

Study Title: Storytelling to enable Behaviour Change
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Readers' Participant Information Sheet

You are being invited to take part in the above research study. Please read the information below carefully and ask questions if anything is not clear or you would like more information before you decide to take part in this research.

What is the research about?

This project uses engaging fictional stories to help readers understand how over-cleaning and misinformation about bacteria can mean that we may end up killing our bodies 'good' bacteria. Writing and reading these stories may lead to cleaning behaviour change.

Researchers and educators are increasingly realising the value of stories as 'edutainment' shaping values, addressing misinformation, and inspiring behaviour. However, writing stories that are engaging yet carry the desired message without being preachy is an art beyond most researchers. This presents a methodological barrier. This project is undertaking two different methods for creating stories. One method uses the medium of the established Green Stories writing competitions to solicit suitable stories from amateur writers <https://www.greenstories.org.uk/upcoming-competitions/short-story-clean-vs-green/>. The second method is employing experienced writers and paying them to write a story based upon the same brief. This project will then compare the two methods in terms of their value for money and effectiveness in achieving the goal of using fiction to address societal challenges, in this case cleaning behaviours.

Why have I been asked to participate?

We are looking for English speakers who enjoy reading stories and are eighteen years old or over.

What will happen to me if I take part?

If you agree to participate in this study, we will request your consent to all or any of the following activities.

- (1) Undertake a PRE readers' survey (5-10 minutes). At the start of this survey, we will ask you to consent to taking part in this project. Once you consented, we will ask you about your demographic details and cleaning habits. This survey should take between 5-10 minutes. Once you have completed the survey a thank you message will appear providing the researchers' contact details if you have any questions.
- (2) Then we will send you an eBook of six short stories (between 1000 and 5000 words – total 15760 words) which can be read online or using an EReader. We would like you to complete them by 15th September.
- (3) After the stories is a link to the POST readers' survey (5-10 minutes)
- (4) 10-14 days later we will send you a final survey similar to the others (5-10 minutes) – please complete by 3rd October.

During the entire project, the research team will be available to answer your questions via email. Also, the research team should remind you that you are fully able to opt out at any time.

Are there any benefits in my taking part?

Your participation will help us to determine the potential effect of reading stories on cleaning behaviour. Upon completion of six stories and completing the PRE and POST surveys, the participating readers will be emailed a £30 shopping voucher.

Are there any risks involved?

There is no risk associated with this research.

Will my participation be confidential?

Your participation and the information we collect about you during the course of the research will be kept strictly confidential.

Only members of the research team and responsible members of the University of Southampton may be given access to data about you for monitoring purposes and/or to carry out an audit of the study to ensure that the research is complying with applicable regulations. Individuals from regulatory authorities (people who check that we are carrying out the study correctly) may require access to your data. All of these people have a duty to keep your information, as a research participant, strictly confidential.

Do I have to take part?

No, it is entirely up to you to decide whether or not to take part. If you decide you want to take part, you will need to sign a consent form to show you have agreed to take part.

What happens if I change my mind?

You have the right to change your mind and withdraw at any time without giving a reason and without your participant rights being affected. If you decide to withdraw, we ask you to contact Stephanie Gauthier (S.Gauthier@soton.ac.uk, 023 8059 2174) at the University of Southampton.

If you withdraw from the study, we will keep the information about you that we have already obtained until that timepoint, for the purposes of achieving the objectives of the study only.

What will happen to the results of the research?

Your personal details will remain strictly confidential. Research findings made available in any reports or publications will not include information that can directly identify you without your specific consent.

Pseudonymised results and findings of the project will be used for the preparation of reports, conference materials, business cases, research publications and media releases. Any publications, anonymised and pseudonymised data relating to the research will be made available through the institutional repository and through other sources as required by the funding organisation.

Where can I get more information?

Dr Stephanie Gauthier – Associate Professor
University of Southampton
Boldrewood Innovation Campus
Building 178, Room 4003
Telephone: 023 8059 2174
Email: S.Gauthier@soton.ac.uk

What happens if there is a problem?

If you have a concern about any aspect of this study, you should speak to the researchers who will do their best to answer your questions. Please do not hesitate to contact Dr Stephanie Gauthier on 023 8059 2174 (s.gauthier@soton.ac.uk), from the University of Southampton.

If you remain unhappy or have a complaint about any aspect of this study, please contact the University of Southampton Research Integrity and Governance Manager (023 8059 5058, rgoinfo@soton.ac.uk).

Data Protection Privacy Notice

The University of Southampton conducts research to the highest standards of research integrity. As a publicly-funded organisation, the University has to ensure that it is in the public interest when we use personally-identifiable information about people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use information about you in the ways needed, and for the purposes specified, to conduct and complete the research project. Under data protection law, 'Personal data' means any information that relates to and is capable of identifying a living individual. The University's data protection policy governing the use of personal data by the University can be found on its website (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>).

This Participant Information Sheet tells you what data will be collected for this project and whether this includes any personal data. Please ask the research team if you have any questions or are unclear what data is being collected about you.

Our privacy notice for research participants provides more information on how the University of Southampton collects and uses your personal data when you take part in one of our research projects and can be found at

<http://www.southampton.ac.uk/assets/sharepoint/intranet/Is/Public/Research%20and%20Integrity%20Privacy%20Notice/Privacy%20Notice%20for%20Research%20Participants.pdf>

Any personal data we collect in this study will be used only for the purposes of carrying out our research and will be handled according to the University's policies in line with data protection law. If any personal data is used from which you can be identified directly, it will not be disclosed to anyone else without your consent unless the University of Southampton is required by law to disclose it.

Data protection law requires us to have a valid legal reason ('lawful basis') to process and use your Personal data. The lawful basis for processing personal information in this research study is for the performance of a task carried out in the public interest. Personal data collected for research will not be used for any other purpose.

For the purposes of data protection law, the University of Southampton is the 'Data Controller' for this study, which means that we are responsible for looking after your information and using it properly. The University of Southampton will keep identifiable information about you for 5 years after the study has finished after which time any link between you and your information will be removed.

To safeguard your rights, we will use the minimum personal data necessary to achieve our research study objectives. Your data protection rights – such as to access, change, or transfer such information - may be limited, however, in order for the research output to be reliable and accurate. The University will not do anything with your personal data that you would not reasonably expect.

If you have any questions about how your personal data is used, or wish to exercise any of your rights, please consult the University's data protection webpage (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>) where you can make a request using our online form. If you need further assistance, please contact the University's Data Protection Officer (data.protection@soton.ac.uk).

Thank you.

Thank you very much for reading the information sheet and considering to take part in the research project.