

PARTICIPANT INFORMATION SHEET



Research Project: *Social Network Analysis of Innovation Cluster in Creative and Cultural Value Chain: Case of George Town World Heritage Site*



This research aims to enhance our understanding of the creative and cultural value chain in George Town, Penang. We are primarily interested in mapping the relations between organisations active in various cultural and creative activities. The primary purpose of the research is educational as it seeks to improve knowledge of cultural innovators and their entrepreneurship ecosystem. The research has no commercial character. However, we aim to share our findings with local policy-makers to inform the development of policies to support the development of the cultural and creative industries.

We would like to invite you/your organisation to take part in this research study. Before you decide you need to understand why the research is being done and what it would involve for you. Please take time to read the following information carefully. Ask questions if anything you read is not clear or would like more information. Take time to decide whether or not to take part.

It is up to you to decide. We will further describe this study by going through this information sheet, which we will give you a copy. We will then ask you to sign a consent form to show you agreed to take part. You are free to withdraw at any time, without giving a reason. There will be no implications for you or your company if you decide not to take part or to withdraw at any time.

Your participation in this research involves answering a series of questions relating to your organisation's activities, your partnerships, joint projects or other collaborations with other organisations, your sources of sponsorship or other funding, and how you access advice or support for your activities.

During the interview, we will request your consent to audio-tape the discussion. This is ONLY to be used by the research team for analysing the contents of your answers. We shall keep the audio record safely and diligently. During the course of this interview, you are free to request for the recording to be paused, or stopped at any time.

We shall discuss with you any confidentiality issues arising from this research. We will mention your company's or organisation's name only if you grant explicit permission to do so. If you wish for your company/organisation to remain anonymous, we will not use the organisation's real name or any other information that could identify you and your organisation.

We cannot promise this study will directly benefit you or your organisation but the information we get from the study will enhance the understanding of the cultural and creative industries in George Town, which can be of benefit to organisations active in these areas. We will be happy to share the results of this research with the participants.

If you have a concern about any aspect of this study, you should ask to speak to the researcher who will do their best to answer your questions. If required, you could contact the Principal Investigator, Dr. Jin Chan, email address: cj21@gre.ac.uk.

Thank you for your co-operation!

Yours truly,

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