**INFORMATION SHEET FOR PARTICIPANTS**

*Project Reference Number: 22039755*

**Title of study**

***Generative AI in games development***

**Invitation Paragraph**

I would like to invite you to participate in this research project which forms part of my *Level 6 Game Project*. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what your participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask me if there is anything that is not clear or if you would like more information.

**What is the purpose of the study?**

I am collecting data to get peoples opinions on the use of generative AI in the development of games.

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

You have been invited to take part as your insights and feedback would be valuable to wards the goal of the project.

**What will happen if I take part?**

You will be asked to play two versions of a scene from a game I have developed and then you will be asked to answer 6 questions.

**Do I have to take part?**

Participation is completely voluntary. You should only take part if you want to and choosing not to take part will not disadvantage you in anyway. Once you have read the information sheet, please contact us if you have any questions that will help you make a decision about taking part. If you decide to take part we will ask you to sign a consent form and you will be given a copy of this consent form to keep.

**What are the possible risks of taking part?**

There should be no possibles risks of taking part.

**What are the possible benefits of taking part?**

There are no tangible benefits from taking part.

**Data handling and confidentiality**

Your data will be processed in accordance with the data protection law and will comply with the General Data Protection Regulation 2016 (GDPR). All data will be stored on a university owned OneDrive account that is password protected. Additionally the data will be destroyed after the project has finished.

**Data Protection Statement**

The data controller for this project will be Staffordshire University. The University will process your personal data for the purpose of the research outlined above. The legal basis for processing your personal data for research purposes under the data protection law is a ‘task in the public interest’ You can provide your consent for the use of your personal data in this study by completing the consent form that has been provided to you.

You have the right to access information held about you. Your right of access can be exercised in accordance with the General Data Protection Regulation. You also have other rights including rights of correction, erasure, objection, and data portability. Questions, comments and requests about your personal data can also be sent to the Staffordshire University Data Protection Officer. If you wish to lodge a complaint with the Information Commissioner’s Office, please visit [www.ico.org.uk](http://www.ico.org.uk).

**What if I change my mind about taking part?**

You are free withdraw at any point of the study, without having to give a reason. Withdrawing from the study will not affect you in any way. You can withdraw your data from the study up untilthe data has been analysed after which withdrawal of your data will no longer be possible due to it being anonymised and decoupled from you after the analysis has taken part.

If you choose to withdraw from the study we will not retain any information that you have provided us as a part of this study.

**What will happen to the results of the study?**

The data will be analysed and then used to inform the project.

**Who should I contact for further information?**

If you have any questions or require more information about this study, please contact Kieran.hicks@staffs.ac.uk

**What if I have further questions, or if something goes wrong?**

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact the study supervisor or the Chair of the Staffordshire University Ethics Committee for further advice and information:

**Thank you for reading this information sheet and for considering taking part in this research.**