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**CONSENT FORM**

**Spotify Music Data Analytics and its relationship with the Big Five Personality Traits**

You are invited to take part in the above research project for the purpose of collecting participants’ music preferences and how they may predict personality traits.

**Researcher(s)**: Faisal Elbendary  
**Department:** Psychology  
**Contact details**: FE2201332@tkh.edu.eg

**Supervisor name**: Dr. Rima Balshe  
**Supervisor contact details:** rima.balshe@tkh.edu.eg

This form is to confirm that you understand what the purposes of the research project are, what will be involved and that you agree to take part. If you are happy to participate, please initial each box to indicate your agreement, sign and date the form, and return to the researcher.

Please do not hesitate to ask questions if anything is unclear or if you would like more information about any aspect of this research. It is important that you feel able to take the necessary time to decide whether or not you wish to take part.

|  |  |  |
| --- | --- | --- |
| **1** | **I confirm that I have read and understood the Participant Information Sheet for the above research project and have had the opportunity to ask questions.** |  |
| **2** | **I understand that all the information I provide will be held securely and treated confidentially. I understand who will have access to any personal data provided and what will happen to the data at the end of the research project.** |  |
| **3** | **I understand my participation is voluntary and that I am free to withdraw my participation and data, without giving a reason, by contacting the lead at any time until the date specified in the Participant Information Sheet.** |  |
| **4** | **I understand the results of this research will be used in academic papers and other formal research outputs.** |  |
| **5** | **I agree to take part in the above research project.** |  |

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**Name of Participant Signature Date**

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**Name of Researcher Signature Date**

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**PARTICIPANT INFORMATION STATEMENT**

**Spotify Music Data Analytics and its Relationship With the Big Five Personality Traits**

The purpose of the research is to collect data on participants’ music preferences and how they may predict personality traits.

The research project is being conducted by Faisal Elbendary at Coventry University, TKH branch in Egypt. You have been selected to take part in this questionnaire survey because you are a Spotify user who matched the target demographic of the study. Your participation in the survey is entirely voluntary, and you can opt out at any stage by closing and exiting the browser. If you are happy to take part, please answer the following questions. Your answers will help us quantify your personality traits and link them to your taste in music. The survey should take approximately 10 minutes to complete.

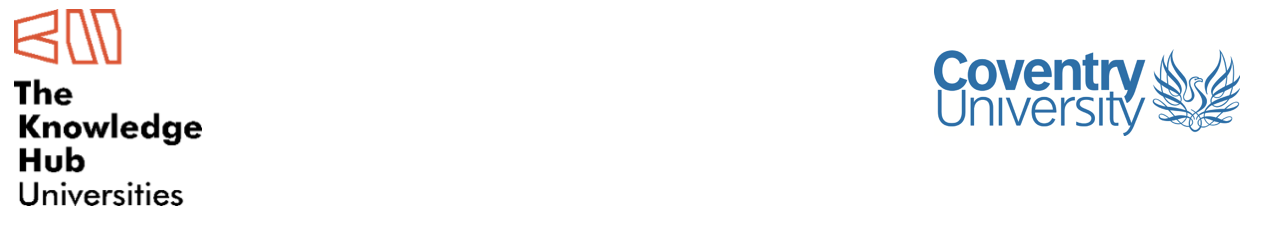
Your answers will be treated confidentially and the information you provide will be kept anonymous in any research outputs/publications. Your data will be held in a secure SQL Database. All data will be deleted by the 1st of July, 2024.

The research was granted ethical approval by TKH Research Ethics Committee [INSERT ETHICS PROJECT REFERENCE e.g. PXXXXX].

For further information, or if you have any queries, please contact the lead researcher Faisal Elbendary ([FE2201332@tkh.edu.eg](mailto:FE2201332@tkh.edu.eg)).

Thank you for taking the time to participate in this survey. Your help is very much appreciated.

* I have read and understood the above information.
* I understand that, because my answers will be fully anonymised, it will not be possible to withdraw them from the research once I have completed the survey.
* I confirm that I am aged 18 or over.
* I agree to take part in this questionnaire survey.

**Participant Information Sheet for  
Spotify Music Data Analytics and its Relationship With the Big Five Personality Traits**

You are being invited to take part in research on the interaction between individual music preferences and personality. Faisal Elbendary, a BSc Student of Psychology at Coventry University, TKH branch in Egypt is leading this research. Before you decide to take part it is important you understand why the research is being conducted and what it will involve. Please take the time to read the following information carefully.

