GETTING TO
IN THE DIGITAL AGE:
INFORMING PARTICIPANTS
AND VERIFYING CONSENT

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Edinburgh, Scotland

May 11, 2015
London, England

Janet Salmons, PhD
www.vision2lead.com
@einterview
INTRODUCTION

While some kinds of unobtrusive observations or use of public data may not require informed consent, many kinds of online research do.
Online Research Ethics: It’s all connected!

- Data Quality
- Data ownership
- Online Research Site
- Terms of service
- Permissions
- Public vs. Private
- Communication styles & norms
- Text posts & docs
- Images & Media
- Archives
- Profiles

Researcher
- Coherent research design
- Integrity
- Credibility
- Clear communication to inform participants
- Recruiting
- User expectations
- Identity
- Avatar
- Pseudonyms
- Consent

C. 2014 Vision2lead
#1 Challenge for Qualitative Research Online: Protecting Human Subjects & Their Multiple Identities in Cyberspace.
LeCompte defines human participants as follows:
A *human participant* is a living individual whom a researcher obtains data about through interaction with that individual or with private information that identifies that person. (LeCompte, 2008, p. 805)

For our purposes the **human participant is the person on the other side of the monitor**, the “user” with a mobile device who is typing on the keyboard, chatting on a video call or uploading images or files. The human may be represented or expressed online by diverse avatars, pseudonyms or screen names.
#2 CHALLENGE: BUILDING TRUST AND CREDIBILITY.

Why should participants trust you?
INFORMING PARTICIPANTS BEFORE THE STUDY

Introduce yourself

Generate interest in study participation

Let potential participants know what you need to achieve purpose

Reassure potential participants about protection of data, anonymity, etc.

Communicate specifics about time, technology access or other requirements
Reminders about follow-up interviews, observations or member checking

Address any changes in the study that vary from those in original consent agreement

Signal emergent directions such as new questions to discuss in follow-up interviews or observations

Reiterate use of data in publications or presentations
# Online Communication = New Ways to Inform Participants

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<th>ICT Features and Milieux</th>
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<tr>
<td><strong>Text Based</strong></td>
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<tr>
<td>- Communicate through typed words, limited use of images through emoticons or exchange of pictures.</td>
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<td>- 1-1 message or 1-many post using phone, mobile device, or computer.</td>
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<tr>
<td><strong>Images, Media or Maps</strong></td>
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<tr>
<td>- Communicate 1-1 or 1-many through exchange of pictures or media.</td>
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<td>- Connect or post using phone, mobile device, or computer.</td>
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<td>- Create and post videos; use GPS to generate maps.</td>
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<tr>
<td><strong>Social Networking Site</strong></td>
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<td>- Use written and visual communications to communicate 1-1 message or 1-many posts.</td>
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<td><strong>Videoconference</strong></td>
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<tr>
<td>- Communicate through audio and video.</td>
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<td>- Features may include text messaging and/or file sharing.</td>
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<td><strong>Multichannel Web Conference</strong></td>
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<tr>
<td>- Communicate through audio, video, text, and/or shared applications.</td>
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<td>- Connect by computer or mobile device.</td>
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<td><strong>Virtual Environment or Game</strong></td>
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<tr>
<td>- Communicate through audio or text, and visual exchange.</td>
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<td>- Connect by computer or mobile device.</td>
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INFORMING PARTICIPANTS AND VERIFYING CONSENT ONLINE: FROM FORMS TO CLICKS

ICT?

Images or Media

Language

Your target population
RESEARCHER BLOG

Link to the blog in emails, posts, social media or other recruitment communications.

http://www.allinallconsult.com/
INFORMED CONSENT FORM

Study Title: A Grounded Theory Approach to Creating a New Model for Understanding Cultural Adaptation of Families in International Assignments
Researcher: Bessie R. Bowser, bbowser@capellauniversity.edu

Research Supervisor: Janet E. Salmons, PhD

You are invited to be part of a research study. The researcher is a doctoral learner at Capella University in the School of Business and Technology. The information in this form is provided to help you decide if you want to participate. The form describes what you will have to do during the study and the risks and benefits of the study.

