

Cardiff School of Management

Ethics Exemplar Pack 2016



Undergraduate



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

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Please note that

- **Exemplars 2 and 5 are examples of actual documents which can be found on the main Cardiff Metropolitan University website.**
- **Your application should be submitted as one document which includes all relevant documentation**

Introduction to Exemplar Pack of Applications for Ethical Approval for Research Projects at Cardiff Metropolitan University

Cardiff Metropolitan University is committed to maintaining standards of professional conduct in all university and research activities. Central to the principles that guide our personal and corporate actions is that they must be conducted in accordance with the highest contemporary ethics standards. The purpose of the exemplar pack is to assist in the completion of an appropriate and acceptable ethics application on the first submission. Applications for student projects must be completed by the student themselves, acting as Principal Investigator (PI) but must be endorsed by the supervisor.

Please note that the interview documents or questionnaires accompanying the ethics approval application would normally be expected to be in draft or pilot format. It is accepted that the final documents are likely to be modified after piloting.

Exemplar 1: Devolved Ethics Approval Application Summary

This form should be completed and signed by the student and then the supervisor **before** the completed application is submitted for consideration. Its purpose is to make sure that all the required documentation is submitted with the application form since missing documentation is one reason that an application will be returned as not ready for consideration. Once the application has been considered and commented upon the form should be returned to the student. A copy should be retained by the supervisor and or the module leader. If the application needs to be resubmitted these retained copies will assist in a swift review of the amended application.

Exemplar 2: Ethics Application Form

This document is the official Cardiff Metropolitan University ethics application form which **must** be completed by any student or staff member undertaking a research-type project. It has been modified to highlight the essential data which should be contained in the form. An application **must** be completed and have received approval from the Cardiff School of Management Ethics Committee prior to the start of any primary data collection. Engagement requires both parts of the form to be completed for research activities involving people (interviews, questionnaire, focus groups, etc.). If the research project is entirely desk/ secondary data based only part one of the form needs to be completed and signed off by the supervisor. It is recommended that the PI overtly states in the summary that the project is entirely secondary data based.

Exemplar 3: Approved Ethics Application Form

This is an example of an application which has been approved at undergraduate level for an Enterprise Project. The areas to be covered would be the same for any other research project and would cover all of the methods of data collection.

Exemplar 4: Exemplar Participant Information Sheet (PIS)

Required for interview and focus group type data collection

The main Cardiff Metropolitan University Participant Information Sheet (PIS) is very detailed. It is designed to help those undertaking more potentially risky research than would normally be undertaken by CSM students, i.e. consumption of new food products in development or the testing of stress during exercise. It is advised that most management students will find this simpler version much more applicable to their studies. **In particular students may want to use the four headings** on the PIS as they stand. However this is just an example and students should amend the

PIS throughout to suit their studies and not just paragraph 2. Protection of Privacy is often very poorly adapted leading to rejected applications.

Exemplar 5: Exemplar Participant Consent Form (PCF)
Required for interview and focus group type data collection

The Participant Consent Form (PCF) is often submitted without any adaptations to the research project. In particular the comments in red on the PCF should be considered. Students should include their contact details but it is strongly recommended that they use their university details rather than their personal contact addresses to protect their safety and privacy.

Exemplar 6: Exemplar Semi-Structured Interviews

This is an example of a semi-structured interview document that was approved for an undergraduate project in Cardiff School of Management. It is included because the layout to assist the interviewer is commended. There are other, briefer, formats available which are equally valid.

Exemplar 7: Exemplar Focus Group Document

This is an example of a focus group interview document that was approved for an undergraduate student at Cardiff School of Management. It is included because the layout to assist the interviewer is commended. There are other, briefer, formats available which are equally valid.

Exemplar 8: Exemplar Letter to an Organisation in which the student would like to undertake research with staff or customers

This is an example of a draft letter to an organisation that would be approved by Cardiff School of Management. It would be used when a student would like to undertake research with employees, customers or participants in an event of a particular organisation. Students should include their contact details but it is strongly recommended that they use their university details to protect their privacy.

Exemplar 9: Exemplar Letter to an Organisation where the student requires confidential information

This is an example of a draft letter to an organisation that would be approved by Cardiff School of Management. It would be used when a student would like to gather confidential company information, usually financial, and is usually required for Enterprise Projects only. Students should include their contact details but it is strongly recommended that they use their university to protect their privacy.

Exemplar 10: Exemplar Questionnaire

This is an example of an actual questionnaire that was approved for an undergraduate by Cardiff School of Management. Obviously there are other formats available which are equally valid, however particular attention should be paid to the heading paragraph which on a questionnaire takes the place of the PIS and PCF. It must contain brief detail of the project, confirmation that participation is voluntary and that all information will be treated confidentially. Applications may be rejected if the heading is missing.

Exemplar 11: A5 Leaflet Style Questionnaire

This is an example of a questionnaire that is designed to be handed out in A5 leaflet format. This type of questionnaire may be needed in instances where the questionnaire needs to be left to be completed when the researcher is not present, perhaps on a reception desk, guest bedroom, staff canteen, student union etc.

Exemplar 12: Short Questionnaire used in large number data collection

This is an example of a short/ small questionnaire which might be used as either in conjunction with another set of data collection such as interviews or where a small amount of information was sought from a very large number of respondents.

Exemplar 13: Exemplar Front / Entry Page for an On-Line Questionnaire

Many students use e-mail or web-based surveys/questionnaires (the reason for which must be justified in A3). In a web based questionnaire the information about the project, its voluntary nature, confidentiality and anonymity and the PI contact details is not normally presented as a header to the questionnaire, rather it is usually a separate front page. Additionally students must ask participants to confirm, via a tick box that they have read all the information and that they are over the age of 18 before they can access the actual questionnaire pages. Failure to do this often results in the application being rejected. Students should adapt this exemplar as appropriate to their research project bearing in mind the previous points.

