

RESEARCH

Making a Case for McDonald's: A Qualitative Case Study Examining the McDonald's "Our Food Your Questions" Campaign

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ABSTRACT

In the last decade, a trend of consumer skepticism toward the agricultural industry has emerged. The consumer is demanding to know how food is grown, processed, its origin, and its content. At the same time, these same consumers are increasingly voicing their concerns and fueling the fire of misperception through the use of social media. Many organizations are counteracting these misperceptions by developing food campaigns detailing the food production process from the farm to the table. In this qualitative case study, McDonald's social media video campaign, "Our Food, Your Questions" was analyzed to determine how a specific corporation provided content in particular frames to meet consumers' demand for food-based information. Findings from this study suggest user-generated content helped develop the content for the social media campaign in terms of video topics and specific content addressed. Further, content in these videos were framed to help viewers connect to the video content and messages and to show that the company participates in socially responsible behavior. The recommendations and implications provide suggestions on how agricultural communicators could incorporate multimedia content into their campaigns to better facilitate communication.

KEY WORDS

Corporate Social Responsibility, Multimedia Content, Qualitative Case Study, User Generated Content

INTRODUCTION

What is in my food? Where does my food come from? These questions have been used to describe the information demanded by consumers from the agricultural industry (Hallman, Hebdeb, Aquino, Cuite, & Lang, 2003; Marshall, 2013). To meet these demands, multiple food corporations, such as Panera, Monsanto, Whole Foods, and McDonald's, have implemented initiatives to show consumers more about the food they eat (Fishman, 2015).

This general movement of the population away from the farm has led to a decreased knowledge and understanding of the complexities involved in agricultural production systems (Doerfert, 2011; Vilsack, 2014). A declining direct interaction with the agricultural industry leaves consumers skeptical of agricultural topics and food production processes and with many questions (Goodwin, Chiarelli, & Irani, 2011; Vance, 2012; Whitaker & Dyer, 2000). To answer these questions, food-based industries are creating messages, communication materials, and social media campaigns addressing agricultural knowledge gaps such as a campaign run by McDonald's in 2014.

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In the fall of 2014, McDonald's implemented "Our Food, Your Questions" (OFYQ), a social media campaign aimed at providing information behind their food. McDonald's realized misperceptions existed about its products, product packaging, food quality, and food production and wanted the opportunity to answer questions about its food and production practices (Jarboe, 2015). A social media campaign was developed as company researchers found these "myths were seeded and growing within social media" (Jarboe, 2015, para. 4). In response, McDonald's released behind-the-scenes videos describing the production processes behind products and answering questions from consumers (Jarboe, 2015; Starkman, 2014). Each video centers on specific consumer questions about specific McDonald's products.

Although the company attempted to answer consumers' questions by providing information about its food production processes, media reports have been indecisive on the success of the campaign (Jarboe, 2015; Starkman, 2014). Starkman (2014) explained that although the company made an effort to be transparent in its food production, a better strategy might have been to "make truly meaningful commitments to sustainability" (para. 1). Further, Starkman (2014) described how the campaign appealed to consumers' desire to buy from farm to table; however, with mass production needed to feed its customers, the campaign actually showed large-scale farms to table. Others have described McDonald's campaign as being innovative, earning McDonald's Canadian division awards as the top marketer of the year in 2013 for redefining transparency (Laird, 2013). While the success of this campaign to consumers is unclear, it has implications for agricultural communicators to learn how corporations have framed informational food campaigns.

Understanding the content of messages and the frames in a food campaign is essential for agricultural communicators wanting to market products to consumers. In this study, the content of the McDonald's OFYQ video campaign was analyzed to identify how information regarding food production processes and practices was displayed to meet consumers' demands for information. Further, the frames were analyzed to better understand how the company encouraged consumers to buy their products.

Social Media

Although the development of new agricultural technologies has led consumers away from the farm, it has given birth to the development of the internet and social media creating a new model of communication. Social media have provided users with a platform that shifts communication away from a one-way distribution model of information. Toward a more participatory model of culture, one which sees the public not as simply consumers of preconstructed messages but as people who are shaping, sharing, reframing, and remixing media content in ways which might not have been previously imagined (Jenkins, Ford, & Green, 2013, p. 2).

