



Participant Information Sheet

Research Project: The Role of Museums' Social Media for Supporting Engagement with Arts and Culture

Principal Researcher: Cassandra Kist, PhD Candidate Information Studies, Cassandra.kist@glasgow.ac.uk

Purpose of Project: To understand how museums can facilitate meaningful engagement with arts and culture through social media.

You are being invited to participate in a research study. Before you decide if you would like to participate, it is important for you to understand why the research is being done and what it will involve. Please take some time to read the following information carefully and discuss it with others if you wish. Feel free to ask the principal researcher (Cassandra Kist) for clarification if there is anything that is not clear or if you would like more information. If after reading this information you decide that you do not wish to take part in the project, you are under no obligation to do so. You may withdraw your consent at any time together with any data previously supplied.

About the Researcher

The research will be conducted by Cassandra Kist, a PhD student at the University of Glasgow. She is part of a larger European Union Training Network known as POEM, funded by Horizon 2020 Marie Curie, which examines memory practices of individuals and institutions. The researcher and her supervisors, Maria Economou and Gareth Beal, in addition to the POEM network will here be considered the research team.

Main Aims of the Project

This project aims to explore the question: "How does physical outreach activities of museums compare to online practices in social media spaces, and how can they inform one another to create meaningful engagement?" The primary goal of the research is to analyse the potential of social media use for meaningful engagement between museums and stakeholders, and work towards suggestions of best practices. Secondary objectives are to analyse how institutional context limits and/or facilitates meaningful engagement, including structure, policies, costs and staff investment, with the intention to understand how institutions can make beneficial changes.

How will I be asked to provide data?

You will be asked to take part in one or more of the activities described below, which are aimed at collecting quantitative and qualitative data.

- Taking part in an Interview
- Taking part in a social media intervention in the form of a creative workshop in the museum venue or on a social media platform, which may include observation of your interactions and analysis of materials created
- Completing a questionnaire

Data from these activities will be recorded by the researcher on paper, online (by digital data entry), by audio recording, by photography, video recording and/or screen capture. Your permission for this will be



sought before data collection begins through signing the consent form. Your participation is voluntary and no compensation – economic or of any other sort – will be provided.

Will my participation be confidential?

Unless you explicitly give your consent, at no time will we publicise or connect your real name or any other identifying information to your data, unless otherwise specified by the participant. Anonymity will be maintained through the use of a confidential identification number and pseudonym which will be assigned to you personally unless you (the participant) specifies otherwise. Non-anonymous data will not be made available outside of the research team, unless you explicitly give your consent. Non-anonymous data that is already published, for example, on social media platforms, will be anonymised in publications to protect the user's identity.

Data Collection

Data collection will be done in compliance with article 8, Protection of Personal Data in the Charter of Fundamental Rights of the European Union, and in compliance with the data protection acts, legislation, and directives of the partnering cultural institutions and the ESCRH framework. You have the right to access your data at any time by contacting the researcher.

Raw data will be accessed by the research team and will not be shared with third parties, unless you explicitly give your consent. Processed data may be included in the project outputs, such as on the POEM and other partners' websites, blogs and other form of media, publicity, reports, conferences and publications.

Anonymised data from interviews and surveys may be published in open access repositories, only if there are no ethical conflicts and informed consent is provided by the participants. Aggregated data from the social media research may also be published in an open access database only if there are no ethical conflicts.

Data Storage

Data will be securely stored on the password-protected University of Glasgow cloud storage solution OneDrive for Business which has been approved by the EU for storing all types of university data (for more information, see <https://www.gla.ac.uk/myglasgow/it/office365/onedriveforbusiness/>), and on an encrypted hard drive. Physical data, such as audio recordings or surveys will be stored in locked rooms at the University of Glasgow, until digitised at which point the originals will be destroyed. Interviewees will not be identified other than by a pseudonym/ I.D. number on digital transcripts, digitised research notes and in publications unless specified by the participant otherwise. Data maybe be transferred internationally as the University of Glasgow uses the EU approved cloud storage solution - OneDrive for Business.

Data that underpins the these, will be retained in the University's data repository for a period of time following the completion of the project (2021) in adherence to the University of Glasgow's record retention schedule.



The University and EU Horizon 2020 Marie Curie, which is the founder of this research, are both committed to ensuring that data derived from publicly funded research is made available to other organisations and individuals. In the Consent Form you can indicate your support for open science with consenting to make an anonymised version of your data available in a repository such as the university's repository Enlighten: Research Data or Zenodo, etc.

Publications

This doctoral research may result in subsequent conference papers and academic research publications which will integrate and analyse the research fieldwork and present it in academic journals, digital resources and conferences. These publications will present only anonymised or aggregated data so that neither your name nor identifying information will be included, unless otherwise specified by the participant.

Who owns my data?

You have the right to access your data at any time by contacting the researcher. The University of Glasgow is committed to the principle of data protection by design and default and will collect a minimum amount of data necessary for the project.

POEM and the University of Glasgow will hold copyright over any publications, presentations, productions, videos, photographs, recordings, and other forms of media and publicity derived from this research and will provide open access where possible.

On what basis is my data being processed?

Under the General Data Protection Regulation (GDPR) the University has to identify a legal basis for processing personal data and, where appropriate, an additional condition for processing special category data. In line with our charter which states that we advance learning and knowledge by teaching and research, the University processes personal data for research purposes under Article 6 (1) of the GDPR: *Processing is necessary for the performance of a task carried out in the public interest.* Special category data is processed under Article 9 (2) (j): *Processing is necessary for archiving purposes in the public interest, or scientific and historical research purposes or statistical purposes.*

Research will only be undertaken where ethical approval has been obtained, where there is a clear public interest and where appropriate safeguards have been put in place to protect data. In line with ethical expectations and in order to comply with common law duty of confidentiality, we will seek your consent to participate where appropriate. This consent will not, however, be our legal basis for processing your data under the GDPR.

Can I withdraw?

Your participation is voluntary, and you can choose to withdraw from the research project at any point without consequence by contacting any member of the project team, even after your data have been collected. Should you wish to withdraw, all references to your data can be removed at your request and the data destroyed.



What are my rights in relation to my data & how can I report a complain?

Under GDPR, you have a general right of access to your data, a right to rectification, erasure, restriction, objection or portability, and a right to withdrawal. Please note, not all rights, apply where data is processed purely for research purposes. For further information see:

<https://www.gla.ac.uk/myglasgow/dpfoioffice/gdpr/contact/>

Contacts for Further Information

If at any stage you have any concerns regarding the conduct of the research project, you can contact whichever of the following you feel most appropriate:

Main supervisor Dr. Maria Economou:

Email: Maria.Economou@gla.ac.uk

The Ethics Officer Dr. James Simpson

Email: artsethics@glasgow.ac.uk. Phone: 3306346