

## **PARTICIPANT INFORMATION SHEET**

**Title of Study: From #Girlboss to #LazyGirlJobs: Young Women's Working Lives on and through Social Media**

**University of Surrey Ref: \_\_ Ethics RM ID: 1298\_\_\_\_\_**

**PLEASE KEEP A COPY OF THIS INFORMATION SHEET FOR YOUR RECORDS**

### **Section: Taking Part**

#### **Invitation Paragraph**

I, Nathalie Weidhase, am a researcher at the Department of Sociology at the University of Surrey. I would like to invite you to participate in this research project which is funded by the British Academy. You should only participate if you want to; choosing not to take part will not disadvantage you in any way. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what your participation will involve. Please take the time to read this information sheet carefully, and please discuss the study with others if you wish. If you have any questions, you can contact me using the contact details at the end of this information sheet.

#### **What is the purpose of the study?**

The aim and objectives of this study are to explore and analyse the ways in which young women engage with gendered social media representations of work and how this shapes their understanding of and relationship with work. I am especially interested in the ways in which social media platforms, their features, and their content shape the ways in which young women imagine their relationship with paid work. This will involve thinking about and discussing memes as part of the interview. The study will collect personal data described as special category data (see below) to ensure a diverse range of women are represented in the collected data and analysis.

#### **Who is responsible for this study?**

This study is the responsibility of Dr Nathalie Weidhase, Lecturer in Media and Communication at the University of Surrey. Dr Weidhase is responsible for the study design, conducting and overseeing data collection, data analysis and dissemination of study results.

#### **Why have I been invited to take part?**

I am inviting you to take part in this study because while young people's relationship has received plenty of media attention recently, particular in relation to social media use, the existing research on young women's relationship with work currently does not address the role of social media. You are invited to participate in this study because you identify as a woman and are aged between 18 and 30 at the time of the study, who consumes social media content around work.

### **Do I have to take part?**

Participation is voluntary and you do not have to take part. We will describe the study in this information sheet and will give you two days to read this, so you can decide whether you wish to take part. Please contact us if there is anything that is not clear, or if you have any questions, or need more information.

### **What will happen to me if I decide to take part?**

Data on age, gender, ethnicity and employment status is taken in the expression of interest form to ensure a representative and relevant sample is interviewed on the topic. If you decide to take part, you will be given this information sheet to keep and will be asked to sign a consent form to confirm your agreement to participate. You will be given a copy of this consent form to keep. We will then set up a date and time for the interview that works for you, and invite you to a Teams call.

The interview will take approximately 1 hour. As part of the interview, we ask you to bring in a meme (or several) in relation to the topic of the study, young women and work on social media. This can be a meme you found on social media, or one you created yourself. It is up to you how you define this, and the meme will be used as a conversation starter and to introduce the topic.

The interview will be audio and video recorded on Teams, and Teams will also be used for interview transcription. We will discard the recording once it is fully transcribed. Interview recordings will not be used or made available for any purpose other than the research project. The recordings will be held securely on the University of Surrey's server. Only the research team and responsible members of the University may be given access to this.

Once the interview is completed, you will receive a £30 gift voucher.

### **What happens if I do not want to take part or if I change my mind?**

You are free to withdraw from the study at any time, without giving a reason, before the interview. Once the interview is completed, you will have one month to withdraw from the study without giving a reason. Following this time, as the interview will be transcribed and fully anonymised, it will not be possible to remove the information you have provided. We will delete all personal information provided by you during the recruitment process, including emails and information provided in the expression of interest form.

### **What happens to my data if I want to withdraw?**

If you withdraw from the study, any data collected from you will be destroyed, including any interview recording transcription and signed consent form, both from emails and the University server on which the data is being stored.

### **What are the possible benefits in taking part?**

The information we will get from the study will help us better understand the ways in which young women think about work, and what role social media play in their thoughts, experiences, and knowledge of work, work aspirations, and the realities of working. You will also be compensated with a £30 gift voucher after completion of the interview.

### **Are there any potential risks involved?**

A possible risk of taking part in this study is that negative experience of work and work environments will be brought up in conversation, which may be upsetting. *You may ask for a break from the interview or withdraw from it at any time.* We have provided support resources which you can find below.

### **How is the project being funded?**

This research is being funded by a British Academy/Leverhulme Small Research Grant, grant number SRG24\240603. No conflicts of interest have been declared by the researcher.