NB. Qualtrics is the approved survey instrument for Cardiff Metropolitan University and is the only survey instrument supported by the university

Frequently Asked Questions/ Common Reasons for Rejection.

Can I start my primary data collection before my application has been approved by the Ethics Committee?

NO

How long does it take for an application to be considered?

Your application will be considered by a Devolved Ethics Approval Panel (DEAP) which has received permission to consider Ethics Applications for your module from the CSM Ethics Committee. The Panels meet regularly so that your application should be considered and returned to you within two (teaching) weeks of submission.

What happens if I don't complete all sections?

Your supervisor will not submit it to the appropriate DEAP until it is complete.

What happens if my application hasn't been signed by my supervisor?

You will be required to have it signed before full approval is given

Which sections are usually badly completed resulting in rejection?

A3, C1 and C2

What happens if I don't submit all the accompanying documents?

Your supervisor is very unlikely to submit an incomplete submission and the DEAP will reject the application without consideration

What documents go with what?

Questionnaires

Only the questionnaire is needed

Interviews and Focus Groups

Participant Information Sheets and Participant Consent forms are needed as well as the interview/ focus group document/s

Letter to an organisation

This is only needed if you intend to conduct the research in a private space, such as on company premises or at a festival. It helps the submission if access in principle can be evidenced in the application i.e. a confirmation email

What are the most common reasons for rejecting the accompanying documents?

1. Dangerous knowledge may be generated and this has not been considered in A6, C1 and C2
2. The questionnaire is not headed, or if an electronic survey the front page has not been submitted
3. Students have used the exemplar formats of the Participant information Sheet and or Consent Form but not amended them to go with their particular research proposal

Is access to my sample population important?

Yes. If the population is a large general one, i.e. shoppers in the centre of Cardiff then there is unlikely to be an issue however where the population is small, vulnerable and or has to be accessed with 'others' permission then this must be addressed via C1 and C2

If appropriate do I need to specify the websites I will be using?

Yes, you must state which website/s and the rationale for using that site/s. If a general comment like 'I'll post the questionnaire on my facebook site' is used the application will fail.

Does the standard of my application matter?

Yes, you should be submitting the pilot documents. If your application, particularly the accompanying documentation, is considered to be of an unprofessional standard which might damage the reputation of the university it will be rejected.

EXEMPLAR 1:

DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: _____ Student Number: _____

Module Name: _____ Module Number: _____

Programme Name: _____ Supervisor Name: _____

To be completed by student <u>and</u> supervisor before submission to Ethics Approval Panel	Student Signature;		Supervisor Signature;	
	Yes	N/A	Yes	N/A
Application for ethics approval	[]	-	[]	-
Participant information sheet	[]	[]	[]	[]
Participant consent form	[]	[]	[]	[]
Pilot interview/s	[]	[]	[]	[]
Pilot questionnaire/s	[]	[]	[]	[]
Letter/s to participating organisation/s	[]	[]	[]	[]
Confirmation of interviewee participation	[]	[]	[]	[]

First Submission [] Resubmission []

Date: _____

For use by the devolved ethics approval panel:

Panel Members	Name	Signature
Module leader:	_____	_____
Supervisor:	_____	_____
CSM Ethics Committee Representative:	_____	_____

Date: _____ Date of Reassessment: _____

Outcome:

Project Approved [] Reference number: _____
 Project Approved in Principle []
 Application not ready/ incomplete [] (Decision deferred)

Comments for projects not fully approved:

The original to be retained by the module leader and a copy given to the student

EXEMPLAR 2:

CARDIFF METROPOLITAN UNIVERSITY APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document *Ethics application guidance notes* will help you complete this form. It is available from the [Cardiff Met website](#). The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

Name of applicant:	Click here to enter text.
Supervisor (if student project):	Click here to enter text.
School / Unit:	Click here to enter text.
Student number (if applicable):	Click here to enter text.
Programme enrolled on (if applicable):	Click here to enter text.
Project Title:	If using a working title, it should convey what the project is about
Expected start date of data collection:	The expected start date of the data collection
Approximate duration of data collection:	Duration of the data collection
Funding Body (if applicable):	Click here to enter text.
Other researcher(s) working on the project:	If your collaborators are external to Cardiff Met, include details of the organisation they represent.
Will the study involve NHS patients or staff?	If yes, attach a copy of your NHS application to this form
Will the study involve taking samples of human origin from participants?	Choose an item.

Does your project fall entirely within one of the following categories:	
Paper based, involving only documents in the public domain	Choose an item.
Laboratory based, not involving human participants or human tissue samples	Choose an item.
Practice based not involving human participants (eg curatorial, practice audit)	Choose an item.
Compulsory projects in professional practice (eg Initial Teacher Education)	Choose an item.
A project for which external approval has been obtained (e.g., NHS)	Choose an item.
If you have answered YES to any of these questions, expand on your answer in the non-technical summary. No further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form	

In no more than 150 words, give a non-technical summary of the project
To be completed for all projects; Explain clearly what you are doing and why. If only secondary data is to be undertaken then it is recommended that this is overtly stated in this section

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework

I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.

