Horizon 2020

fashion BRAIN project

Understanding Europe's Fashion Data Universe

GEN - Requirement No. 4

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Change Log

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3.0	04/02/2019	Resubmitted Final	USFD	

Deliverable Description

This document provides the informed consent forms and information sheets to be used in the project, ensuring full compliance with EU data protection rules.

Abstract

This document contains the informed consent forms used in the project verifying that research participants are provided with a full explanation of the project, what their participation entails, what type of data will be collected and any risks that may be involved. By conveying this information and obtaining their express permission, the project is ensuring compliance with EU data protection rules.

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List of Acronyms and Abbreviations

HTML   Hypertext Markup Language

1 Introduction

This deliverable contains the consent forms for all of the data collection processes in which consent was required. We refer to Deliverables D9.2 and D9.3 for an analysis of the measures taken in the cases where consent was not obtained.

In Section 2, the consent forms presented to the participants are attached.

1.1 Scope of This Deliverable

We refer to Deliverable D9.1 for more information on the Ethics review process, to Deliverable D9.2 for an independent ethics assessment and information on the constitution and operations of the FashionBrain Ethics Committee, and to Deliverable D9.3 for a detailed analysis of the ethics issues raised within the project.

2 Consent Forms

In this section, the consent forms for all of the data collection processes where consent was required and presented to the participants are attached. We refer to D9.2 and D9.3 for an analysis of the measures taken in the cases where consent was not obtained.

An online version of the form has been also used (e. g., `https://www.alessandrochecco.info/static/Ethics_info_consent.html`) where the only difference is that instead of a signature, an HTML checkbox ("I agree") was used.

2.1 Crowdsourcing

The University of Sheffield Information School	FashionBrain: Understanding Europe's Fashion Data Universe

Researchers

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Purpose of the research

The purposes of this research are to improve the quality of Human Computation applications by developing better quality and less expensive crowdsourcing techniques; to develop novel crowdsourcing quality assurance techniques; to understand dimensions like bias and subjectivity and to deal with it by developing priming and training approaches for crowdsourcing.

Who will be participating?

We are inviting all adults (people aged 18 and over) registered on a crowdsourcing platform such as Amazon Mechanical Turk and Figure Eight (formerly known as Crowdflower) to participate in our study.

What will you be asked to do?

We will ask you to complete the online experiment, which is described in the task instructions. You will be presented with a data item (for example an image, a tweet, or a document) and some questions. You will then need to answer the questions as described in the instructions.

Please note that participation is entirely voluntary and that you can withdraw from the study at any time. You can request the deletion of your data within 3 months from the data collection. After this point your data will have been anonymised, so that it will not be possible to identify your data in order to delete it. To withdraw from participation or to request data deletion please contact the Research Ethics Coordinator via the email provided at the end of this document.

What are the potential risks of participating?

The risks of participating are the same as those experienced in everyday life.

What data will we collect?

We will collect some demographic information about you to enable a picture of our participant group as a whole. We will track various browser events related to your activity on our study's web page, including the answers you provide, how long you spend on each task, the mouse clicks you make and the quantity of scrolling you do on each page. We will record the answers you provide to the questions after providing each answer.

What will we do with the data?

We will analyse the data to understand the process people go through when they complete crowdsourcing tasks, the factors that can influence this process and whether crowdsourcing is a viable means for big data processing. The data will be used for the purposes of academic research by the project team, with results being published in reputable conferences and journals. We will make the anonymised collection of data publicly available to enable further research such as training and evaluating information systems. This anonymized data may also be used by others outside of the project for the purposes of evaluating the performance of systems, for example when an academic paper dataset is released.

The data recorded will be securely stored on password protected computers at Sheffield University. A copy will be stored on the researcher's university laptop for analysis purposes in encrypted form, and it will be backed up on an external drive kept in a locked drawer in the Information Retrieval Lab at Sheffield.

Will my participation be confidential?

All the information that we collect about you during the course of the research will be kept strictly confidential, and will be stored without any personal identifying information. Each participant will be anonymised and identified by a randomly chosen code, e.g. P01, P25. You will not be identifiable in any reports, publications, or presentations. All data you provide through the online experiment will be stored securely as described above.

What will happen to the results of the research project?

The results of the research will be included in academic papers, presentations and reports which will be publicly available. If you wish to be given a copy of any reports or publications based on the research, please email us to add you to our circulation list. We will make the anonymised collection of data publicly available for further research.

- I confirm that I have read and understand the description of the research project, and that I have had an opportunity to ask questions about the project.

- I understand that my participation is voluntary and that I am free to withdraw at any time before three months after the collection of the data without any negative consequences.

- I understand that if I withdraw I can request for the data I have already provided to be deleted, however this might not be possible if the data has already been anonymised or findings published.

- I understand that I may decline to answer any particular question or questions, or to do any of the activities.

- I understand that my responses will be kept strictly confidential, that my name or identity will not be linked to any research materials, and that I will not be identified or identifiable in any report or reports that result from the research, unless I have agreed otherwise.

- I give permission for all the research team members to have access to my responses.

- I give permission for the research team to re-use my data for future research as specified above.

- I agree to take part in the research project as described above.

