

Participant Information

What is the study about?

We invite you to participate in a research project about improving the explainability in recommender systems. The goal is to help users better understand why a recommender system recommended a particular item (such as a movie) to the user.

Why have I been invited to take part?

Anyone with access to the internet is welcomed to take part in the study, and this includes you!

Do I have to take part?

This information sheet has been written to help you decide if you would like to take part. It is up to you and you alone whether you wish to take part. If you do decide to take part you will be free to withdraw at any time without providing a reason, and with no negative consequences.

What would I be required to do?

You will first be asked to rate a number of movies you've seen in the past using this web application. You will then be shown a number of movie recommendations based on the ratings you gave to movies, as well as ratings other users have given to movies in the past. You will be asked to rate how interested you would be in seeing the recommended movie, and how trustworthy the recommendation seems to you. At the end, you will be asked a few general questions about the system you used.

Are there any risks associated with taking part?

The recommended movies may contain sensitive themes such as violence or sexuality, which may have harmful effects to you if you choose to watch them. If you are concerned, we suggest reading the British Board of Film Classification (BBFC)'s age rating of the movie. Before starting the survey, you can opt out of seeing recommendations to movies rated 18 or R18.

Informed consent

It is important that you are able to give your informed consent before taking part in this study. If you have questions or concerns relating to the study, you can contact the researchers using the contact details at the bottom of the form before you provide your consent.

Reward/compensation

At the end of the study you can participate in a raffle to win an Amazon voucher worth 50 pounds. The winner will be selected randomly amongst those who participated in the raffle.

What information about me or recordings of me ('my data') will you be collecting?

I will collect your expressed opinions of the recommendations, as well as your expressed opinions of the system in general. These will be anonymous, so it will be impossible for anyone to identify you personally. In addition, your email address will be recorded if you choose to participate in the raffle. The emails can't be linked to the answers you have given in the main part of the study.

The ratings you will give to the movies you have seen before will NOT be saved, and as such will not be seen by anyone, not even the researchers.

How will my data be securely stored, who will have access to it?

Your research data will be ANONYMOUS, which means that no-one, including the researchers, could use any reasonably available means to identify you from the data. Your email address will be stored in a FULLY IDENTIFIABLE form, which means that your data will be identifiable as yours. However, it will not be possible for anyone to link this to your other data.

All data will be stored in an encrypted, password-protected computer system, and only the researchers will be able to access it.

How will my data be used, and in what form will it be shared further?

Your research data will be analysed as part of the research study. It will then be published in my dissertation, and possibly in a research publication. The data may also be shared as a part of good research practice. The data will be anonymous, meaning that no-one, including the researchers, could use any reasonably available means to identify you from the data.

Your provided email address will only be used in the prize raffle, and will not be shared with anyone.

It is expected that the project to which this research relates will be finalised by May 2020.

When will my data be destroyed?

Your email address will be deleted after the prize winner has accepted the prize.

Will my participation be confidential?

Yes, your participation will only be known to the researcher if you choose to leave your email address. Your participation will not be known by anyone, even the researcher, if you choose not to leave your email address.

Use of your personal data and data protection rights

The University of St Andrews (the 'Data Controller') is bound by the UK 2018 Data Protection Act and the General Data Protection Regulation (GDPR), which require a lawful basis for all processing of personal data (in this case it is the 'performance of a task carried out in the public interest' – namely, for research purposes) and an additional lawful basis for processing personal data containing special characteristics (in this case it is 'public interest research'). You have a range of rights under data protection legislation. For more information on data protection legislation and your rights visit <https://www.st-andrews.ac.uk/terms/data-protection/rights/>. For any queries, email dataprot@st-andrews.ac.uk.

You will be able to withdraw your email address before 01.04.2020. As your research data is anonymous we will not be able to withdraw it, because we will not know which data is yours.

Ethical Approvals

This research proposal has been scrutinised and subsequently granted ethical approval by the University of St Andrews Teaching and Research Ethics Committee.

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

In the first instance, you are encouraged to raise your concerns with the researcher. However, if you do not feel comfortable doing so, then you should contact my Supervisor or School Ethics Contact (contact details below). A full outline of the procedures governed by the University Teaching and Research Ethics Committee is available at <https://www.st-andrews.ac.uk/research/integrity-ethics/humans/ethical-guidance/complaints/>.

Contact details

Researcher	Ville Kuosmanen vik@st-andrews.ac.uk	Supervisor contact	Dr David Harris-Birtill dcchb@st-andrews.ac.uk +44 (0)1334 463246
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