Social media have created a platform where organizations create content to attract audience engagement and attention (Gladwell, 2000; Jenkins et al., 2013). Social media allow an online form of word-of-mouth communication where the audience has the chance to interact with the content distributed and share what they have learned with the masses (Gorham, Lamm, & Rumble, 2014; Jenkins et al., 2013). This user-generated content, or "media content created or produced by the general public rather than by paid professionals" (Daugherty, Eastin, & Bright, 2008, p. 16), allows consumers to be active and in charge of their media experiences and has made it even more important to understand what motivates people to consume particular media (McQuail, 2010).

Transparency and Corporate Social Responsibility

Social media have also provided a platform for improving relationships with key audience members through transparent information (Rawlins, 2008). Holtz and Havens (2009) defined transparency as the degree to which an organization shares information with its stakeholders who need to make informed decisions. Disanto and Bortree (2012) explored various social media campaigns and found most content to be structured around distributing information to help stakeholders make educated decisions and communicating how the company is accountable for its actions. Conversations on social

media allow for a larger discussion about companies and their practices that have an impact on an audience's awareness, knowledge, opinions, attitudes, and purchasing decisions (Jacques, 2012). Jacques (2012) also explained social media as a platform where the public can express what behaviors and information they perceive as responsible. Through social media, the public is able to tell companies what they expect, or demand, as responsible corporate behavior, thus telling companies what policies or information is distrusted in the public eye (Jaques, 2012).

To provide information that meets the demands of the public, companies have used social media to show corporate social responsibility and increase trust in their organization (Pivato & Tencati, 2007). Corporate social responsibility (CSR) has been defined as an organization's communication discussing the social and environmental concerns of stakeholders (Commission of the European Communities, 2011; Crowther & Aras, 2008). The idea of CSR has allowed companies to meet the expectations of their consumers (such as local initiatives and environmental stewardship) while improving trust with stakeholders (Murray & Vogel, 1997). As stakeholders see organizations doing what they perceive as the right thing, a positive relationship can be developed (Pigott, 2004; Sen & Bhattacharya, 2004). CSR should be high on research agendas in public relations as it shows a business is doing the right thing, thus, portraying the organization as more trustworthy (Maignan & Ralson, 2002; McWilliams, Siegel, & Wright, 2006; Pearce & Doh, 2005). By making themselves look socially responsible, a company gives consumers a good feeling about the organization, and in doing so, have framed their messages using components of CSR to meet consumers' expectations and increase trust.

Framing

Communicators can use frames to create messages that appeal to a specific audience. Communicators may set a frame of reference when readers, viewers, or listeners interpret information based on how it is presented (Scheufele, 1999). The communicator must incorporate the idea of capturing the audience by targeting their information toward their need for information. Additionally, "the existence of social movements that seek to decrease or prevent common agriculture practices demonstrates the necessity for the agricultural industry to be cognizant of pressures to change the status quo" (Abrams & Meyers, 2012, p. 64). Agricultural communicators need to be aware of these changes in consumerism and cultural values when developing their communication materials. Frames may contain information regarding agricultural topics, such as food safety, but they must also meet the consumers' social expectations to be effective.

Goodwin, Chiarelli, and Irani (2011) concluded organizations and companies need to increase the occurrence of favorable agricultural messages to create mental images that are important and essential in the eyes of consumers. Information must be framed in a way to give consumers a positive mental image and leave them with a feel-good experience. Additionally, Goodwin and Rhoades (2011) concluded that consumers who felt emotionally connected with an advertisement were more likely to connect with the product. This study showed personal relevancy or emotional appeals may be used to connect consumers to their products.

Further, Gorham, Rumble, and Holt (2015) found specific frames have an impact on consumers' decisions to buy particular products based on appealing attributes. Although consumers were interested in buying a socially-accepted product, such as local food, they were more interested in products meeting their desired expectations, such as taste, quality, or preference (Gorham et al., 2015). In this study, the message frames used in the McDonald's OFYQ campaign were identified and described to determine how this campaign incorporated frames to appeal to the consumer.

