

Participant Information Sheet

Study Title

An investigation into the approaches to digital marketing measurement in order to create a conceptual framework of digital impact factors within the charity sector.

Invitation

Initial thanks are given for responding to the request of participation.

I would like you to take part in a research study aimed at understanding digital marketing measurement within the charity industry. It is imperative, before I ask for your involvement, that you read the following information thoroughly. Please take your time to wholly understand the aim of the research and the study I am asking you to participate in. Please do not hesitate to articulate any questions you may have, nor refrain from asking for more information.

Purpose of Study

- Primarily, the purpose of this study has arisen from a need to undertake a piece of research as part of the investigator's MSc qualification in Digital Marketing Communications. However, there is a practical use for this study given the deficiency of information in this topic area in both charity and academic circles. Indeed, this research derives from a perceived need to understand digital marketing measurement within the charity sector more richly.

Your invitation

- There aims to be roughly 12-15 interviews that will take place. This invitation is being extended to you given your experience around digital marketing and the charity sector. Your position within your organisation and association with the topic, regardless of gender, age or background, are the factors influencing the invitation choice.
- Decisions made in response to this invitation are completely self-directed and voluntary. A confirmation of the participation, if accepted, will be validated in the form of a consent sheet. This will not contract you into anything you deem inappropriate, and you are free to withdraw anytime – without reason or justification.
- Following consent being provided, the investigator will seek to conduct a one-off 30-minute interview. To clarify, this will be an isolated event and will not require multiple interactions.
- This 30-minute interview will contribute to an investigation spanning 3 months, as the research will conclude by September. These interviews will be audio taped, and subsequently transcribed. However, no personal information is required, nor will any details be stored and shared at any point of your involvement.
- The audio recordings will be permanently removed and deleted following the completion of the research, unless stated otherwise on the attached consent form. Prior to their destruction, the recordings will be stored on a password-secured Macbook, making it inaccessible to anyone but the lead investigator. Data protection management will be in compliance with the General Data Protection Regulation 2018.
- The interview itself will require you dedicate 30-minutes of your time, expressing your thoughts and feelings around a pre-conceived set of questions. Additional probing questions may be asked if necessary. Wherever possible, answer as clearly and confidently as you can, in order to ensure the audio recording collects all pieces of data (responses).

Benefits and Disadvantages

- The lead investigator acknowledges that this interview may be a time-consuming engagement. The researcher is willing to facilitate by offering telephone interviews over face-to-face interviews, or by

conducting the interviews at a venue most appropriate to you instead of attending a specific location (Reason Digital Head Office).

- It is important not to deceive you with false promises and exaggerated benefits. However, whilst we cannot promise any personal benefits, this study will help develop the collective understanding of digital marketing within the charity sector. With that in mind, results may provide useful segments of data that can directly influence and complement the efforts of digital marketing managers, contributing to the effectiveness of charity sectors when measuring digital impact.

Problems and Issues

- Should any issues arise following your consent, or should you have any concerns regarding any aspect of this research, please do not hesitate to contact the lead investigator via email only*. The researcher will do their best to respond to any issues promptly and clearly. To do so, contact: lee.smorthit@reasondigital.com

For escalated queries/ if you do not wish to discuss issues with the researcher:

You can:

- 1) Contact the Manchester Metropolitan University Complaints Office
- 2) Contact the lead investigator's supervisor, Brendan Keegan, at B.Keegan@mmu.ac.uk
- 3) Contact Reason Digital directly at: Ed.cox@reasondigital.com

*Disclaimer: no arrangement can be made in the form of compensation on behalf of the researcher should an issue arise.

Confidentiality

- Data will be appropriately safeguarded in line with the Data Protection Act 1998 and General Data Protection Regulations. All information about you and the data you provide will be strictly anonymised. Any information provided will be disassociated with you and shall remain anonymous by removing personal identification from documents.
- Prior to the interview you will be given a unique code which will act as a form of identification for the researcher. Any reference of the code, in relation to your person or company, will be deleted following the finalisation of the report. A master copy of these codes, along with any information you provide (which will be transcribed) will be securely held in a password protected computer. Similarly, any hard copies of the data will also be kept in a private location, accessed only by the researcher's key.

By consenting to participate, you acknowledge that beyond myself, information provided may also be shared – under the lead investigator's supervision - with:

- 1) Brendan Keegan – Supervisor
- 2) Ed Cox – Co-founder of Reason Digital
- 3) Ian Jukes – Digital Strategist at Reason Digital

- Data shared with these individuals will be anonymised prior to access in order to protect your data.

- Data will be kept up until the completion of the research, dated: 10/09/2018. Following this date, transcripts, audio recordings, video recordings, and other forms of data/information will be securely archived/deleted as per the Manchester Metropolitan University guidelines and consent.

Opting out

- Should you wish to opt-out you are free to do so without justification or explanation. Depending on whether the interview has been conducted, data derived from the interview will continue to be collected and used in the research. However, any evidence of your involvement in the research will be destroyed upon request following your withdrawal.

The Results

- The results of the research will be collated, analysed and presented within the dissertation document. To reiterate, no reference will be made to an organisation or participant – as stated in the *confidentiality* section.
- If the report is to be published, no reference will be made to your identification in any published content.

A transcript of the results, in written format, will be available upon request.

Organising the Research

- This research is being encouraged by Manchester Metropolitan University as part of the curriculum for the MSc in Digital Marketing Communications. In addition, the research is being produced in conjunction with Reason Digital. They are providing resources and support including: access to client data, office space to conduct research, provisions such as Wi-Fi access, and reaching out to clients for interview purposes.

Further Information and Contact Details

If you would like to learn more about the charity industry please follow the recommended links:

- 1) <https://www.gov.uk/government/publications/charity-register-statistics/recent-charity-register-statistics-charity-commission>
- 2) <http://resources.lloydsbank.com/insight/uk-business-digital-index/>
- 3) <https://www.ncvo.org.uk/>

For immediate queries, please do not hesitate to contact the lead researcher at lee.smorthit@reasondigital.com

For support on whether to engage with this project you can:

- 1) Liaise with your internal team/ internal stakeholders for impartial advice.
- 2) Contact Ed Cox – Co-founder at Reason Digital for clarity on the report.
- 3) Address the lead investigator with the email provided.