

## **Participant Information Sheet**

LJMU's Research Ethics Committee Reference Number: 23/LSS/002

YOU WILL BE GIVEN A COPY OF THIS INFORMATION SHEET



Title of Study

## **Precious:** Reclaiming Value from Personal Data

You are being invited to take part in a research study. You do not have to take part if you do not want to. Please read this information, which will help you decide.

## 01 What is the purpose of the study?

The purpose of the study is to investigate ways of reclaiming value from the data we provide to companies online. Specifically, it is looking to explore whether creating physical artworks from the data Facebook collects on us can promote emotional engagement with an asset we often give away for free.

The study aims to do this by creating software programs that will allow participants to explore their personal Facebook data and generate artwork from it.

This study is a PhD project that is being conducted for the purpose of completing a degree programme.

## 02 Why have I been invited to participate?

You have been invited because you responded to the initial recruitment information that was published. You also meet the inclusion / exclusion criteria as outlined below.

### Inclusion / Exclusion Criteria

#### Inclusion

- Must have active Facebook account
- Must be an Adult
- Must be UK based
- Time to engage with activities outlined
- Access to up-to-date computer (PC or Mac) with internet connection
- Basic computer literacy

#### Exclusion

- Criminal Record – Exposure of personal information relating to previous crimes
- Adoptive / foster parents – Exposure of legally protected information of children

### Number of Participants in Study

In total there will be 5-10 people participating in the study.

## 03 Do I have to take part?

No. You can ask questions about the research before deciding whether to take part. If you do not want to take part that is OK. We will ask you to sign a consent form and will give you a copy for you to keep.

You can stop being part of the study at any time, without giving a reason and will have the option to remove any contribution you have made to the study removed. You may withdraw from the study by contacting me using the email address below:

Daniel Turner - [d.j.turner@ljmu.ac.uk](mailto:d.j.turner@ljmu.ac.uk)

## 04 What will happen to me if I take part?

If you take part in this study you will be required to contribute to the following three stages:

1. Initial Setup
2. Development of work
3. Final Review

It will require approximately 36 hours of your time over a one-year period to participate effectively in the project. Activities will be conducted on LJMU premises and remotely. There will be opportunities to be more involved and spend more time on the project should you wish, but that is entirely at your discretion.

The table outlines the basic requirements for participation at each stage, including a rough estimate of the time each will take and a short description of what it will entail:

1. Initial Setup: June 2025			
This stage happens once at the outset of the study.			
Process	Description	Location	Time (Approx)
<b>Project Overview</b> (Vist No.1 to LJMU)	<p>A short presentation outlining the project followed by a Q and A session where you can ask any questions you might have about it.</p> <p>You will also be guided through the consent form and given the opportunity to discuss how the study will run from a logistic viewpoint, ask any questions you might have or receive support with technical aspects.</p>	LJMU or online (if required)	1 hour
<b>Initial Questionnaire</b>	<p>A short questionnaire that provides a basic overview of your Facebook usage. The questionnaire can be completed remotely in digital or paper form.</p> <p>You can only complete this questionnaire once you have returned your completed consent form.</p>	Online	30 minutes
<b>Group Workshop and Discussion</b> (Visit No.2 to LJMU)	<p>You will be invited to a workshop in which we will explore your current understanding of data collection and usage practices by companies such as Facebook. Through workshop activities and discussion (lead by the PI) we will also look to gain an understanding of how you currently engage with the data you create, what you do to take care of it and what value you place on it as a commodity.</p> <p>The purpose of this discussion is to provide an insight into your understanding/approaches to these issues before you engage with this project. It will also serve to provide you with further context for the data you will be using to produce the artworks.</p> <p>The subject of this discussion is something we will return to as the project progresses to see how your opinions and understanding might change.</p> <p>The workshop will be audio recorded for analysis within the written element of the project.</p>	LJMU	3 Hours

<b>Introduction to Data Handling</b> (Visit No.3 to LJMU)	A short presentation in which you will be shown how to safely download and store your personal Facebook data and register for Microsoft Teams.  In this session you will also be provided with an encrypted hard drive on which to store your data and shown how to operate it.	LJMU	1 hour
<b>Download and collection of Facebook Data</b>	You will download personal Facebook data (step by step guide provided) and store it on an encrypted hard drive (provided by study). The principle investigator will transfer a copy of this data to the secure LJMU storage (see Data Management Plan for full details)	Via personal computer	30 Minutes

## 2. Development of Software and Artwork: July 2025 – June 2026

This is where the bulk of the project will be completed. It consists of three phases of software development, artwork creation and feedback.

