

Participant Information Sheet [29.11.23]

Title of the research project:

Creative Commuters

Principal researcher: Dr. Miranda Matthews, Educational Studies, Goldsmiths University of London, m.matthews@gold.ac.uk

You are being invited to take part in a research project to explore creative experiences in commuting. Before you decide whether or not to take part, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully.

The Creative Commuters project is researching how students experience their travel space into campus. Participants in this project will have a commute of 20 minutes or more to Goldsmiths, and will use public transport for some or all of that journey. The project intends to find out about the kinds of creative activities that support students' journeys. The project aims to listen to student experiences, and to gather input about what kinds of creative activities and technologies assist positive travelling experiences. This project also intends to research how creative technologies can input useful, engaging and interesting connections to university information, such as information about programmes of study.

The research team are based in the departments of Educational Studies and Computing at Goldsmiths, University of London. The team are keen to hear about participants' actual experiences, and to be able to develop well informed perspectives of what makes journeys into university more pleasant, and what makes them more difficult.

The kinds of activities that commuters use on different forms of transport will also be taken into account, as will the range of personal conditions that affect the commute – such as being a parent or having a disability.

Creative Commuters participants will be invited to have an interview with one of the research team. Participants will be asked to make notes on their commutes, that can be verbal, audio and/or visual – to make a travel journal. The notes can be made every day, or once a week. Participants can make notes for a week, a month, or a term, depending on what suits their experiences and how useful the recording process is to them. There will also be a survey after the notes have been gathered in, and themes among the participants have been identified.

All data that is collected in the project will be made anonymous. Participants can choose pseudonyms, locations travelled to other than Goldsmiths and routes of transport will also be anonymised.

You have been invited to participate because we are interested in hearing how you respond to the experience of commuting. This project is intended to complement your studies, in that it can increase confidence and encourages feelings of belonging in university cultures.

Taking part in this research is entirely voluntary. Neither refusal to participate nor withdrawal will have any bearing on your current or future studies. If you do later decide to withdraw from the project, you will be asked what you want to happen to data you have provided up to that point, but please note that after July 20 2025 anonymised data can no longer be removed from the study.

It may be that some participants could become emotional in discussion of experiences affecting their commutes. We are using creative approaches to gathering data that are known for their therapeutic effects in enabling productive expression of emotion. A reciprocal experience of self-expression and greater confidence in approaching important issues can be gained in participation.

All the information that we collect about participants during the course of the research will be kept strictly confidential. All data, in the forms previously mentioned, will be stored on password protected computers and as anonymised datasets on Goldsmiths Research Online, for the benefit of future research. Data will only be accessed by the researchers before 20 July 2025, then themes from the data will input to the development of creative technologies for commuters, and academic presentations and publications.

Participants will be given an informed consent form, on which to make their choices about how they will participate and which forms of anonymised data they agree to be included in the project. Permission will be sought for any audio or video recording to be archived, bearing in mind that, even with voices and faces disguised, these are not truly anonymous. Please note that assurances on confidentiality will be strictly adhered to, unless evidence of wrongdoing or potential harm is uncovered. In such cases Goldsmiths may be obliged to contact relevant statutory bodies or agencies.

This research is organised by Goldsmiths Educational Studies and Computing researchers. If you have any concerns about your participation or about the project in general, you should first contact the *Principal Researcher* Dr Miranda Matthews. If you feel your complaint has not been satisfactorily handled, you can contact the Chair of the Goldsmiths Research Ethics and Integrity Sub-Committee (via the committee secretary on (+44) (0)20 7717 3338 or reisc@gold.ac.uk).

Thank you for reading this information sheet and for considering whether to take part in this research project.

Data Protection Privacy Notice



The General Data Protection Regulation [GDPR] and Goldsmiths Research: guidelines for participants

Please note that this document does not constitute, and should not be construed as, legal advice. These guidelines are designed to help participants understand their rights under GDPR which came into force on 25 May 2018.

Your rights as a participant (data subject) in this study

The updated data protection regulation is a series of conditions designed to protect an individual's personal data. Not all data collected for research is personal data.

Personal data is data such that a living individual can be identified; collection of personal data is sometimes essential in conducting research and GDPR sets out that data subjects should be treated in a lawful and fair manner and that information about the data processing should be explained clearly and transparently. Some data we might ask to collect falls under the heading of **special categories data**. This type of information includes data about an individual's race; ethnic origin; politics; religion; trade union membership; genetics; biometrics (where used for ID purposes); health; sex life; or sexual orientation. This data requires particular care.

Under GDPR you have the following rights over your personal data¹:

- **The right to be informed.** You must be informed if your personal data is being used.
- **The right of access.** You can ask for a copy of your data by making a 'subject access request'.
- **The right to rectification.** You can ask for your data held to be corrected.
- **The right to erasure.** You can ask for your data to be deleted.
- **The right to restrict processing.** You can limit the way an organisation uses your personal data if you are concerned about the accuracy of the data or how it is being used.
- **The right to data portability.** You have the right to get your personal data from an organisation in a way that is accessible and machine-readable. You also have the right to ask an organisation to transfer your data to another organisation.
- **The right to object.** You have the right to object to the use of your personal data in some circumstances. You have an absolute right to object to an organisation using your data for direct marketing.
- **How your data is processed using automated decision making and profiling.** You have the right not to be subject to a decision that is based solely on automated processing if the decision affects your legal rights or other equally important matters; to understand the reasons behind decisions made about you by automated processing and the possible consequences of the decisions, and to object to profiling in certain situations, including for direct marketing purposes.

Please note that these rights are not absolute and only apply in certain circumstances. You should also be informed how long your data will be retained and who it might be shared with.

¹ <https://ico.org.uk/your-data-matters/>

How does Goldsmiths treat my contribution to this study?

Your participation in this research is very valuable and any personal data you provide will be treated in confidence using the best technical means available to us. The university's legal basis for processing your data² as part of our research findings is a "task carried out in the public interest". This means that our research is designed to improve the health, happiness and well-being of society and to help us better understand the world we live in. It is not going to be used for marketing or commercial purposes.

In addition to our legal basis under Article 6 (as described above), for **special categories data** as defined under Article 9 of GDPR, our condition for processing is that it is "necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes".³

If your data contributes to data from a group then your ability to remove data may be limited as the project progresses, when removal of your data may cause damage to the dataset.

You should also know that you may contact any of the following people if you are unhappy about the way your data or your participation in this study are being treated:

- Goldsmiths Data Protection Officer – dp@gold.ac.uk (concerning your rights to control personal data).
- Chair, Goldsmiths Research Ethics and Integrity Sub-Committee - via k.rumsey@gold.ac.uk, REISC Secretary (for any other element of the study).
- You also have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/make-a-complaint/>

This information has been provided by the Research Ethics and Integrity Sub-Committee with advice from the Research Services and Governance and Legal Teams.

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² GDPR Article 6; the six lawful bases for processing data are explained here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>

³ Article 9 of the GDPR requires this type of data to be treated with great care because of the more significant risks to a person's fundamental rights and freedoms that mishandling might cause, eg, by putting them at risk of unlawful discrimination.