Signature of the applicant:	Date:
FOR STUDENT PROJECTS ONLY	
Name of supervisor:	Date:
Signature of supervisor:	

Research Ethics Committee use only	
Decision reached:	Project approved <input type="checkbox"/> Project approved in principle <input type="checkbox"/> Decision deferred <input type="checkbox"/> Project not approved <input type="checkbox"/> Project rejected <input type="checkbox"/>

Project reference number: Click here to enter text.	
Name: Click here to enter text.	Date: Click here to enter a date.
Signature:	
Details of any conditions upon which approval is dependant: Click here to enter text.	

PART TWO only to be completed if primary research is to be undertaken

A RESEARCH DESIGN	
A1 Will you be using an approved protocol in your project?	Choose an item.
A2 If yes, please state the name and code of the approved protocol to be used ¹	
most CSM projects will not use a protocol so this section will be answered n/a	
A3 Describe the research design to be used in your project	
<p>Describe your project’s overall design and the method of data collection which will be used. This should include why you need to do the type of data collection you have chosen. If more than one type of research method is used you must describe both/all. It is usually best to cover each of the points below for each set of data collection individually, i.e. everything related to the first set of data collection and then everything related to the next.</p> <p>You should include</p> <ul style="list-style-type: none"> - research method(s) such as interviews or focus groups and why - sample and sampling, who you will ask to participate, convenience, random etc and why - the anticipated size of the sample - a justification of the number of participants - how you will recruit them and how long their will participation take - how you will protect participants confidentiality and anonymity - a description of what method of analysis you will use, e.g. thematic analysis, including tools such as SPSS, excel, NVIVO etc, and why it is/ they are appropriate <p>If your data collection will involve the use of a questionnaire, you should provide a copy of the questionnaire with your application. In cases where the questionnaire has not yet been finalised you should give examples of the kinds of questions which participants will be answering. Similarly, if your data collection will involve the use of interviews or focus groups, you should provide details of the topics which will be discussed and a Participant information Sheet and Participant Consent Form.</p> <p>If you intend to undertake the data collection within an organisation (i.e. employees) or at an event (i.e. participants) you must also provide a (draft) letter to the organisation or event managers asking for permission to do the research on their premises. Where</p>	

¹ An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website [here](#)

access may be contentious or difficult you will need to enclose confirmation that access has been agreed.	
A4 Will the project involve deceptive or covert research?	Choose an item.
A5 If yes, give a rationale for the use of deceptive or covert research	
Please read the CSM Ethics Guidelines for guidance if yes.	
A6 Will the project have security sensitive implications?	Choose an item.
A7 If yes, please explain what they are and the measures that are proposed to address them	
This is likely to only affect some students undertaking research on Data Security. If you think this applies to you discuss with your supervisor	

B PREVIOUS EXPERIENCE
B1 What previous experience of research involving human participants relevant to this project do you have?
Click here to enter text.
B2 Student project only What previous experience of research involving human participants relevant to this project does your supervisor have?
The research experience described here must be relevant to the project and will be supplied by the supervisor

C POTENTIAL RISKS
C1 What potential risks do you foresee?
Consider any potential risk to each of the following; <ul style="list-style-type: none"> the researcher the participants the project the university <p>Risks might include the following examples: Arranging interviews – causing inconvenience to interviewees during their working day. Personal information on the questionnaires. Risks of not meeting the research deadlines A risk to the participants would be the confidentiality of the data they provide. Personal information and data storage must be taken into account.</p>
C2 How will you deal with the potential risks?
Any potential risk identified in A3 or C1 must be addressed in this section. Examples of responses to risks identified might include: Consent for the interviews will be gained via a participant consent form which will be signed before the interview. Interviews times will be arranged in advance

at a time and place convenient for the interviewees. The researchers' whereabouts will be known to a third person.

The questionnaires will state terms of participation and confidentiality on the header. Completion of the questionnaire is taken as consent and will be stated on the header. If participants do not wish to contribute then they need not complete the questionnaire.

The questionnaire and or interviews will not contain any questions that reveal the identity of the participant and will insure anonymity throughout. If participants feel uncomfortable during any part of the research gathering process withdrawal from the process can be immediate.

Email/s confirming that key people have agreed to be interviewed are attached

All raw data will be held on a secure password protected external hard drive and paper copies will be kept in a locked cupboard. Access to the raw data will be restricted to the researcher.

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website and in this exemplar pack.

EXEMPLAR 3; APPROVED UNDERGRADUATE APPLICATION

CARDIFF METROPOLITAN UNIVERSITY APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency such as the NHS or MoD, you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your NHS application in order that your School is aware of the project.

The document *Guidelines for obtaining ethics approval* will help you complete this form. It is available from the [Cardiff Met website](#).

Once you have completed the form, sign the declaration and forward to your School Research Ethics Committee.

PLEASE NOTE: Participant recruitment or data collection must not commence until ethics approval has been obtained.

PART ONE

Name of applicant:	
Supervisor (if student project):	
School:	Cardiff Metropolitan University
Student number (if applicable):	ST200XXXXX
Programme enrolled on (if applicable):	Click here to enter text.
Project Title:	An evaluation of the feasibility of a wedding planning service in Cheltenham, Gloucestershire
Expected Start Date:	20/11/2015
Approximate Duration:	10 weeks
Funding Body (if applicable):	N/A
Other researcher(s) working on the project:	N/A
Will the study involve NHS patients or staff?	No

Will the study involve taking samples of human origin from participants?	No
Does your project fall entirely within one of the following categories:	
Paper based, involving only documents in the public domain	No
Laboratory based, not involving human participants or human tissue samples	No
Practice based not involving human participants (eg curatorial, practice audit)	No
Compulsory projects in professional practice (eg Initial Teacher Education)	No
If you have answered YES to any of these questions, no further information regarding your project is required. If you have answered NO to all of these questions, you must complete Part 2 of this form	

In no more than 150 words, give a non-technical summary of the project
The project aims to evaluate the feasibility of a wedding planning business in Cheltenham, Gloucestershire. The wedding planning business will offer full and partial planning of the clients wedding day to fit their needs. The author will conduct desk research to analyse existing data on wedding market, customer market, small businesses etc. In addition, primary research will be done by conducting a semi-structured interview and distributing questionnaires. The results of the research will be reflected in the business plan which will include: market research/strategy, resource requirements and financial details etc. The researcher will review the project and conclude on its feasibility.