Whilst the first set of software programs will be developed by the PI each subsequent round will run as follows:

- The principle investigator will develop a range of software programs (2-4) that explore one of the themes (e.g. time, location, connections etc.) in different ways and distribute them to participants, along with guides for usage. At this stage the nature of the data being visualised will also be reviewed, highlighting what it may reveal about you if it were to be decoded. Whilst a major point of this study is to find/tell stories and contemplate what information we give away about ourselves, you will be reminded to consider what the artworks might reveal before sharing any of them with the group. You have full editorial control and can seek advice from the PI at any point.
- You will then have the opportunity to use the software programs to create digital artwork from your personal Facebook data. By selecting which entries to include / omit / connect you will be able to create artworks that have meaning to you, tell stories, record events or just visualise the data in a way that you find aesthetically pleasing. The software programs will have the ability to output the artworks in various formats suitable for digital printing, screen printing or plotting etc. What this means in practical terms will be discussed as it becomes relevant.
- Whilst you are using the software programmes to produce digital artwork, you will be asked to make comments about your experience, using a feedback form in order to provide feedback to the PI. This feedback will be used as study data and help inform the direction of the group discussion.
- At the end of each phase, once all participants have had the opportunity to produce artwork using the software programs, you will be invited to take part in a group discussion with the PI and other participants. You will have the opportunity to show examples of the artwork you have created and discuss your experiences of the process.
- The findings from the feedback and discussions above will help inform how the PI will develop the next set of software programs.

You will be supported throughout this process with in-person demonstrations and the ability to contact the PI at any stage. Again, as a collaborative study the opportunity ongoing dialogue between you, the PI and other group participants will be available throughout and accommodated via the MS Teams 'team'.

There is no requirement to make use of this facility, but you will be able to post on a group forum (only accessible to participants and the study team) or contact the PI privately. Should you wish to show some artwork you have made, ask for help with the software or discuss any other aspect of the project it is hoped that this facility will aid a collegiate way of working on the project. The group forum will be administered by the PI who will contribute to discussions, monitor appropriateness and intervene if necessary.

Posts and comments will form part of the study data and, as such, could be recorded and used by the PI for study purposes. In these instances, any information used will be pseudonymised so that you are not identifiable.

Process	Description	Location	Time (Approx)
<b>Software Demonstration</b> (Visit No.4, 6 and 8 to LJMU)	<p>Principle investigator demonstrates use of software programs developed to you and shows sample artworks created using them.</p> <p>Software programs are distributed to you and the other participants.</p>	LJMU/ Recorded video available on private MS Teams	1 hour (x3)
<b>Use of software to create digital artworks</b>	<p>You have time to use the software programs to create digital outputs from your personal Facebook data. Please be prepared to dedicate at least 3 hours of your time to produce the artworks. You may obviously spend more time if you wish.</p> <p>Support is available throughout this process via Microsoft Teams or via face-to-face meetings if you wish. You can contact the PI directly with any questions or discuss with fellow participants on the private group chat. (See introduction above for full details)</p>	On your personal computer	3 Hours (x3)
<b>Feedback form</b>	<p>A focussed feedback form that can be completed as you are using the software programs to create artwork. It assesses your experiences with the programs and feelings towards the artwork you have created.</p> <p>This form will be available online via the private MS Teams 'team'. It can be returned via email to the PI or private message via MS Teams.</p>	Online	1 hour (x3)
<b>Initial Artwork Review</b>	<p>Here you will have the opportunity to review the artworks you have created with the PI.</p> <p>Alongside allowing us to discuss your thoughts on the work this stage forms part of the editorial process. We can review what the data used might reveal about yourself; ensuring it is appropriate and that you are comfortable with sharing it within the group.</p>	LJMU / Microsoft Teams depending on circumstances/preference.	1 hour (x3)
<b>Discussion Group</b> (Visit No.5, 7 and 9 to LJMU)	<p>A recorded discussion between participants and the principle investigator in which we explore the outcomes of phase one and use this information to inform the software development in phase two.</p> <p>The aim is for this to be an informal discussion in which we can discuss artwork created, effectiveness of programs, discoveries made when exploring data etc.</p> <p>This process of the PI producing software programs, you creating artwork and providing feedback will be repeated for phases two, three and four.</p>	LJMU / Microsoft Teams depending on circumstances/preference.	2 hours (x 3)
<b>Editorial Review and Selection</b>	<p>A discussion with the PI in which we review the artworks created and decide which (if any) you want to create physically and which can be included in public facing documentation (e.g. project documentation, for study presentations, exhibition etc.).</p> <p>Alongside creative worth and personal value we will be checking that you are comfortable with what they might reveal</p>	LJMU / Microsoft Teams depending on circumstances/preference.	1 hour (x3)