If you have any questions about or do not understand something in this form, you should ask the researcher by the email address provided or call 252-443-3346. Do not participate in the study unless the researcher has answered your questions and you decide that you want to be part of this study.

WHAT IS THIS STUDY ABOUT?
The researcher wants to learn about lived experiences in cross-cultural adaptation of expatriates and expatriates' family members, exploring reason(s) for the ability or inability for their adjustment and develop a theory or model that may be used to help guide the success of the expatriate complete four-time and decrease expatriates' failure rate.

HOW MANY PEOPLE WILL BE IN THIS STUDY?
DO YOU WANT TO BE IN THIS STUDY?
By clicking the link below you agree to the following statement:
I have read this form, and I have been able to ask questions about this study. The researcher has answered all my questions. I voluntarily agree to be in this study. I agree to allow the use and sharing of my study-related records as described above. I have not given up any of my legal rights as a research participant. I will print a copy of this consent information for my records.

I consent to the terms set forth above for participating in the study. START QUESTIONNAIRE.
PODCAST OR VIDEO

• Link to online questionnaire to gather information related to study inclusion criteria.
• Upload to YouTube and post link on social networking sites and in recruitment materials.

Link to video: https://youtu.be/dLhlZO44chk
Hi! I am Janet Salmons, thanks for your interest-- I hope I will have a chance to talk with you about how you use technology to boost your entrepreneurial efforts. We hear lots of stories about the “big boys,” the tech entrepreneurs who founded Google or Facebook—but we rarely hear stories about the successes of creative, innovative small tech-focused businesses women launch.

A couple of years ago I interviewed a group of such women entrepreneurs—and wrote a book chapter about what I learned. Now I want to build on that research. I am interested in women who use technology to connect with customers, vendors and allies in businesses that deal with real-world, physical goods and services (architecture, counseling, crafts) or digital world goods and services (online facilitation, consulting on social media or blogging.) I am not interested in financial or confidential business information—and you’ll have a chance to review any interview notes before I publish anything. If you are interested, please click the link for a short questionnaire and agreement, and let me know how to reach you to take the next step.
Consent for Participation in the Study

The researcher requests your consent for participation in a study about _____. This consent form asks you to allow the researcher to record and view the interview and to use your comments to enhance understanding of the topic. The form also asks your permission to use related observations, images or posts as data in this study.

This questionnaire asks for your preferences about whether to remain anonymous or to allow the researcher to name you and your [school/organization/business] and to quote you directly. It also asks you to indicate your preferences for use of visual images shared or generated in the interview.

Participation in this study is completely voluntary. If you decide not to participate there will not be any negative consequences. Please be aware that if you decide to participate, you may stop participating at any time and you may decide not to answer any specific question.

The researcher will maintain the confidentiality of the research records or data, and all data will be destroyed in [state time frame.]

By submitting this form you are indicating that you have read the description of the study, are over the age of 18, and that you agree to the terms as described.

If you have any questions, or would like a copy of this consent letter, please contact me at _____.

Thank you in advance for your participation!

[Researcher]

*1. I agree to participate in the research study. I understand the purpose and nature of this study and I am participating voluntarily. I understand that I can withdraw from the study at any time, without any penalty or consequences.

- Yes
- No

*2. I grant permission for the data generated from this interview to be used in the researcher's publications on this topic.

- Yes
- No

I grant permission under the following conditions:

   

*3. I grant permission for the interview session to be recorded and saved for purpose of review by the researcher. [If others (such as research assistants, dissertation supervisor) will view the recording then note here.]

