary.S.C
            "Enjoyed.S.C","NOT.Enjoyed.S.C","Recipe.Search.F","Repeat.S.F","Browse.Search.F","Click.Rate
            "Search.Browse.Same","Primary.B.C","Enjoyed.B.C","NOT.Enjoyed.B.C", "Primary.R.C", "Influen
            "Use.R.F","Seek.R.F", "R.F","Save.F","Save.C","Mod.F","Why.Mod.C", "Mod.Note.F", "Mod.Note.
            "Note.Method.S","Potential.Note.Taker","Disc.F","Read.Disc.F","Disc.C","Enjoy.Disc.C", "Ing
            "Ing.L.Com.Inline.V.Below","Ing.Above.Com.Below.V.Inline",  "Ing.By.Step.V.Above",  "Ing.By
            "Ing.Above.V.Scroll.L"
            )
colnames(search.data)<-new.names
```

```r
cleaned<-search.data
to.dummy<-select(cleaned, ends_with(".C"))
to.dummy.cols<-c(colnames(to.dummy))

for (col in to.dummy.cols){
   cleaned<-dummies(cleaned,c(col))

}
```

```
## Note: Using an external vector in selections is ambiguous.
## i Use 'all_of(to.clean)' instead of 'to.clean' to silence this message.
## i See <https://tidyselect.r-lib.org/reference/faq-external-vector.html>.
## This message is displayed once per session.
```

```
## Note: Using an external vector in selections is ambiguous.
## i Use 'all_of(col.names)' instead of 'col.names' to silence this message.
## i See <https://tidyselect.r-lib.org/reference/faq-external-vector.html>.
## This message is displayed once per session.
```

```r
cleaned<-data.frame(cleaned)
to.num<-grepl(".C_",colnames(cleaned))
cleaned[to.num]<-as.integer(unlist(cleaned[to.num]))
```

```r
cleaned[names(select(cleaned, ends_with(".F")))][is.na(cleaned[names(select(cleaned, ends_with(".F")))]

# aggregate(select(cleaned, where(is.numeric)), by=list(cleaned$Age,cleaned$Meal.Prepper,cleaned$Dietar

aggregate(select(cleaned, ends_with(".F")), by=list(cleaned$Meal.Prepper,cleaned$Dietary.Restriction,cle
```

```
##      Group.1 Group.2        Group.3 Recipe.Search.F Repeat.S.F Browse.Search.F
## 1 Respondent      No          Daily        2.909091   3.636364        3.090909
## 2      Other      No          Daily        2.800000   3.600000        2.900000
## 3 Respondent     Yes          Daily        3.157895   2.894737        3.263158
## 4      Other     Yes          Daily        2.333333   3.166667        2.000000
## 5 Respondent      No Weekly.or.Less        3.000000   3.250000        2.500000
## 6      Other      No Weekly.or.Less        1.500000   3.500000        3.000000
## 7 Respondent     Yes Weekly.or.Less        2.750000   3.500000        2.500000
```

```
## 8      Other     Yes Weekly.or.Less      4.500000    4.500000      1.500000
##     Use.R.F Seek.R.F      R.F   Save.F    Mod.F Mod.Note.F   Disc.F Read.Disc.F
## 1 3.272727 2.818182 1.727273 3.181818 3.181818   2.090909 2.818182    2.363636
## 2 3.800000 2.900000 2.700000 4.100000 3.100000   1.900000 3.600000    2.700000
## 3 3.631579 3.473684 2.736842 3.210526 2.631579   2.263158 3.421053    2.894737
## 4 3.666667 3.333333 3.500000 3.000000 2.500000   1.666667 2.333333    1.666667
## 5 3.750000 3.000000 4.000000 2.250000 3.250000   1.250000 3.250000    2.750000
## 6 2.000000 2.500000 1.500000 2.500000 2.000000   0.500000 0.500000    0.500000
## 7 2.000000 2.750000 1.750000 3.250000 2.750000   2.250000 2.000000    1.000000
## 8 1.500000 1.500000 2.000000 2.000000 3.500000   2.500000 2.000000    1.500000
```

```r
#isolate frequent users
cleaned<- filter(cleaned, Home.Cook.Rate!="Monthly")

#REMOVE USERS WHO DID NOT COMPLETE ab TEST
cleaned<-filter(cleaned, Ing.L.Com.Inline.V.Below!="EMPTY")
```