PURPOSE AND OBJECTIVES

The purpose of this study was to examine the McDonald's OFYQ campaign videos to identify how information regarding food production processes was displayed to meet consumers' demands for information. This insight will help agricultural communicators gain knowledge of how the type of content included in a corporate campaign can meet consumer demands for food-based information and social expectations. The following research questions guided this study:

1. What consumer questions were answered in the campaign videos?
2. What food production procedures were described?
3. What framed messages can be identified in the video campaign?

METHODS

A qualitative case study approach was used to identify content and relevant frames in the OFYQ campaign. A case study was selected as it is the evaluation of a particular situation that is intrinsically interesting (Smith, 1978). The qualitative nature of this study helped the researchers understand the characteristics of the videos in a particular social setting (Altheide, 1996). A qualitative content analysis was chosen to describe the content of the videos (Wimmer & Dominick, 2003). Rossman and Rallis (2003) described a qualitative content analysis as the “systematic examination of forms of communication to objectively document patterns” (p. 198). In order to identify patterns and examine the frames, a case study of all five campaign videos released within the active campaign time period, between October 2014 and February 2015, were selected. These videos contained information about five different McDonald’s products containing various agricultural products (eggs, chicken, beef, pork, and potatoes) and were the only videos posted to the McDonald’s YouTube and Facebook pages during the campaign’s duration. In addition to identifying the content of the videos, a framing analysis was conducted to determine how the corporation sought to position their messages to make consumers more willing to purchase their product.

For the video content analysis, ideas (narrated sentences) and multimedia video content were explored. Each video’s audio content was transcribed verbatim to allow the researchers to better investigate the verbal narrative of the videos. As described by Clandin and Connelly (2000), a detailed narrative allows researchers to understand how content is displayed, or framed, through communication. For the second data source, two researchers observed and recorded detailed notes of the video and multimedia content displayed in the five videos individually. Spradley (1979) recommended researchers should observe frequently recurring activities in order to make assumptions of the culture or context. In this case study, five videos were observed to create descriptions of the events displayed within. To create observation notes, two strategies for observation by the researchers were employed. First, the researchers provided grand tour observations where the major features, or big picture, of the videos were observed and recorded (Spradley, 1979). Next, the researchers provided mini tour observation descriptions where each scene was described in detail (Spradley, 1979). The scene-by-scene observations allowed for an investigation of “smaller aspects of the experience” (p. 79). In order to ensure the credibility of the data, prolonged engagement and persistent observation were used to develop the descriptive narrative of video and audio content (Patton, 1999). Further, transferability, or the degree of how well the findings can be transferred to other settings or situations, was established through the development of rich and thick audio and visual narratives and photo descriptions. These descriptions allow observers of other contexts to make tentative judgments and apply the findings to situations with shared characteristics or contexts.

After the audio and video narratives were collected, the researchers prepared and organized data into themes (Creswell, 2007). To do so, data were uploaded and organized using qualitative data analysis software, MaxQDA, by the principle researcher. Themes were identified using constant comparative analysis via open and axial coding (Glaser, 1965). Similar themes were constructed from different phrases, patterns, and words presented in the narrative data and descriptions of visual content (Glaser, 1965). The constant comparative method was chosen as it allows researchers to develop categories of information, interconnect the categories, and use these stories to build categories (Creswell, 2013). In order to increase the confirmability and dependability of the findings, the researchers developed a detailed audit trail detailing the theme formation and provided a description of each of the themes (MacQueen, McLellan, Kay, & Milstein, 1998). Additionally, for accuracy and trustworthiness of the themes, the researchers used the methods of peer debriefing to discuss and agree on theme formation (Creswell, 2007; Lincoln & Guba; 1985).

FINDINGS AND RESULTS

Five videos from the McDonald's OFYQ campaign were analyzed for this study. Table 1 identifies the speakers in each video by name, industry, title, and corporation.

