



Story:Web Research – Information for Participants

You are invited to take part in research on Story:Web – an interactive media system for museums and social media that could be used to think about climate change and other global issues. Before you decide whether to take part it is important that you understand what the research is, and what it will involve. Please take time to read the information below carefully and discuss it with others if you wish. Please ask one of the research team if there is anything that is not clear or if you would like more information.

This study is being led by Simon Bowen from Newcastle University's Open Lab and Sarah Mander from the Tyndall Centre for Climate Change Research at the University of Manchester.

About Story:Web

Story:Web was a winning entry for the 'Reimagining Museums for Climate Action' design competition, which asked what it would take for museums to become catalysts for radical climate action. The idea for Story:Web was developed by a team from the Great North Museum: Hancock and Open Lab at Newcastle University together with Sarah Mander at the University of Manchester and sound artist David de la Haye. Our Story:Web idea suggests how people might make sense of climate action using museum objects, images and sounds shared online, and their own experiences. An interactive demonstration of how Story:Web could work is on display at the Glasgow Science Centre until 12 November 2021 as part of COP26, the UN Climate Conference.

The Story:Web team has received funding from the Museums Association to turn the interactive demonstration into a working system, including a way of using Story:Web on social media and an interactive exhibit in the Great North Museum: Hancock. We would like you to help us turn the idea of Story:Web into a working system that is particularly useful for people aged 17-25 years.

About the research

Another part of the project will investigate how Story:Web changes public understanding of global issues like climate action, and how it helps people work out what they can do in response.

Is the project just about climate action?

No. Climate action was the topic of the 'Reimagining Museums for Climate Action' design competition. However, there are other issues like biodiversity loss and social justice that the collections of the Great North Museum: Hancock relate to. We will begin with climate action then explore other issues according to the interests and ideas of those who take part.

What will happen if I take part?

We will design the working Story:Web system together in a series of workshops plus some online activities in between workshops.

If you take part in workshops, we will also ask you to complete a questionnaire at the start and end of the project to ask about your social media use, experiences of museums, and knowledge of climate action and

other complicated topics. We may also ask you to do a short interview at the end of the project to talk about what it was like taking part. There are no right or wrong answers to these questions, they simply help us understand what has changed.

When and where will the workshops be?

There will be six workshops during the project, which will take place approximately every month for the first 3 months (October-December 2021, then every two months for the next 6 months (January-June 2022)).

Workshops will take place at the Great North Museum: Hancock or at Newcastle University, in central Newcastle. If COVID restrictions change, workshops will move online using Zoom.

Workshops will last between 2 and 3 hours and are likely to take place late afternoon or early evenings to fit with your work or study. Occasional workshop activities may need to take place at other times, but we will check with you to find a time that works best.

What will happen in the workshops?

Workshops will include group activities with us and the other participants to:

- Share how you currently use social media and make sense of global issues like climate change;
- Understand what other global issues you are concerned about and want to take action upon;
- Explore objects in the Great North Museum: Hancock's collection that relate to these issues;
- Explore how images and sounds shared online can help communicate these issues;
- Demonstrate and experiment with technologies like artificial intelligence that make finding and connecting collection objects, images and sounds easier;
- Develop the Story:Web idea into something people aged 17-25 (and others) would like to use in a museum and on social media, which the research team will then build;
- Evaluate the Story:Web system as it develops and the process of developing it.

Workshop places are limited and we need people to take part in all six workshops if possible. Participants will be offered £25 in shopping vouchers for each workshop they attend (£150 in total) to thank them for their time.

What will happen in the online activities?

We will share the issues and ideas discussed in the design workshops online so that other people can discuss them and add their own contributions. There will also be some online activities exploring how museum objects, images and sounds could be used on social media, including using prototypes of the new Story:Web system as it develops.

If you take part in workshops, we will ask your permission before posting any of your issues or ideas, or ask you to post them yourself.

We would like to share some of the issues and ideas discussed in workshops online for people not taking part in workshops to comment upon and add to.