```r
for (f in names(select(cleaned, ends_with(".F")))){
  p<-ggplot(cleaned, aes(x=Meal.Prepper, fill=Dietary.Restriction))+
    geom_boxplot(aes_string(y=f))#+
    # facet_grid(~Dietary.Restriction)
  print(p)
}
```
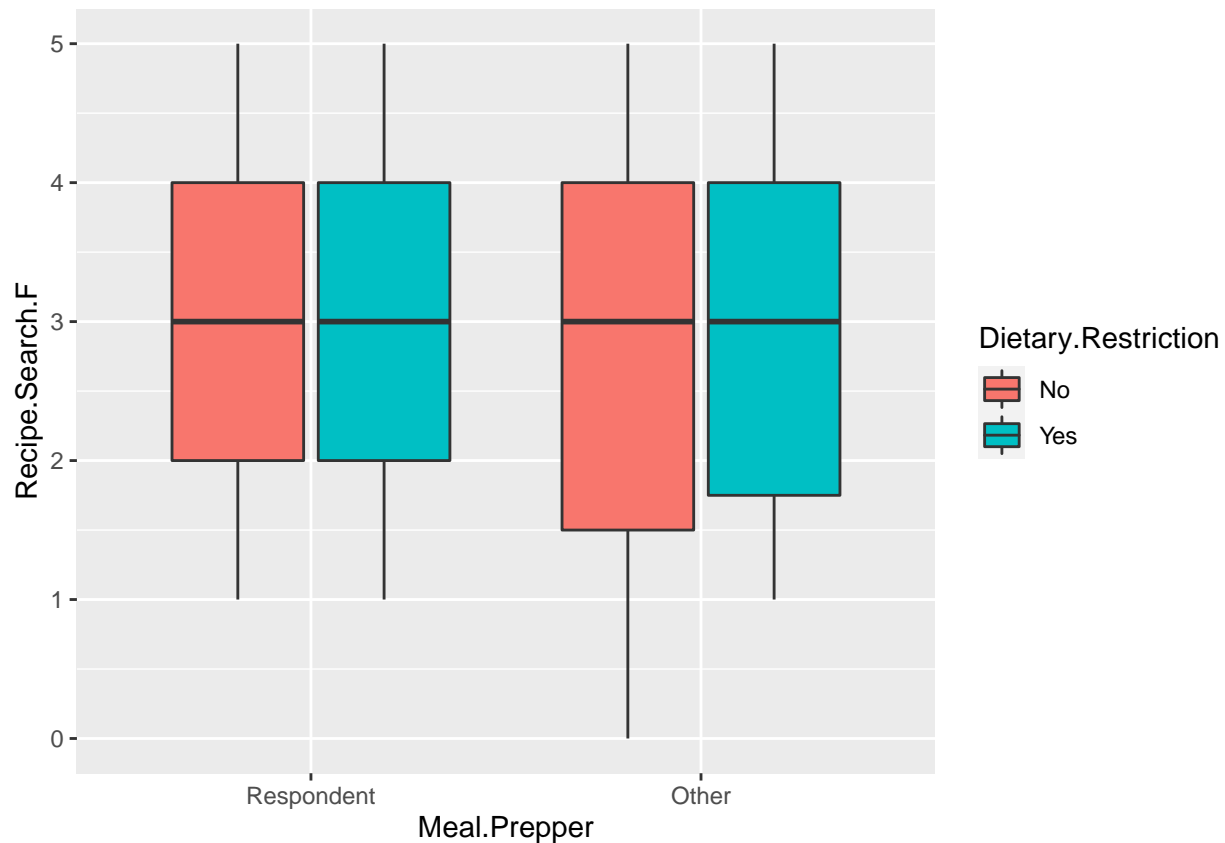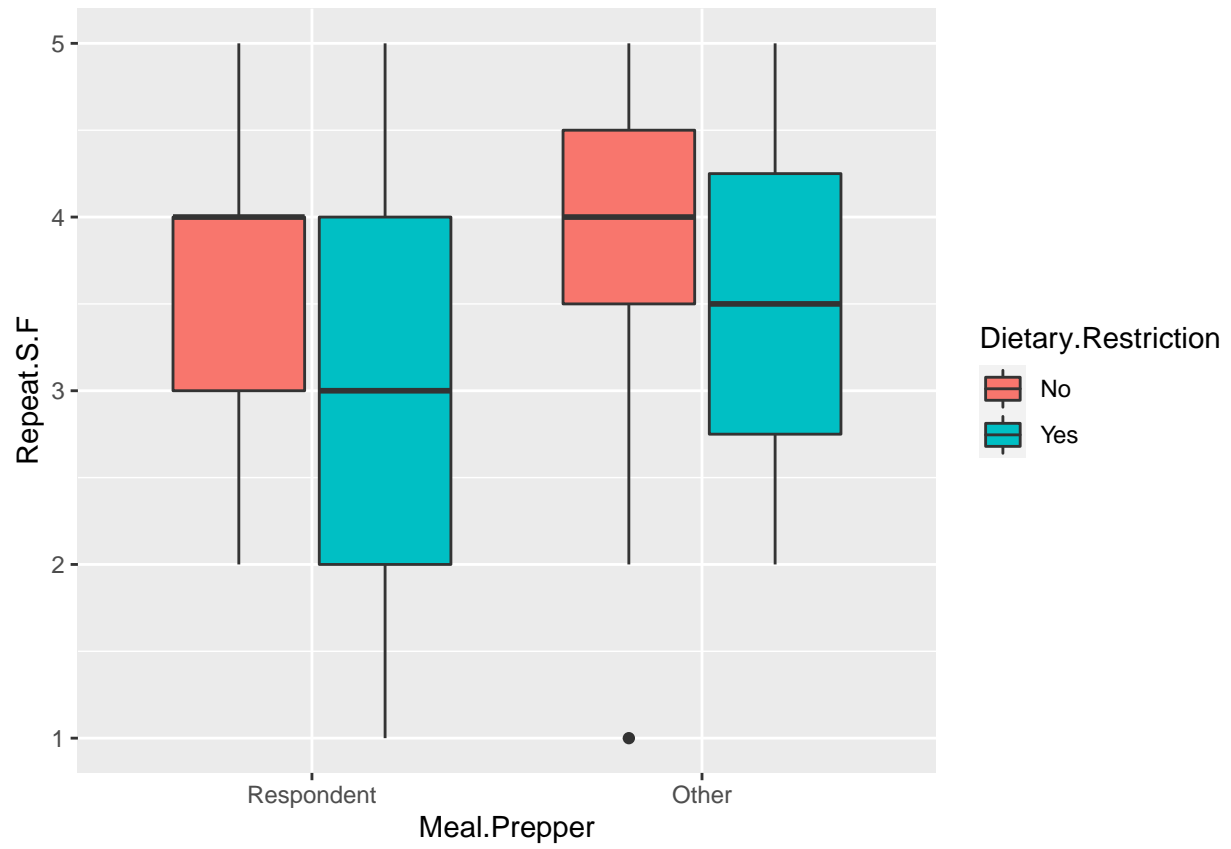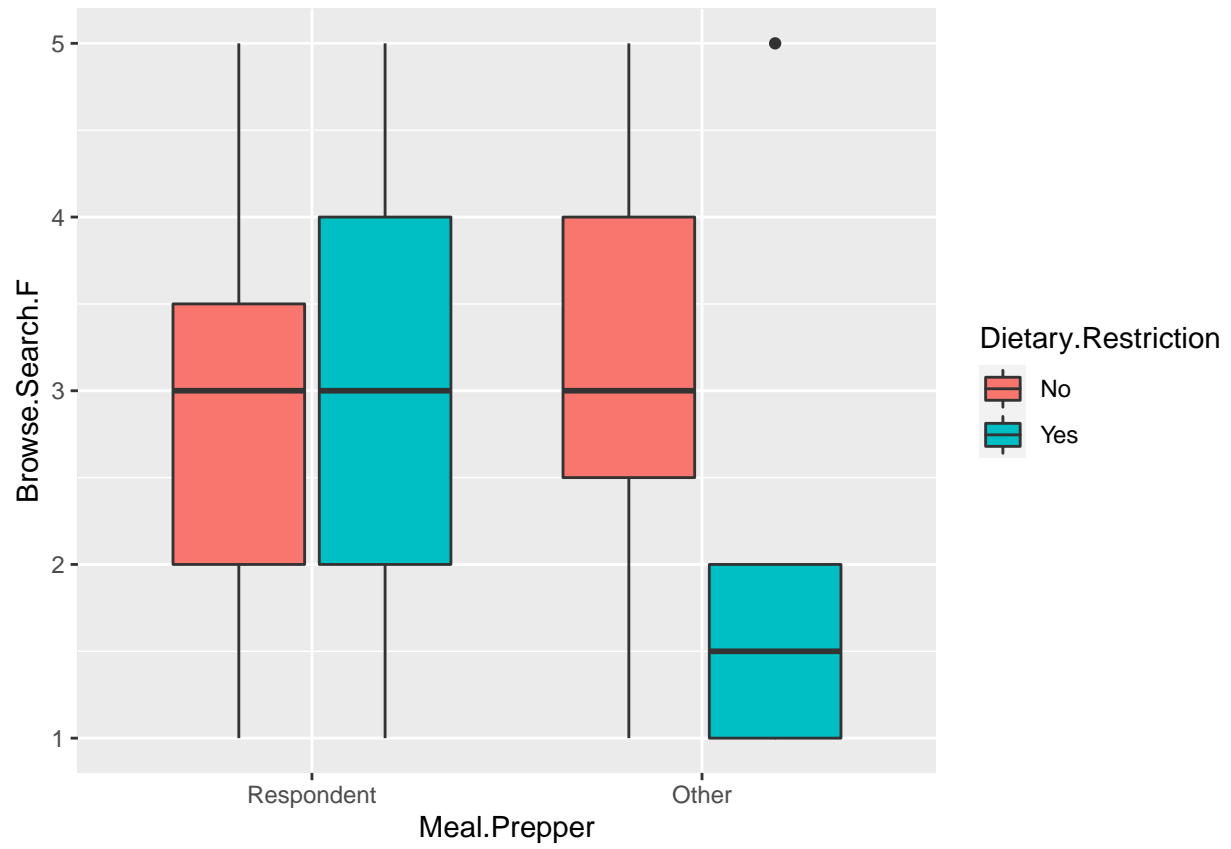