

Pilot Values Survey

Participant Information

We would like to invite you to take part in a research study. Before you decide if you would like to participate, take time to read the following information carefully and, if you wish, discuss it with others such as your family, friends or colleagues. Please ask a member of the research team, whose contact details can be found at the end of this information sheet, if there is anything that is not clear or if you would like more information before you make your decision.

What is the purpose of the study?

We are investigating how peoples' values influence their decisions to download or purchase IT products and applications such as smartphone apps. There is strong evidence that peoples' values influence the decisions they make when making purchases. For example, concerns about human rights may deter some people from buying products manufactured by companies that offer poor terms and conditions to their employees. However, the extent to which this is true with respect to software is particularly poorly understood.

This study is designed to help us gather data that will help us understand the effect of values on software a little better. The study will contribute to our wider goal in the [REDACTED] project of understanding how we can avoid new digital products having unwanted negative side-effects on their users and on society more widely.

In this study we are using the NHS COVID-19 app as an example software product because it is widely known about, even by people who have not downloaded it.

Why have I been chosen?

You are being invited to take part in this study because you are a member of a societal group that has been encouraged to download and use the NHS COVID-19 app.

What will happen to me if I take part?

You will answer an on-line questionnaire that should take you approximately 10-15 minutes to complete.

Do I have to take part?

No. It is up to you to decide whether or not you wish to take part.

If you do decide to participate, you will be asked to give your consent. You will still be free to withdraw from the study at any time without giving a reason.

Will my taking part in this study be kept confidential?

Yes. A code will be attached to all the data you provide to maintain confidentiality.

Your personal data (name and contact details) will only be used if the researchers need to contact you to arrange study visits or collect data by phone. Analysis of your data will be undertaken using coded data.

The data we collect will be stored electronically on a password protected computer server or secure cloud storage device.

To ensure the quality of the research, [REDACTED] may need to access your data to check that the data has been recorded accurately. If this is required, your personal data will be treated as confidential by the individuals accessing your data.

What are the possible benefits of taking part?

While there are no direct benefits to you of taking part in this study, the data gained will help us understand the effect of users' personal values on their decisions to download and use software products.

What are the possible risks and burdens of taking part?

If you or someone close to you has been severely affected by the COVID-19 pandemic it is possible that you may experience feelings of distress answering questions about the NHS COVID-19 app. If this is likely to be the case, we advise you to stop now and take no further part in the study.

What will happen to the results of the study?

The results of this study may be published in scientific journals and/or presented at conferences. If the results of the study are published, your identity will remain confidential.

A lay summary of the results of the study will be available for participants when the study has been completed and the researchers will ask if you would like to receive a copy.

Prize draw

There is no payment for your involvement in the study. However, respondents who complete the questionnaire may like to enter into our prize draw. Entrants will have a chance to win one of five £20.00 Love2shop vouchers to spend on the highstreet.

Who is funding the research?

[REDACTED]

Who is organising this study and acting as data controller for the study?

[REDACTED]

Who has reviewed the study?

This study was given a favourable ethical opinion by [REDACTED]
[REDACTED]

What if I have a concern about my participation in the study?

If you have any concerns about your participation in this study, please speak to the research team and they will do their best to answer your questions. Contact details can be found at the end of this information sheet.

If the research team are unable to address your concerns or you wish to make a complaint about how the study is being conducted you should contact [REDACTED]
[REDACTED]

Research Team

Principal Investigator:

[REDACTED]

Co-Investigators:

[REDACTED]

Researchers:

[REDACTED]

Thank you for taking time to read this information sheet. If you have any questions regarding the study please don't hesitate to ask one of the research team.

Consent

1. Do you agree to all of the statements below?

I confirm that I have read and understand the Participant Information (Version Number and Date) for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason and without my legal rights being affected.

I agree to my personal data and data relating to me collected during the study being processed as described in the Participant Information.

I agree to my anonymised data being used by research teams for future research.