Story:Web Research – Information for Participants

When and where will the online activities be?

Online activities will take place in parallel and in between design workshops, and will be held on the social media platform(s) used most by those who register their interest.

We are unable to offer shopping vouchers to online-only participants due to the numbers involved.

What are the benefits of taking part?

You will help shape an interactive media system that helps people make sense of global issues and work out what and how to take action on them. This could mean more people understand what they can do in relation to, for example, climate change or biodiversity loss.

Through taking part you can understand more about topics like climate action, and how museum collections relate to them. You can also understand more about digital technology such as artificial intelligence and the software behind social media platforms.

We also hope that you will benefit through ‘co-designing’ the Story:Web system itself with us, and and build your confidence and experience as a result.

We hope to benefit as researchers in working with you in learning how you make sense of and discuss issues like climate action on social media. We also hope to benefit in understanding how you can discover and use museum collection objects, and the stories behind them, in your social media conversations.

What are the disadvantages of taking part?

Participating in the workshops should not cause you any disadvantages or discomfort. The potential physical and/or psychological harm or distress will be the same as any experienced in everyday life. During workshops we ask that you contribute to honest and respectful discussions, and also ask that you also respect other people’s confidentiality during the sessions.

Participating in the online activities may risk antisocial or abusive behaviour (‘trolling’). However the research team will closely monitor social media activity and remove any offensive posts and ban those who repeatedly post them.

Please be aware that some of the online activities may require a good internet connection and/or use data allowance.

What information will you collect?

We will audio record interviews and some workshop activities, and collect questionnaire responses and notes, drawings and other materials created in workshops. We may also copy relevant excerpts of public conversations on social media.

What will happen with this information?

Audio recordings will be transcribed with your name and any other personally identifiable information removed. We will photograph, video record, or scan workshop notes, drawings, and other materials with any personally identifiable information removed. Names and other personally identifiable information in social media conversation excerpts will also be removed.

Story:Web Research – Information for Participants

This anonymised information will then be analysed by the research team, and stored on Newcastle University secure servers (computers).

What will happen to the results of the research?

We will build a working Story:Web system during the project, including a way of using museum collection objects on social media and an interactive exhibit for the Great North Museum: Hancock.

The results of the research will be shared with other museums and researchers to help them understand how something like Story:Web can change public understanding of global issues like climate action, and help people work out what they can do in response. We will write papers and presentations for professional and academic conferences and publications. We will not include your name or any other personally identifiable information in these papers and presentations. We will also share any software we create using Open Source licences so that other museums and organisations can re-use and adapt it themselves.

Who is the sponsor and data controller for this research?

Newcastle University is the sponsor for this research based in the United Kingdom. Newcastle University will be using information you have shared in order to undertake this research and will act as the data controller. This means that Newcastle University is responsible for looking after your information and using it properly.

The lawful basis for carrying out this study under GDPR is Task in the Public Interest, (Article 6,1e) as research is cited as part of the University's duties. Your rights to access, change or move your information are limited, as Newcastle University need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, Newcastle University will keep the information about you that has already been obtained. To safeguard your rights, the minimum personally-identifiable information will be used.

You can find out more about how Newcastle University uses your information at

<https://www.ncl.ac.uk/data.protection/dataprotectionpolicy/privacynotice/> and/or by contacting their Data Protection Officer (Maureen Wilkinson, rec-man@ncl.ac.uk). If you are not satisfied with their response you can complain to the Information Commissioner's Office (ICO): <https://ico.org.uk/>

Has this research received ethical approval?

Yes. This research has been classified as ethically low risk by Newcastle University's ethical review process and granted ethical approval (reference number: 14628/2020). It has been designed and will be conducted to follow the principles of Newcastle University's ethics policy and best practice for research with human participants.

What happens if I no longer want to take part?

You can stop taking part in the research at any point, without giving reasons, by contacting the research team. We respect your decision and you will not be questioned on why you no longer want to take part.

For further information about the project, please contact:

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