Participant Name (Please print)	Participant Signature
Researcher Name (Please print)	Researcher Signature
Date	

Note: If you have any difficulties with, or wish to voice concern about, any aspect of your participation in this study, please contact Dr Paul Reilly, Research Ethics Coordinator, Information School, The University of Sheffield (ischool_ethics@sheffield.ac.uk), or the University Registrar and Secretary.

2.2 Focused Sampling

The University of Sheffield Information School	FashionBrain Twitter Analysis

Researchers

Alessandro Checco, a.checco@sheffield.ac.uk

Jie Yang, jie@exascale.info

Purpose of the research

The purposes of this research are to improve the quality of Human Computation applications by developing better quality and less expensive crowdsourcing techniques; to develop novel crowdsourcing quality assurance techniques; to understand dimensions like bias and subjectivity and to deal with it by developing priming and training approaches for crowdsourcing. To understand the connectivity of the fashion social network.

Who will be participating?

We are inviting volunteers on Twitter to participate in our study. Additionally, we will also recruit participants from crowdsourcing platforms like Amazon Mechanical Turk. Some participants will be recommended by previous participants (twitter followers).

What will you be asked to do?

We will ask you to complete the online experiment, which is described in the task instructions. You will be presented with a data item (for example an image, a tweet, or a document) and some questions. You will then need to answer the questions as described in the instructions. Additionally, we will ask you your twitter username and one of one of your followers.

Please note that participation is entirely voluntary and that you can withdraw from the study at any time.

What are the potential risks of participating?

The risks of participating are the same as those experienced in everyday life.

What data will I collect?

We will collect some demographic information about you to enable a picture of our participant group as a whole. We will track various browser events related to your activity on our study's web page, including the answers you provide, how long you spend on each task, the mouse clicks you make and the quantity of scrolling you do on each page. We will also collect information from the twitter accounts you will provide such as the number of followers, the number of followees and tweets. We will record the answers you provide to the questions after providing each answer. The data will be anonymized such that the data subject is no longer identifiable. For details about data protection, please refer to the section "Will my participation be confidential?"

What will I do with the data?

We will analyze the data to understand the process people go through when they complete crowdsourcing tasks, the factors that can influence this process and whether crowdsourcing is a viable means for big data processing, and to understand the social structure of Twitter of group of users with specific interests. The data will be used for the purposes of academic research by the project team, with results being published in reputable conferences and journals. Part of the data will be used to recruit other participants. Only mathematical models that summarise the community connectivity and users behaviour (that does not contain any personal data) will be published.

The data recorded will be securely stored on password protected computers at University of Fribourg. A copy will be stored on the researcher's university laptop in encrypted form for analysis purposes and it will be backed up on an external drive kept in a locked drawer in the Exascale Infolab at UNIFR.

Will your participation be confidential?

All the information that we collect about you during the course of the research will be kept confidential and will be stored without any personal identifying information, with the exception of the user id that will be removed after 3 months from the data collection. Each participant will be anonymized and identified by a randomly chosen code, e.g. P01, P25. You will not be identifiable in any reports, publications, or presentations. All data you provide through the online experiment will be stored securely as described above.

Please note that participation is entirely voluntary and that you can withdraw from the study at any time. You can request the deletion of your data within 3 months from the data collection. After this point your data will have been anonymised, so that it will not be possible to identify your data in order to delete it. To withdraw from participation or to request data deletion please contact the Research Ethics Coordinator via the email provided at the end of this document.

What will happen to the results of the research project?

The results of the research will be included in academic papers, presentations and reports which will be publicly available. If you wish to be given a copy of any reports or publications based on the research, please email us to add you to our circulation list. We will make the mathematical model available for further research.

What is the legal basis for processing your personal data?

The University of Sheffield will act as the Data Controller for this study. This means that the University is responsible for looking after your information and using it properly. In order to collect and use your personal information as part of this research project, we must have a basis in law to do so. The basis that we are using is that the research is 'a task in the public interest'.

Declaration of consent

- I confirm that I have read and understand the description of the research project, and that I have had an opportunity to ask questions about the project.

- I understand that my participation is voluntary and that I am free to withdraw at any time before three months after the collection of the data without any negative consequences.

- I understand that if I withdraw I can request for the data I have already provided to be deleted, however this might not be possible if the data has already been anonymised or findings published.

- I understand that I may decline to answer any particular question or questions, or to do any of the activities.

- I understand that my responses will be kept strictly confidential, that my name or identity will not be linked to any research materials, and that I will not be identified or identifiable in any report or reports that result from the research, unless I have agreed otherwise.

- I give permission for all the research team members to have access to my responses.

- I give permission for the research team to re-use my data for future research as specified above.

- I agree to take part in the research project as described above.

_____   _____
Participant Name (Please print)   Participant Signature

_____   _____
Researcher Name (Please print)   Researcher Signature

_____
Date

Note: Further information, including details about how and why the University processes your personal information, how we keep your information secure, and your legal rights (including how to complain if you feel that your personal information has not been handled correctly), can be found in the University's Privacy Notice https://www.sheffield.ac.uk/govern/data-protection/privacy/general.

If you have any difficulties with, or wish to voice concern about, any aspect of your participation in this study, please contact Dr Paul Reilly, Research Ethics Coordinator, Information School, The University of Sheffield (ischool_ethics@sheffield.ac.uk).