I agree to my personal data being processed for the purposes of inviting me to participate in future research projects. I understand that I may opt out of receiving these invitations at any time.

I agree to take part in this study.

- ☐ Yes
- ☐ No

Date: [BOS_CORE_DATE]

Demographics

2. What is your age? * Required

- ☐ Under 17 years
- ☐ 17-22
- ☐ 23-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 61-70
- ☐ 71-80
- ☐ Over 80 years

3. What is your gender? * Required

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Prefer to self-describe

3.a. If you selected self-describe, please specify:

4. What is your highest level of education? * Required

- ☐ Primary
- ☐ Secondary
- ☐ College

- ☐ University
- ☐ Postgraduate
- ☐ Prefer not to say

5. What is your ethnic grouping? * *Required*

- ☐ White
- ☐ Mixed
- ☐ Asian or Asian British
- ☐ Black or Black British
- ☐ Other ethnic group
- ☐ Prefer not to say

5.a. White

- ☐ Welsh / English / Scottish / Northern Irish / British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background, please write in...

5.a.i. If you selected Other, please specify:

5.b. Mixed

- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other mixed background, please write in...

5.b.i. If you selected Other, please specify:

5.c. Asian or Asian British

- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Any other Asian background, please write in...

5.c.i. If you selected Other, please specify:

5.d. Black or Black British

- ☐ Caribbean
- ☐ African
- ☐ Any other Black background, please write in...

5.d.i. If you selected Other, please specify:

5.e. Other ethnic group

- ☐ Arab
- ☐ Any other, please write in...

5.e.i. If you selected Other, please specify:

Values in Life

6. Please inspect the following list of values.

How important is each value in guiding decisions in your life? Please rate each value listed below by selecting one option. * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 16 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Wealth – It is important to be rich, to have a lot of money and expensive things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accomplishment – It is important to achieve your goals, both in life and at work, and to be successful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self Respect – It is important to have self-worth and not to compromise yourself in any way.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security – It is important to live in secure surroundings and to avoid anything that might endanger your safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broad mindedness – It is important to listen to people who are different, even when you disagree with them you should try to understand them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Helpfulness – It is important to help people and care for their well-being.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity – Thinking up new ideas and doing things in an original way is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honesty – It is important to be honest and open with others and to be accepting of others' honesty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge – It is important to be able to understand things as learning and gaining knowledge is worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsibility – It is important to take ownership of your actions and to be held accountable for their consequences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competence – It is important to have the appropriate abilities to undertake tasks, and the capabilities to deliver to a standard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social order – It is important to behave properly and conform to agreed social rules.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Freedom – It is important to make ones' own decisions, to be free and not to be controlled by others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equality – It is important to treat people equally and that they have equal opportunities in life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hedonism – It is important to do things that are enjoyable and to seek every chance to have fun.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability – It is important to look after the environment, to care for it and to be concerned about threats to it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Values in IT Products and apps

7. Should you want them, the values with their explanatory statements may be viewed again by selecting *More info* below.

Please consider each value, listed below, and rate how important IT products and apps are in supporting them. * *Required*

 [More info](#)

Please don't select more than 1 answer(s) per row.

Please select at least 16 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Wealth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accomplishment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self Respect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broad mindedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honesty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hedonism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. When deciding to download or purchase an app or IT product how important is the fit between its functions and features and your needs and requirements? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

9. How important is your experience with similar IT products or apps in influencing your decision to make a download or purchase? * Required

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

10. When deciding to download or purchase an app or IT product how important is value for money in making your selection? * Required

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

11. How important is trust in the supplier or brand when deciding to download or purchase an app or IT product? * Required

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

12. When deciding to download or purchase an app or IT product how important is its compatibility with your previous downloads or purchases? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

13. Please rate the importance of the following social influences when you are making a decision to download or purchase an app or IT product. * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Word of mouth from family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth from friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews in the press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How important is the type of product or app (e.g. games, social media, or work related) when you are making a decision to download or purchase an app or IT product? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

15. Please give examples of how the type of IT product or application (e.g., games, social media, or work related) is influenced by specific values? To offer no answer, write "None".