**What is the purpose of this research?**The purpose of the research is to collect data on participants’ music preference and how they may predict personality traits.

**Do you have to take part?**No – it is entirely up to you. If you do decide to take part, please keep this Information Sheet and complete the Consent Form to show that you understand your rights in relation to the research, and that you are happy to participate. Please note down your participant number and provide this to the lead researcher if you wish to withdraw from the research at a later date. You are free to withdraw your information from the research at any time until the data is destroyed on July 1, 2024. You do not need to provide a reason for withdrawing. A decision to withdraw, or not to take part, will not affect you in any way.

**What will happen if I decide to take part?**You will be asked to log in to the upcoming Spotify portal to in order access your music listening history, and then fill out the following personality inventory. The questionnaire will take place online. It should take around 10 minutes.

**Why have you been invited to take part?**You have been invited to participate in this research because you are a Spotify user who matched the target demographic of the study..

**What are the benefits and potential risks and benefits in taking part?**By taking part, you will be helping Faisal Elbendary and TKH University to better understand the interaction between music preferences and personality traits, which may provide insight to the predictive capability of online media algorithms in large. There are no significant risks associated with participation.

**What information is being collected in the research?**The characteristics of each song in your top 100 Spotify tracks and a score for each Big Five personality trait is being collected through this research.

**What will happen to the results of the research?**The results of this research may be summarised in published articles, reports and presentations. Quotes or key findings will always be made anonymous in any formal outputs.

**Who will have access to the information?**

Your data will only be accessed by the researcher/research team.

**Where will the information be stored and how long will it be kept for?**

Your data will be processed in accordance with the UK General Data Protection Regulation 2016 (UK GDPR) and the Data Protection Act 2018 (DPA). All information collected about you will be kept strictly confidential.

All electronic data will be stored in a SQL database. Your consent information will be kept separately from your responses. The researcher will take responsibility for data destruction and all collected data will be destroyed on or before July 1, 2024.

**What will happen next?**If you would like to take part, please contact the lead researcher. You will be asked to complete a consent form before taking part.

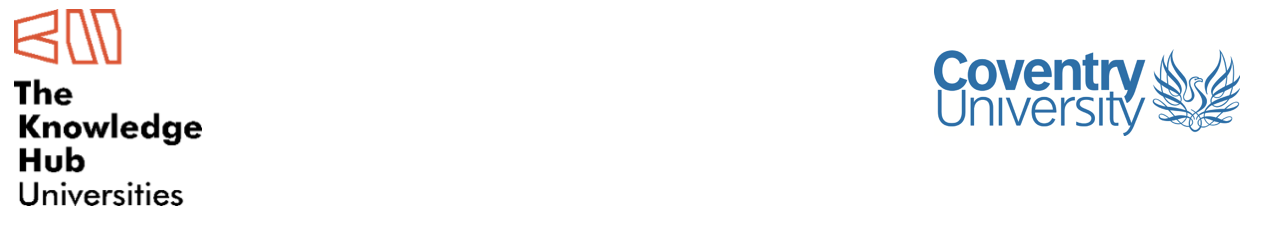
**Researcher contact details:**

**Researcher(s)**: Faisal Elbendary  
**Contact details**: [FE2201332@tkh.edu.eg](mailto:FE2201332@tkh.edu.eg)

**Supervisor name:** Dr. Rima Balshe  
**Supervisor contact details:** rima.balshe@tkh.edu.eg

**Who do I contact if I have any questions or concerns about this research?**If you have any questions, or concerns about this research, please contact the researcher, or their supervisor. If you still have concerns and wish to make a complaint, please contact the University’s Research. Please provide information about the research project, specify the name of the researcher and detail the nature of your complaint.

Thank you for taking time to read this information sheet and for considering participating in this research.



**Research Participant Debrief Form for  
Spotify Music Data Analytics and its Relationship With the Big Five Personality Traits**

Thank you for taking the time to take part in this research project.

The research project aimed to investigate participants’ music preferences and how they may predict personality traits.

If you would like to find out more about this research, place contact Faisal Elbendary ([FE2201332@tkh.edu.eg](mailto:FE2201332@tkh.edu.eg)).

If you wish to withdraw from this research, feel free to discontinue the questionnaire or to contact the researcher to in order to delete your data.

If you have any questions about the research project or you feel you need to speak with someone for support, please contact the below.

**Supervisor name:** Dr. Rima Balshe  
**Supervisor contact details:** rima.balshe@tkh.edu.eg

Thank you once again for your participation in this research project.