Abstract:
In 2019, most poisonings with household chemicals could be attributed to children below the age of five years (Tox Info Suisse, 2021). Parental strategies like safeguarding their homes or supervising their children are effective ways to prevent injuries (Morrongiello et al., 2006). However, the large share of children poisoning themselves with household chemicals implies that children still get in contact with these substances. Therefore, it is important to investigate other factors that influence children’s risk-perception. Previous research on this issue found that product attributes such as product labels or packaging material might influence children’s risk-perception (Bosshart et al., 2022; Schwebel et al., 2014).
The goal of this thesis is to develop evidence-based strategies (e.g., product designs, situational cues, etc.) to increase children’s awareness of the risks posed by household chemicals. The developed strategies are tested in a laboratory study (planned start: Spring/Early Summer 2023) with children between the age of 2-4 years.

For whom:
This is the perfect MSc thesis for a candidate that is…
- …interested in public health topics
- …interested in an applied research project, which will inform regulators in Switzerland
- …comfortable in working with children of the age 2-4 and their parents

Tasks:
- Conducting literature research
- Developing research questions
- Designing tasks for a laboratory study
- Collecting data at the University of Zurich (UZH - Developmental Psychology: Infancy and Childhood)
- Analyzing and interpreting data (R recommended)
- Writing thesis in English (German possible)

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References: