**UNIVERSITY OF HERTFORDSHIRE**

**ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS**

**(‘ETHICS COMMITTEE’)**

**FORM EC6: PARTICIPANT INFORMATION SHEET**

1 **Title of study**

An investigation into the influence of internet influencer sales model on consumers

2 **Introduction**

You are being invited to take part in a study. Before you decide whether to do so, it is important that you understand the study that is being undertaken and what your involvement will include. Please take the time to read the following information carefully and discuss it with others if you wish. Do not hesitate to ask us anything that is not clear or for any further information you would like to help you make your decision. Please do take your time to decide whether or not you wish to take part. The University’s regulation, UPR RE01, 'Studies Involving the Use of Human Participants' can be accessed via this link:

https://www.herts.ac.uk/about-us/governance/university-policies-and-regulations-uprs/uprs

after accessing this website, scroll down to Letter S where you will find the regulation

Thank you for reading this.

3 **What is the purpose of this study?**

Investigate the advantages and disadvantages of the Internet influencer sales model. Collect the opinions of Chinese consumers studying in the UK on the sales model of Internet celebrities.

4 **Do I have to take part?**

It is completely up to you whether or not you decide to take part in this study. If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent form. Agreeing to join the study does not mean that you have to complete it. You are free to withdraw at any stage without giving a reason. A decision to withdraw at any time, or a decision not to take part at all, will not affect any treatment/care that you may receive (should this be relevant).

5 **Are there any age or other restrictions that may prevent me from participating?**

Only students over 18 years of age studying in the UK are allowed to participate in research.

6 **How long will my part in the study take?**

If the participant participates in this study, the participant needs 10 to 20 minutes to complete the questionnaire part.

7 **What will happen to me if I take part?**

Participants will not experience anything negative or stressful, it is a safe link to a survey with general questions on the topic that does not require prior knowledge and does not contain upsetting or unclear issues.

8 **What are the possible disadvantages, risks or side effects of taking part?**

Note: if appropriate for this particular study, you will be asked to agree to any required health screening questionnaire in advance of the study. Please also note that circumstances may arise that could result in the need for you to withdraw from the study; should such circumstances occur, the investigator will discuss the matter with you.

Participants will not have any disadvantages, risks during the participation process. As mentioned before, it is safe to complete the survey and can opt out any time.

9 **What are the possible benefits of taking part?**

Participants in the research will help the researcher obtain real and effective data and useful insight on the topic.

10 **How will my taking part in this study be kept confidential?**

In the confidentiality question, participants will not be asked any questions about privacy. After submitting the survey, only the researcher can obtain the link and data. The recovered research data is only kept on the researcher's personal computer for maximum of 12 months and it is password protected. All will be destroyed after completing the data analysis.

11 **Audio-visual material**

not applicable

12 **What will happen to the data collected within this study?**

The data will only be used in the analysis phase of this research report. Researchers will not release the data to the public. When encountering related problems, the researcher will contact the supervisor as soon as possible to get the corresponding solution.

* The data collected will be stored electronically, in a password-protected environment, for maximum of 12 months, after which time it will be destroyed under secure conditions;
* The data will be anonymised prior to storage.

13 **Will the data be required for use in further studies?**

* The data will not be used in any further studies.

14 **Who has reviewed this study?**

This study has been reviewed by:

* The University of Hertfordshire Social Sciences, Arts and Humanities Ethics Committee with Delegated Authority

The UH protocol number is

15 **Factors that might put others at risk**

Please note that if, during the study, any medical conditions or non-medical circumstances such as unlawful activity become apparent that might or had put others at risk, the University may refer the matter to the appropriate authorities and, under such circumstances, you will be withdrawn from the study.

16 **Who can I contact if I have any questions?**

If you would like further information or would like to discuss any details personally, please get in touch with me, in writing, by phone or by email: Phone: 07534403296, E-mail: 826109632@qq.com

**Although we hope it is not the case, if you have any complaints or concerns about any aspect of the way you have been approached or treated during the course of this study, please write to the University’s Secretary and Registrar at the following address:**

Secretary and Registrar

University of Hertfordshire

College Lane

Hatfield

Herts

AL10 9AB

**Thank you very much for reading this information and giving consideration to taking part in this study.**