Table 1
Speakers Featured in "Our Food, Your Questions" Campaign Videos

Name	Industry	Title	Corporation
Grant Imahara		Narrator	
Jimmy Rendon	Beef	Operations Supervisor	Cargill
Manoah Crane	Beef	Food Safety, Quality and Regulatory Technician	Cargill
Wes Bellamy	Consumer	Teacher, Executive Director of Non-Profit Organization	
Nicole Brady	Consumer	McDonald's® Family Arches Blogger	
Harry Herbruck	Egg	Executive Vice President of Operations	Herbruck's Poultry Ranch
Rickette Collins	McDonald's	Director of Strategic Supply	McDonald's®
Drew Marsh	McDonald's	Manager	McDonald's Franchised Restaurant
Amy Steward	Poultry	Principle Meat Scientists, M.S., C.C.S	Tyson Foods, Inc.
Kevin Nanke	Pork	Vice President, Ph.D.	Lopez Foods
Gai Pahamark	Pork	Food Safety, Quality and Regulatory Technician	Lopez Foods
Koko Neher	Potato	Production Planner	SIMPLOT
Gena Bumgarner	Poultry	National Account Executive	Tyson Foods, Inc.

Based on their credentials and organizations, reputable speakers and experts were featured to add credibility to the information presented in the videos. For example, the narrator of the videos, Grant Imahara, was chosen for his role in the TV show *Mythbusters* in an attempt to clarify myths about the McDonalds organization (Jarboe, 2015). The topic of each video is indicative of its title each and the initial question asked by the narrator.

Research Question One

Research Question One sought to identify the type of content discussed in the videos to answer consumer questions. To begin, the consumer questions used to form the video were identified. Although many specific, individual questions were answered, most answers could be grouped into two main themes: clarifying ingredients and clarifying misperceptions. The title of the OFYQ video and the initial question asked by the narrator dictated the topic of the video. The questions asked by consumers on social media included the following: "Is McDonald's Beef Real?, What are McRib Patties Made of?, What are McDonald's Chicken McNugget's Made of?, Does McDonald's Use Real Eggs?, and What are McDonald's USA Fries Made of?" These questions resulted in food production videos in the beef, egg, pork, poultry, and potatoes/produce industries.

Clarifying ingredients. Throughout the videos, a discussion was created about the food production system to clarify which ingredients were included in McDonald's food products. For example, in the Chicken McNugget video the narrator, Grant, asked, "Are those ingredients secret?" (2:48). Amy, a principle meat scientist at Tyson Foods, Inc., replied,

So the full list is on the website, but some of the ingredients are water, sodium phosphates, and food starch, which give us that really juicy bite to the Chicken McNugget. So then it is also salt, to really increase the flavor of the product. And finally, rosemary extract which is a natural antioxidant that protects the flavor of the product throughout its shelf life (2:51).

In addition to a narrative description, the videos also used visual lists to clarify ingredients contained in the products, such as the one seen in Figure 1.



Figure 1.
Observation of the List of Chicken McNugget Ingredients (McDonalds(a), 2014, 2:57)

To further clarify ingredients in their meat products, the videos described menu items as containing a pure product. Rickette, a supply director with McDonald's, explained how nothing was added to the burger patties in response to Grant's question, "So you don't pour in any wood pulp or other kinds of meat" (1:55). Rickette replied, "Beef in and beef out. Nothing else is added" (2:00).

In the Chicken McNuggets video, Grant asked Amy about the different parts of the chicken used in the Chicken McNugget. He questioned, "This is the only part of the chicken that goes into the Chicken McNugget?" (1:56). In response, an image showing cuts of chicken could be observed, as seen in Figure 2, while the voiceover described the parts of the chicken used. Amy later explained, "Okay, so this is our grinding operation. This is a 100% white meat chicken. So the exact same cuts that you saw previously" (2:11).

