



## Participant Information Sheet

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**Study Title:**

Exploring User Engagement Attributes Across Social Networking Applications: A Survey Study

**Version:**

Version 1.0: 08.12.2024

**Researcher's names:**

Fareza Enus, Oluwakorede Adesoji Oriade

## Invitation paragraph

You are being invited to participate in a research study about user engagement attributes in social networking applications.

Before deciding, it is important to understand why the research is being conducted and what it will involve.

Please read the following information carefully, and feel free to ask any questions. Participation is entirely voluntary, and refusal will not affect your rights or access to services.

## What is the purpose of the study and what would taking part involve?

The purpose of this study is to explore user engagement attributes across different social networking platforms, including Facebook, Instagram, TikTok, and Snapchat. Your participation will help us understand how interaction designs on these platforms influence user engagement.

This survey does not require any follow-up meetings or in-person interactions. Participants will only need to complete a one-time online survey. No additional sessions or commitments are necessary.

### **Key Details:**

1. **Involvement Length:** Participation involves completing an online survey, which will take approximately 15–20 minutes
2. **What to Expect:** The survey will include questions about your experiences and engagement with social networking platforms
3. **Types of Data Being Collected:** Both quantitative and qualitative data will be collected.
4. **Data Collection Method:** Data will be collected through an anonymous online survey using a standardised engagement scale

## Why am I being invited?

You are being invited because

- You are aged 18 or older
- You are an active user of at least one of the social networking platforms studied (Instagram, TikTok, Snapchat, or Facebook)

You should not take part in this study if you:

- You are under the age of 18.
- You do not actively use any of the mentioned social networking platforms.
- You are unable to complete an online survey

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

- This participant information sheet has been written to help you decide if you would like to take part.
- Participation is completely voluntary. If you decide to take part, you can withdraw at any time before you submit your data, without needing to provide a reason and with no penalties or detrimental effects. After data submission, you will not be able to request data withdrawal.
- Data collected up to the point of withdrawal may still be used for analysis. All questions must be answered.
- Refusal to participate requires no reason and will not affect you or your rights.

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

Your participation will contribute to a better understanding of user engagement and will help developers improve the design of social networking applications for enhanced user experiences.

## **What are the possible disadvantages and risks of taking part?**

There are no known risks associated with this study. The survey is anonymous, and no personal information will be linked to your responses. If you feel any discomfort while answering, you are free to stop at any time.

## **Expenses and payments**

There are no costs, expenses or payments necessary or applicable to this study.

## **What information about me will you be collecting?**

The survey will collect information about your usage habits, preferences, and engagement with social networking platforms. Some personal identifiers, such as age, gender and occupation will be collected. This will be for diversity sampling and will not be used in the actual analysis. No information such as names or contact details, will be collected.

## **How will my data be stored and who will have access to it?**

Your responses will be stored in the UK on secure QMUL servers and in accordance with the data protection guidelines of the Queen Mary University of London until 31st January 2025 in fully anonymised form. This data will be accessible only to the research team (Fareza Enus, Oluwakorede Adesoji Oriade). Anonymised data may be shared in published research or presentations.

## **When and how will my data be destroyed?**

Data will be securely deleted on the 31st January 2025, in accordance with Queen Mary University's data retention policies.

## How will my data be used and shared?

The anonymised data will be used to prepare a university assignment. No identifiable information will be included in these outputs. This data will not be published.

## Under what legal basis are you collecting this information?

- Queen Mary University of London processes personal data for research purposes in accordance with the lawful basis of 'public task'.
- Please read [Queen Mary's privacy notice for research participants](#) containing important information about your personal data and your rights in this respect.
- If you have any questions relating to data protection, please contact Queen Mary's Data Protection Officer, Queens' Building, Mile End Road, London, E1 4NS or [data-protection@qmul.ac.uk](mailto:data-protection@qmul.ac.uk) or 020 7882 7596.

## What will happen if I want to withdraw from this study?

You will not be able to withdraw your information after submission.

Participants can ask for access to the information they provide and can request the destruction of that information if they wish at any time prior to this date. Data collected up to the withdrawal date may still be used for analysis. After this date, participants will not be able to request access to or withdrawal of the information they have provided because data will be fully anonymized and cannot be removed.

## What should I do if I have concerns about this study?

- If you have any concerns about the manner in which the study was conducted, in the first instance, please contact the researcher(s) responsible for the study
  - o Charalampos Saitis
- If you have a complaint which you feel you cannot discuss with the researchers then you should contact the Research Ethics Facilitators by e-mail: [research-ethics@qmul.ac.uk](mailto:research-ethics@qmul.ac.uk).
- When contacting the Research Ethics Facilitators, please provide details of the study title, description of the study and QMERC reference number (where possible), the researcher(s) involved, and details of the complaint you wish to make.

## Who can I contact if I have any questions about this study?

1. Charalampos Saitis , [c.saitis@qmul.ac.uk](mailto:c.saitis@qmul.ac.uk)
2. Fareza Enus, [f.r.enus@se21.qmul.ac.uk](mailto:f.r.enus@se21.qmul.ac.uk)
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