The University of Sheffield Information School	FashionBrain Twitter Analysis

Researchers

Alessandro Checco, a.checco@sheffield.ac.uk
Jie Yang, jie@exascale.info

Purpose of the research

The purposes of this research are to improve the quality of Human Computation applications by developing better quality and less expensive crowdsourcing techniques; to develop novel crowdsourcing quality assurance techniques; to understand dimensions like bias and subjectivity and to deal with it by developing priming and training approaches for crowdsourcing. To understand the connectivity of the fashion social network.

Who will be participating?

We are inviting volunteers on Twitter to participate in our study. Additionally, we will also recruit participants from crowdsourcing platforms like Amazon Mechanical Turk. Some participants will be recommended by previous participants (twitter followers).

What will you be asked to do?

We will ask you to complete the online experiment, which is described in the task instructions. You will be presented with a data item (for example an image, a tweet, or a document) and some questions. You will then need to answer the questions as described in the instructions. Additionally, we will ask you your twitter username and one of one of your followers.
Please note that participation is entirely voluntary and that you can withdraw from the study at any time.

What are the potential risks of participating?

The risks of participating are the same as those experienced in everyday life.

What data will I collect?

We will collect some demographic information about you to enable a picture of our participant group as a whole. We will track various browser events related to your activity on our study's web page, including the answers you provide, how long you spend on each task, the mouse clicks you make and the quantity of scrolling you do on each page. We will also collect information from the twitter accounts you will provide such as the number of followers, the number of followees and tweets. We will record the answers you provide to the questions after providing each answer. The data will be anonymized such that the data subject is no longer identifiable. For details about data protection, please refer to the section "Will my participation be confidential?"

What will I do with the data?

We will analyze the data to understand the process people go through when they complete crowdsourcing tasks, the factors that can influence this process and whether crowdsourcing is a viable means for big data processing, and to understand the social structure of Twitter of group of users with specific interests. The data will be used for the purposes of academic research by the project team, with results being published in reputable conferences and journals. Part of the data will be used to recruit other participants. Only mathematical models that summarise the community connectivity and users behaviour (that does not contain any personal data) will be published.

The data recorded will be securely stored on password protected computers at University of Fribourg. A copy will be stored on the researcher's university laptop for analysis purposes and it will be backed up on an external drive kept in a locked drawer in the Exascale Infolab at UNIFR.

Will your participation be confidential?

All the information that we collect about you during the course of the research will be kept confidential and will be stored without any personal identifying information, with the exception of the user id that will be removed after 3 months from the data collection. Each participant will be anonymized and identified by a randomly chosen code, e.g. P01, P25. You will not be identifiable in any reports, publications, or presentations. All data you provide through the online experiment will be stored securely as described above.
You can request the deletion of your data within 3 months from the data collection.

What will happen to the results of the research project?

The results of the research will be included in academic papers, presentations and reports which will be publicly available. If you wish to be given a copy of any reports or publications based on the research, please email us to add you to our circulation list. We will make the mathematical model available for further research.

What is the legal basis for processing your personal data?

The University of Sheffield will act as the Data Controller for this study. This means that the University is responsible for looking after your information and using it properly. In order to collect and use your personal information as part of this research project, we must have a basis in law to do so. The basis that we are using is that the research is 'a task in the public interest'.

Declaration of consent

- I confirm that I have read and understand the description of the research project, and that I have had an opportunity to ask questions about the project.
- I understand that my participation is voluntary and that I am free to withdraw at any time before three months after the collection of the data without any negative consequences.
- I understand that if I withdraw I can request for the data I have already provided to be deleted, however this might not be possible if the data has already been anonymised or findings published.
- I understand that I may decline to answer any particular question or questions, or to do any of the activities.
- I understand that my responses will be kept strictly confidential, that my name or identity will not be linked to any research materials, and that I will not be identified or identifiable in any report or reports that result from the research, unless I have agreed otherwise.
- I give permission for all the research team members to have access to my responses.
- I give permission for the research team to re-use my data for future research as specified above.
- I agree to take part in the research project as described above.

Note: Further information, including details about how and why the University processes your personal information, how we keep your information secure, and your legal rights (including how to complain if you feel that your personal information has not been handled correctly), can be found in the University's Privacy Notice https://www.sheffield.ac.uk/govern/data-protection/privacy/general.

If you have any difficulties with, or wish to voice concern about, any aspect of your participation in this study, please contact Dr Jo Bates, Research Ethics Coordinator, Information School, The University of Sheffield (ischool_ethics@sheffield.ac.uk).