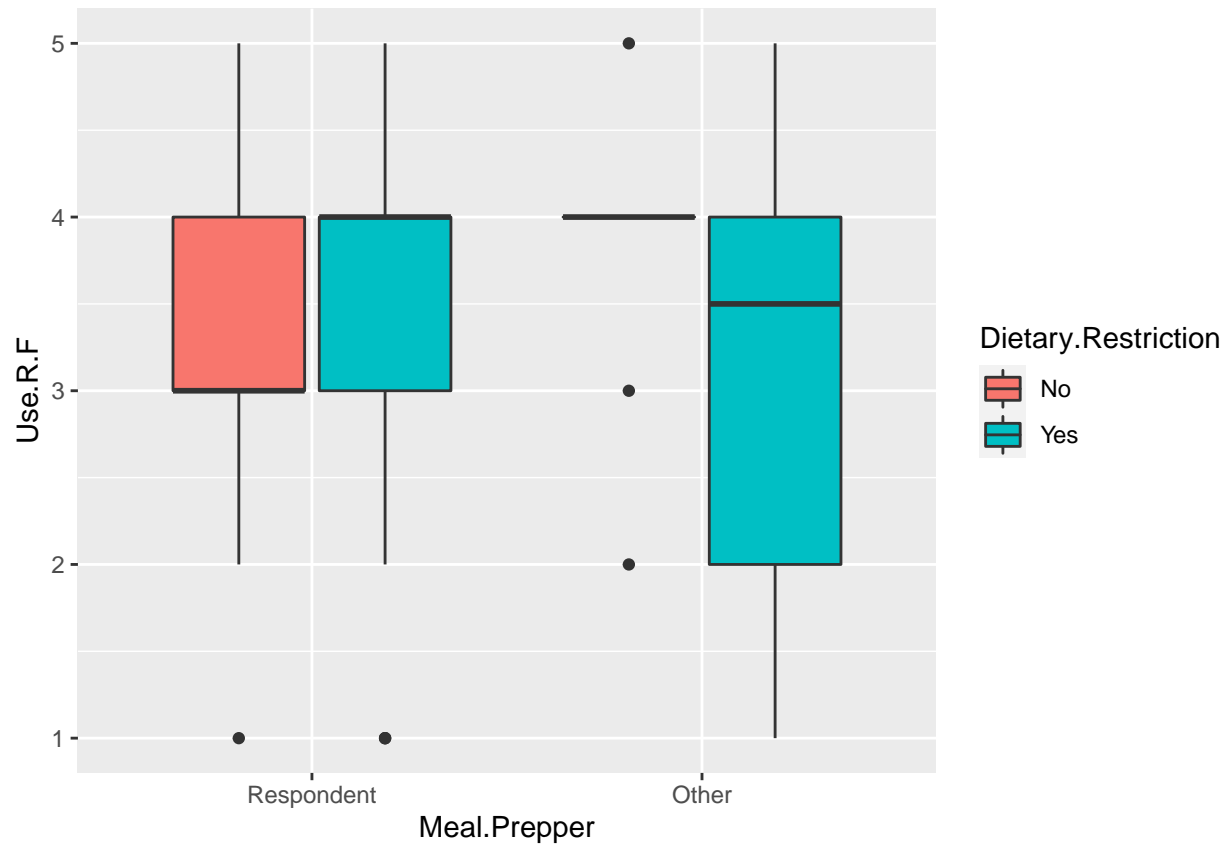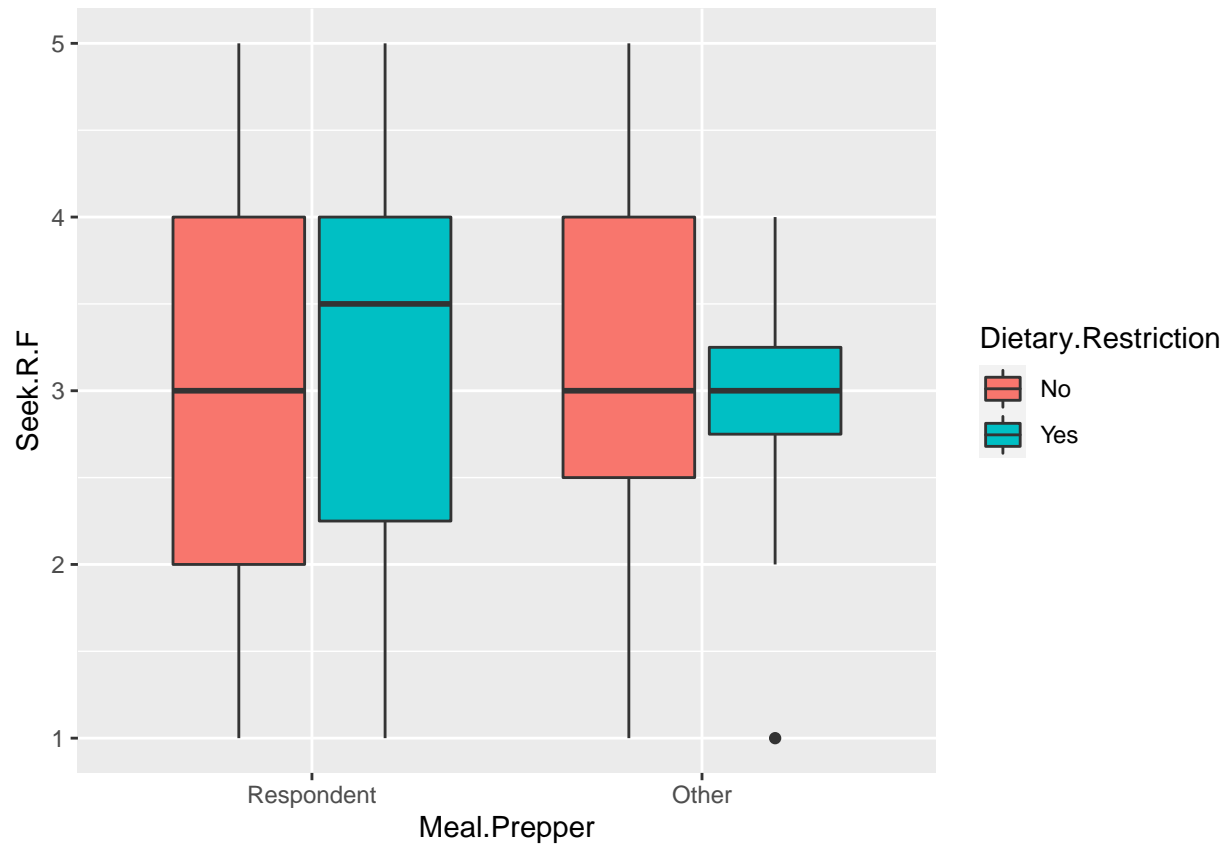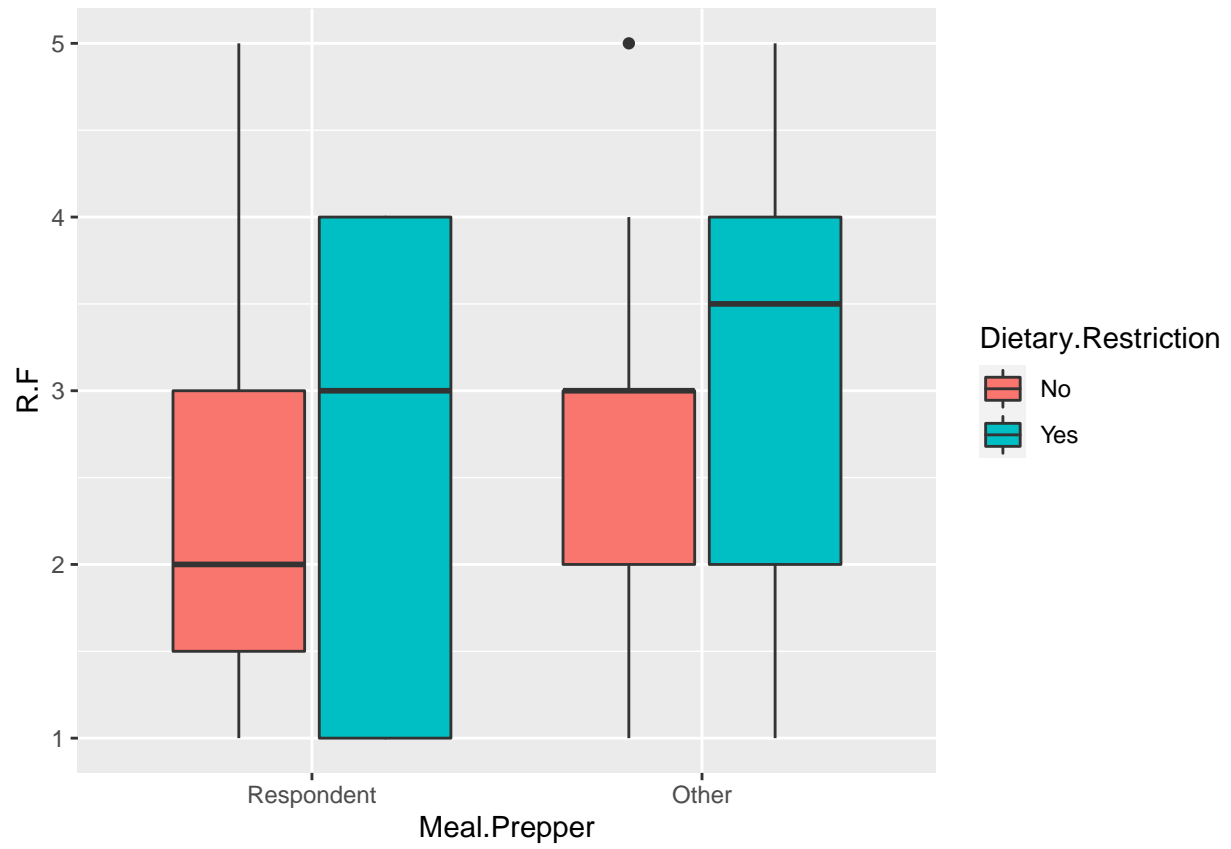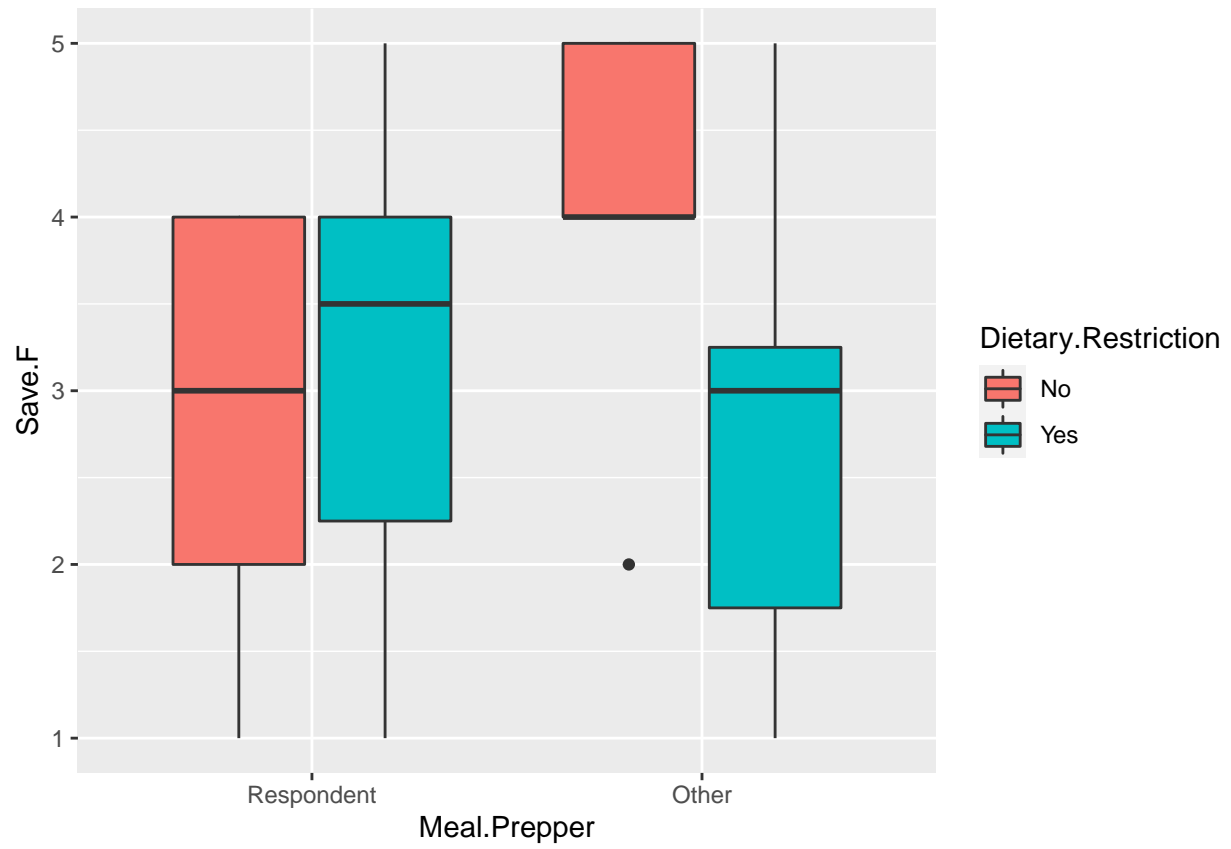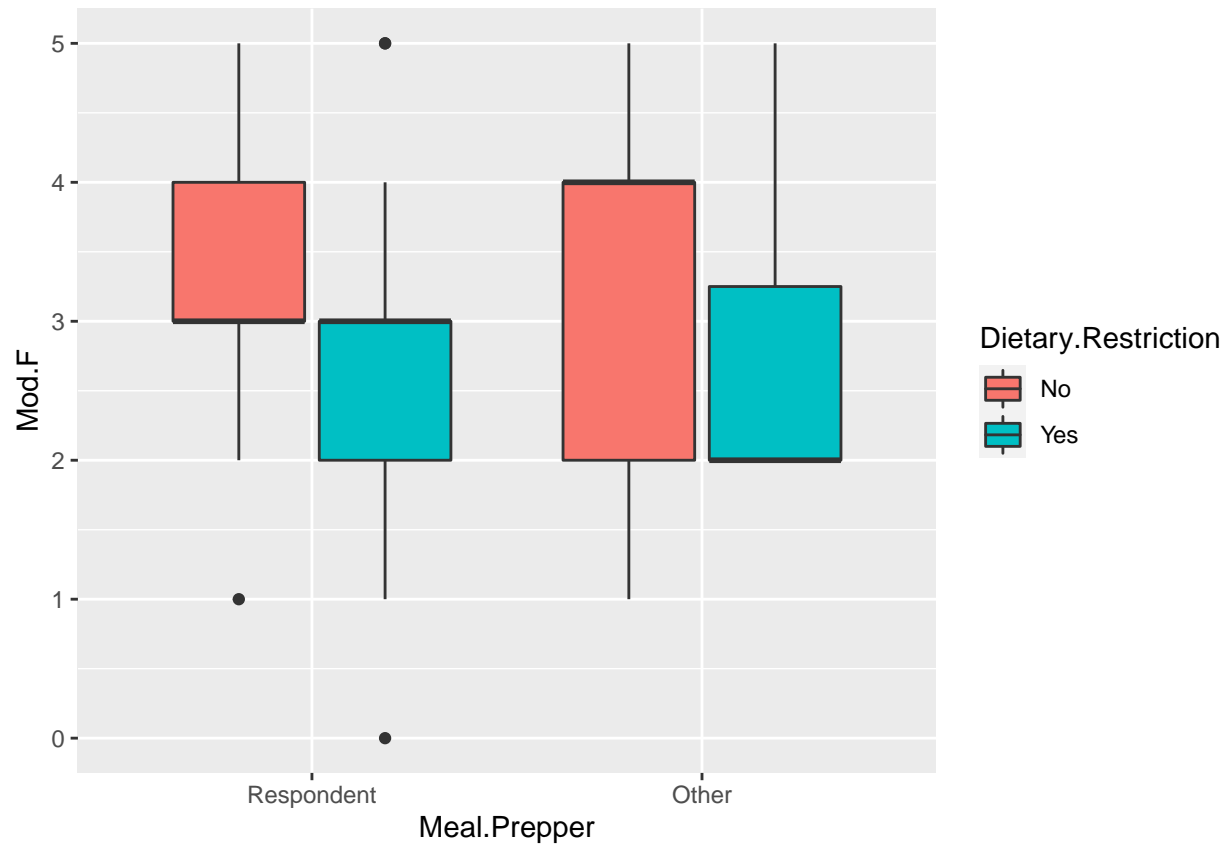