

APPLICATION FOR RESEARCH ETHICS APPROVAL

Version 4 - FINAL – 27/01/15

All researchers should be familiar with the University's Research Ethics Policy and associated procedures, available [here](#). No element of a research project which falls under the scope of the Policy should begin before written approval has been given.

All research projects are subject to ethics approval. This form enables researchers to either:

- 1) declare a project out of scope. The form incorporates a short cut for this.
- 2) provide more detail on ethical considerations. Research ethics approval is required for research projects that:
 - directly involve people in research activities, through their physical participation, eg. interviews, questionnaires, surveys, observational research, requiring the active or passive involvement of a person;
 - indirectly involve people in the research activities, through their provision of or access to personal data and/or tissue
 - involves people on behalf of others (eg. legal guardians of children and the psychologically or physically impaired and supervisors of people under controlled environments (eg. prisoners, school pupils).

There are special arrangements for research in the health and when it involves animals, and guidance should be sought direct from the Committee in these cases.

Convening an event, such as a conference or workshop, only requires research ethics approval where research takes place, eg. leading to an identifiable research output, and only that specific part of the event where the research is taking place.

Please note that all events (seminars, conference, workshops, etc) should be discussed with your Director of Department taking into consideration any professional ethics or reputational concerns.

IF YOU ARE UNSURE, YOU SHOULD ASSUME RESEARCH ETHICS APPLIES. IN THIS CASE SEEK GUIDANCE FROM THE COMMITTEE BEFORE CONTINUING.

Part A – Overview of the project							
1	Title of the project	Can the Environment be Used to Reliably Manipulate Players Moral Decisions Within Video Games?					
2	Briefly summarise the project's aims, objectives and methodology	The aim of the project is to investigate the correlation between ones environment and the moral decisions they make. Hopefully diving deep into human phycology					
3	Start and end dates	December to May					
4	Principal Investigator	Title: Lord Name: John Rock Department: Games Academy					
5	Other key investigators	Title	Name	Post	Role in project	Organisation	Department
		Dr	Michael Scott	Head of Computing	Supervisor	Falmouth University	Games Academy
Part B – Does the project require research ethics approval?							
6a	<p>Does any part of the project constitute research, i.e. a process of investigation leading to new insights, effectively shared (eg. identifiable research output)?</p> <p>If you answer No to this question please provide a rationale here (max 100 words)</p>	<p>Yes</p> <p>If Yes or don't know, continue to 6b. If No, the project is out of scope. Go direct to 18a.</p>					
6b	Does your research involve participants of any type, i.e. humans or animals, directly or indirectly? Review the questions in Part C as a guide	<p>Yes</p> <p>If Yes or don't know, continue to Part C. If No, the project is out of scope. Go to direct to 18a.</p>					
Part C – Details of the research							
7	Give a brief reflection/overview of the ethics issues in this project.	<p>I will be recording personal user information which needs to be collected and stored following UK Data Protection Law and EU General Data Protection Regulations as well as kept completely anonymised/confidential. I will need to provide participants with enough information to give informed consent but not so much as to endanger the research such as acquiescence bias.</p> <p>All user data I collect will need to be destroyed within a maximum of 2 years and stored in an appropriately secured location.</p>					

8	Who will the participants be? Identify specifically any vulnerable groups or individuals and address any special measures you intend to take to accommodate them	It's all based around a game environment so the people I select will obviously need to be okay with this so mostly young people but I need people from different walks of life so I can see how they differ morally. I will only be considering participants who can provide informed consent, therefore I do not foresee any special measures that will be needed for this research.
9	How will participants be recruited and how many will be involved?	I will be selecting participants from staff and students at Falmouth University that I know will help give me varying results. I used G*Power to run a priori power analysis which recommended a sample size of 52.
10	What will participants be asked to do?	The experiment will be an A B test where participants will be split in to two groups and simply play the game through. There groups will be randomized and doubled blinded. Player's moral decisions will be recorded as well as other in-game activities to help me monitor aggression levels that may also influence decision making.
11	What potential risks to the interests of participants do you foresee and what steps will you take to minimise those risks? A participant's interests include their physical and psychological well-being, their commercial interests; and their rights of privacy and reputation	<p><i>Potential Risks may include:</i></p> <p><i>Health and safety; I will make sure all the equipment is safe to use before each user tests it out.</i></p> <p><i>Data protection; will make sure only the essential data is taken from users and destroyed once safely come the end on research.</i></p> <p><i>Ensure they are given breaks when and if they need them.</i></p> <p>Follow the existing DSE risk assessment, inherited from the Games Academy.</p>
12	Will you be obtaining personal information from any of the participants? E.g. name, personal opinions, address, recorded images or audio, date of birth, notes and observations.	<p>Yes</p> <p>I will be collecting user information such as age, gender and religious beliefs. These will allow me to draw links between these variables and how effectively the experiment works. For example, a person's religious beliefs may make them more likely to choose the forgive option in-game and not necessarily because of the environment around them.</p> <p>If you answer 'Yes', please give details. In your response, please consider: I will be collecting and storing my data using SoSci Survey use industry standard security and all abide to data protection laws. I will use this data to produce various charts and graphs which will help me to analyse the data and determine links between the environment and moral decisions. All information will be anonymous and therefore confidential. None of the raw data will be publicized and will be destroyed upon completely of the paper as required by Data Protection Law.</p>
13	What potential risks to yourself or other members of the research team do you foresee and what steps will you take to minimise those	<i>I do not foresee any potential risks for myself or other members of the research team.</i>

