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School of Management

taught Postgraduate Project ETHICS CHECKLIST

RESEARCH ETHICS APPROVAL NEEDS TO BE OBTAINED BEFORE RESEARCH CAN BEGIN

**Project Title:**…………Use of artificial intelligence and data analytics to compare the e-mail spam filtering (YAHOO, Gmail, Outlook) depending upon user experiences.

**Name of Student :.**……Muhammad Shoaib Zulfiqar………………………………

**Student Contact Details** [m.shoaibvhr@gmail.com](mailto:m.shoaibvhr@gmail.com); [m.s.zulfiqar@bradford.ac.uk](mailto:m.s.zulfiqar@bradford.ac.uk)

**Please delete as appropriate: MSc**

**Has the student attended appropriate ethics training?** Yes

**SUPERVISOR/MENTOR/MODULE LEADER DETAILS - FOR MSc/MBA SUPERVISOR/MENTOR, DBA MODULE LEADER TO COMPLETE**

**Name of Principal Supervisor/Mentor/DBA module leader:** Olusoyi Ashaye

**Supervisor/Mentor/DBA module leader contact details:**

Email address: [O.R.Ashaye@bradford.ac.uk](mailto:O.R.Ashaye@bradford.ac.uk)

**Project Summary Table – For student to complete.**

|  |  |
| --- | --- |
| **Aim or purpose of project – what is it trying to find out, explain, predict?** | This study aims to determine the use of artificial intelligence and data analytics to compare the e-mail spam filtering (Yahoo, Gmail, Outlook) depending upon user experiences. Also, to reach the spam filtering of different platforms, i.e., YAHOO, Gmail, and Outlook. After comparing the spam filtering of these platforms, other analytics techniques would be utilized to find the best among them. |
| **Research question(s) or objectives** | The main research objectives of this study are as follows:   * To compare the email platforms through the user experiences * Find the best among the email platforms regarding spam filtering depending upon user responses.   **Research Questions**   1. The most efficient and preferred platform will be identified through the users’ perspective. Gmail is more effective as compared to the YAHOO and outlook services. 2. Yahoo mail is more effective as compared to Gmail and outlook services.  * Outlook is more effective as compared to the Gmail and Yahoo mail services. |
| **Methods of data collection and analysis (briefly)** | The primary research approach will be used to assess the users’ satisfaction level regarding spam filtering of Google, Yahoo and Outlook. The data will be collected through non-probability purposive sampling from 100 participants. The quantitative data will be assessed through google form. The results will be prepared after reporting the primary data. SPSS will be used to analyse the collected data. The Annova test will be used to compare the satisfaction level of the users regarding selected three software. |

Table 1: Only complete Table 1 when *secondary* data are to be used

(i.e. existing datasets whether qualitative or quantitative, policy or governance or other documentation, minutes of meetings etc)

|  |  |  |
| --- | --- | --- |
| Anonymity in data sources | Does the data set provide data identifiable to an individual or organisation? | Yes/No |
| Do the datasets used allow identification of an individual or organisation when combined together (e.g. dataset of anonymous organisations but with postcodes and a look-up table of head office post codes)? | Yes/No |
| Availability of data sources | Publicly available? | Yes/No |
| Do you need permission(s)?  If Yes, has permission been obtained? (if so, or in process, please provide brief details) | Yes/No/In process |

Table 2: Complete Table 2 when *primary* data are to be collected – only complete for the methods being used, leave other sections blank

