**To Become a Mockingbird: Providing Twitter Users with Tools to Control**

**Algorithmic Perceptions**

**PARTICIPANT INFORMATION SHEET**

Central University Research Ethics Committee (CUREC) Approval Reference: CS\_C1A\_19\_035

1. ***Why is this research being conducted?***

As the number of users of social networks has reached the billions, there have been extensive efforts to categorize or profile users based on their posts and profile information. While most of these attempts have had the goal of targeted advertising, they are often done without the knowledge of the user and offer little to no transparency. The purposes of this study are to 1) show users how profiles are algorithmically generated from their social media posts, 2) provide explanations of some aspects of these profiles, and 3) offer users tools to change their posts in order to change how they are profiled by the algorithm. The research aims to allow users to better curate how they appear to algorithms which use their social media data and to determine how users respond to tools which suggest changes to their social media data for this purpose.

1. ***Why have I been invited to take part?***

You have been invited because you have enough public posts for profiling methods to be effective.

1. ***Do I have to take part?***

No. You can ask questions about the research before deciding whether or not to take part. If you do agree to take part, you may withdraw yourself from the study at any time, without giving a reason, by advising me of this decision. The deadline by which you can withdraw any information you have contributed to the research is 1 September 2019. Until then, the data collected will be used to draw conclusions about the effectiveness of the study. No names or other identifying information will be shared; only general statistics about the group or information protected by pseudonyms will appear in the results. If you withdraw from the study, all information gathered from your interview will be destroyed and all analysis of your interview will be excluded from the study. You will not receive your Amazon voucher if you withdraw before the study has concluded.

1. ***What will happen to me if I take part in the research?***

If you are happy to take part in the research, you will be asked to attend a single visit at the Computer Science Department.

When you arrive, I will talk you through the study procedures and give you the chance to ask any questions. The study will consist of a few questions, followed by a collection of your most recent public Tweets. These Tweets will be used to generate a profile of you over several characteristics. Each algorithmically derived characteristic will have an accompanying explanation. After you have reviewed these results, I will ask you a few questions about them. Finally, you will get the chance to use several tools to simulate changing your Tweets and to see how these changes would alter your profile. I will ask a few more questions after you have experimented with these tools and then the study will conclude.

You will be profiled by default over a few general characteristics such as age, gender, sentiment, and personality type. You will be able to opt in to also be profiled on more sensitive characteristics such as political affiliation, race, and religion. These special category results are purely optional and will not be disclosed as part of the research. You will still receive the full amount for participating without being profiled based on these characteristics.

The interview/session should take approximately 30 minutes. You can also ask to pause or stop the interview at any time.

If you are still happy to take part, I will ask you to sign a consent form.

With your consent, I would like to audio record you so I can have an accurate record of your thoughts and responses to questions.

1. ***Are there any potential risks in taking part?***

The risk of the release of personal data is associated with participating in this study.

To reduce any potential risks, all personal data will be pseudonymised and no Twitter data will be published. The audio recording will be transcribed and then the original recording will be deleted to reduce the risk of identification.

1. ***Are there any benefits in taking part?***

The benefits of taking part are an increased understanding of how algorithms profile you based on your social media posts and an awareness of approaches you may use to change this profile.

1. ***Expenses and payments***

You will receive a £15 Amazon voucher for participation.

1. ***What happens to the data provided?***

The information you provide during the study is the **research data**. Any research data from which you can be identified (name, audio recording, public Tweets, predicted characteristics) is known as **personal data**.

**Personal data** will be stored on a password-protected flash drive. Audio recordings will be transcribed and then the original audio recording will be deleted. Only excerpts of transcripts will be included in reporting and shared. All such excerpts will be anonymized and chosen so as not to allow re-identification. The Twitter data will be saved for analysis, will not be shared, and will be deleted after research has concluded. If you opt in to be profiled on special categories, these results will be deleted immediately after the lab session has concluded. Extra care will be given to avoid revealing the results of these profiles and they will only be mentioned in broad terms (e.g. “70% of participants found their special category profiles to be accurate.”)

**Other research data** (including consent forms) will be stored for at least 3 years after publication or public release of the work of the research.

The researchers will have access to the research data. Responsible members of the University of Oxford may be given access to data for monitoring and/or audit of the research.

We would like your permission to use direct quotes against a pseudonym in any research outputs.

1. ***Will the research be published?***

The research may be published in a number of academic publications and submitted to several conferences regarding human factors in computing systems and algorithmic transparency. Pre-prints of the paper, along with the code and redacted transcripts, will be made publicly available online.

The research will be written up as a student’s thesis. On successful submission of the thesis, it may be deposited both in print and online in the University archives to facilitate its use in future research. If so, the thesis will be openly accessible.

The University of Oxford is committed to the dissemination of its research for the benefit of society and the economy and, in support of this commitment, has established an online archive of research materials. This archive includes digital copies of student theses successfully submitted as part of a University of Oxford postgraduate degree programme. Holding the archive online gives easy access for researchers to the full text of freely available theses, thereby increasing the likely impact and use of that research.

1. ***Who has reviewed this study?***

This study has been reviewed by, and received ethics clearance through, the University of Oxford Central University Research Ethics Committee (Reference number: CS\_C1A\_19\_035).

1. ***Who do I contact if I have a concern about the study or I wish to complain?***

If you have a concern about any aspect of this study, please contact Adam Hare at adam.hare@ox.ac.uk or Max Van Kleek at [emax@cs.ox.ac.uk](mailto:emax@cs.ox.ac.uk) and we will do our best to answer your query. We will acknowledge your concern within 10 working days and give you an indication of how it will be dealt with. If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Research Ethics Committee at the University of Oxford (ethics@cs.ox.ac.uk) who will seek to resolve the matter as soon as possible.

1. ***Data Protection***

The University of Oxford is the data controller with respect to your personal data, and as such will determine how your personal data is used in the study.

The University will process your personal data for the purpose of the research outlined above. Research is a task that is performed in the public interest.

Further information about your rights with respect to your personal data is available from <http://www.admin.ox.ac.uk/councilsec/compliance/gdpr/individualrights/>.

1. ***Further Information and Contact Details***

If you would like to discuss the research with someone beforehand (or if you have questions afterwards), please contact:

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