	risks? Eg. does your research raise issues of personal safety for you or others involved in the project, especially if taking place outside working hours or off University premises	
14	What potential risks to the environment do you foresee and what steps will you take to minimise those risks, eg. does your research involve plants or soil	<i>I do not foresee any risks to the environment</i>
15	Will payments or in-kind contributions be made to participants?	No <i>If YES, please state amount and whether payment is for out-of-pocket expenses, or a fee</i>
16	If the project is to receive financial support (real or in-kind) from outside the University, please give details, including any restrictions that have been imposed upon the conduct of the research. Please discuss this with RIO. Financial propriety, protection of commercial rights and reputation are important for you, the University and other third parties (eg. sponsors, participants etc.)	No
17	Will any restrictions be placed on the publication of results?	No <i>If YES, please state the nature of the restrictions, (eg. details of any confidentiality agreement)</i> Note: Any quotations/excerpts will be anonymised and only aggregates will be reported in the dissertation and any following publications.
18a	Declaration of Principal Investigator if activity is out of scope	I confirm that the form is accurate and complete to the best of my knowledge and belief and it does not fall under the scope of the Research Ethics Policy. Signature: John Rock Date: 20/11/18
18b	Declaration of Principal Investigator if activity is in	I confirm my responsibility to deliver the project in accordance with the University's Research Ethics Policy and Guidelines on Good Research

	scope	<p>Practice and, where externally funded, with the terms and conditions of the research funder. In signing this form I am also confirming that:</p> <p>a) The form is accurate and complete to the best of my knowledge and belief.</p> <p>b) There is no potential material interest that may, or may appear to, impair the independence and objectivity of researchers conducting this project.</p> <p>c) I undertake to conduct the project as set out in the application unless deviation is agreed by the University and to comply with any conditions.</p> <p>d) I agree to keep all ethics issues in the project under review and to re-submit a new application for ethics approval should any new issue arise or significant change occurs.</p> <p>e) I understand and accept that the ethical propriety of this project may be monitored by the University.</p> <p>f) I have included the following documents:</p> <ul style="list-style-type: none"> ✓An information sheet (compulsory) ✓A consent form (compulsory) ✓Copy of the full proposal/application (compulsory) ✓Other relevant information <p>Signature: John Rock</p> <p>Date: 20/11/18</p>
19	Support from Director of Department	<p>I have reviewed the project with the applicant and confirm it either does not fall under the scope of the Research Ethics Policy or I support it.</p> <p>Full Name:</p> <p>Signature:</p> <p>Date:</p>
20	REC use only	

Consent Form & Information Sheet

Environment Experiment Consent Form

I am John Rock, a final year undergraduate student of Computing for Games at Falmouth University.

During this research the virtual environment is being manipulated and your in-game actions will be recorded, you will simply play through the game as you usually would. I will record a small amount of personal information such as age group & gender, however you will remain completely anonymous. All data collected will be protected by United Kingdom laws and as such will be stored securely and erased after 2 years.

It is worth noting that you can withdraw from the experiment at any time and without consequence.

If you have any questions or queries, please contact jr191353@falmouth.ac.uk. Furthermore if you have any complaints or concerns regarding the ethical aspects of this experiment please contact the Falmouth University Research & Development Office at research@falmouth.ac.uk or 01326259247.

I have read the information provided and I understand that the play test is being conducted purely for academic research. I acknowledge that participation is voluntary and any data I provide will be treated anonymously, confidentially and will be subject to rigorous data protection. I am also happy for my contributions to appear in scholarly publications on the condition that these contributions are kept anonymous. Therefore I consent to take part.

***Required**

Full Name *

Your answer

Do you consent? *

- ☐ Yes
- ☐ No, withdraw from experiment.

SUBMIT

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Questionnaire

Environment Play-test Questionnaire

Please perform a player types quiz with the researcher before you fill this in and play the game.

***Required**

Age *

Your answer

Gender *

☐ Male

☐ Female

☐ Other: _____

Player Type *

Choose ▼

What do you believe was the purpose of this experiment? *

Your answer

Any other comments?

