



Participant Information Leaflet

Study Title: How effective is Affective Data Visualisation used in marketing?

Investigator(s): Ziyue Zhang

Introduction

You are invited to take part in a research study. Before you decide, you need to understand why the research is being done and what it would involve for you. Please take the time to read the following information carefully. Talk to others about the study if you wish.

Please ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Who is organising and funding the study?

This research is part of the investigator's Final Project for Master Degree and does not receive any external funding.

What is the study about?

To investigate how effective is affective data visualisation design (i.e., affective design is often described as a type of visualization that "uses visual features to evoke a mood, feeling or impression" (Bartram et al., 2017).) used in marketing scenarios.

What would taking part involve?

Taking part in this research will involve answering to a survey and taking one follow-up interview if the participant is willing to be interviewed.

The survey (and the interview if applicable) will not ask for any personal information. The data collected will only be used in this research and will be deleted after this research is done.

The survey will take approximately ten minutes.

The interview (if applicable) will take approximately thirty minutes.

During both, the participant can withdrawal from the study at any time without providing any reasons.

What are the possible benefits of taking part in this study?

No direct benefits will be given to participants.

However, this research is to close the research gap in applying affective data visualisation plan in marketing scenarios.

What are the possible disadvantages, side effects or risks, of taking part in this study?

None of those will be imposed on the participants.

Expenses and payments

No payment will be given to the participants.

Will my taking part be kept confidential?

Taking part will be totally confidential.

The survey (and the interview if applicable) will not ask for any personal information. The data collected will only be used in this research and will be deleted after this research is done.

During both, the participant can withdrawal from the study at any time without providing any reasons.

What will happen to the data collected about me?

As a publicly-funded organisation, we have to ensure that it is in the public interest when we use personally-identifiable information from people who have agreed to take part in research. This means that when you agree to take part in a research study, such as this, we will use your data in the ways needed to conduct and analyse the research study.

We will be using information from your answers to the survey and interview in order to undertake this study and will act as the data controller for this study. We are committed to protecting the rights of individuals in line with data protection legislation. The University of Warwick will NOT keep identifiable information about you.

Consider whether the following is appropriate for this project (delete as applicable):

- 1) No identifiable data will be collected from you as part of this study. This means that once your responses have been submitted to the research team, it will not be possible to withdraw this data as your individual responses cannot be identified. *(NB email addresses/contact details for the purpose of setting up interviews and IP addresses (online questionnaires) are identifiable so if these are being collected this needs to be clear. Similarly, consider whether you have given the option for participants to provide their contact details for a copy of the study results).*

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. The University of Warwick has in place policies and procedures to keep your data safe.

This data may also be used for future research following review and approval by an independent Research Ethics Committee and subject to your consent at the outset of this research project.

Please refer to the University of Warwick Research Privacy Notice which is available here: <https://warwick.ac.uk/services/idc/dataprotection/privacynotices/researchprivacynotice> or by contacting the Information and Data Compliance Team at GDPR@warwick.ac.uk.

What will happen if I don't want to carry on being part of the study?

The participant can withdrawal from the study at any time without providing any reasons by simply stop answering the survey and/or notify the interviewer.

To safeguard your rights, we will use the minimum personally-identifiable information possible and keep the data secure in line with the University's Information and Data Compliance policies.

What will happen to the results of the study?

It will be submitted as final project for master degree to the University of Warwick.

Who has reviewed the study?

This study has been reviewed by Final Project Supervisor: Greg McNerny.

Who should I contact if I want further information?

Researcher: Ziyue (Leander) Zhang
Email: u5529529@live.warwick.ac.uk
Tel: +44 7419 207346

Who should I contact if I wish to make a complaint?

Any complaint about the way you have been dealt with during the study or any possible harm you might have suffered will be addressed. Please address your complaint to the person below, who is a senior University of Warwick official entirely independent of this study:

Head of Research Governance

Research & Impact Services
University House
University of Warwick
Coventry
CV4 8UW
Email: researchgovernance@warwick.ac.uk
Tel: 024 76 522746

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer, Anjeli Bajaj, Information and Data Director who will investigate the matter: DPO@warwick.ac.uk.

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner's Office (ICO).

Thank you for taking the time to read this Participant Information Leaflet