DECLARATION:	
I confirm that this project conforms with the Cardiff Met Research Governance Framework	
I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.	
STUDENTS: I confirm that I will not disclose any information about this project without the prior approval of my supervisor.	
Signature of the applicant:	Date:
FOR STUDENT PROJECTS ONLY	
Name of supervisor:	Date:
Signature of supervisor:	

Research Ethics Committee use only	
Decision reached:	Project approved <input type="checkbox"/> Project approved in principle <input type="checkbox"/> Decision deferred <input type="checkbox"/> Project not approved <input type="checkbox"/> Project rejected <input type="checkbox"/>
Project reference number: Click here to enter text.	
Name: Click here to enter text.	Date: Click here to enter a date.
Signature:	
Details of any conditions upon which approval is dependant: Click here to enter text.	

PART TWO

A RESEARCH DESIGN	
A1 Will you be using an approved protocol in your project?	No
A2 If yes, please state the name and code of the approved protocol to be used ²	
N/A	
A3 Describe the research design to be used in your project	
<p>Questionnaire:</p> <ul style="list-style-type: none"> • The researcher aims to gather the completion of 70+ questions to ensure the validity of the study and to gain a large amount of data. • The researcher will hand out questionnaires at XXXX Show (date) and YYYY Wedding Fayre (date). The researcher will need to write a letter to both organisations to attain permission to hand out questionnaires at the events. • Participation will take five minutes to complete the questionnaire. <p>Sample:</p> <ul style="list-style-type: none"> • A convenience sample of available participants at XXXX show and YYYY Wedding Fayre will be asked to complete the questionnaire. However, by conducting the research at wedding events the researcher does have control over the representativeness of the sample, thus it is also a Purposive Sample. The Purposive sample is selected as they have the characteristics of the target market. • Further participants may also be found using Snowballing Techniques, by asking participants to recommend someone else who may be appropriate for the study. <p>Online Questionnaire posted on ZZZZ Website Forums (www.xxxxxxxxxx)</p> <ul style="list-style-type: none"> • The researcher aims to have 30 completed online questionnaires. 	

² An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website [here](#)

- The researcher has created an online username and password on the ZZZZ Website.
- A qualitative questionnaire will be posted on a forum and forum users will be asked to participate.
- The participant will be told details of the study and its goals plus the participant must consent before completing the questionnaire.
- Online questionnaires will be posted by November 30th for fourteen days.
- The questionnaire will take 5 minutes to complete.

Sample:

- This is convenience sampling as the participants are available to partake in the research because they are looking at the website. Equally, the sample is also purposive as the researcher has chosen the ZZZZ website due to the characteristics of the users to represent the target market.

Semi structured interviews:

- Open ended questions to collect qualitative information.
- Freedom of response will allow the researcher to gain opinions and thoughts of the participant.
- The researcher intends to have face-to-face interview with 5 wedding related businesses: Florist, Tailor, Bakery etc.
- Contact with the business will begin in October/November and the interview is forecasted to take place in December.
- Each interview will be recorded and will be 20 minutes in length.

Sample:

- A quota sample of 5 wedding related businesses will be selected as they have the characteristics assumed of the whole population being studied.

Participants:

- The types of samples chosen are to guarantee no discrimination against age, gender, race, disability etc.
- All participants will be over the age 18.
- Participant's right to anonymity will be reiteration throughout the research process and they may withdraw their data at any point.
- The researcher will only record age and gender of the participant.

Analysis:

- The quantitative data from the questionnaires will be on the Microsoft Excel by the creation of graphs, tables and charts.
- The qualitative data from the semi structured interview will be through observer impression of the specific use of the specific use of the data collected to help support the proposal.

Consent:

- Consent from participants is required from the interviewees by the

completion of the consent form before they can take part in the study.	
A4 Will the project involve deceptive or covert research?	No
A5 If yes, give a rationale for the use of deceptive or covert research	
N/A	
A6 Will the project have security sensitive implications?	No
A7 If yes, please explain what they are and the measures that are proposed to address them	
n/a	

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?

The researcher has experience of research involving human participants during her final year in sixth form. The researcher was an ambassador for A-levels, examples of research included questionnaires given to a convenient sample to assess sixth formers needs and wants. In addition, University modules such as Developing a Business has given the researcher experience of creating online questionnaires, consent forms and participant information sheets.

B2 **Student project only**

What previous experience of research involving human participants relevant to this project does your supervisor have?

Enterprise Project module leader at undergraduate level. Past experience of undertaking research for undergraduate and postgraduate qualifications. Past experience of supervising student projects at undergraduate and postgraduate level.

C POTENTIAL RISKS

C1 What potential risks do you foresee?

Wedding Fare Questionnaires

Face-to-face questionnaires may present risk to the researcher:

- Questions may cause offense to participants.
- Disorderly or aggressive behaviour.

Semi Structured Interviews

Face-to-face interviews may present risk to the researcher:

- The interviewee may not want to answer questions if the information is confidential or personal.
- The interviewee may be offended by the questions.
- Participants may get anxious about what they have written/said to the researcher. This may progress into anger towards the researcher.

