

Theresa's internship experience



An internship is a great way to get some work experience and a taste of what a certain professional field looks like. As a student and intern, you have the opportunity to develop your skills, make interesting new connections, and gain confidence as a young professional.

Are you wondering what kind of responsibilities and activities you can expect during an internship at Future of Food Institute?

Here are a few answers, given by our former Research Intern Theresa.

Theresa worked with us for six months in 2022, and she can give you the best insight into the work of Future of Food Institute. During her internship, Theresa conducted her own study on the topic of 'biodiverse diets'.

Theresa, you were a Research Intern at Future of Food Institute. What did you do exactly?

During my internship at Future of Food Institute, I received the opportunity to conduct my own research project. I was free to choose my research topic, question and methods. Durk and Eva encouraged and supported me during every step of the process and provided helpful feedback and advice. I ended up conducting research aiming to design platforms that can be used to foster consumers' interest in biodiverse food choices. The study was conducted using one of the Future of Food Institute's online communities, allowing me to gain experience in qualitative research methods as a moderator coordinating and directing activities in the online community.

Besides working on my own project, I was able to contribute to other ongoing projects and take on a range of tasks, including setting up questionnaires, coming up with activities for the online communities, analyzing and interpreting qualitative research findings, or contacting and arranging interviews with industry experts. Apart from the research-related activities, I also got some practice in other areas, such as setting up the website, writing blog posts, and helping out with LinkedIn.

What did you study?

I did my Master in Psychology: Social Influence at the University of Amsterdam. The program taught me how to analyze, predict and influence concrete human behaviours using social-psychological theories. During my studies, I was particularly interested in finding ways to promote sustainable consumer behaviour. My goal was to work for a company whose mission and values align with mine.

What was your work experience before joining Future of Food Institute?

Before joining Future of Food Institute, I had already completed one other internship as a research intern at the Institute for Experimental Psychophysiology in Düsseldorf, Germany. During this previous internship, I worked on innovative projects in the field of digital health management research. Even though the area of research was quite different, the internship already introduced me to all phases of the market research process.

What did an average day look like?

My internship was hybrid, so on some days I worked from the office and on others from home. This was quite flexible, and depending on what I was working on at the moment, I was free to choose whether I would go into the office.

A typical day would start at 9:00. I would first check my e-mails and look at what tasks I would need to work on for the day. I would usually split the day and plan to work a few hours on smaller tasks assigned by Durk or Eva and a few hours on my own project. Usually, when working from home, I would have a call with Eva around 11:00 to check in on my progress and discuss the tasks we were going to work on that day.

What was the best part of your time at Future of Food Institute?

I think the internship at Future of Food Institute has many benefits and can be a valuable learning experience for everyone aiming for a career in market research. Most certainly, one of the best parts of the internship was that I got to conduct my own research. This is not something every company offers, and it allows you to work on a project of your choosing that you are passionate about. It was an excellent opportunity to demonstrate and develop my skills and knowledge and also identify my own strength and weaknesses.

However, overall, the team itself was a major contributor to the great experience I had. Both Durk and Eva have been great and supportive supervisors. They were always happy to answer my questions and took their time to explain things when I needed help. When interning at Future of Food Institute, you feel like a full team member and get the chance to incorporate your ideas and thoughts. I also really enjoyed that the aspect of sustainability is not just seen as an advertisement advantage but that everyone in the team truly identifies with the company's mission.

Was the internship what you expected?

Quite frankly, I did not really have any specific expectations when starting the internship. As previously mentioned, I was looking for a company that aims to promote sustainable consumer behaviour. I want to work for a company that drives change within our society, and I was happy to see that the Future of Food Institute is the right place to be.

What kind of person do you think would thrive as a research intern at Future of Food Institute?

The internship at Future of Food Institute is suitable for everyone interested in working for a company that places great importance on creating a more sustainable future, who is willing to take on responsibility, who is self-motivated and, of course, who is interested in food topics.

Other than that, the internship is particularly interesting for individuals who prefer working in small teams and in close contact with colleagues. It is suitable for anyone who doesn't necessarily want to work for a large company and can do without a highly competitive work environment. But instead is interested in receiving an insight into many different areas of what a start-up does, and taking on a variety of interesting tasks that are not only limited to research.

Are you interested in doing an internship at Future of Food Institute? Then have a look at our [current vacancies!](#)