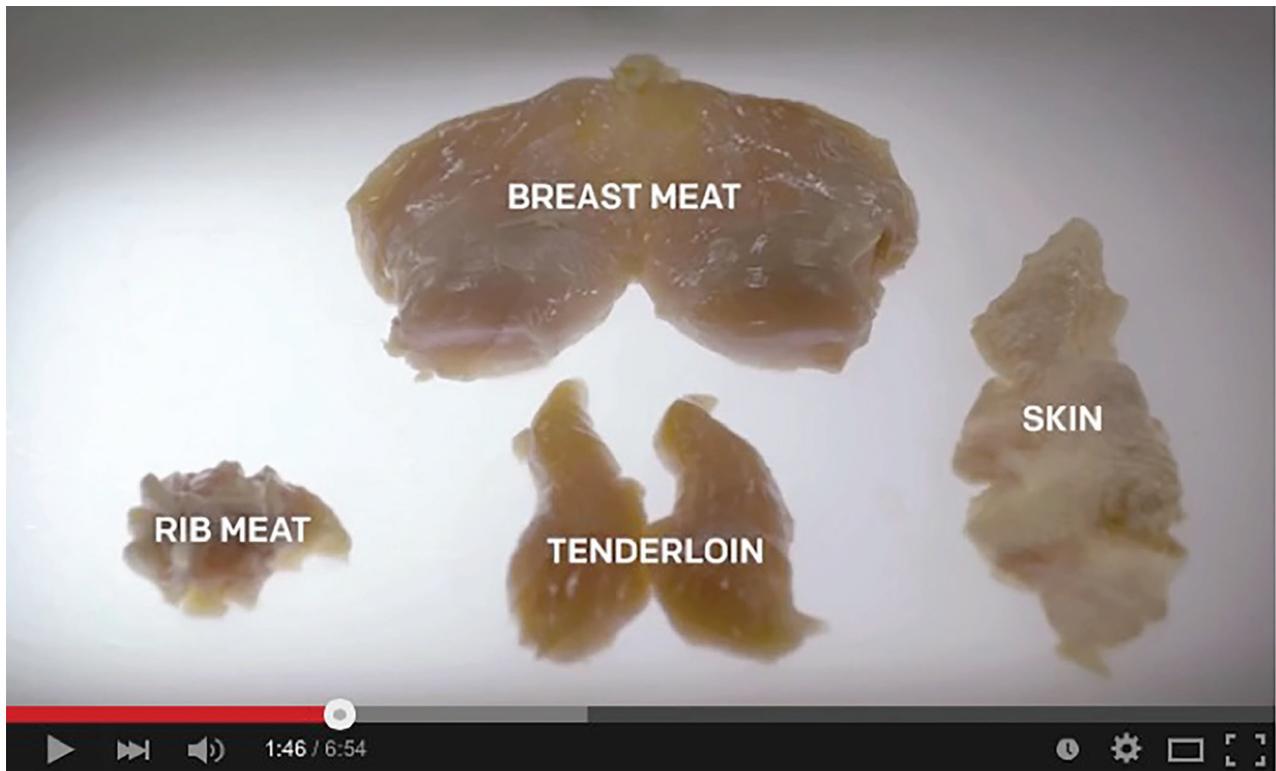


Figure 2.
Observation of the List of Chicken McNugget Chicken Cuts (McDonalds(a), 2014, 1:46)

Clarifying misperception. Discussion in the videos also identified and clarified misperceptions of McDonald's products on the internet and social media. In the McRib video, the consumer representative speaker, Wes, was asked to participate in the video based on his comment on social media. He explained,

McDonald's brought me here because of a tweet that they saw. Someone sent me a picture of what I thought was a McRib, and I put WOW with a lot of Os and Ws and that I thought it looked disgusting and that I was encouraging everyone to never eat anything from McDonald's ever again. So I think you all [McDonald's] want to bring me here so that I can see how the McRib is made and see if my mind can be changed a little bit. I don't know though I am a skeptic (0:15).

At the end of the video, Wes stated, "All of my questions have been answered [throughout the video]." (4:43). Wes was able to see the production practice, view the type of meat being used in the McRib, as well as view the processing of the meat. When Wes viewed the final product, he explained "Well that looks a lot different from the picture that I saw on Twitter" (4:48).

In addition to social media, Grant explained how search engine inquiries led to photos of what is included in the Chicken McNugget,

Okay, give me that picture [found in Figure 3]. If you do a search on the internet for Chicken McNuggets this pops up...Now, they say that this is pink slime. So, if you grind up the parts of the chicken that you use, does it look like this? (1:04).

Amy compares the photograph to the meat used in Chicken McNuggets. Grant clarifies the final ground chicken product for viewers when he says, [See this. This (Figure 3) is what people think the final step looks like but it (Figure 3) has a completely different texture... This still looks like meat] (3:20).



Figure 3.
Comparison Detailing Public Perception versus Reality (McDonalds(a), 2014, 3:24)

Research Question Two

Research Question Two sought to identify what food production procedures were described in the videos. Again, multiple production procedures were shown, but two main themes emerged during the analysis: ensuring food quality and ensuring food safety.

