

Information Sheet for Media Research

Study Title: Public Service Media in the Community

Activity Type: Prototype Deployment and Interview

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Thank you for your interest in participating in these activities. **Please read the following information carefully, and then fill out the consent form provided.** I will be happy to answer any questions you might have.

What is the purpose of the research?

This research is to investigate the needs and desires of people in the North East, the challenges they face, and their current relationship with digital media. This data is being collected to help shape the design of possible future public media.

How long will these activities take?

The deployment will last four days, during which you will use a website for about five minutes at a time, four times each day.

The follow-up interview will take around one hour, depending on how much you want to talk about.

What does taking part involve?

I would like you to use a website on your phone for four days. This will involve reading some text and responding to it. There will then be a follow-up interview to talk about it, how you use digital media and engage with the news. I will let you know when audio recording has started and stopped.

What will happen to my data?

I will collect your name and contact details, as well as what you choose to share in the website, and a recording of the interview. I will only use your name and contact details if I need to contact you. All data will be stored on Newcastle University's password protected storage system, with only the researcher above having access to any information that could identify you. All other information will be **anonymised**. The anonymised data may be accessed by my supervisors.

You have the right to request the withdrawal of your participation **at any time and for any reason**. You can do so by contacting the researcher(s) using the contact details provided at the beginning of this sheet. Raw transcript data you have provided up to that point will be removed from the study, but anonymised data may remain.

Do I have to take part?

No! Whether or not you participate in this activity is **entirely your choice**, and even if you agree to take part, **you can change your mind at any time without giving us a reason**. If you want to stop or take a break at any point during the interview, just let the researcher(s) know.

How will data from this activity be publicised?

I will use insights from the website and interview, in combination with data from other people, to help inform the development of public service concepts and to write academic papers. These papers may be published publicly. You might be quoted or otherwise referred to in the paper, but this will be anonymised, and I will use a pseudonym (such as 'Participant 1') instead of your real name to protect your privacy. If I quote you, I will also omit any details that could be used to readily identify you.

If you agree to take part in the research study the data provided will be de-identified and made available as "open data" through a research data repository. This means the de-identified study data will be publicly available and may be used for purposes not related to this study. It will not be possible to identify you from the "open data".

What are the benefits of taking part?

Your participation helps benefit research about how public service media organisations could serve people better.

We will send you an email with a £50 voucher of your choice, as thanks for your time.

Who is funding this research?

The Engineering Physics and Sciences Research Council (EPSRC) and the British Broadcasting Corporation (BBC).

Has this study received ethical approval?

This study received ethical approval from the Newcastle University Ethics Committee on 05/11/2024.

Who should I contact to file a complaint?

Complaints may be filed to research.integrity@ncl.ac.uk and my supervisor, who can be reached at Vasilis.Vlachokyriakos1@newcastle.ac.uk.

If you wish to raise a complaint on how your personal data is handled, you can contact the Data Protection Officer who will investigate the matter: rec-man@ncl.ac.uk

If you are not satisfied with their response you can complain to the Information Commissioner's Office (ICO): <https://ico.org.uk/>