|  |  |  |  |
| --- | --- | --- | --- |
| If interviews or focus group(s) are to be used: | | | |
| Vulnerability | Can any of the participants be thought of as vulnerable (think about power relations in the workplace and in relation to the researcher, e.g. participants nominated by managers or who know the researcher personally may feel obliged to participate)? | Yes/No | |
| Scale | Approximately how many interviews?  Approximately how many focus groups? | ………….  ……………. | |
| Length of time | Approximate length of interviews?  Approximate length of focus groups? | …………….  ……………. | |
| Participants | What are the selection criteria for participants (roles, professions, ages, gender, etc)? For example, ‘accountants having worked at least 5 years in tax’) |  | |
| Content of interviews | Type and topic of questions, e.g. opinions about employment law, attitudes to gender equality, experiences of applying for work, |  | |
| Location | e.g. country and venue, for example, ‘Lagos, participant workplace’ |  | |
| Method of recording data | e.g. audio recording, video recording, handwritten notes |  | |
| I confirm that all participants providing primary data will be guaranteed anonymity. | | | Yes/No |
| If observation is to be used: | | | |
| Vulnerability | Can any of the participants be thought of as vulnerable (think about power relations in the workplace and in relation to the researcher, e.g. participants nominated by managers or who know the researcher personally may feel obliged to participate)? | Yes/No | |
| Location | e.g. Netherlands - office environment, airport lounges in UK, cafes in Paris, shoe factory in Peterborough |  | |
| Method of recording data | e.g. researcher field notes, video recording |  | |
| Focus of observation | Who and what will be observed? e.g. ‘Social interactions between baristas and their customers’, ‘participant observation of accountants’ community of practice’ |  | |
| I confirm that all participants providing primary data will be guaranteed anonymity. | | Yes/No | |
| If survey(s) are to be used: | | | |
| Vulnerability | Can any of the participants be thought of as vulnerable (think about power relations in the workplace and in relation to the researcher, e.g. participants nominated by managers or who know the researcher personally may feel obliged to participate)? | No | |
| Target population | Who and how many? e.g. 1800 employees in GoodFood stores, grades 4-12 | 100 participants through non-probability purposive sampling.  The people will be selected on the basis of their interaction with the spam filter of Yahoo, Gmail and outlook. The participants will be approached through online Google form. They will be having complete authority to join the survey or reject the participation. Their ethical rights will be preserved by researcher. | |
| No of respondents sought | How many of the target population are expected/needed to respond? | 70 participants | |
| Type of survey | e.g. face to face, email, online, paper etc | Google forms. | |
| Length of survey | Approximately how many minutes to complete the survey? | 10-15 minutes. | |
| Content of survey | Type and topic of questions, e.g. opinions about employment law, attitudes to gender equality,  experiences of applying for work,  NO | The content of survey will be questions about the use of the spam filtration of Yahoo, Gmail and outlook. The nature of the content will be very light and would not expose the participants to any kind of inconvenience. | |
| I confirm that all participants providing primary data will be guaranteed anonymity. | | Yes, I assure anonymity. | |
| If other methods are to be used, please provide brief details | | | |
| The secondary method is used to understand importance of workplace flexibility while helping the idea to be revolved around organizational performance. The external data would be gathered with the help of literature support and its organizational value. | | | |

Table 3: For all projects

|  |  |  |
| --- | --- | --- |
| Conflict of interest | Is there any funding/sponsorship for the project? | Yes/No |
| Will the findings be reported in ways additional to the dissertation, e.g. summary report to participating organisations or other interested parties, external publications? | Yes/No |
| Other potential issues – please provide brief details  According to risk benefit analysis, the risk imposed on participants is not more than every day’s activities of life. The privacy and confidentiality of the research participants will be assured throughout the research procedure. | | |

PLEASE LEAVE THIS PAGE BLANK WHERE THE CHECKLIST FORMS PART OF THE MSC/MBA STUDENT DISSERTATION PROPOSAL ASSIGNMENT.

THIS PAGE IS TO BE COMPLETED BY THE SUPERVISOR/MENTOR ONCE SUPERVISION HAS STARTED, OR BY THE DBA MODULE LEADER.

RESEARCH ETHICS APPROVAL NEEDS TO BE OBTAINED BEFORE RESEARCH CAN BEGIN. [*This might need to be clarified as a literature review does not require ethical consideration* BUT *data collection from a pilot study is not permitted. The latter is frequently violated*!]

PLEASE COMPLETE and SIGN *ONE* of the two boxes below

*(in the case of an MSc or MBA student project, we do require a Supervisor’s or mentor’s signature in whichever box is relevant, before we can have the checklist signed off by the Research Ethics Panel. For DBA module assignments, the DBA module leader will sign):*

1. I have discussed this project with my student AND

2. I confirm that there are no ethical issues requiring further consideration.

*(Any subsequent changes to the nature of the project will require that the Panel are informed)*

Signature (Supervisor)… …..…Date: ……21/08/2021

PLEASE PRINT NAME …Dr Olusoyi Richard Ashaye………………

OR

1. I have discussed this project with my student AND
2. I confirm that there are ethical issues requiring further consideration and would appreciate the opportunity to discuss these with a member of the Ethics Panel.

Signature (Supervisor/mentor/module leader): ……………………….Date: …………………………

PLEASE PRINT NAME ……………………………………………………………………………………

If you are required to give more information or to complete a full ethics application form, you will be informed. Otherwise you will receive notification that the project may proceed.

**Please submit this checklist (with your dissertation proposal or/and other supporting document) by email to:**

[Foml.Ethics@bradford.ac.uk](mailto:Foml.Ethics@bradford.ac.uk)

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