Ensuring food quality. Several procedures meant to ensure food quality were displayed throughout the videos. Two sub-themes were developed to further explore these food quality procedures: checking quality throughout the production process and ensuring quality in the final product for the consumer.

Checking quality throughout the production process. Throughout the videos, speakers explained how products were examined for quality throughout the production process. For example, Jimmy, an operations supervisor at Cargill, described the high quality of beef used in the hamburger meat. He said, "When we go on the tour you are going to be pretty impressed by the quality of beef we have here" (1:03). To ensure a consistent product, Harry, executive vice president of operations for Herbeck's Poultry Ranch, explained,

Once we determined that it [the egg] has met the criteria, the eggs get weighed and it determines if it is a large egg. It will be used for the Egg McMuffin or if it is gonna be too large or too small it will be used for the liquid egg (1:28).

Ensuring a quality product for the consumer. At the end of each video, products were examined to determine if they met consumers' quality demands of taste. This discussion revolved around the idea of knowing the end product was perfect for the consumer. Manoah, a food safety, quality, and regulatory technician at McDonald's, explained "Well, what we are doing here is basically replicating exactly what they do in the McDonald's restaurants so we know what the consumers are going to be getting in the end product" (2:36). Gena, a national account executive for Tyson Foods, Inc., explained how her job was to evaluate the Chicken McNugget for quality control; "We are in our sensory kitchen where we evaluate nuggets every hour off the line" (4:58).

Ensuring food safety. Another major food production procedures theme focused on procedures to ensure food safety during the production process. Two sub-themes emerged within this theme: interventions used to minimize contamination and clean facilities.

Interventions used to minimize contamination. To minimize contaminant and infection risks, the videos indicated the food production facilities underwent specific interventions to keep impurities out of food products. Speakers were observed wearing clothing items to ensure the safety of the food and the personnel. Refrigeration was described as a measure used to minimize infection risk. In the Egg McMuffin video, Harry explains, “They [the eggs] are very warm. So we refrigerate everything immediately that way we know bacteria and stuff like that can’t start to grow” (2:38). In the beef processing video (Figure 5), the speakers wore protective equipment such as coats, hairnets, helmets, goggles, and gloves to ensure the products were kept clean of contamination risks. Similar observations were seen in all five of the campaign videos.



Figure 5.
Observation of Personal Protective Equipment (McDonalds(c), 2014, 1:19)

Clean facilities. In addition to protective gear, ensuring food safety through clean facilities was observed throughout the videos. Each of the food production facilities were depicted to be free of clutter and clean and some even displayed cleaning materials. In the Chicken McNugget video, a neatly stored hose can be observed in the Tyson Food, Inc.'s production plant and freshly hosed floors can be observed around the chicken cutting stations, as seen in Figure 6.



Figure 6.
Observation of Clean Floors in the Tyson Production Plant (McDonalds(a), 2014, 0:35)

Research Question Three

Research Question Three sought to identify what key frames were used to answer the questions in the videos. Three emergent themes were found during the analysis: personal relevancy, corporate social responsibility (CSR), and food attributes to appeal to customer.

Personal relevancy. Multimedia content attempted to connect viewers to the videos through the use of personal relevancy. Throughout the videos, the idea of personally relevant content was revealed through the use of speakers describing their background and how they were skeptical of McDonald's products, describing the production processes as being similar to their cooking processes at home, and explaining their choice to not consume McDonald's food.

The frame of personal relevancy was shown in the speaker introductions. Wes explained, "My name is Wes Bellamy, and I am from Charlottesville, Virginia. I am a teacher at Albemarle High School, and I am also the executive director at HYPE: Helping Young People Evolve." Further, Grant introduced Nicole as, "Nicole Brady, mother of two, had a question about McDonald's eggs" (0:06). Nicole continued the conversation by saying, "I have two kids, and I care about what they eat. I care about their health" (0:09). In addition to speaker introductions, personal relevancy was shown throughout the food production process. Ties were made to how McDonald's food preparation practices were similar to those performed in families' homes. Kevin, vice president of Lopez Foods, explained, "We're following the recipe just like she [Wes's grandmother] does at home" (2:33). In the Chicken McNugget video, Grant connected to viewers when he discussed how the chicken was being cut. "I mean there are multiple lines of people making cuts on the chicken just like you would at home or just like a butcher would" (1:20). Koko, a production planner at SIMPLOT, a potato company, connected people to their food when explaining different types of potatoes; "Potatoes are just like people, they come in different shapes and sizes" (3:30). Further, personal relevancy was shown when the speakers described themselves as being unsure of McDonald's products. Grant explained, "I stopped eating them [McDonald's food]. I felt guilty about eating their food" (0:12). In an additional video he said, "It has been 15 years since I have had a Big Mac" (3:40).

