**Participant Information Sheet**

**Researcher:**

This is Yingnan Shi, a PhD student from Research School of Management, College of Business and Economics, at the Australian National University (ANU)

**Project Title:** A comprehensive framework of quality assessment for answers exchanged on online knowledge platforms

**General Outline of the Project:**

* **Description and Methodology:**

This experiment is to investigate people’ knowledge evaluation behaviours on online knowledge exchange platforms, such as Quora.

Here is an example of a QA-pair on these knowledge exchange platforms:

|  |
| --- |
| **A sample question for your reference** **Topics:** business, fitness center, running business, business strategy  **Question**: What is the best way to attract new customers for a fitness centre? Lower fees? **Answer:** Lowering fees will definitely attract more members as price plays a really huge factor in choosing fitness centre. However other methods like providing a free trainer for a period and installing other fitness centre complimentary such as yoga classes are a great idea too. A free trainer (for a period) is good because most people are usually new comers and they feel quite confused for the first few sessions if they were to work out without any advice. Providing a trainer could significantly improve their gym experience and make gym more effective to them. Classes like yoga could be opened for customers who wanna do additional exercises. |

Participants in this study will be responsible to evaluate the quality of a batch of knowledge contents (an example was provided above). The evaluation result will be used for designing a systematic, theoretically valid quality-assessment framework. Therefore, we are able to design a knowledge management system facilitates better knowledge transferring and exchanging, improving the overall efficiency of society.

* **Participants:**

We would like to have 120 participants, who are preferably fluent speaker of English.

Recruitment of the participants will mainly reply on 2 methods:

(1) Advertising on social networks

(2) College of Business & Economics RSM Research SONA System

* **Use of Data and Feedback:**

The data will be used to produce peer-reviewed published articles and conference presentations. A summary of the result of this research will be communicated to the stakeholders (e.g. participants) via email if requested.

* **Project Funding:**

This research has obtained funding from Paid Participant Research Grant Scheme.

**Participant Involvement:**

* **Voluntary Participation & Withdrawal:**

Your participation in this research is voluntary which means that you may decline to take part or to withdraw from the research without providing an explanation at any time until the work is prepared for publication. There will no negative consequences if you do so. Once you withdraw, the data you have provided prior to withdrawal will be destroyed and not used.

You can withdraw from the study during or after the commencement experiment. If you choose to withdraw from our study during the experiment, you can just simply close the experiment webpage or the browser (i.e., by closing the webpage or your browser, you automatically withdraw from the current experiment environment). If you want to withdraw from the study after the conclusion of experiment, you can email me (via [Yingnan.shi@anu.edu.au](mailto:Yingnan.shi@anu.edu.au)). In that case, we need you to provide the random-generated response identifier which will be assigned to you at the beginning of the experiment.

* **What does participation in the research entail?**

As a participant, you will be asked to go to a rating webpage where you can evaluate knowledge.

If you do not have such prior experience, you will need to go to Quora.com before we start the formal experiment so as to help you familiar with this type of knowledge exchange process.

With your consent, we will record data such as your button-clicking history during the experiment, your ratings for each question-answer pair in the experiment, and time used for evaluating each question-answer pair.

* **Location and Duration:**

Location: This research will be conducted entirely online. You can participate the experiment anywhere you want as long as it is appropriate to you and has a stable Internet connection.

Duration: Participants may need to allocate 1 hour for participating this experiment.

* **Remuneration:**

The participants of this study will be paid either an electronic fund transfer (EFT) or shopping coupons. The level of payment is referenced to Australian minimal hourly salary (averagely 20 AUD). Payment will be made electronically. You can choose between a money transfer via Bank Transfer, PayPal or a coupon whichever is preferable. You will not receive your money right after the experiment because we need time to judge the validity of your inputs.

* **Risks:**

This experiment carries slight risks. You may feel uncomfortable or distressed when you encounter some questions and answers that are either too hard to you or some questions that you feel uncomfortable with. You avoid such uncomfortable questions by skipping those questions. If you are uncomfortable with the experiment environment, you may withdraw from this research at any time.

