

Information practice in social media: the experience of new mothers

QUT Ethics Approval Number 1100001143

RESEARCH TEAM

Principal Researcher:	Kate Davis	PhD student	Science and Engineering Faculty
Associate Researchers:	Professor Helen Partridge	Principal Supervisor	Science and Engineering Faculty
	Dr Hilary Hughes	Associate Supervisor	Faculty of Education

DESCRIPTION

This project is being undertaken as part of PhD for Kate Davis. The purpose of this research is to investigate how new mums use social media, and in particular, their information practices in social media.

You are invited to participate in this project because you are a new mum whose oldest child is under the age of two years, and you regularly use social media.

PARTICIPATION

Your participation in this project is entirely voluntary. If you do agree to participate, you can withdraw from the project without comment or penalty. If you withdraw, on request any identifiable information already obtained from you will be destroyed. Your decision to participate, or not participate, will in no way impact upon your current or future relationship with QUT.

Your participation will involve a questionnaire, two audio recorded interviews, and observation of your experiences in social media.

Questionnaire:

Participation will involve completing a 20 item online questionnaire that will take approximately 15 minutes of your time. You will be asked to complete this prior to your first interview. Questions will include:

1. How many children are you involved in parenting? (include children of your partner)
2. How old is your oldest child?
3. How old is your youngest child?

First interview:

Your first interview will be face-to-face and will take place at a location convenient to you. Please note the researcher will travel to undertake interviews, so you are not precluded from participating if you are not located in Queensland. The interview will take approximately 30 to 60 minutes of your time and will be audio recorded. This will be a semi structured interview with one main question: Can you tell me about how you use social media as a new mum? The interviewer may ask you prompt questions to allow you to elaborate on your responses.

Observation:

After the interview you will take part in an online observation. The Principal Researcher will 'follow' you in your preferred social media channels, including Twitter, Facebook, your personal or group blog/s, and any other channels you use regularly. The observation will take place for a period of two weeks. Online applications will be used to archive your social media activity during this period so that the Researcher can refer back to it during the observation process.

Follow up interview:

At the end of the two week observation period, you will be invited to participate in a second semi structured interview to explore the observations made by the Researcher during the observation period. This will be a further opportunity for you to discuss your information experience in social media. The interview will be audio recorded and will take approximately 30 minutes. This interview may be conducted via telephone or an application like Skype.

EXPECTED BENEFITS

It is expected that this project will not benefit you directly. However, it may benefit social media, information literacy and information practice researchers. It may also benefit organisations (like health care agencies) by providing them with an understanding of how new mums use social media. This in turn may benefit other new mums.

RISKS

There are no risks beyond normal day-to-day living associated with your participation in this project.

PRIVACY AND CONFIDENTIALITY

All comments and responses will be treated confidentially.

Your interviews will be audio recorded:

- It is not possible to participate in the research without being audio recorded.
- You will not have the opportunity to verify your comments and responses prior to final inclusion.
- The recordings will be transcribed and the audio recordings will be retained until the project is completed, at which point it will be destroyed.
- The recordings will only be used to assist with analysis, and will not be used for any other purpose.
- The recordings will be made available to a professional transcription service, who will provide the researcher with transcriptions. The transcription agency will be required to sign a confidentiality agreement.
- The recordings and transcriptions will only be available to the research team.

During the observation period, your social media activity will be archived:

- It is not possible to participate in the research without having your social media activity archived.
- You will not have the opportunity to verify your archived social media activity prior to final inclusion.
- The archived activity will only be used to assist with analysis, and will not be used for any other purpose.
- The archive of your social media activity will only be available to the research team.

No identifying information will be used in any publications that result from this research.

CONSENT TO PARTICIPATE

We would like to ask you to sign a written consent form (enclosed) to confirm your agreement to participate.

QUESTIONS / FURTHER INFORMATION ABOUT THE PROJECT

If have any questions or require any further information about the project please contact one of the research team members below.

Kate Davis – PhD student

Professor Helen Partridge – Principal supervisor

Dr Hilary Hughes – Associate supervisor

Information Systems School – Science and Engineering Faculty

Faculty of Education

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CONCERNS / COMPLAINTS REGARDING THE CONDUCT OF THE PROJECT

QUT is committed to research integrity and the ethical conduct of research projects. However, if you do have any concerns or complaints about the ethical conduct of the project you may contact the QUT Research Ethics Unit on 3138 5123 or email ethicscontact@qut.edu.au. The QUT Research Ethics Unit is not connected with the research project and can facilitate a resolution to your concern in an impartial manner.

Thank you for helping with this research project. Please keep this sheet for your information.



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RESEARCH TEAM CONTACTS

Kate Davis – PhD student

Professor Helen Partridge – Principal supervisor

Dr Hilary Hughes – Associate supervisor

Information Systems Discipline – Faculty of Science and Technology

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STATEMENT OF CONSENT

By signing below, you are indicating that you:

- have read and understood the information document regarding this project
- have had any questions answered to your satisfaction
- understand that if you have any additional questions you can contact the research team
- understand that you are free to withdraw at any time, without comment or penalty
- understand that you can contact the Research Ethics Unit on 3138 5123 or email ethicscontact@qut.edu.au if you have concerns about the ethical conduct of the project
- understand that the project will include audio recording
- understand that the project involves observation of your social media activity, which will involve archiving your activity over a period of two weeks
- agree to participate in the project

Name

Signature

Date

Please return this sheet to the investigator.