	<p>and ensuring that they contain nothing that could identify a 3<sup>rd</sup> party (e.g friend, family etc.) should they be decoded.</p> <p>As part of this process we will complete an 'artwork release' consent form that records which artworks can be used for what purposes.</p> <p>No artwork will be disseminated without your specific consent.</p>		
<b>Creation of Physical Artwork</b>	<p>I would like the digital artworks produced using the software packages to become physical objects. You do not need to be involved in this process, but it would be great if you could be involved to create the physical artwork.</p> <p>These may be in the form of digital prints, screen prints or plottings (images drawn by machine with standard pens/pencils etc.).</p> <p>It is not required that you be involved in this process but if you want to, the PI will work with you to help create the physical artworks.</p> <p>You do not need any previous experience of creating these types of work.</p>	LJMU	Dependent on artwork and medium.

### 3. Final Review: July – August 2026

Upon completion of the study, this stage looks to review the outputs, findings and discussion points raised by the project as a whole.

A separate participant information sheet / consent form will be made available for this stage of the project and you will have the opportunity to consent before it commences.

Process	Description	Location	Time (Approx)
<b>Summative questionnaire</b>	An online questionnaire that reviews your relationship with your personal data and how this might have changed over the completion of the study.  Through open-ended questions you will re-visit the themes of discussion covered in the first workshop (Initial Setup – Process 3) to see how your responses may have changed.	Online	1 hour
<b>Interviews</b> (Visit No.10 to LJMU)	Recorded interviews to review specific pieces of work and delve deeper into your thoughts about the project and its outcomes. The exact format for these will be resolved closer to the time but they could be a combination of individual or group discussions, in person or online.	LJMU / Microsoft Teams depending on circumstances / preference.	2 hours

### Additional Opportunities

Below are a two more processes you may want to be involved with. There is absolutely no obligation to engage with these but I have included them as they may be of interest to participants.

Process	Description	Location	Time (Approx)
<b>Program development</b>	Whilst programs will be designed to be useable without any knowledge of code, the opportunity to be more involved in development is open to everyone.  Should you have coding experience or want to learn more about how the programs work, this will be accommodated by the principle investigator via additional workshops.  Similarly, we will be openly encouraging suggestions for programs (or improvements to existing programs) from a conceptual or aesthetic viewpoint.	Online / LJMU	2 hours Per workshop
<b>Final Exhibition</b>	The selection of work to be shown in the final exhibition will be a collaborative decision between participants and the principle investigator. Should participants wish to be involved further in the planning, work creation and staging, however, this would also be encouraged.	Home / LJMU	TBC



## Will I be photographed or video/audio recorded and how will the recorded media be used?

You are free to decline to be audio recorded during individual discussions/interviews but audio recording in group discussions is essential to your participation. You should be comfortable with the recording process and you are free to stop the recording at any time

The audio recordings of your activities made during this study will be used only for analysis. No other use will be made of them without your written permission.

Interviews and discussions will be recorded on a password protected recording device or via a private, encrypted Microsoft Teams video call where online. Where physical recording devices are used, the recording will be transferred to secure storage and deleted from the recording device as soon as possible.

The group discussion board and communications with PI conducted via MS Teams are designed as a platform to help with the smooth running of the project.

## Are there any potential risks in taking part?

One risk of taking part in this study relates to possible breaches of your personal Facebook data. As you will be downloading and accessing this data there is a very low chance that someone may try to access it from the hard-drive, you may lose the hard-drive or have it stolen.

Your data will also be stored on a LJMU OneDrive and, at times downloaded to an encrypted hard-drive for program testing. Again, there is a very low chance that someone may try to access the OneDrive where your data is stored or the encrypted hard-drive where it is temporarily stored. There is also a very low chance that the encrypted hard-drive may be lost or stolen.

These risks are mitigated via built in security features of the storage methods and processes for handling the data.

**Encrypted Hard Drives – Security** – You will be provided with an encrypted hard drive to store your personal data on. These hard drives have a passcode that needs to be entered before anything stored on them is accessible. You will be shown how to set your personal passcode and no-one else on the study needs to know this.

