**E-Ethics application – concise advice for undergraduate and master’s level Business School students**

Dear students,

Most of the e-ethics application form is straightforward and self-explanatory. These instructions are simply to clarify some points that can occasionally cause uncertainty.

The text highlighted in blue below is the text you will see when you click on a ‘help question mark’ in the online E-Ethics application form.

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| **Summary tab** |

**The Lay Summary should provide a clear and concise summary of the research project, explaining why the research is being suggested, the central objectives and main questions.   
The summary should be written in everyday language, free from jargon, technical terms or discipline-specific phrases for a non-expert audience**

You need to include some context/background/rationale here, “explaining why the research is being suggested”.

In other words, you need to say what issue/problem/knowledge gap you are addressing and why the findings will be useful (and who they will be useful for).

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| **Lay summary (Maximum: 300 words or 3000 characters)** |
| The project explores research funding towards of AI (Artificial Intelligence), it seeks to identify:  1. what is UK really investing in the field of AI;  2. finding out who are the universities researching AI;  3. which companies are involved, and which universities are thet working with;  It seeks to answer those three-research questions by using |

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| **Location tab** |

University staff (e.g. lecturers and researchers) and postgraduate (e.g. Master’s) students sometimes travel internationally to undertake research, and there is [a section on the Business School ethics web page](https://vle.exeter.ac.uk/course/view.php?id=1978#section-11) that deals with arrangements for travel insurance.

The travel insurance section states that:

All **undergraduate students** conducting research overseas (even if this is their home country) are strongly advised to take out the University travel insurance. Please note that students will be charged for this service. To calculate the cost of insurance students should visit the link Undergraduate Travel Insurance Application Form and complete the details of their travel. Further details are available at <https://www.exeter.ac.uk/cgr/insuranceauditandrisk/insurancepolicies/travel/>

All Staff and **All taught postgraduate** and postgraduate research students (**MSc**, MA, MBA, MRES, MPHIL and PhD) must obtain free travel insurance from the University of Exeter Travel Insurance Office when conducting research related travel outside the UK. For further information <https://www.exeter.ac.uk/cgr/insuranceauditandrisk/insurancepolicies/travel/>

**In the current context of coronavirus, students should check the** [**Covid-19 Guidance section of the Business School Ethics web page**](https://vle.exeter.ac.uk/course/view.php?id=1978#section-1) **and also consult with their module convenor about how to deal with matters related to fieldwork. Please also note this guide to** [**Research Methods Useful During a Pandemic**](https://vle.exeter.ac.uk/mod/url/view.php?id=1097672) **which is also available on the Business School ethics web page.**

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| **Details tab** |

Most research will be Track A. Click on the ‘help question mark’ for further details of what is classed as Tracks A and B. Essentially, working with potentially vulnerable people (e.g. children, those with a learning disability or cognitive impairment, or potentially vulnerable individuals in a dependent or unequal relationship).

If you think that your research may fall into the Track B category, please consult with your supervisor. It will probably be best to change your research focus or design to make it Track A. This is because Track B research is subject to “full ethics review” and that process takes a long time.

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| **Statements Tab** |

Research Methodology box:

**Please provide a clear and concise account of the different research methodologies to be used in the study including details for the implementation of methods where relevant. Please include details of your research design.**

Here you should write a short statement that explains:

(i) your research approach (quant, qual or mixed);

(ii) the specific methods that you will use (e.g. interviews); and

(iii) where you will conduct these interviews.

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| **Research Methodology (Maximum: 4000 characters)** |
| Data: UKRI gateway (GtR) (2021) supply openly accessible data about publicly funded research in both downloadable csv format via api. The data includes amount of funding, research institute and collaborating private entity, starting time of the project and duration of project. Via api method only, one can extract an abstract of the project if the project has one. This provides basis of text analysis.  In addition, GtR provides their own classification of project, including Artificial Intelligence. For the purpose of comparative analysis, UKRI suggests taking cautious because variety of classification usage.  This project proposes to use a variety of different quantitative method to answer research questions outlined in aims and objectives. The research consists of three phases:  In the first phase, research identify key themes emerges in the abstract contents via topic modelling or structured Latent Dirichlet Allocation (Blei, 2003). LDA will be used to extract about 5 or more topics (k value). This number is based on research by Dunham, Melot & Murdick (2020) as mensioned in literature review. `vizLDA` package () in R programming language allows to visualise cluster of topics. Visualisation will inform if correct number of topics is extract and help reduce dimension. Once topic have been assigned to different documentation, time series analysis can be used to identify pattern and trends. The result from this phase could answer *question 1*.  In the event LDA do not extract meaningful information, provide three field of research of AI. This can be used to match keywords in the abstract section of the project.  Phase two is about constructing networking model and exam linkage between universities, companies, and funding bodies. Data cleaning of this phase will be time-consuming because the data will not be stored in standard forms. Network analysis from this phase could help answer *problem 2* and *3*. |