### **Will my participation be kept confidential?**

Any potentially identifying information will be removed from the interview transcripts in the anonymisation process. We are responsible for making sure your participation is kept confidential and any data is kept secure and used only in the way described in this information sheet. Your information may be reviewed for monitoring and audit purposes, by the University of Surrey and/or regulators who will treat your data in confidence. You will not be able to be identified in any ensuing reports or publications.

### **Will my data be shared or used in future research studies?**

Your personal data will be stored on a secure University of Surrey server for up to 10 years after completion of the study. This will only be accessible to the researcher and relevant members of staff at the University of Surrey. I would like your permission to share your anonymised interview transcript with the UK Data Archive, where it may be of use for other researchers. The intended length of storage is at least 10 years from the completion of the project. This will ensure that the data are accessible while they may still have relevance to future research. We expect to use your contributed information in the interview and memes you create in various outputs including conference presentations, academic articles, and online publications. If you give permission, I will store your name and email address to contact you about potential future studies. You can revoke your permission for this at any time by emailing me.

### **What will happen to the results of the study?**

This research will be presented at academic conferences and published in peer-reviewed academic journals, aiming for open access publications. We also aim to publish key insights in relevant online publications such as The Conversation to make findings available to a wider audience. You can contact the lead researcher to find out the results of the research using the contact details below. Any published findings or quotations will use pseudonyms and will maintain your confidentiality and anonymity. You will not be personally identified in any reports or publications. Your memes would also be cited anonymously. Publications will be linked on the project website here: <https://www.surrey.ac.uk/research-projects/girlboss-lazygirljobs-young-womens-working-lives-and-through-social-media> You can also get in touch with the researcher to obtain findings.

### **Who has reviewed this study?**

This study was reviewed and given a favourable ethical opinion by the University of Surrey Ethics Committee.

## **Section: Your personal data**

### **What is personal data?**

‘Personal Data’ means any information relating to an identified or identifiable individual (‘data subject’); an identifiable individual is one who can be identified, directly or indirectly from that data. We will be collecting and using some of your personal data that is relevant to completing the study.

The information that we will collect will include your name/contact details/other identifiers such as age etc., which is regarded as ‘personal data’ and gender, race; ethnic origin; which is regarded as a ‘special category data’. We will use this information as explained in the ‘What is the purpose of the study’ section.

### **Who is handling my personal data?**

The University of Surrey who will act as the Controller, has the legal responsibility for processing personal data in this study. The research team will process your personal data and is responsible for looking after your information and using it in accordance with UK Data protection legislation. Your data will not be shared with any other third party organisations.

As a Controller, we must only use personal data from people who have agreed to take part in research and process this data in accordance with UK Data Protection legislation. The University of Surrey processes personal data for the purposes of carrying out research in the **public interest** and special category data is processed on an additional condition necessary for **research purposes**. This means that when you agree to take part in this research study, we will process your data in the ways needed to achieve the outcomes of the study.

If you have concerns about how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter ([dataprotection@surrey.ac.uk](mailto:dataprotection@surrey.ac.uk)).

You can find out more about how we use your information <https://www.surrey.ac.uk/information-management/data-protection> and/or by contacting [dataprotection@surrey.ac.uk](mailto:dataprotection@surrey.ac.uk).

## **Section: Further information**

### **What if you have a query or something goes wrong?**

If you are unsure about something you can contact the research team for further advice using the contact details at the bottom of this information sheet.

However, if your query has not been handled to your satisfaction, or if you are unhappy and wish to make a formal complaint to someone independent of the research team, then please contact:

Assurance  
Research Innovation and Impact  
University of Surrey  
Senate House, Guildford, Surrey, GU2 7XH  
Email: [ethics@surrey.ac.uk](mailto:ethics@surrey.ac.uk)

The University has in place the relevant insurance policies which apply to this study. If you wish to complain or have concerns about how you have been treated during the course of this study, then you should follow the instructions given above.

### **Who should I contact for further information?**

If you have any questions or require more information about this study, please contact the research team using the following contact details:

Nathalie Weidhase  
Lecturer in Media and Communication  
Department of Sociology  
Elizabeth Fry building (AD)  
University of Guildford  
Surrey  
GU2 7XH

[n.weidhase@surrey.ac.uk](mailto:n.weidhase@surrey.ac.uk)

01483 686978

### **Sources of support**

If you experience negative emotions in relation to discussing your experience of work, the following resource may be useful:

Acas Helpline: 0300 123 1100

Mind Charity: <https://www.mind.org.uk/>

**Thank you for reading this information sheet and for considering taking part in this research.**