* **Benefits:**

We expect that, after the development of the comprehensive framework as we described above, we can bring at least four benefits: First, this framework can help knowledge suppliers, especially producers of genuine scientific content, to increase efficiency in transferring knowledge to general public and, in the meanwhile, be capable of balancing the need of professionalism and popularity when producing and disseminating different types of knowledge with different characteristics, which has been identified as a challenging task by many researchers. We regard when contributors writing knowledge pieces, they need to understand the fashion that can help them achieving content that is of potentially high quality (i.e., both professionalism and popularity). They need a practical and systematical framework to provide reference helping them achieve so. Second, for platform owners, a better evaluation tool can help them increase the overall quality of the knowledge content exchanged in their knowledge exchange platform, so the platforms’ users will be less likely to treat their platforms as mere entertainment outlets rather than sources of high-quality professional scientific information. Henceforth, knowledge receivers can access high-quality information that presents complete, true, timely, and effective content as much as possible, which can help them increase their confidence in making following-up decisions, acquire new skills, and even drive up overall societal efficiency. Third, this study can contribute to the IAM theory by providing a valid use case and also extends the previous information adoption models by considering the contingency effects of knowledge type and characteristics. Fourth, for the future researchers who want to develop knowledge evaluation framework, this study opens a route to reliable, accurate, readily extensible, and adjustable framework.

* **Implications of Participation:**

There are no implications, to the best of my knowledge.

**Exclusion criteria**:

No exclusions, but preferably, we would like to have participants who are fluent speaker of English, because the tasks involves a lot of reading.

**Confidentiality:**

* **Confidentiality:**

We will keep your identity confidential as far as allowed by law unless you elect to be named within the research. A random-generated response identifier will be used for identification. Granted, the survey tool will automatically collect 7 types of your device details including: Browser Type, Browser Version, Operating System, Screen Resolution, Flash Version, Java Support, and User Agent. Those data will not be used for matching your personal details (e.g. names). Data of this research will be kept in a locked computer at College of Business & Economics. Access to the data will be restricted to the research team, and identifying details will be stored separately from the rest of the research data. Published results will only be reported in aggregate, and you will not be identifiable within published outputs unless you have elected otherwise. We will not intentionally collect your personal details such as names and addresses, unless you ask us to do so. Moreover, the data will be destroyed per your request.

**Privacy Notice:**

In collecting your personal information within this research, the ANU must comply with the Privacy Act 1988. The ANU Privacy Policy is available at:

<https://policies.anu.edu.au/ppl/document/ANUP_010007>

The content in the above link contains information about how a person can:

• Access or seek correction to their personal information;

• Complain about a breach of an Australian Privacy Principle by ANU, and how ANU will handle the complaints, in any.

**Data Storage:**

* **Where:**

Data will be securely stored on password-protected computers in the Research School of Management at the Australian National University. There will be no physical records.

* **Handling of Data following the required storage period:**

After the storage period, all identifying details will be removed from the data and the non-identified data will be archived at the Australia Data Archive (www.ada.edu.au) for use in later research, including potentially by other researchers.

* **How long:**

All research data will be retained and securely stored for at least five years following publications arising from the research.

**Queries and Concerns:**

* **Contact Details for More Information:**

Any requests for information or queries regarding the study participants should be directed to my email (Yingnan.shi@anu.edu.au).

* **Overseas Contacts (if relevant):**

N/A

* **Contact Details if in Distress:**

If feeling any distress, you may contact the ANU Counselling service, provided that you are at ANU. If you are within Australia, you can dial 13 11 14 for Lifeline. Notably, the risk of distress is expected to be minimal.

**Ethics Committee Clearance:**

The ethical aspects of this research have been approved by the ANU Human Research Ethics Committee (Protocol 2022/025). If you have any concerns or complaints about how this research has been conducted, please contact:

Ethics Manager  
The ANU Human Research Ethics Committee  
The Australian National University  
Telephone: +61 2 6125 3427  
Email: [Human.Ethics.Officer@anu.edu.au](mailto:Human.Ethics.Officer@anu.edu.au)