Research Ethics

*Proportionate Review Form*

The Proportionate Review process may be used where the proposed research raises only minimal ethical risk. This research must: focus on minimally sensitive topics; entail minimal intrusion or disruption to others; and involve participants who would not be considered vulnerable in the context of the research.

**PART A: TO BE COMPLETED BY RESEARCHER**

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| Name of Researcher: | Ethan Taylor |
| School | DTIB |

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| **Student/Course Details (If Applicable)** | | | |
| Student ID Number: | | | 22039755 |
| Name of Supervisor(s)/Module Tutor: | | | Catherine Flick |
| PhD/MPhil project: |  |  | |
| Taught Postgraduate Project/Assignment: |  | Award Title:  Module Title: | BSC (Hons) Computer Games Development  GDEV60001 Games Development Project |
| Undergraduate Project/Assignment: |  |

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| Project Title: | How should generative AI be used in the development of games? | | |
| Project Outline: | Research into the area of generative AI, how and if this should be used in the process of developing games from both a ethical and practical perspective. | | |
| Give a brief description of participants and procedure (methods, tests etc.) | users will play two versions of the same scene from a slice of a game that I will make and answer questions based on their thoughts and experience. | | |
| Expected Start Date: | 02/10/2025 | Expected End Date: | 17/05/2026 |

Relevant professional body ethical guidelines should be consulted when completing this form.

Please seek guidance from the School Ethics Coordinator if you are uncertain about any ethical issues arising from this application.

There is an obligation on the researcher and supervisor (where applicable) to bring to the attention of the School Ethics Coordinator any issues with ethical implications not identified by this form.

**Researcher Declaration**

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| I consider that this project has no significant ethical implications requiring full ethical review |  |

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| **I confirm that:** | | | |
| 1. | The research will **not** involve members of vulnerable groups.  Vulnerable groups include but are not limited to: children and young people (under 18 years of age), those with a learning disability or cognitive impairment, patients, people in custody, people engaged in illegal activities (e.g. drug taking), or individuals in a dependent or unequal relationship. | |  |
| 2. | The research will **not** involve sensitive topics.  Sensitive topics include, but are not limited to: participants’ sexual behaviour, their illegal or political behaviour, their experience of violence, their abuse or exploitation, their mental health, their gender or ethnic status. The research must not involve groups where permission of a gatekeeper is normally required for initial access to members, for example, ethnic or cultural groups, native peoples or indigenous communities. | |  |
| 3. | The research will **not** deliberately mislead participants in any way. | |  |
| 4. | The research will **NOT** involve access to records of personal or confidential information, including genetic or other biological information, concerning identifiable individuals. | |  |
| 5. | The research will **not** induce psychological stress, anxiety or humiliation, cause more than minimal pain, or involve intrusive interventions.  This includes, but is not limited to: the administration of drugs or other substances, vigorous physical exercise, or techniques such as hypnotherapy which may cause participants to reveal information which could cause concern, in the course of their everyday life. | |  |
| 6. | The research **will** be conducted with participants’ full and informed consent at the time the study is carried out:   * The main procedure will be explained to participants in advance, so that they are informed about what to expect. * Participants will be told their involvement in the research is voluntary. * Written consent will be obtained from participants. *(This is not required for self-completion questionnaires as submission of the completed questionnaire implies consent to participate)*. * Participants will be informed about how they may withdraw from the research at any time and for any reason. * For questionnaires and interviews: Participants will be given the option of omitting questions they do not want to answer. * Participants will be told that their data will be treated with full confidentiality and that, if published, every effort will be made to ensure it will not be identifiable as theirs. * Participants will be given the opportunity to be debriefed i.e. to find out more about the study and its results. |  | YES    N/A |
| 7. | A risk assessment has been completed for this research project |  | YES    N/A |

If you are unable to confirm any of the above statements, please complete a **Full Ethical Review Form**. If the research will include participants that are **patients,** please complete the Independent Peer Review process.

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| 8. Information and Data  Please provide answers to the following questions regarding the handling and storage of information and data: |
| 1. How will research data be stored (manually or electronically)?   electronically on One Drive. |
| 1. How is protection given to the participants (e.g. by being made anonymous through coding and with a participant identifier code being kept separately and securely)?   All participants will remain anonymous with only a unique code tied to them in case they wish to have their responses deleted before the end of the project. |
| 1. What assurance will be given to the participant about the confidentiality of this data and the security of its storage?   The data will be stored on One Drive with password protected folders and limited access. |
| 1. Is assurance given to the participant that they cannot be identified from any publication or dissemination of the results of the project?   Yes. |
| 1. Who will have access to this data, and for what purposes?   The researcher and supervisor in charge. |
| 1. How will the data be stored, for how long, and how will it be discarded?   The data will be stored on One Drive in password protected folders and will only remain stored until the end of the project when it will all be deleted. |

**Supporting Documentation**

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| All key documents e.g. consent form, information sheet, questionnaire/interview schedule are appended to this application. |  |

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| Signature of Researcher: | Ethan Taylor | Date: | 12/10/2025 |

**NB:** If the research departs from the protocol which provides the basis for this proportionate review, then further review will be required and the applicant and supervisor(s) should consider whether or not the proportionate review remains appropriate. If it is no longer appropriate a full ethical review form **must** be submitted for consideration by the School Ethics Coordinator .

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| **Next Step:**  Students: Please submit this form (and supporting documentation) for consideration by your Supervisor/ Module Tutor.  Staff: Please submit this form to your Head of Department or a Senior Researcher in your School. Once they have reviewed the form, this should be forwarded to the Research Administrators in RIIS ([ethics@staffs.ac.uk](mailto:ethics@staffs.ac.uk)) who will arrange for it to be considered by an independent member of the School’s College of Reviewers . |

**PART B: TO BE COMPLETED BY SUPERVISOR/MODULE TUTOR (If student) OR Head of Department/ Senior Researcher (if staff)**

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| I consider that this project has no significant ethical implications requiring full ethical review by the Faculty Research Ethics Committee. |  |
| I have checked and approved the key documents required for this proposal (e.g. consent form, information sheet, questionnaire, interview schedule). |  |

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| Signature of Supervisor/ Head of Department/ Senior Researcher: | Catherine Flick | Date: | 17/10/2025 |

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| **Next Step:** Please forward this form to the Research Administrators in RIIS ([ethics@staffs.ac.uk](mailto:ethics@staffs.ac.uk)) who will arrange for it to be considered by an independent member of the School’s College of Ethical Reviewers , having no direct connection with the researcher or his/her programme of study. |

**PART C: TO BE COMPLETED BY a member of the school’s College of ethical reviewers**

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| This research proposal has been considered using agreed University Procedures and is now approved. |  |
| **Or** |  |
| This research proposal has not been approved due to the reasons given below. |  |
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| **Recommendation (delete as appropriate)**: Approve/ Amendments required/ Reject |  |

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| Name of Reviewer: |  | Date: |  |
| Signature: |  |

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| Signed (School Ethical Coordinator) |  | Date: |  |