	Product/App type * <i>Required</i>	Values- please list * <i>Required</i>
a.	<input type="text"/>	<input type="text"/>
b.	<input type="text"/>	<input type="text"/>
c.	<input type="text"/>	<input type="text"/>

16. What other influences are important to you when you are making your decision to download or purchase an app or IT product?

If you run out of influences please write "None" in the empty response boxes. Also, please make sure that you select whether the influence is positive or negative in the right hand column.

	Influences * <i>Required</i>	Positive	Negative
a.	<input type="text"/>	<input type="radio"/>	<input type="radio"/>
b.	<input type="text"/>	<input type="radio"/>	<input type="radio"/>

c.		<input type="radio"/>	<input type="radio"/>
d.		<input type="radio"/>	<input type="radio"/>
e.		<input type="radio"/>	<input type="radio"/>
f.		<input type="radio"/>	<input type="radio"/>

Values in the NHS Covid-19 app

17. How concerned are you about the risk of Covid-19 infection and its consequences? *

Required

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all concerned (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely concerned (=5)

18. Should you want them, the values with their explanatory statements may be viewed again by selecting *More info* below.

Please consider each value, listed below, and rate how important the NHS COVID-19 app is in supporting them. * *Required*

[+ More info](#)

Please don't select more than 1 answer(s) per row.

Please select at least 16 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Wealth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accomplishment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self Respect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broad mindedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honesty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Competence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hedonism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Please rate the importance of the following social influences when making the decision to download the NHS COVID-19 app? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 3 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Word of mouth from family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth from friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews in the press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendation of NHS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendation of HM Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. What other influences are important to you in determining to download the NHS COVID-19 app?

If you run out of influences please write "None" in the empty response boxes. Also, please make sure that you select whether the influence is positive or negative in the right hand column.

	Influences * <i>Required</i>	Positive	Negative
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a.		<input type="radio"/>	<input type="radio"/>
b.		<input type="radio"/>	<input type="radio"/>
c.		<input type="radio"/>	<input type="radio"/>
d.		<input type="radio"/>	<input type="radio"/>
e.		<input type="radio"/>	<input type="radio"/>
f.		<input type="radio"/>	<input type="radio"/>

Values in the NHS Covid-19 app

21. How important is the compatibility of the NHS COVID-19 app and your mobile phone's operating system (i.e., ANDROID, IOS, etc.)? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all important (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely important (=5)

22. How useful are the functions and features of the NHS COVID-19 app in helping you avoid the risk of infection? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 1 answer(s).

	1	2	3	4	5	
Not at all useful (=1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely useful (=5)

23. How important are the security implications of the NHS COVID-19 app for you in relation to the following areas? * *Required*

Please don't select more than 1 answer(s) per row.

Please select at least 3 answer(s).

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Data Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Identity Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location tracking Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. Have you downloaded the NHS Covid-19 app? * Required

- ☐ Yes
- ☐ No

24.a. Have you considered downloading the NHS COVID-19 app?

- ☐ Extremely uninterested. Will not download.
- ☐ Little interest. Unlikely to download.
- ☐ Neutral
- ☐ Some interest. Likely to download.
- ☐ Extremely interested. Intend to download.

25. Do you still use the NHS Covid-19 app? * Required

- ☐ Yes
- ☐ No

25.a. Please tell us why you continue to use the NHS Covid-19 app?

25.b. Please tell us why you stopped using the NHS Covid-19 app?

Prize draw

26. Please tick the box below if you wish to be entered into the prize draw to have the chance of winning one of the five £20.00 Love2shop vouchers available. *Optional*

- ☐ I would like to enter the prize draw
- ☐ I do not want to enter the prize draw

26.a. Please add your email address.

Please enter a valid email address.

Thanks

Thank you for your participation in our research.