The principle investigator will also be using an encrypted hard drive at times to store elements of your personal data when testing and developing programs. Only the principle investigator will know the passcode for this hard drive.

Should a hard-drive be lost or stolen, no-one will be able to access the data stored on it without the passcode.

**Encrypted Hard Drive - Processes** – The hard-drive used for program testing will only contain data whilst it is being used for program testing. Once this is completed it will be fully formatted, removing all data. Only one participant's data will be present on the hard-drive at any one time.

**Limited Collection of Data** – Not all data collected by Facebook and downloaded will be used in this study. Some sensitive data such as credit card numbers, date of birth, email addresses etc. will not be transferred to the LJMU OneDrive and you will be shown how to delete it should you wish. A full list of the data excluded can be found in the Data Management Plan.

**Storage of Data LJMU OneDrive** – This is a highly secure cloud-based storage system with multiple security features. Only the principle investigator will have a password to access the directories where your data is stored. This password will be changed every six weeks.

Your data will be split up into three separate sections, stored on different drives so it is not all in one place. Your data will be referenced by a code rather than your actual name. The key for this code will be stored on a separate OneDrive with a separate password.

**Transfer of Data between encrypted Hard-Drives and OneDrive** – Any time Facebook data is transferred between an encrypted hard-drive and OneDrive or vice-versa (i.e. initial upload of data, download for program testing) this will be done on LJMU premises, using the secure LJMU network.

Another risk of taking part in this study relates to visualising your data through artworks. Specifically, that an artwork might reveal information about yourself that causes you anxiety or stress. Whilst the majority of visual outputs will be highly abstract in nature (so hard/impossible to decode) and your name will not be attributed to them unless you want it to, the risk of this occurring is mitigated via a number of procedures built in to the study:

**Understanding of the data being visualised** – As a group, the PI will lead a discussion of the nature of data being visualised by each program before it is used by you. This discussion will include how the data is encoded in the visualisation, what control you have over the encoding (e.g. to obscure/surface elements of it) and what the data might reveal about the you where it to be decoded.

**No requirement to create artwork with program** - You are, subsequently, under no obligation to utilise specific programs or the data elements they generate artwork from.

**Editorial control** - You have initial editorial control over what data is included in the artwork and how this is visualised (e.g. you may include only certain values from your location data and exclude any reference to the dates associated with these locations)

**Review before presenting to group** - You will have the opportunity to review the artworks you have created with the PI before showing them to the group. This way we can discuss what they might reveal prior to anyone else seeing them.

**Full Editorial review and consent** - All artwork will go through an editorial process before being displayed in any public arena (e.g. in exegesis, presentations, exhibitions as promotional material etc.). This editorial process will involve the you and PI reviewing the work, assessing the data it contains and what it may reveal about the you. Alongside ensuring you are comfortable with what the artwork might reveal this process also ensures there is no identifiable 3rd party data included in the piece.

## 07 Are there any benefits in taking part?

A benefit of taking part in this study is that you will receive original versions of any artwork produced for the final show from your data. You will also be able to keep copies of the digital outputs developed at any stage through the project. These can be used by yourself to reproduce physical artworks at any point should you wish to.

Should you decide to take part in the physical creation of artworks you will also benefit from free workshops that offer practical experience of creating analogue outputs (e.g. screen print, plotted drawings etc.) from digital files.

As part of the study it is hoped that participants will gain a greater understanding of the personal data collected by third parties and, therefore, develop a greater sense of ownership for this resource.

## 08 Payments, reimbursements of expenses or any other benefit or incentive for taking part

There will be no payment or any benefit or incentive for taking part in this study. Unfortunately, we cannot reimburse any expenses you may incurred.

## 09 What will happen to information/data provided?

The information you provide as part of the study is the **study data**. Any study data from which you can be identified (e.g. from identifiers such as your name, date of birth, audio recording etc.), is known as **personal data**. Your

participation in this study will involve the collection/use of personal data. The study data collected/used may include more sensitive categories of personal data (special category personal data) such as your race; ethnic origin; politics; religion; trade union membership; genetics; biometrics (where used for ID purposes); health; sex life; or sexual orientation.

We will keep personal data safe and secure. People who do not need to know who you are will not be able to see your name or contact details. The personal data collected will include:

- Contact details.
- A record of consent (which will include your name)
- Study data. We will use a code/pseudonym so that you cannot be directly identified from the data. Study data will include Audio recording[s] (which include your voice). Interview recordings will be deleted once the interview transcript has been verified as accurate and an evaluation has determined that it has no further research value.