C2 How will you deal with the potential risks?

Wedding Fare Questionnaires

- The researcher will be in a safe environment with the agreement of the

organisers, the wedding fayre, and be sensitive when approaching potential participants.

- A consent form and project description will be attached to the questionnaires for participants to read to ensure they are fully aware of their participation.
- The researcher will ensure all questions are suitable and appropriate to ask participants.
- Full consent from the organisers of the wedding events will be obtained to permit my research at the events.
- The participant will be notified that they have the right to withdraw their data at any time.

Semi Structured Interviews

- These will be arranged in advance at a location confirmed by the researcher and participant. The researcher will take their mobile phone with them to the interview.
- Participation Information sheet and Consent form will be sent to the interviewee to ensure they are aware of the topics up for discussion.
- The participant will have the right to withdraw their data at any point without penalty.

All participants will be notified that the researcher will have sole access to the data collected. Data used in the written report will be anonymised and the participants will be coded to safeguard from identification.

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)

Refer to the document ***Guidelines for obtaining ethics approval*** for further details on what format these documents should take.

EXEMPLAR 4:

FOR INTERVIEWS AND FOCUS GROUP TYPE DATA COLLECTION

PARTICIPANT INFORMATION SHEET

Moderate Drinking Cultures in Young Adults

Cardiff Metropolitan University Protocol Number: (if applicable)

Project summary

The purpose of this research project is to establish current cross-cultural social moderate drinking behaviours amongst young adult populations. Your participation will enable the collection of data which will form part of a study being undertaken at Cardiff Metropolitan University.

Why have you been asked to participate?

You have been asked to participate because you fit the profile of the population being studied; that is you are between the ages of 18 and 30 and consume moderate amounts of alcohol as part of your normal social life.

However, since the tasting of alcohol is involved you must be

- over the age of 18,
- not pregnant,
- not have a medical condition which is affected by the consumption of alcohol
- not be taking any medication which is affected by the consumption of alcohol

In addition you are advised not to drive to or from this focus group

During the focus groups you will be asked about your social drinking habits and asked to taste one 40 ml sample each of a beer, wine and ready mixed drink.

You will only be required to taste the alcohol you will not be required to drink the sample.

Water will be provided

Your participation is entirely voluntary and you may withdraw at any time.

Project risks

The research involves the completion of a questionnaire and participation in a focus group interview and which will be recorded for later analysis. We are not seeking to collect any sensitive data on you; this study is only concerned with moderate social drinking behaviours and will not discuss any immoderate behaviours. We do not think that there are any significant risks associated with this study. However, if you do feel that any of the questions are inappropriate then you can stop at any time. Furthermore, you can change your mind and withdraw from the study at any time – we will completely respect your decision.

How we protect your privacy

All the information you provide will be held in confidence. We have taken careful steps to make sure that you cannot be directly identified from the information given by you. Your personal details (e.g. signature on the consent form) will be kept in a secure location by the research team. When we have finished the study and analysed all the information, the documentation used to gather the raw data will be destroyed except your signed consent form which will be held securely for 5 years. The recordings of the focus groups/ interview will also be held in a secure and confidential environment during the study and destroyed after 5 years.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:

Andrew Nother, Cardiff Metropolitan University Tel: +44(0)29 2041 XXXX, CMU email: another@cardiffmet.ac.uk

Amend to include principle researcher's details

Exemplar 5

FOR INTERVIEWS AND FOCUS GROUP TYPE DATA COLLECTION

Cardiff Metropolitan University
Ethics Committee

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number:

Participant name or Study ID Number:

Title of Project:

Name of Researcher:

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. []
2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. []
3. I agree to take part in the above study. []

The following statements could also be included on the consent form if appropriate:

1. I agree to the interview / focus group / consultation being recorded []
2. I agree to the use of anonymised quotes in publications []
I agree to my quotes being attributed to me
3. I would like my company name to be anonymised []

Signature of Participant

Date

Name of person taking consent

Date

Signature of person taking consent

** When completed, 1 copy for participant & 1 copy for researcher site file*

EXEMPLAR 6: SEMI STRUCTURED INTERVIEWS

Order of semi structured Interview	Discussed
1) Ask respondent approval to use recording systems Ask respondent to sign and acknowledge consent form	
2) Ask Background questions Confirm information about; <ul style="list-style-type: none"> • name of the organisation 	
<ul style="list-style-type: none"> • respondents position 	
<ul style="list-style-type: none"> • years working for the organisation 	
<ul style="list-style-type: none"> • Level of study 	
3) Discuss about Experience Probes <ul style="list-style-type: none"> • How many fundraising events have you organised or helped organising so far in your career? 	
<ul style="list-style-type: none"> • Is there a specific type of fundraising event you've organised more frequently? 	
<ul style="list-style-type: none"> • In your opinion what is the biggest challenge faced when organising a fundraising event? 	
<ul style="list-style-type: none"> • Is experience determinant to organize a successful and profitable fundraising event? 	
4) Discuss about charity's size and relation with the types of events organised Probes <ul style="list-style-type: none"> • Do you think the scale (or size) of the charity is related to the challenges/ issues described earlier? 	
<ul style="list-style-type: none"> • What is the main difference between organising an event to raise awareness and an event to raise monetary funds? 	
<ul style="list-style-type: none"> • Is the size or scale (local, national, global) of the charity determinant to the type of fundraising events organised? 	
<ul style="list-style-type: none"> • Which type of event you consider to be more challenging? How did you this? Experience? 	
<ul style="list-style-type: none"> • What type of event has proven be more successful for the organisation? In terms of raised profit and/ or awareness, staff hire (volunteers), issues faced by the organisers and the charity. 	
5) Discuss the importance (if any) of academic knowledge on Events planning Probes <ul style="list-style-type: none"> • Do you consider academic knowledge an important element whilst successfully organising a fundraising event? 	

