

Musashi Harukawa
DPhil Candidate, University of Oxford
musashi.harukawa@politics.ox.ac.uk

Doctoral Research in Political Campaigning

PARTICIPANT INFORMATION SHEET

Central University Research Ethics Committee (CUREC) Approval Reference:
SSH_DPIR_C1A_20_019

1. *Why is this research being conducted?*

The aim of this research is to better measure the effect of using personal data to target political advertisements with the aim of providing better evidence-based strategies for their regulation.

2. *Why have I been invited to take part?*

You have been invited because you are an adult living in the United States.

3. *Do I have to take part?*

No. You can ask questions about the research before deciding whether or not to take part. If you do agree to take part, you may withdraw yourself from the study, without giving a reason, by advising me of this decision. The deadline by which you can withdraw any information you have contributed to the research is 31 December 2020. After this point, information provided may be included in publication, but will always remain in an anonymised format. Any personally identifiable details will be removed and destroyed.

4. *What will happen to me if I take part in the research?*

You will be asked to complete an online survey, which should take between 3-5 minutes. As a part of the survey, you will be asked to view a political advertisement. Prior to taking the survey, you were given my contact details in order to contact me with any questions or concerns, and asked to sign a consent form.

The survey should have taken between 3 and 5 minutes.

5. *Are there any potential risks in taking part?*

There are no risks in taking part in this survey. Data is pseudonymised and stored securely in an encrypted drive.

6. *Are there any benefits in taking part?*

There will be no direct or personal benefit to you from taking part in this research.

7. Expenses and payments

Barring complications, you will be paid at the advertised rate on Prolific within 72 hours completion of the survey. This rate was calculated on the basis of the survey taking 4 minutes. At the very latest, completed responses will be paid within 21 days.

8. What happens to the data provided?

The information you provide during the study is the **research data**. Any research data from which you can be identified, such as age, gender, nationality, and so on, is known as **personal data**.

This includes more sensitive categories of personal data such as your racial or ethnic origin, political affiliation, and income band.

Personal/sensitive data will be stored in an encrypted database. No information linking personal/sensitive data to name, address or other personally identifiable information will be stored.

Other research data (including consent forms) will be stored for at least 5 years after publication or public release of the work of the research.

Your personal data may be transferred to, and stored at, a destination outside the UK and the European Economic Area. Identifiable data will be removed whenever possible and any data transfer will be done securely and with a similar level of data protection as required under UK law.

The researcher will have access to the research data. Responsible members of the University of Oxford may be given access to data for monitoring and/or audit of the research.

I would like your permission to use anonymised data in future studies, and to share data with other researchers (e.g. in online databases). All personal information that could identify you will be removed or changed before information is shared with other researchers or results are made public.

9. Will the research be published?

The research may be published in academic journals and in the researcher's doctoral thesis.

The University of Oxford is committed to the dissemination of its research for the benefit of society and the economy and, in support of this commitment, has established an online archive of research materials. This archive includes digital copies of student theses successfully submitted as part of a University of Oxford postgraduate degree programme. Holding the archive online gives easy access for researchers to the full text of freely available theses, thereby increasing the likely impact and use of that research.

Regarding publication in the student's thesis: on successful submission of the thesis, it will be deposited both in print and online in the University archives to facilitate its use in future research. If so, the thesis will be openly accessible.

10. Who is funding the research?

This research is funded by the researcher and Merton College, University of Oxford.

11. Who has reviewed this study?

This study has been reviewed by, and received ethics clearance through, the University of Oxford Central University Research Ethics Committee.

12. Who do I contact if I have a concern about the study or I wish to complain?

a) For studies reviewed by a University research ethics committee only:

If you have a concern about any aspect of this study, please contact Musashi Harukawa (musashi.harukawa@politics.ox.ac.uk) or his supervisor Professor Andrew Eggers (andrew.eggers@politics.ox.ac.uk), and we will do our best to answer your query. We will acknowledge your concern within 10 working days and give you an indication of how it will be dealt with. If you remain unhappy or wish to make a formal complaint, please [contact the Chair](#) of the Research Ethics Committee at the Department of Politics and International Relations who will seek to resolve the matter as soon as possible.

13. Data Protection

The University of Oxford is the data controller with respect to your personal data, and as such will determine how your personal data is used in the study.

The University will process your personal data for the purpose of the research outlined above. Research is a task that is performed in the public interest.

Further information about your rights with respect to your personal data is available from <http://www.admin.ox.ac.uk/councilsec/compliance/gdpr/individualrights/>.

14. Further Information and Contact Details

If you would like to discuss the research with someone beforehand (or if you have questions afterwards), please contact:

Musashi Harukawa
Department of Politics and International Relations
Manor Road Building, Manor Road, Oxford OX1 3UQ, United Kingdom
University email: musashi.harukawa@politics.ox.ac.uk