



## UWE BSc Digital Media/Comprehensive Creative Technologies Project Information Sheet

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Project Title:	Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing
Research Type:	Interview, Observation and Focus Groups

### Invitation paragraph

You are invited to take part in research taking place at the University of the West of England, Bristol. Before you decide whether to take part, it is important for you to understand why the study is being done and what it will involve. Please read the following information carefully before accepting the role.

### What is the aim of the research?

The research is looking at 'Manipulating a Narrative: Leveraging Cinematography For Effective Digital Marketing'. My research questions are to help in contributing towards pre-existing research as well as develop on it to create an artifact that displays how film/marketing tactics can create a story with two meanings. To help answer these questions I will be conducting an interview with participants to gain insight into the matter. The aim of the interviews will be to collect information that will be made anonymous.

The results of my study will be analysed and used in a Report made available on my personal portfolio website. The anonymised results may also be used in conference papers and peer-reviewed academic papers.

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

As a student, I am interested in gaining information about your experience & views so the interview will ask you about these things. We will not be asking any questions about personal information. The purpose of the questions will be to gain information about your experience and any views you may have on the matter.

### Do I have to take part?

You do not have to take part in this research. It is up to you to decide whether or not you want to be involved. If you do decide to take part, you will be given a copy of this information sheet to keep and will be asked to sign a consent form. If you do decide to take part, you are

able to withdraw from the research without giving a reason before 1<sup>st</sup> December. Deciding not to take part or to withdraw from the study does not have any penalty.

## What will happen to me if I take part and what do I have to do?

If you agree to take part, you will be asked to take part in an interview. This will be conducted by Luke Hammond. The interview will take approximately 20 - 40 minutes either in person or over a call.

The subject and focus of the discussion will be 'Manipulating a Narrative with Film Processes and its Implementation in Digital Marketing'. Your interview will be recorded; however, participants will be made anonymous and will later be referred to as 'Participant A' etc.

## What are the benefits of taking part?

By taking part, you will help increase the understanding of how marketing tactics can be used in a manipulative manner to convey a story. In addition to this, you will be reinforcing or challenging pre-existing research, which will contribute to furthering the field.

## What are the possible risks of taking part?

We do not foresee or anticipate any significant risk to you in taking part in this study. If, however, you feel uncomfortable at any time you can ask for the interview to stop.

## What will happen to your information?

All the information that you give will be kept confidential and anonymised. Hard copy research material will be scanned and stored electronically in accordance with the University's and the Data Protection Act 2018 and General Data Protection Regulation requirements; original copies will then be destroyed. Once the project is complete all information provided will be disposed of. Any university computer used for data analysis will be password encrypted. No personal information will be shared, sold or passed onto third parties. Research will strictly be used for the purpose of this project. Voice recordings will be destroyed securely immediately after anonymised transcription. Your anonymised data will be analysed together with other interview and file data, and we will ensure that there is no possibility of identification or re-identification from this point.

## Where will the results of the research study be published?

A Report will be written containing my research findings. This Report will be available on the University of the West of England's open-access Research Repository as well as my personal portfolio website. A copy of the Report will be made available to all research participants if you would like to see it. Key findings will also be shared both within and outside the University of the West of England. Anonymous and non-identifying direct quotes may be used for publication and presentation purposes.

## Who has ethically approved this research?

The project has been reviewed and approved by the Faculty/University of the West of England University Research Ethics Committee. Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England at:

[Researchethics@uwe.ac.uk](mailto:Researchethics@uwe.ac.uk)

## What if something goes wrong?

Any concerns, queries or complaints will be handled by my UWE Supervisor or Director of Studies

## What if I have more questions or do not understand something?

If you would like any further information about the research or would like to withdraw, please contact in the first instance:

Name:	Luke Hammond
Email:	<a href="mailto:Luke2.hammond@live.uwe.ac.uk">Luke2.hammond@live.uwe.ac.uk</a>
Telephone:	07490182344

Alternatively, you can contact my UWE supervisor:

Name:	Jack Ruskin
Email:	<a href="mailto:Jack.ruskin@uwe.ac.uk">Jack.ruskin@uwe.ac.uk</a>

Thank you for agreeing to take part in this study.  
You will be given a copy of this Participant Information Sheet and your signed Consent Form to keep.

Please note: Any email sent to either Jack Ruskin or myself will be answered within 3 working days.