<ul style="list-style-type: none"> • Have you ever sought for advice from an independent events organiser? • What is essential when organising a successful fundraising event, experience or academic knowledge? 	
6) Discuss training procedures and skilled or unskilled volunteers?	
Probes	
<ul style="list-style-type: none"> • Do you actively “recruit” volunteers when organising a fundraising event? Or the volunteers approach the charity on their own time? 	
<ul style="list-style-type: none"> • Do the volunteers recruited to work in a fundraising event, have background knowledge on events? 	
<ul style="list-style-type: none"> • Do you think skilled (events organisers or related) volunteers will make a difference when organising and tackling issues presented when organising a fundraising event? 	
<ul style="list-style-type: none"> • Do the volunteers and the members of staff receive any kind of training or guidance on how to organise fundraising events? 	
<ul style="list-style-type: none"> • Is there a specific guideline to be handed in to both volunteers and organisers, with no experience in events organisation? 	
7) Discuss delegation of workload and responsibilities given to volunteers	
Probes	
<ul style="list-style-type: none"> • How much responsibility do the volunteers take on during an event? 	
<ul style="list-style-type: none"> • What does it take for the organisation to allow a volunteer organise an event independently to raise funds for the organisation? Do they have to academic knowledge or previous experience organising events? 	
<ul style="list-style-type: none"> • How do you feel about delegating tasks to volunteers? 	
<ul style="list-style-type: none"> • Would you delegate important tasks to volunteers with no experience or knowledge about events organisation? 	

EXEMPLAR 7: FOCUS GROUP

Order of the focus group	Discussed	Comments
Welcome all the participants and introduce myself and the project title.		
Make sure everyone has signed consent form and copies to the attendees. Remind them about recording systems.		
1) In your opinion what is the biggest challenge faced when organising a fundraising event?		
2) Is experience determinant to organize a successful and profitable fundraising event?		
3) Do you think the scale (or size) of the charity is related to the challenges/ issues faced when organising a fundraising event?		
4) Is the size or scale (local, national, global) of the charity determinant to the type of fundraising events organised?		
5) Is academic knowledge an important element whilst successfully organising a fundraising event?		
6) What is essential when organising a successful fundraising event; experience or academic knowledge?		
7) Do you think skilled (events organisers or related) volunteers will make a difference when organising and tackling issues presented when organising a fundraising event?		
8) What is the key element to classify a fundraising event as successful? Skilled volunteers and workers, contacts or budget keeping?		

EXEMPLAR 8: LETTER TO AN ORGANISATION when intending to undertake research in their company or at an event they are organising

MAY BE AN EMAIL OR HARD COPY; UNIVERSITY HEADED PAPER MAY BE USED WHERE APPROPRIATE TO SUPPORT THE APPLICATION

Dear xxx (Actual name of intended recipient)

I am an undergraduate student at Cardiff Metropolitan University. The title of my research is XXXX. Its aim is to ... **brief description of project; literally the aim expanded a bit**. As part of my research I would like to undertake research with people who are employed in a service industry company at supervisory level and below. I am writing to you because XXXX fits the profile of this type of organisation and also employs a sufficient number of employees so as to provide a large enough number of potential participants. Before any primary data is collected this project will have been approved by Cardiff Metropolitan University and all data collection will be in accordance with the university's ethics code of practice.

My purpose in writing is to ask if you would permit me to issue a questionnaire to your employees. Their participation would be entirely voluntary, neither they nor the company would be identified in the research and it would only take 10 to 15 minutes for each employee to complete a questionnaire. I would hope to gain 30 responses from your employees.

The areas which would be covered by the questionnaire include:

- Length of service
- Amount and type of customer contact
- Attitudes towards customer interaction
- Intention to remain employed within the service industries

I shall be very happy to make the results of my research available to you as a participant in the research when it is complete. If you would like to participate in this project and or are interested in discussing it further please contact me.

Thank you in anticipation.

Yours sincerely

PI university contact details

EXEMPLAR 9: LETTER TO AN ORGANISATION mainly used for Enterprise Projects when seeking confidential financial information

MAY BE AN EMAIL OR HARD COPY; UNIVERSITY HEADED PAPER MAY BE USED WHERE APPROPRIATE TO SUPPORT THE APPLICATION

Dear (Name of hostel owner/ manager)

I am currently in my final year of university studying for a degree in International Hospitality Management. For the completion of my study, I am required to complete an Enterprise Project. An Enterprise Project differs to a final year dissertation as it requires the production of a structured business proposal. The requirement for its completion includes the collection of financial data to aid in market research.

The project which I have chosen to undertake is the proposed development of a boutique hostel in Cardiff's city centre. The project itself is entirely fictional, but to be able to present a compelling case for my decisions and findings, I must follow all procedures as if it were in fact a real proposition. As you are affiliated with a currently functioning youth hostel, it would be of great value if I could conduct an interview with you. The interview will be used to gain insight into the hostel industry and to identify the current influences on the market in Cardiff. My proposed business will be orientated towards catering to the needs of visitors who come to the city to attend events. The business will also cater to the requirements of backpackers and others who may use its facilities.

Areas of interest include;

- The size and function of your establishment, i.e. number of beds and facilities you offer
- Queries attaining to privacy and security
- Services which you offer
- The clientele demographic and trends
- Pricing structure and future expectations
- Administrative and organisational costs
- Your ideas on niche marketing
- General ideology of your business
- Questions specific to events tourism
- The hostel and lower price accommodation market in Cardiff, i.e. is it saturated and levels of competition?