Your answer

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Bartle's Player Types Quiz - <http://matthewbarr.co.uk/bartle/>

The Bartle Test of Gamer Psychology

The Bartle Test classifies players of multiplayer online games (including MUDs and MMORPGs) into categories based on [Bartle's taxonomy of player types](#). Each player type (Socialiser, Explorer, Achiever and Killer) is defined by the gaming elements which they find most enjoyable.

Are you more comfortable, as a player in an online game:

- ☐ Talking with friends in a tavern
- ☐ Out hunting orcs by yourself for experience?

Which do you enjoy more in quests?

- ☐ Getting involved in the storyline
- ☐ Getting the rewards at the end

Would you rather be:

- ☐ Popular?
- ☐ Wealthy?

Which do you enjoy more in an online game?

- ☐ Getting the latest gossip
- ☐ Getting a new item

Which would you rather have, as a player in an online game?

- ☐ A private channel, over which you and your friends can communicate
- ☐ Your own house, worth millions of gold coins

Which would you enjoy more as an online game player?

- ☐ Running your own tavern?
- ☐ Making your own maps of the world, then selling them

What's more important in an online game to you?

- ☐ The number of people
- ☐ The number of areas to explore

What's more important to you?

- ☐ The quality of roleplaying in an online game
- ☐ The uniqueness of the features, and game mechanic

You're a player in an online game, and you want to fight a really tough dragon. How would you approach this problem?

- ☐ Get a big group of players to kill it.
- ☐ Try a variety of weapons and magic against it, until you find its weakness.

You're a player in an online game, and about to go into an unknown dungeon. You have your choice of one more person for your party. Do you bring:

- ☐ A bard, who's a good friend of yours and who's great for entertaining you and your friends
- ☐ A wizard, to identify the items that you find there?

Would you rather

- ☐ Vanquish your enemies
- ☐ Convince your enemies to work for you, not against you?

Which is more exciting?

- ☐ A well-roleplayed scenario
- ☐ A deadly battle

Which would you enjoy more?

- ☐ Winning a duel with another player
- ☐ Getting accepted by a clan (a group of other players)

What's worse:

- ☐ To be without power
- ☐ To be without friends?

Would you rather:

- ☐ Hear what someone has to say
- ☐ Show them the sharp blade of your axe?

In an online game, a new area opens up. Which do you look forward to more?

- ☐ Exploring the new area, and finding out its history
- ☐ Being the first to get the new equipment from the area

In an online game, would you rather be known as:

- ☐ Someone who can run from any two points in the world, and really knows their way around
- ☐ The person with the best, most unique equipment in the game?

Would you rather:

- ☐ Become a hero faster than your friends
- ☐ Know more secrets than your friends?

Would you rather:

- ☐ Know where to find things
- ☐ Know how to get things?

Which would you rather do:

- ☐ Solve a riddle no one else has solved
- ☐ Getting to a certain experience level faster than anyone else?

In an online game, would rather be known for

- ☐ Knowledge
- ☐ Power?

Would you rather win:

- ☐ A trivia contest
- ☐ An arena battle?

If you're alone in an area, do you think:

- ☐ It's safe to explore
- ☐ You'll have to look elsewhere for prey?

You learn that another player is planning your demise. Do you:

- ☐ Go to an area your opponent is unfamiliar with and prepare there
- ☐ Attack them before he attacks you?

You meet a new player. Do you think of them as:

- ☐ Someone who can appreciate your knowledge of the game
- ☐ As potential prey?

In an online game, would you rather:

- ☐ Have a sword twice as powerful as any other in the game
- ☐ Be the most feared person in the game?

In an online game, would you be more prone to brag about:

- ☐ How many other players you've killed
- ☐ Your equipment?

Would you rather have:

- ☐ A spell to damage other players
- ☐ A spell that increases the rate at which you gain experience points?

Would you rather have:

- ☐ Two levels of experience
- ☐ An amulet that increases the damage you do against other players by 10%?

When playing a video game, is it more fun to:

- ☐ Have the highest score on the list
- ☐ Beat your best friend one-on-one?

☐

I'm not a robot



Battle me

Yee's Taxonomy (Short Version)

From <http://nickyee.com/pubs/2012%20CHI%20-%20Motivations%20Scale.pdf>

Item	Soc.	Imm.	Ach.
Chatting with other players	0.73		
Being part of a guild	0.70		
Grouping with other players	0.67		
Keeping in touch with your friends	0.60	0.11	
Learning about stories and lore of the world		0.78	0.12
Feeling immersed in the world		0.73	0.11
Exploring the world just for the sake of exploring it		0.60	-0.14
Creating a background story and history for your character		0.54	-0.13
Becoming powerful			0.73
Acquiring rare items		0.13	0.68
Optimizing your character as much as possible		-0.12	0.67
Competing with other players			0.55
% of Variance	23.9%	21.4%	13.9%
Cronbach's α	.77	.75	.74