**Explain primary data collection from human participants:**

**a. Salient participant characteristics (e.g. min-max participants, age, sex, other):**

Participants will be members of the general public. There are **no restrictions on age, gender, or nationality**. The expected number of participants is between **30 to 100**, aiming for a diverse range of responses related to news consumption and awareness of names in video graphics.

**b. How will they be recruited (e.g. sampled, selected, contacted, etc.):**

Participants will be recruited through **convenience sampling**. The survey will be shared via **social media, student groups, and direct messaging**. Anyone who accesses the link and chooses to participate can do so voluntarily.

**c. What they will be required to do and for how long:**

Participants will complete an **online questionnaire** that takes approximately **4–6 minutes**. The survey includes questions on how they consume news, whether they notice names in news video graphics, and their views on AI tools for name extraction.

**d. If inducements/rewards/compensation are offered:**

**No inducements, rewards, or compensation** will be offered. Participation is voluntary and unpaid.

**e. How participants/society may benefit:**

Participants may gain awareness of their own media habits. More broadly, the study contributes to the development of **AI tools** that could improve clarity and accessibility in news reporting and media archiving.

**f. Is the participant's identity recorded at any stage of the research (e.g. in consent forms, records, publications):**

No. The survey is **fully anonymous**. No names, email addresses, IP addresses, or other identifying information are collected. Consent is given via a **checkbox** before the form begins.

**g. The manner in which you will manage and store the data and records (including consent forms):**

All data will be stored securely on a **password-protected drive** accessible only to the researcher *(myself)* and supervisor. As no identifying information is collected, there are no consent forms or personal records. Data will be used **exclusively for academic research** within the scope of the final-year dissertation.