All information collected from interviews will be kept entirely confidential and comply with the university's regulations. I look forward to your response.

Thank You

Contact Information:

Student Name;

Cardiff Metropolitan University

E-Mail: Cardiff Met student email address

EXEMPLAR 10: QUESTIONNAIRE

Moderate Social Drinking Behaviours in Young Adults: a Pan-European Study

The purpose of this research project is to collect primary information in relation to moderate social drinking behaviours among young adult populations in Europe. This data will form part of an international project involving XXXXXXXX. If you would prefer not to take part in the project then I thank you for your time and you need not complete the questionnaire. If you are happy to participate in this project please can you complete the questionnaire. All information given will be treated confidentially.

We are very grateful for your assistance.

1. Gender

Male
Female

Male What is your occupation?

Female

2. Age

18 – 21 25 – 27
22 - 24 28 – 30

8. Do you drive?

Yes
No

3.

Single / no children
Single / with children
Married / living with Partner / no children
Married / living with Partner / with children
Other _____

9. Which newspaper do you usually read?

Daily _____
Weekend _____
None _____

4. Please specify the number and age of your children, if under 14 and living with you.

Number _____

Age/s _____

10. Do you currently Yes No
Buy wine / beer books
Buy wine / beer magazines
Read others wine/ beer
books or magazines
If no might you in future

5. Income per annum

	You	Main Income Earner
Under £9,999	<input type="checkbox"/>	<input type="checkbox"/>
£10,000 - £14,999	<input type="checkbox"/>	<input type="checkbox"/>
£15,000 - £19,999	<input type="checkbox"/>	<input type="checkbox"/>
£20,000 - £24,999	<input type="checkbox"/>	<input type="checkbox"/>
£25,000 - £29,999	<input type="checkbox"/>	<input type="checkbox"/>
£30,000 - £39,999	<input type="checkbox"/>	<input type="checkbox"/>
£40,000 - £49,999	<input type="checkbox"/>	<input type="checkbox"/>
£50,000 - £59,999	<input type="checkbox"/>	<input type="checkbox"/>
£60,000 - £79,999	<input type="checkbox"/>	<input type="checkbox"/>
£80,000 - £89,999	<input type="checkbox"/>	<input type="checkbox"/>
Over £90,000	<input type="checkbox"/>	<input type="checkbox"/>

11 Do you currently Yes No
Belong to a wine club
Belong to a beer club
If no might you do so in future

6. Please indicate the highest educational qualification which you have.

None
GCSE / IGCSE or equivalent
A Level / Baccalaureate or equivalent
16 – 19 qualification
HND or equivalent
Degree
Postgraduate

12. Where do you normally shop for food and groceries? (Please tick all that apply and name the stores, used most)

Supermarket
e.g Carrefour/ Tesco _____

Local corner shop
e.g Spa _____

Independent specialist
e.g delicatessen/ bakers _____

Market
e.g. outdoor/ farmers _____

13. Where do you buy your alcoholic beverages?
(Please tick all that apply.)

	Regularly	Have
Supermarket		
Off Licence Chain	<input type="checkbox"/>	<input type="checkbox"/>
Off Licence Independent	<input type="checkbox"/>	<input type="checkbox"/>
Wine warehouse	<input type="checkbox"/>	<input type="checkbox"/>
Mail Order	<input type="checkbox"/>	<input type="checkbox"/>
Email / Internet	<input type="checkbox"/>	<input type="checkbox"/>
From Vineyard	<input type="checkbox"/>	<input type="checkbox"/>
Other _____		

14. Which is your preferred choice of alcoholic beverage? (Please tick all that apply.)

Drink	Average No of Times Consumed				
	Daily	1 - 2 per week	1 - 2 per month	Less	Never
Beer					
Lager					
Cider					
Wine still					
Wine sparkling					
Spirits					
Flavoured Alcoholic Beverage					
Other –					

15. What is your preferred type of alcoholic beverage in any of the following places? (Please tick all that apply.)

	Beer/lager	Wine	Spirits	Non alcoholic
Outdoors/ on street/ in parks				
Home				
Pub / Bar				
Restaurant/ Café				
Hotel				
Nightclub				

16. Have you visited the following countries? (Please tick all that apply; please **do not** tick your own country.)

	Never	Once	Occasionally	Frequently
1 France				
2 Germany				
3. Italy				
4 Spain				
5. UK				

17. If you have visited the countries in question 16 did you buy and or drink alcohol? (Please tick all that apply.)

	Country No....		Country No ...		Country No... □	
	Buy	Drink	Buy	Drink	Buy	Drink
Outdoors / on street/ in parks						
Home						
Pub / Bar						
Restaurant/ Café						
Hotel						
Nightclub						

If not please explain why not.

Thank you for your time

Exemplar 11: Leaflet Questionnaire

Section B: Exploring your motivation to participate in this event. In this section please tick as many items as relate to you:

External interaction/socialization

- Because I enjoy event crowds
- To be with people of similar interest
- To see the entertainment
- To be with people who enjoy the same things I do
- To observe other people attending the event
- For the chance to be with people who are enjoying themselves

Novelty/uniqueness

- Because events are unique
- Because I was curious
- Because I like a variety of things to see and do
- Because I enjoy music events
- Because it is stimulating and exciting
- Because I like this type of music
- Because this is my favourite group
- To experience new and different things
- To enjoy the food or drink provided by the event specific

Escape

- To get away from the demands of life
- To have a change from my daily routine
- So I could be with my friends
- For a change of pace from everyday life

Family

- Because I thought the entire family would enjoy it
- So the family could do something together

Any other comments you would like to make: _____



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

PERSONALITY AND PARTICIPATION IN MUSIC EVENTS

Participant Information

My name is xxxx and I am a student on the MSc xxxx Management programme at Cardiff Metropolitan University.

