

Participant Information Sheet

Research Title: Digital advertising and cultures of alcohol consumption on social media platforms

Researchers:

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- Dr Giselle Newton, The University of Queensland (UQ)
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- Jane Tan, Queensland University of Technology (QUT)

Thank you for your interest in participating in this research project. Please read the following information about the project so that you can decide whether you would like to take part in this research. Please feel free to ask any questions you might have about our involvement in the project.

If you decide to participate in this research, please keep in mind that your participation is voluntary. If you do not wish to take part, you do not have to. If you decide to take part and later change your mind, you are free to stop at any time, and you would not need to give any explanation for your decision to stop participating. If you choose to stop participating, your data will not be used in the research.

You will be given the Participant Information and Consent Form to sign and you will be given a copy to keep. Your decision whether you take part, or not to take part, or to take part and then withdraw, will not affect your relationship with the University of Queensland.

What is this research about?

This project aims to explore digital alcohol advertising on three social media platforms: Instagram, Facebook and TikTok. The digital ads that appear in our feeds are personalised based on data such as the posts we like, the accounts we follow, the videos we watch, and more. Because these ads are personalised and disappear as we scroll past them, we are unable to clearly see how we are targeted by digital advertising. By participating in this project, you will help us study digital advertising that is otherwise invisible.

Lauren Hayden is organising this project as part of her doctoral research. This work is funded by an ARC Linkage project, "Young Australians and the promotion of alcohol and nightlife on social media", led by Associate Professor Nicholas Carah.

What will I need to do?

If you agree to participate, we will invite you to collect digital advertising that appears in your Instagram, Facebook and TikTok feeds for two weeks before participating in an interview with our research team.

You will be asked to install an app called The Australian Ad Observatory from the Google Play store onto your Android smartphone. This app takes a screenshot of advertising that appears in Facebook, Instagram or TikTok apps. All ads you collect will be added to an album within the app, where you

can send them to our research database. During the two-week collection period, our research team will check in with you via an agreed upon method (email, SMS, Messenger, etc.).

After collecting digital advertising, you will share findings (only those you wish to share) with the research team in an interview which will be audio-recorded and transcribed. The interview will take one hour, or more if you choose. The interview will take place at a mutually agreed location.

What are the possible benefits of taking part?

This project will improve our understanding of how users are targeted with digital advertising on social media platforms. You will be paid \$200 to recognise your voluntary contributions of time and knowledge to the project.

What are the possible risks and disadvantages of taking part?

There are minimal risks associated with your participation in this research project.

These might include: inconvenience of having to install the mobile app, inconvenience of day-to-day app operations, technical issues during installation or operation of the mobile app, or revelation of personally identifiable user information. We have addressed the first three of these by making it as easy as possible to install the browser plugin, testing it thoroughly, and minimising its impact on your day-to-day mobile device use. You will be able to delete any images you would not like to share, including those with personal or sensitive information, in the unlikely event it is collected. The risk of being identified is managed by assigning pseudonym names. If you are concerned about the risks of participating you are free to withdraw from the study at any time.

We will ask you about your alcohol consumption practices, if you are concerned about your alcohol consumption you can talk to your GP. You can find a local GP at healthdirect.gov.au or by calling 1800 022 222.

What will happen to the information about me?

All information collected about you will remain confidential. All data will be stored in accordance with the Australian Code for the Responsible Conduct of Research (2007) and the University of Queensland's Research Management Policy (PPL 4.20.06). Data collected by the app will be stored on a QUT server, and all other project data will be stored on UQ servers. As stored data will be re-identifiable, it will also be encrypted to ensure data security. Data will be only accessible by the researcher and relevant supervisory team. Data from this project may be used for future research. It is anticipated that the results of this research project will be published and/or presented in a variety of forms. In any publication and/or presentation, information will be provided in such a way that you cannot be identified, except with your expressed permission. We will anonymise your contributions by removing names, locations and other potentially identifying information. We will also only use selective excerpts from interviews and will not publish the full transcripts in any reports or publications.

What will happen if I decide to withdraw?

Your participation in this research is voluntary and you are free to withdraw from the research anytime without needing to provide any explanation, and you would not receive any penalty or bias as a result of your withdrawal. Should you decide to withdraw, all the information collected from/about you will be destroyed and will not be used in the research.

Can I hear about the results of this research?

Participants from this study can request to view the final outcomes from this study. You can do this by contacting the lead researcher. You will have access only to published outcomes, where the details are non-identifiable. You do not have the opportunity to review or edit any responses made during this study, but you can retract all given data by withdrawing from the project.

Who can I contact if I have any concerns about the project?

This study adheres to the Guidelines of the ethical review process of The University of Queensland and the National Statement on Ethical Conduct in Human Research. Whilst you are free to discuss your participation in this study with the researcher, Associate Professor Nic Carah, contactable on n.carah@uq.edu.au. If you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Coordinator on +617 3365 3924 / +617 3443 1656 or email humanethics@research.uq.edu.au

This research Ethics ID number: 2023/HE002131