Study data / records of consent / contact details will be kept for three years after the study has finished.

Once we have finished the study, we will keep some of the data so we can check the results.

Your participation in this research will be recorded in MS Teams and your personal data will be processed by Microsoft. This may mean that your personal data is transferred to a country outside of the European Economic Area, some of which have not yet been determined by the United Kingdom to have an adequate level of data protection. Appropriate legal mechanisms to ensure these transfers are compliant with the Data Protection Act 2018 and the UK General Data Protection Regulation are in place. The recordings will be removed from the above third-party platform and stored on LJMU managed file storage as soon as possible following the completion of data collection.

The IP address will not be recorded / We will not attempt to capture the IP address or any other information that is not voluntarily provided.

Although every reasonable effort has been taken, confidentiality during actual internet communication procedures cannot be guaranteed.

We will not tell anyone that you have taken part in the study, although there is of course a possibility that another member of the group might recognise you. All members of the participant group will be asked to respect the confidentiality of their fellow participants.

We will write our reports in a way that no-one can work out that you took part in the study. Whilst the artworks created may include elements of your personal data, the editorial system outlined in section 06 ('Are there any potential risks in taking part') aims to ensure you are not identifiable from this data should you wish to remain anonymous. Whether these artworks are shown at exhibitions, in project presentations or included in the exegesis (study report) they will not be associated with your name unless you have explicitly asked for them to be attributed to you.

The Investigator will keep confidential anything they learn or observe related to illegal activity unless related to the abuse of children or vulnerable adults, money laundering or acts of terrorism. In certain exceptional circumstances where you or others may be at significant risk of harm, the investigator may need to report this to an appropriate authority. This would usually be discussed with you first. Examples of those exceptional circumstances when confidential information may have to be disclosed are:

- The investigator believes you are at serious risk of harm, either from yourself or others
- The investigator suspects a child may be at risk of harm
- You pose a serious risk of harm to, or threaten or abuse others
- As a statutory requirement e.g. reporting certain infectious diseases
- Under a court order requiring the University to divulge information
- We are passed information relating to an act of terrorism

In addition, the study team will request consent before making any artwork that visualises your data publicly available. These artworks will be anonymised by default but you are free to have them attributed to you should you wish.

To view Facebook's terms of service (including how they use your personal data) go to the following web address:

<https://en-gb.facebook.com/legal/terms>

## 10 Who is organising the study?

This study is organised by Liverpool John Moores University.

## 11 Whom do I contact if I have a concern about the study or I wish to complain?

If you have a concern about any aspect of this study, please contact the Daniel Turner, and we will do our best to answer your query. You should expect a reply within 10 working days.

If you remain unhappy or wish to make a formal complaint, please contact the Chair of the Research Ethics Committee at Liverpool John Moores University who will seek to resolve the matter as soon as possible:

- Chair, Liverpool John Moores University Research Ethics Committee:
- Email - [FullReviewUREC@ljmu.ac.uk](mailto:FullReviewUREC@ljmu.ac.uk)
- Tel - 0151 231 2121

Research Innovation Services,  
Liverpool John Moores University,  
Exchange Station,  
Liverpool  
L2 2QP

## 12 Data Protection

Liverpool John Moores University is the data controller with respect to your personal data. Information about your rights with respect to your personal data is available from:

- <https://www.ljmu.ac.uk/legal/privacy-and-cookies/external-stakeholders-privacy-policy/research-participants-privacy-notice>
- by asking one of the study team or contacting us using the information below

The online provider may collect personal data (e.g. via the IP address, backups of study data). This makes them a data controller with respect to personal data and, as such, will determine how personal data is used. Please see their privacy notice here:

Microsoft Teams - <https://learn.microsoft.com/en-us/microsoftteams/teams-privacy>

## 13 Contact for further information

**Principle Investigator:** Daniel Turner – LJMU senior lecturer and postgraduate student

**LJMU Email address:** [d.j.turner@ljmu.ac.uk](mailto:d.j.turner@ljmu.ac.uk)

**LJMU School:** Liverpool Screen School

**LJMU Faculty:** Arts, Professional and Social Studies

**LJMU Central telephone number:** 0151 231 2121

**Supervisor Name:** Dr Sarah Haynes

**LJMU Email address:** [s.haynes@ljmu.ac.uk](mailto:s.haynes@ljmu.ac.uk)