I am undertaking a survey to explore the relationship between personality and motivation for participating in music events.

I am hoping that you would be prepared to participate in my study and to complete this questionnaire and return to the person who gave it to you. You have been chosen because you are attending this music event.

If you return the survey it will be taken as voluntary informed consent.

If you required any further information about this survey, please contact xxxx at Cardiff Metropolitan University.

Email: Stxxxxxx@cardiffmet.ac.uk

Thank you very much for your time!

Section A: Identifying your personality type

I see myself as someone who...

(Please circle the '•' to indicate the extent to which you agree or disagree with that statement.)

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly agree

- Is talkative
- Tends to find fault with others
- Does a thorough job
- Is depressed, blue
- Is original, come up with new ideas
- Is reserved
- Is helpful and unselfish with others
- Can be somewhat careless
- Is relaxed, handles stress well
- Is curious about many different things
- Is full of energy
- Starts quarrels with others
- Is a reliable worker
- Can be tense
- Is ingenious, a deep thinker
- Generates a lot of enthusiasm
- Has a forgiving nature
- Tends to be disorganized
- Worries a lot
- Has an active imagination
- Tends to be quiet
- Is generally trusting

Section A: Identifying your personality type (continued)

I see myself as someone who...

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly agree

- Tends to be lazy
- Is emotionally stable, not easily upset
- Is inventive
- Has an assertive personality
- Can be cold and aloof
- Perseveres until the task is finished
- Can be moody
- Values artistic, aesthetic experiences
- Is sometime shy, inhibited
- Is considerate and kind to almost everyone
- Does things efficiently
- Remains calm in tense situations
- Prefers work that is routine
- Is outgoing, sociable
- Is sometimes rude to others
- Makes plans and follows through with them
- Gets nervous easily
- Likes to reflect, play with ideas
- Has few artistic interests
- Likes to cooperate with others
- Is easily distracted
- Is sophisticated in art, music or literature

EXEMPLAR 12

Factors influencing Tourism and Hospitality University Instructors' Intention to use E-learning: An Extension of the Technology Acceptance Model

I am a student at the Cardiff School of Management. The aim of my research is to <3,4 sentences giving a brief description of your research> Please complete each question by either putting your answer in the space provided or circling the appropriate response. When you have completed the questionnaire please can you return it to the researcher. Submission will be taken as voluntary informed consent. All your responses are confidential and will only be used for the purposes of this research. Thank you in advance for taking the time to complete this survey.

Researcher Name

Cardiff Metropolitan University Student email: XXX

**Cardiff School of Management
Cardiff Metropolitan University
Llandaff Campus, Western Avenue,
Cardiff, CF5 2YB
Tel: +44 (0)29 2041 XXX**

Section One: Background questions

1) What is your employment position?

- Professor
- Associate Professor
- Lecturer
- PhD. Candidate

2) At which university do you teach?

- Cardiff Metropolitan University
- Cardiff University
- Other (please specify.....)

3) Gender: Female Male

4) Age:

- Less than 30 years 30 up to 40 years 40 up to 50 years 50 up to 60 years
- 60 years or more

5) What is your general attitude to using technology to support education?

- Very negative
- Rather negative
- Neither positive nor negative
- Rather positive
- Very positive

6) Number of courses taught previously including an e-learning platform (e.g. Blackboard, Facebook Groups, etc.):

- None 1 2 3 4 5 or more

If the answer is “None” go to section Four!

Section Two: E-learning Usage in education

1) For which of the following purposes have you used E-learning? Tick all that apply?

a)	Distance education	<input type="checkbox"/>
b)	Blended education (*)	<input type="checkbox"/>
c)	Additional support for on-campus students	<input type="checkbox"/>
d)	Assignment submission	<input type="checkbox"/>
e)	Collaborative learning	<input type="checkbox"/>
f)	Communication with students	<input type="checkbox"/>
g)	Distributing course material	<input type="checkbox"/>
h)	Providing access to multimedia resources	<input type="checkbox"/>
i)	Providing links to web-based resources	<input type="checkbox"/>
j)	Other (please specify)	<input type="checkbox"/>

Thank you for taking the time to complete this survey

EXEMPLAR 13:

FRONT/ENTRY PAGE FOR AN ONLINE QUESTIONNAIRE

School of Management, Cardiff Metropolitan University

TITLE

This project has received the approval of Cardiff School of Managements' Ethics Committee, Cardiff Metropolitan University

I understand that my participation in this project will involve completing a questionnaire about **short description of the project aim** which will take approximately **XXX** minutes of my time.

I understand that participation in this study is entirely voluntary and that I can withdraw from the study at any time without giving a reason or I can discuss my concerns with **NAME of PI (add student email address NOT PERSONAL ADDRESS@outlook.cardiffmet.ac.uk)**.

I understand that any identifying information provided by me will be held confidentially, such that only the PI (**NAME of PI**) can trace this information back to me individually.

I understand that my data will be stored on password protected computers, anonymised after completion of the survey and that no one will be able to trace my information back to me. The raw data will be retained for five years when it will be deleted/destroyed.

If you are 18 years of age or over, understand the statement above and freely consent to participate in this study please tick the consent box to proceed.

consent box

Thank you very much for helping us with this project and participating in the research