- Yes
- No

https://www.surveymonkey.com/s/RP7W5VY
*6. Choose one of the following options:
- I grant permission for the researcher to use direct, attributed quotations from my interview.
- I grant permission for the researcher to use my responses in aggregate or anonymous statements, but I prefer to maintain confidentiality and request that any comments are presented without attribution to me.

*7. Please note your preference in terms of information in your online profile.
- The researcher can make note of any pseudonyms I may use in the social media environment.
- Any information accessible to the researcher without special log-ins can be used as data.
- Images or media posted in the profile can be used as data.
- Only information provided in the interview can be used as data.
- Spell out any exceptions or preferences:

*8. Please note your preference in terms of information in your social media pages (groups, memberships, posts, etc.).
- Any information accessible to the researcher can be used as data, even if site membership or special log-ins are required.
- Any information accessible to the researcher without special log-ins can be used as data.
- Images or media posted by me can be used as data.
- Only information provided in the interview can be used as data.
- Spell out any exceptions or preferences:

*9. For interviews in virtual worlds, games, or social media sites where you have a digital representation, do you give the researcher permission to make note of your avatar’s appearance and attire, and the interview setting?
- Any information accessible to the researcher can be used as data.
- Only information provided in the interview can be used as data.
- Spell out any exceptions or preferences:

*10. Please type your name in the box below to indicate agreement to participate in this study:
Option: Quiz

**Consent Demo**

Will you share your stories in a study about ___? This consent form asks you to allow me to record the interview and to use your comments so I can understand ____. You can quit at any time, and your name will not be used in articles I write. Thanks!

Do you understand that you can withdraw from the study at any time, without any penalty or consequences?

- No
- Yes

Do you give the researcher permission to use data collected for researcher's publications?

- No
- Yes

https://www.onlinequizcreator.com/consent-demo/quiz-88474
Meet Jaime

Jaime Banks is a PhD candidate in the Department of Journalism & Technical Communication at Colorado State University. The AMPER project is the culmination of her graduate work and will fulfill the dissertation research requirements for the doctorate in Public Communication and Technology. She earned her bachelor’s degree in Mass Communication at Mesa State College (Grand Junction, CO), and her master’s degree in Technical Communication at Colorado State University. Her professional experience includes marketing and communications positions in the technology and luxury retail industries, and in federal and local governments.

Jaime is an avid World of Warcraft player. Her main toon is a Forsaken Hunter (For the Horde!) on a PvP realm, but she also plays a Goblin Warlock, Blood Elf Mage, a Forsaken Rogue, and a Blood Elf Death Knight. She’s also dabbled on the Alliance side (you know, for science).

In any spare time, she enjoys hiking, carousing with her rescued Rhodesian Ridgeback, and is training for her first Marathon.
Players were invited to visit a website with informed consent information and a screening survey with items measuring demographics, gameplay habits, and thoughts, feelings, and memories regarding a favorite WoW avatar.
Tell us a story about your favorite WoW toon...
NOTE CARD IN SECOND LIFE

Use unique communication features of the environment— and use ways people expect to receive messages.

(Cabiria, 2012)
The second stage in the research process, entrance in the field, occurred after three months of non-participant observation in the selected community. After obtaining consent from the community owner, we created a topic on the community discussion board describing the research project and requesting the consent of all members to collect data and use the information from the community for academic purposes. Nine members replied to the post, all agreeing with the proposed research. The thread was kept on the forums during all of the data collection phase and no concerns or negative responses from community members were registered. (Scaraboto, Rossi, & Costa, 2012, p. 252-253)
Q & A AND DISCUSSION
Doing Qualitative Research Online introduces a wide range of approaches for using extant, elicited and enacted methods.

Qualitative Online Interviews offers the theoretical foundations and practical steps researchers need to use visually-rich multi-media communications for scholarly interviews.

Cases in Online Interview Research offers examples from 10 multi-disciplinary studies that used online interview data, with an analyses of each case.

Discount code for 25% off my books at SAGE Publications! UK15AF13.