Research Participants Box:

**Please provide a clear and concise explanation of the planned research participants for the study, including recruitment methods, number, age, gender, exclusion/inclusion criteria, consent, participant information arrangements, financial inducements and data protection procedures. You should also include a consideration of the potential benefit of the research for research participants and plans for feedback.**

**Recruitment methods** means *how you will find and invite participants for your interviews.*

**Number, age, gender** *- you should note the approximate number of people to be involved, the gender composition of your sample and clarify whether or not any under 18 year olds will be involved.*

**Exclusion/inclusion criteria** means *who do you want (what type of person) to participate in your research? [That refers to inclusion criteria] - exclusion criteria (if applicable) refers to the type of people that you do not want to participate in your study.*

For **consent and participant information arrangements** *- you should note that you have prepared an information sheet that each participant will read, and a consent form that each can sign if they do consent to taking part in the research.*

For **data protection procedures** - *say that you will keep the data in a password-protected file stored remotely (in the cloud – i.e. not on your laptop which could be lost or stolen). Also note that you will destroy the data when your Master’s degree is completed.*

**Financial inducements** *relates to where you pay participants or offer a prize for their cooperation. Usually not recommended as it can bias the sample.*

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| **Research Participants (Maximum: 4000 characters)** |
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Ethical considerations box:

**Please provide a clear and concise summary of the ethical considerations raised by the data collection, analysis and dissemination in the project and how you intend to deal with them.**

In this box you should repeat the information about **data protection procedures**. Where relevant, say that:

* data will be stored on the University network drive (avoid third-party cloud locations such as Dropbox and Google Docs);
* any data collected in the field will be stored on the researcher’s laptop before being transferred to the network drive at the earliest opportunity (in case your laptop is lost or stolen);
* you will destroy the data when your Bachelor’s / Master’s degree is completed;
* any identifying information (e.g. user account names for data collected via the internet or postal address data) will be removed from the data during the analysis procedures; and
* research participants’ names will not be included in any dissemination materials.

Further details about data management and protection can be found here: <http://www.exeter.ac.uk/research/researchdatamanagement/before/plans/>

In the **ethical considerations box**, also add any other relevant ethical issues that pertain to your particular research. For example, you might state that there is “no foreseeable risk of harm to participants” arising from your research.

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| **Ethical Considerations (Maximum: 4000 characters)** |
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Researcher experience box:

**Please provide a clear and concise account of your prior experience of work in this area, including past research, training courses completed, relevant work or volunteering experience.**

If you have no prior research experience, just say so!

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| **Researcher Experience (Maximum: 4000 characters)** |
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| **Files tab** |

Close to the bottom of the Statements Tab, you will see the following instruction:

*If applicable, please remember to add supporting documentation (e.g. copies of questionnaires, consent forms, information and debrief sheets) to the application via the Files tab.*

Survey instrument (e.g. questionnaire or interview schedule or *aide memoir* etc.)

You should include a copy of your data collection instrument - questionnaire, interview schedule, aide memoir etc. - in the files tab. This means that you need to have actually developed your data collection instrument fully by the time that you are submitting your E-Ethics application.

If it is still in draft form, it should be very close to what will be the final instrument.

Information sheet and consent form

You will find templates for the information sheet and consent form here: <https://vle.exeter.ac.uk/course/view.php?id=1978#section-5>

The information sheet and consent form templates need to be completed with the information that is relevant to your own project.

Also, at the end of the information sheet, replace Gail Seymour’s details with your supervisor’s details, as appropriate.

**Your supervisor’s name and job title**

Department of Management

University of Exeter Business School

Streatham Campus, EXETER, EX4 4PU

email: [a.lecturer@exeter.ac.uk](mailto:a.lecturer@exeter.ac.uk)

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| **This is not actually a box to fill in, but you need to send me the survey instrument and info sheet/consent form** |
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