Corporate social responsibility (CSR). The frame of CSR was observed in the videos. In an effort to show McDonald's as a socially responsible company, multimedia content was framed to connect McDonald's products to the farms where they were produced and provided speakers and experts from reputable corporations and sources for the videos.

Farm-to-table. In the campaign videos, many messages were framed to suggest McDonald's related their products to the farm-to-table movement. For example, Grant traced McDonald's fries to a potato farm. "So I went to SIMPLOT, and I went backwards through the whole process. So I knew exactly how they are made, and I traced it all the way back to here. To this, a potato. Pretty simple" (4:17). Additionally, Grant was taken to the farm to harvest a potato. Koko explained where the potatoes come from, "All around us, underneath these vines we will find what makes Mac fries...Clear the vines away, and start digging" (3:52). Similarly, Harry explained, "So the eggs are very fresh, they just came from the chicken houses and they are very warm... Literally, a hundred feet from here would be the first chicken house" (0:54).

Credibility of the source. Throughout the videos, messages were also framed as socially responsible by providing clear explanations of who each source was and their credentials to give a tour of the production facilities. Well-known and respected companies in the agricultural community were shown in the videos and included Cargill, Herbuck's Poultry Ranch, Lopez Foods, SIMPLOT, and Tyson Foods, Inc. Logos and company names were prominently displayed and mentioned in each video. As each speaker was introduced, the company title was provided both via audio and through text displayed in the video. Additionally, if the speaker held a high-level degree, that information was displayed as seen in Figure 7.



Figure 7.
Observation of Introduction of Educational Level and Title (McDonalds(b), 2014, 0:51)

Food attributes to appeal to customer. In the campaign videos, messages were also framed in a way to make McDonald's products appear appealing to customers. Video content showed how certain ingredients increased color, flavor, freshness, and texture and how freezing procedures increased the palatability or the taste of products. On-screen text was used in many videos to describe how certain ingredients promoted desired characteristics in food products. For example, how

dextrose was used to keep the fries a consistent golden color throughout the year or how marinade ingredients in the Chicken McNugget were used to make the product appealing to customers: "Adds moisture," "enhances flavor", and "preserves freshness" (3:06). Procedures were also shown that promoted desired consumer expectations. Before Chicken McNuggets are shipped to restaurants, they are partially cooked to maintain a consistent texture, as Grant explained, "So, that [partially cooked] is just to get this texture" (4:29). Harry explained how the eggs were fresh, "The fresh shell eggs that are used in the Egg McMuffin" (0:42). Additionally, the videos sent Grant and consumers to a McDonald's restaurant to taste the food and comment on how well it met their expectations. Wes found the McRib appealing and said, "The sandwich is pretty good man. It is actually really good" (4:42). Grant, when trying his first Big Mac in 15 years, said, "That's good. Really good"

CONCLUSIONS AND RECOMMENDATIONS

This study sought to identify the content and frames displayed in the McDonald's OFYQ campaign videos. Because the video content was created from user-generated content, specifically questions about particular industries or types of foods, it can be concluded that user-generated content is an area where consumers have the opportunity to participate and set the tone for the type of media content created by companies such as McDonald's (Jenkins et al., 2013). Further, this finding supports McQuail's (2010) idea of the consumer being active and in charge of their media experiences as they help to determine what type of content is developed in company campaigns. In the findings about video content, McDonald's provided a picture of how their food was created from a cut of meat into the corresponding McDonald's food. DiStaso and Bortree (2012) explained how information about production practices were used to help company stakeholders make informed decisions about their products. The information provided by McDonald's could be used to help the corporation clarify consumer skepticism of production techniques (Jacques, 2012). The information detailing consumer safety, product quality, and personnel safety were also top concerns for the company. For example, when asked if lean finely textured beef (LFTB, commonly known as pink slime) was injected into beef and chicken products, food producers explained what LFTB was and how it was not used in McDonald's food. With a public fear of some food products, McDonald's attempted to regain trust by reassuring consumers their food products do not contain LFTB.

