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

Researchers

Dr Gianluca Demartini, Dr Alessandro Checco
Information School, The University of Sheffield, Regent Court, 211 Portobello, Sheffield, S1 4DP, UK
Telephone: +44 (0) 114 222 2637
Email: g.demartini@sheffield.ac.uk

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) and registered on a crowdsourcing platform such as Amazon Mechanical Turk 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.

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.
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 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 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 Jo Bates, Research Ethics Coordinator, Information School, The University of Sheffield (ischool_ethics@sheffield.ac.uk), or the University Registrar and Secretary.