

Appendix (i) Participant Information

Participant Information

Ethics reference number: ERGO/FoPSE/18082	Version: 1.2	Date: 25/11/2015
Study Title: MeaningfulConsent		
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Please read this information carefully before deciding to take part in this research. If you are happy to participate you will be asked to sign a consent form. Your participation is completely voluntary.

What is the research about?

This is a research project that aims to evaluate MeaningfulConsent which is an Android mobile application that helps consumers in controlling their privacy settings. The study is partially funded by the University of Southampton. At the end of the study, you will be informed about the study findings.

Why have I been chosen?

You have been approached because you expressed an interest in participating.

What does the study involve?

You will be asked to test our mobile application. You will take part in a virtual mobile market environment for sharing your personal data **on a public website**, where the price of data changes for different information type. Sometimes, the price might be very high, and sometimes it might be low. You will have to decide how you want to share your data depending on the price. If you share the data when prices are high you will be able to obtain a substantial amount of money.

The study will take approximately an hour in total. After you install the application you will be able to interact with the application **for each scenario**. There will be 12 scenarios. At the end of each scenario, your fictional budget will be calculated according to your real shared personal data and the prices in the fictional market. This earning will be added to your budget.

At the end of the study, you will be able to keep the budget that you gained throughout the study. The amount will depend on how much personal information you shared on a public website through the application during the study.

What will happen to me if I take part?

- Initially, you will be asked to give your contact details including email and mobile number. The reason we ask you for the number is because when the study ends we will contact with you for the payment of your reward.
- Later, you will need to install our mobile application into your Android mobile phone.
- After the installation, only for the first time you will need to provide your few demographics including age, gender, job and nationality through the application. After that you are able to manage your privacy settings. We need demographics for our research to show (in anonymised way) that our participants vary in terms of their lifestyles.

- You will then use our mobile application for approximately an hour and participate in the virtual mobile market. Your virtual budget will be based on your actual information shares and on the fictional prices, and it will be calculated in each scenario. There will be 12 scenarios.
- When the study ends you will receive what is in your total budget as a reward, from a maximum of £10 to a minimum of £5. This reward will be influenced by the personal data that you share during the study.
- Also, at the end of the study, you will be asked to fill a questionnaire and you **may** also be asked to take part in a semi-structured interview to ask you about your experience using the system. After the questionnaire, you will be debriefed about the study.

Are there any benefits in my taking part? You will get to try out new communication technology and you will help us to understand its implications. Furthermore, you will receive up to £10 for your participation (with minimum £5), based on how you interact with the system.

Are there any risks involved? There are no particular risks associated with your participation other than those associated with the use of standard mobile applications.

Will my participation be confidential? Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law. The information collected during the experiment will be kept separately from your personal identity. The information will be collected and stored in the password-protected computer in University of Southampton. During the study every participant will only have access to their own data, they will not be able to see the information of others. The only individuals with access to the study data will be the investigators of this study. The information that links your data with your identity will be available only to the investigators.

Any information published from this experiment will be done in aggregate or anonymous form (i.e. not revealing your identity). If you decide you do not want the data to be recorded, or if you decide at a later date that you do not want these recordings to be kept in the form specified above, you may request that we delete the data from our dataset by contacting the investigator (e-mail ata1g11@ecs.soton.ac.uk), within the next 20 days after the study ends. After the next 20 days from the end of the study, the data collected by MeaningfulConsent will be fully anonymised (i.e. anything that may identify the data as yours will be removed) and will be made available to other researchers – as this can be helpful for other researchers working on similar topics.

What happens if I change my mind? You may withdraw at any time and for any reason during the study. You may access or withdraw your data at any time and for any reason within the next 20 days after the study ends when all the data is being anonymised or securely destroyed.

What happens if something goes wrong? Should you have any concern or complaint, contact me if possible (investigator e-mail ata1g11@ecs.soton.ac.uk), otherwise please contact the FoPSE Office (e-mail school@ecs.soton.ac.uk) or any other authoritative body such as Dr Trudi Bartlett, Head of Research Governance (02380 595058, t.storey@soton.ac.uk).