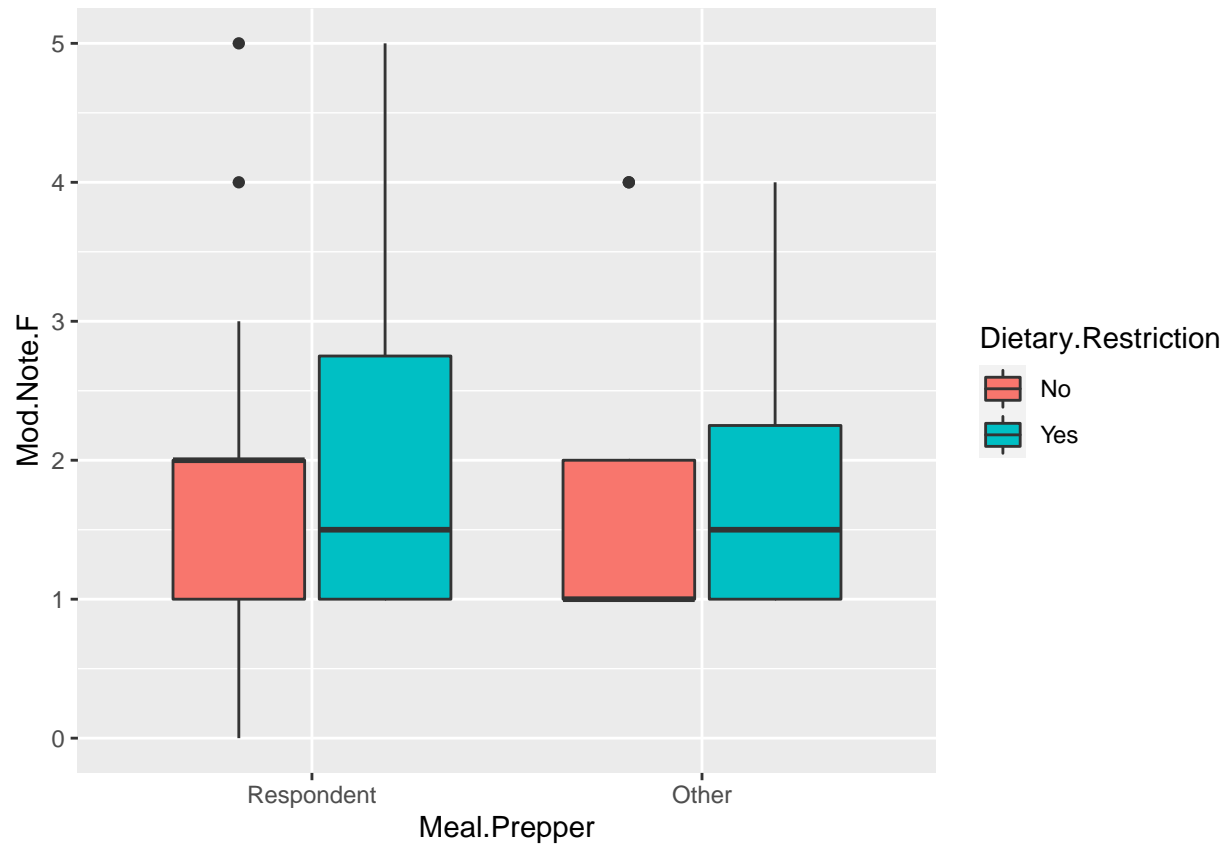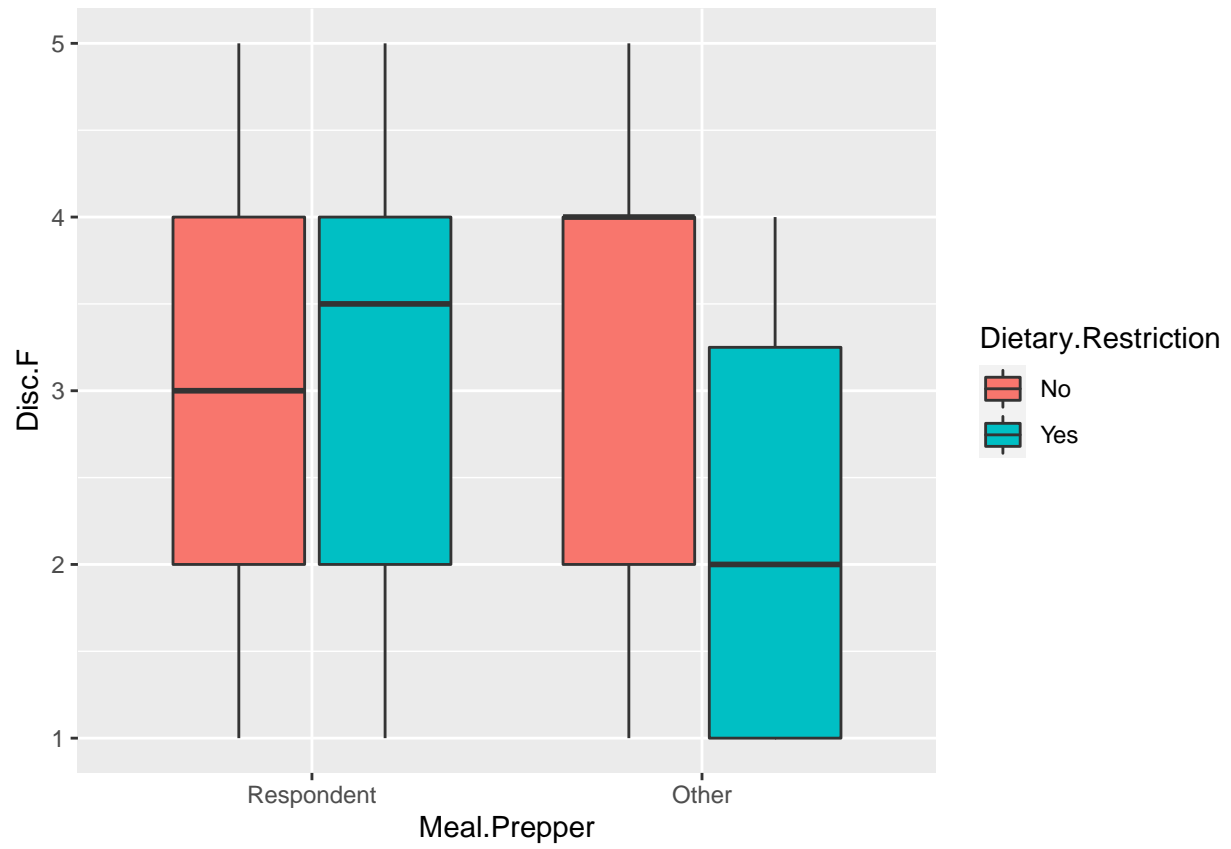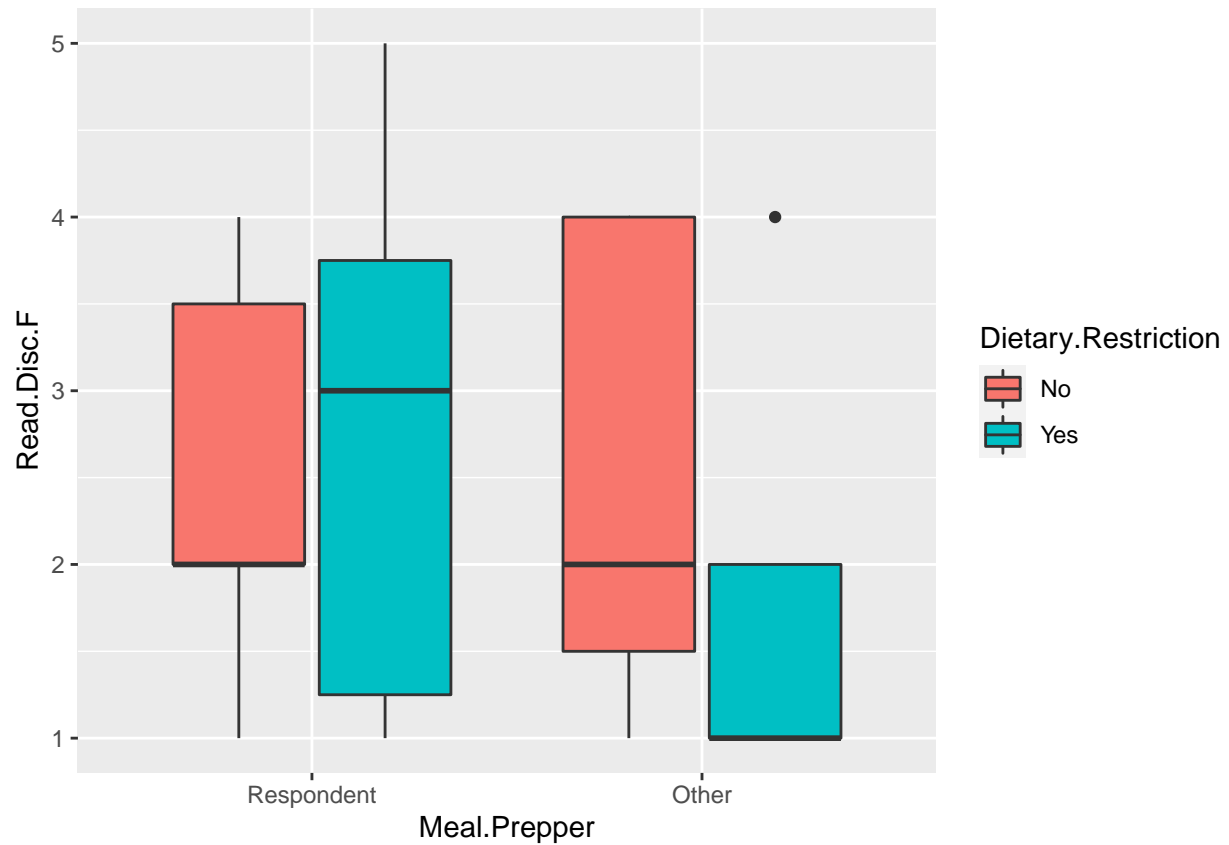
```
for (i in names(select(cleaned, starts_with("Ing.")))){
  p<-ggplot(cleaned,aes( fill=Dietary.Restriction))+
    geom_bar(aes_string(x=i))+
    facet_grid(~Meal.Prepper)+
    theme(axis.text.x = element_text(angle = 90))