Personal relevancy was also used to connect McDonald's to the consumer. Speakers introduced themselves as being from a particular place, in a certain occupation, or in a specific family role to help connect to consumers on a more personal level. The use of personal messages helped McDonald's connect to consumers through images and narratives discussing families and their skepticism of the agricultural industry. Similarly, in Goodwin et al.'s (2011) study, the inclusion of personal relevancy helped to connect individuals to corporate sounding messages, thus leading to consumers being more willing to buy a particular product.

Additionally, social responsibility was a frame used in the social media campaign. Video content attempted to show McDonald's as a company that sources products from the farm to the table. The idea of sourcing products from farm-to-table and from local areas was described. The farm-to-table movement is a cultural conception that allows the audience to make a connection to sustainable sourcing or local food, and McDonald's, apparently using Sen and Bhattacharya's (2004) framework, framed their videos to market their products as socially responsible. The findings suggest the OFYQ campaign was framed to help the company appear socially responsible in terms of building a healthier, more sustainable product from reputable sources

Content was also framed to show how products were produced to meet desired consumer attributes. Having an appealing appearance, quality, taste, and flavor were important attributes for McDonald's consumers and fit the idea of framing information to meet a preferred consumer preference (Gorham et al., 2015). However, this campaign failed to fully address agriculture by omitting references to live animals, indicating an additional frame. The idea of farm-to-table was only incorporated into one video: the potato video. Additionally, McDonald's failed to take viewers to any farms containing live animals. References to live animals were only made in the Egg McMuffin video when Kevin discussed how close the poultry houses were; "Literally, a hundred feet from here would be the first chicken house" (1:02). McDonald's

failed to be truly transparent about their production processes; however, this leaves room for agricultural communicators to tell the story of the processing of livestock. Online news articles showed inconclusive results on the success of the campaign (Jarboe, 2015; Starkman, 2014). Perhaps this perceived failure was due to missing information or a lack of animal agriculture portrayed in the videos. Because of missing information, did consumers still have questions regarding how animals were treated before harvesting their meat? McDonald's left many questions for the consumer to ask. Would more transparent depictions of animal agriculture in the videos lead consumers to react differently?

The findings of this study provide information for agricultural communications practitioners who wish to implement a campaign and utilize user-generated questions. Consumers are no longer a just a receiver of information; they are actively participating in media and developing their own content (Jenkins et al., 2013; McQuail, 2010). Communicators must be aware of the type of content produced by consumers, and they should strive to actively engage their audience through social media campaigns. By engaging and actively participating with an audience, the communicator can set the tone or arrange for a topic to be discussed by their audience.

The findings of this study provide content that shows consumers are skeptical or hold misperceptions of the agricultural industry (Goodwin et al., 2011; Vance, 2012). These skepticisms or misperceptions often lead to consumer questions about the agricultural industry. McDonald's attempted to answer these questions by providing messages of how their food is produced. While McDonald's attempted to meet the demands of socially responsible practices demanded by their consumers, the company was able to market their products in a favorable manner. However, the lack of information on animal agriculture or how produce is grown may leave the consumer with further questions.

As agricultural communicators begin to develop their own campaigns from user-generated content, they can use these messages to structure their own content. Content in these videos connected consumers to the company by showing how they were responsible for food safety and quality. Further, it provided consumers with information to help them make better decisions as they could understand what ingredients were in the food and how it was prepared. However, future research should be structured on evaluating messages in their impact to connect consumers to how the food was grown or raised. Future research should also concentrate on how the public perceived this campaign. An analysis of social media comments in response to the videos would help researchers understand how consumers perceived the messages and how content was framed. Similar campaigns showing how livestock are raised should be incorporated in the evaluation. Future studies could also address how different companies have produced food-based or agricultural-based media content and how these campaigns were perceived by consumers. Based on the findings of this study, the communicator attempted to personally connect with the receiver, therefore, future research should also evaluate how the effect of these videos on information processing, trust toward the agricultural industry, and attitude formation.

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