

Appendix 8 – Producer participant information sheet

Health Online: Exploring engagement with online resources for diabetes and common mental health issues



Information about the study (Plain Language Statement)

My name is Gillian Fergie and I am a PhD student from the MRC/CSO Social and Public Health Sciences Unit and the University of Glasgow.

I would like to invite you to take part in a research study. The information on this sheet gives you some details about why the research is being done and what it will involve. If you are interested in taking part, please read through the information and feel free to discuss it with others if you wish. If there is anything that is not clear or if you would like more information please do not hesitate to contact me (see contact details below).

What is the research about?

This research study aims to develop an understanding of the multiple ways that people access diabetes and mental health resources online and how social media can be used for health information and communication. In particular we are interested in the ways organisations facilitate user-generated content online and how they develop and maintain an online presence. The findings from these interviews will be compared with insights from individuals who have experience of diabetes or a common mental health issue around their perceptions and experiences of exploring online health resources.

Your participation

We would really like to hear from the people who develop online communication and social media strategies for health-related organisations. If this is part of your job, we would like to hear about your views and experiences. If more than one person takes responsibility for this you can be interviewed together or separately. Taking part is entirely voluntary.

What will I have to do?

Take part in a one to two hour interview at a place and time convenient to you. During the interview we will discuss your thoughts and experiences of developing and promoting online health resources; your views on online health communication and user-generated content and the reliability of health information online.

If you take part, you can choose whether or not your contributions will be anonymous and to what degree. You can agree to be named and your contributions to be attributed to you; or agree to your organisation being named but your name replaced by a pseudonym during analysis and in presenting the data; or neither your organisation nor your name being used during analysis or in the presentation of the data. Should you choose the final option your contributions will be anonymous (no one will be able to identify you in anything written about the project). In any case, comments will be used in a research articles, presentations and a PhD thesis about engaging with health issues online. The fact that you have taken part in the research will be kept confidential by the researcher. The discussions we have will be recorded and then written out in full, the recording and text files will be stored on a password protected computer. These documents will not be linked in any way to your name or details.

The study has been given ethical approval by the University of Glasgow College of Social Science Research Ethics Committee and is funded by the Medical Research Council.

You can refuse to answer any questions and you can withdraw from the interview at any stage without giving a reason.

What should I do if I would like to take part?

Read this information sheet. If you are happy to take part, please get in touch using the contact details below. Then we will arrange a day and time for our discussion.

What do I do if I have any more questions?

You can ask me... Email: g.fergie@sphsu.mrc.ac.uk Phone: 0141 357 3949 and ask for Gillian

You can also speak to my supervisor, Shona Hilton. Email: s.hilton@sphsu.mrc.ac.uk Phone: 0141 357 7537

If you have any concerns regarding the conduct of the research project that they can contact the College of Social Sciences Ethics Officer by contacting Dr. Valentina Bold at valentina.bold@glasgow.ac.uk