  print(p)
}
```
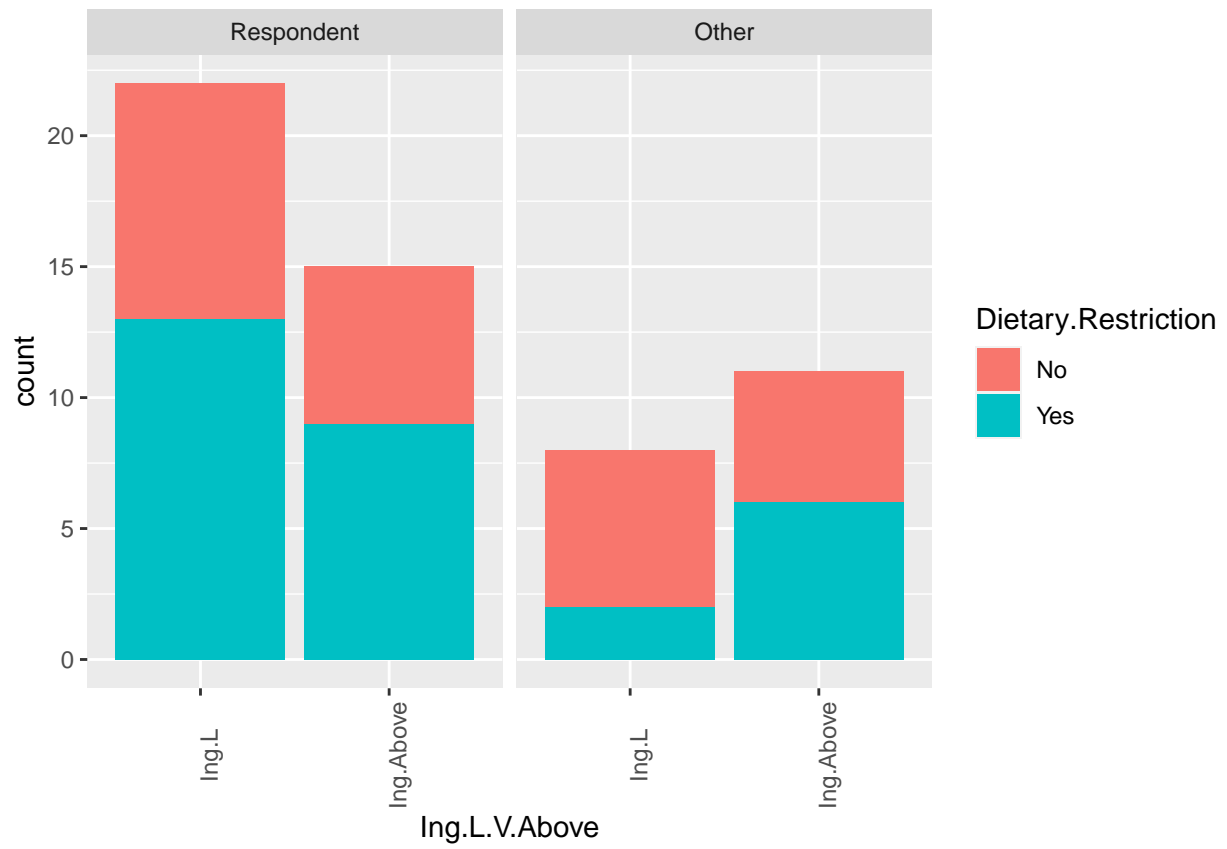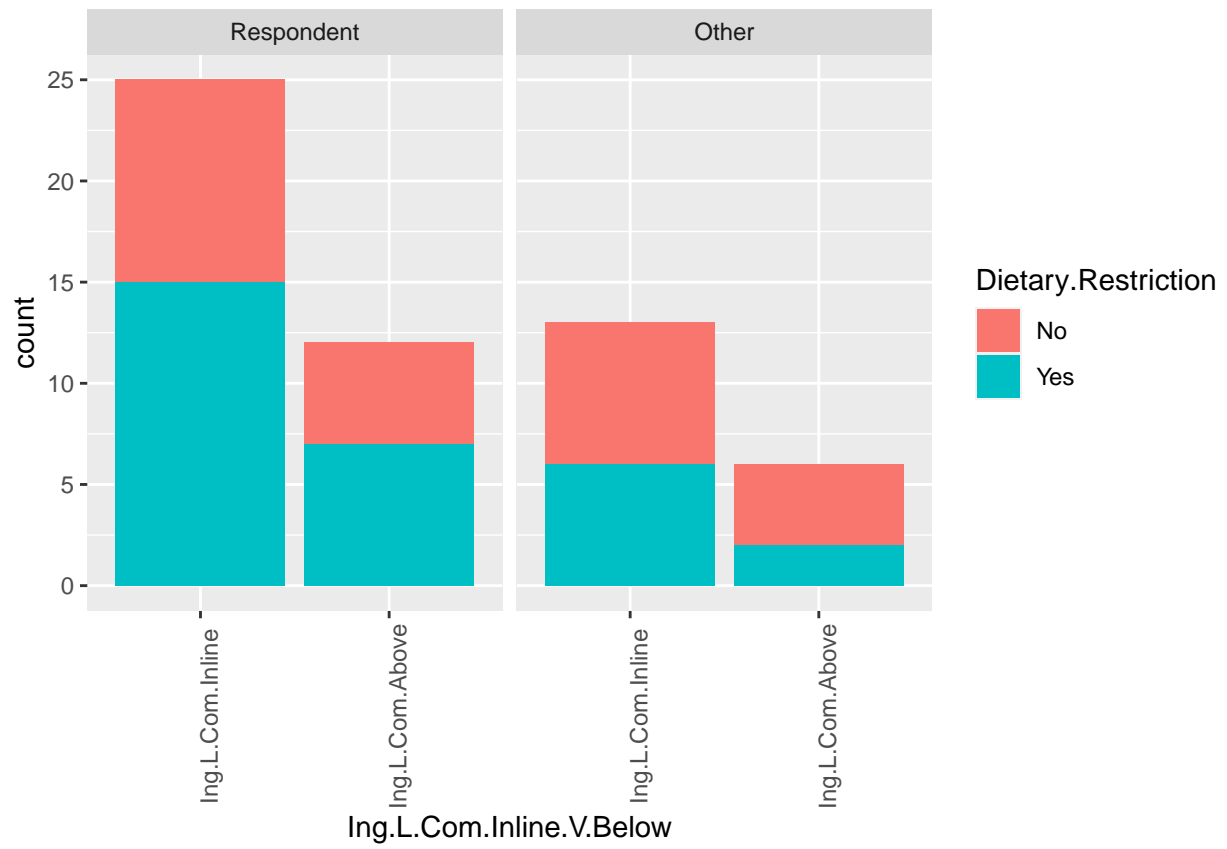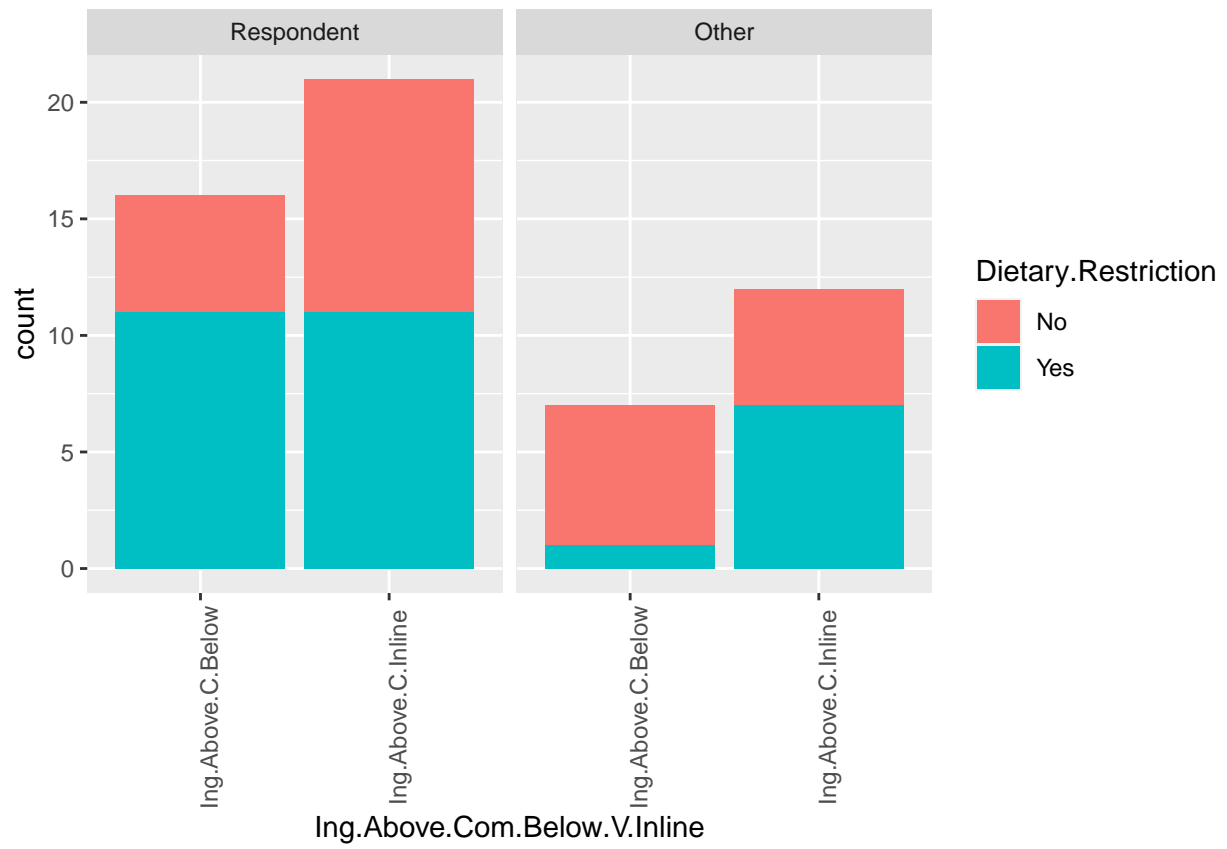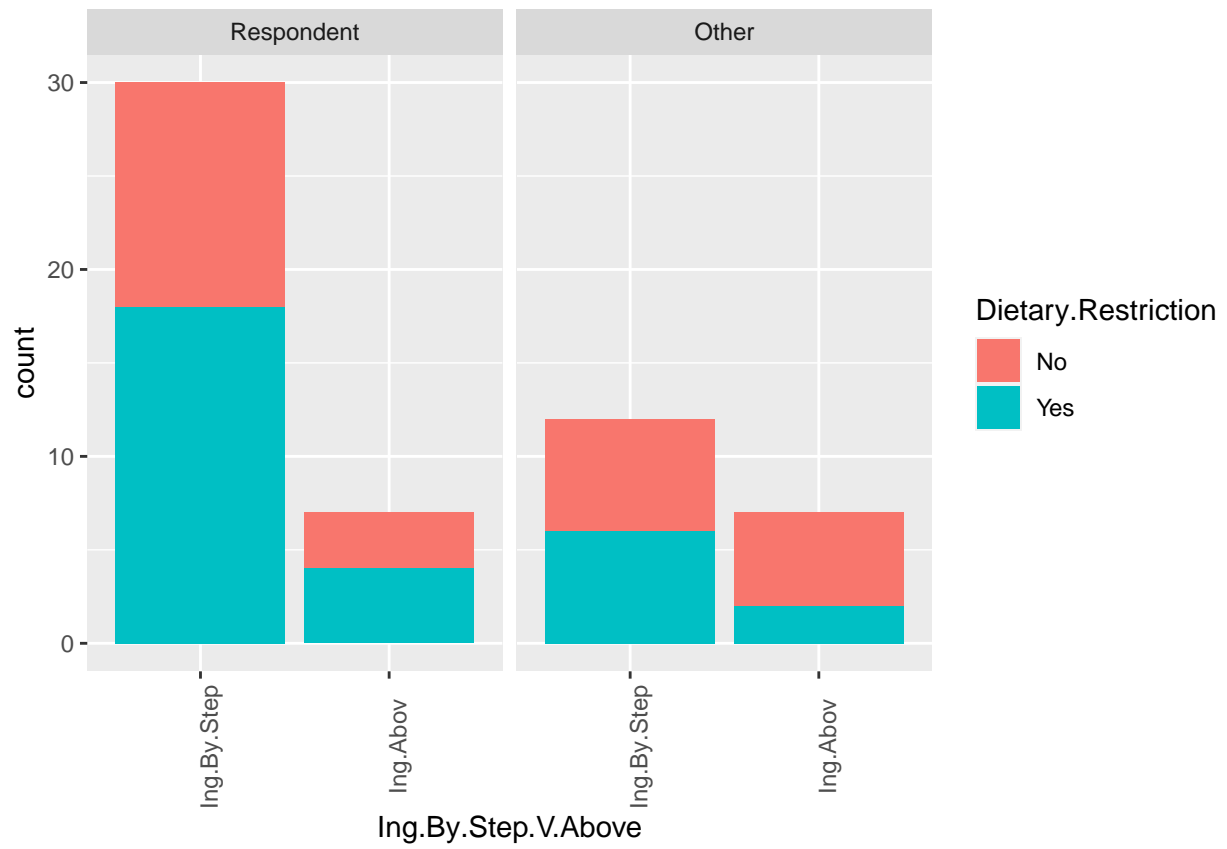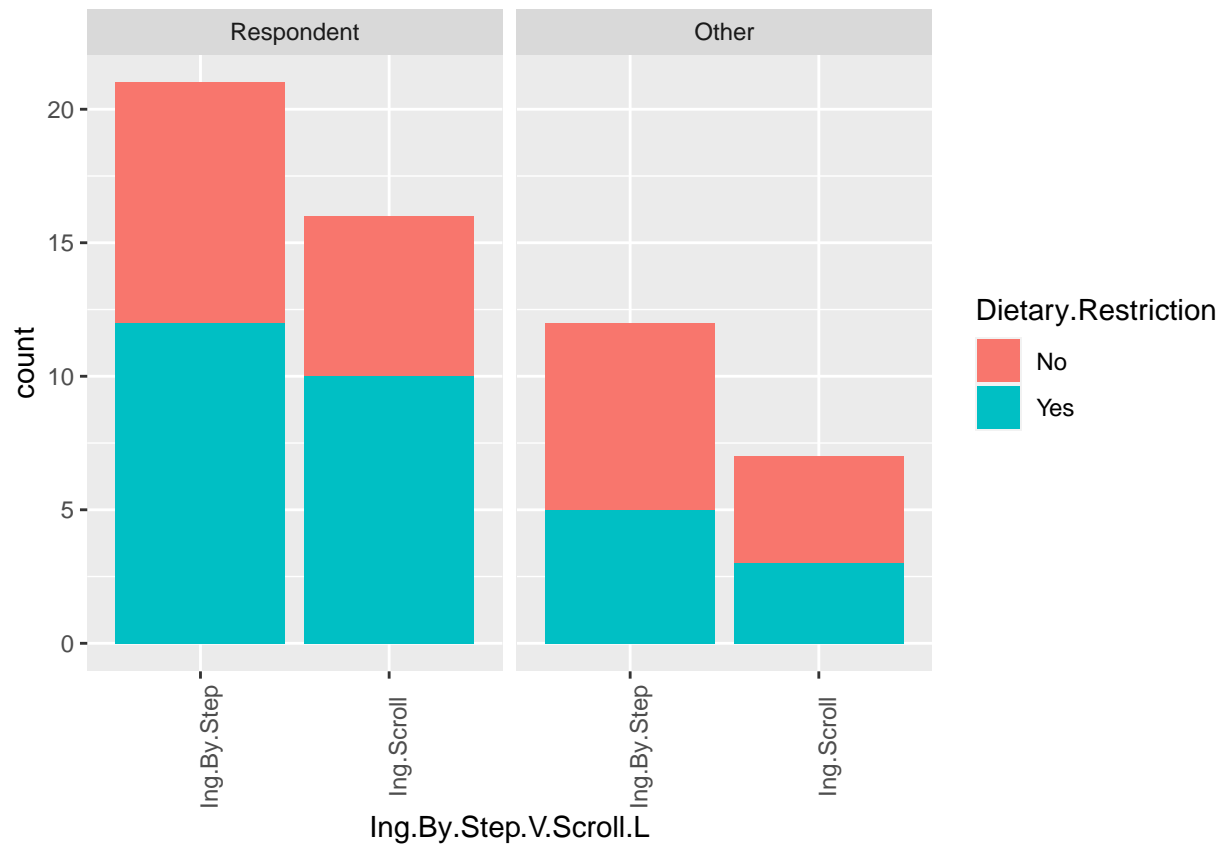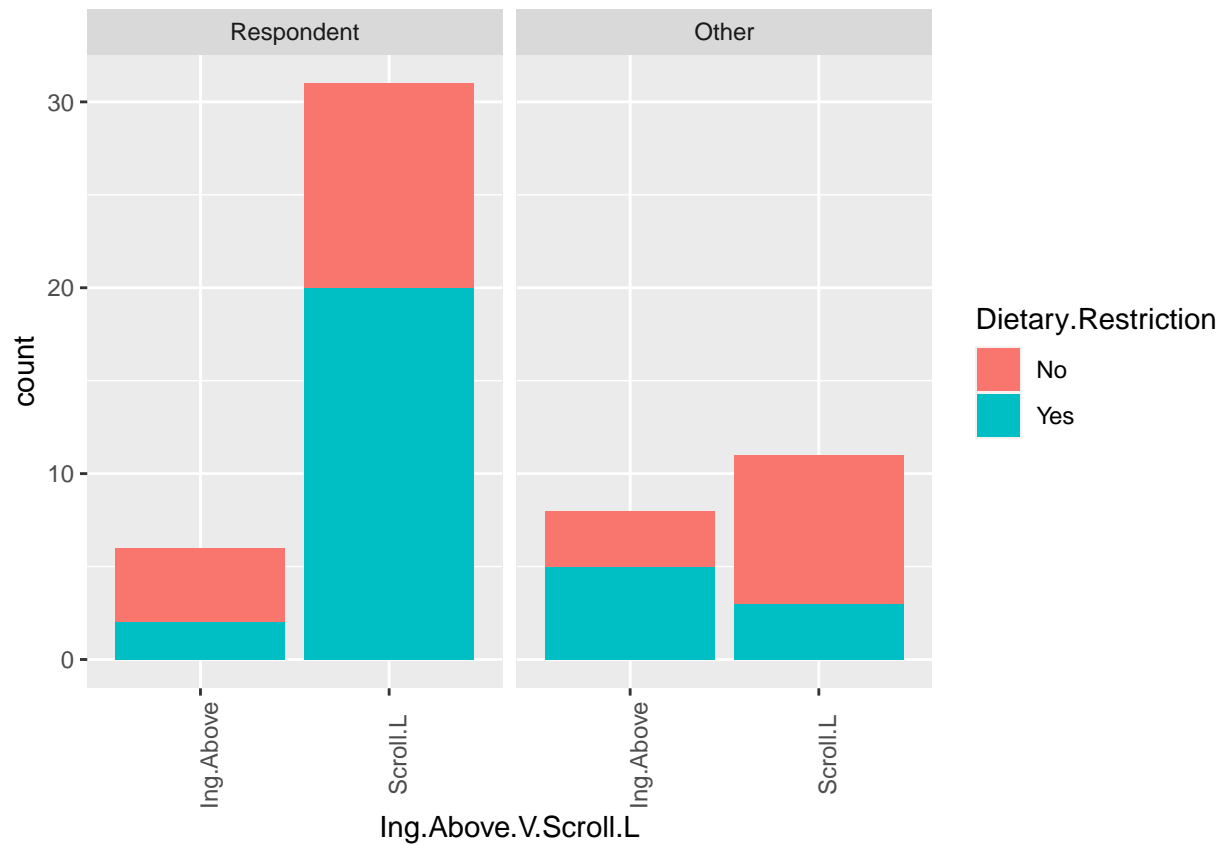
```
note.takers<-filter(cleaned, Potential.Note.Taker == "Yes")
for (i in names(select(note.takers, starts_with("Ing.")))){
  p<-ggplot(note.takers,aes_string( fill=i))+
    geom_bar(aes(x=Dietary.Restriction))#+
    # facet_grid(~Dietary.Restriction+Meal.Prepper)+
    theme(axis.text.x = element_text(angle = 90))

  print(p)
}
```