

Plain Language Statement

Research Project Title: Folk Theories of Corporate Social Responsibility and Corporate Philanthropy in our Digital Society

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School & Subject Area: School of Social & Political Science, Sociology

Degree: MSc. Digital Society

Dear Prospective Participant,

You are being invited to take part in a research study about corporations' social responsibilities and their philanthropy efforts. Before you decide to participate it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Thank you for reading this.

What is the purpose of the study?

The aim of this study is to find out more about the public's understandings and beliefs about corporations (like Google, Microsoft, Apple, Amazon) social responsibilities to society. Also, this study seeks to bring awareness to participants about corporations use of digital technologies and data in their corporate social responsibility and philanthropy strategies.

Your participation in this study will total a maximum of 2.5 hours.

Why have I been chosen?

You have been chosen to participate in this study because of your experiences, expertise, and opinions.

Do I have to take part?

It is up to you to decide whether or not to take part. If you decide to take part you are still free to withdraw at any time and without giving a reason.

What will happen to me if I take part?

During this research study you will participate in a 2.5 hour Visual Focus Group (VFG) with 3 – 5 other participants. The focus group will be held in person in a safe and public location. When you arrive, you will be asked to sign a consent form and be given a simple questionnaire to fill out. The questionnaire will ask for some basic demographic information and include a few questions about corporate social responsibility and philanthropy. Following participant introductions, you will be given a preliminary question and provided 7 min to complete an individual drawing. A group discussion will then take place for 18 min. Then with a follow up question you will collaboratively create one drawing as an answer for 25 min. Once complete the group will be given a chance to share their drawing with the researcher (Lena Weisman) and a group discussion will take place for 1 hr. The entire group session will be audio recorded and observed by the researcher. The data that will be collected includes observations from the VFG and the created drawings. In total the VFG will last a maximum of 2.5 hours.

Will my taking part in this study be kept confidential?

All information which is collected about you during the course of the research will be kept strictly confidential. You will be identified by an ID number and any information about you will have your name and address removed so that you cannot be recognised from it.

Please note that assurances on confidentiality will be strictly adhered to unless evidence of wrongdoing or potential harm is uncovered. In such cases the University may be obliged to contact relevant statutory bodies/agencies.

What will happen to the results of the research study?

The results of the research will be published to a project website and used for journal articles and conference papers. The drawings created during the VFG will be scanned and images will be published to the website. Participant quotes might also be published to the website, but they will be re-recorded using the researcher's voice to prevent identification. All data and results that are published to the website will be anonymized; any data that could lead to you being identified will be removed.

Who has reviewed the study?

The study has been reviewed by the University of Glasgow School of Social and Political Science Ethics Forum.

Contact for Further Information

If you have any concerns regarding the conduct of this research project, you can contact the School of Social and Political Science Ethics Officer Prof. Gerda Reith email: Gerda.Reith@glasgow.ac.uk.

Thank you again for taking the time to read.