

Participant Information Sheet - Research strand

Research Project Title: Connecting grassroots knowledge and practice on marketplace governance

You are being invited to take part in a research project. Before you decide whether or not to participate, 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 and discuss it with others if you wish. Ask me if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this.

What is the project's purpose?

This project is part of an ESRC-funded postdoctoral fellowship ([ES/W005476/1](#)). It aims to conduct dissemination and research activities that can advance our understanding of traditional retail markets. The dissemination activities aim to create two channels for knowledge exchange between academics, market traders, community activists, and practitioners: a web page and a podcast series. These channels for knowledge exchange will allow us to reflect together on the role and importance of traditional retail markets at an international scale, providing a digital archive of the past, recent, and ongoing work about the sector. The research activities seek to explore further how market traders in Mexico City engage politically through social media. This research would complement my PhD research on the political life of market traders and their struggles to defend Mexico City's public markets network. The project will take place from October 1st, 2021, to September 30th, 2022.

Why have I been chosen?

You have been invited to participate in an online interview and provide social media data in your capacity as a market trader who is an active social media user. Your use of different social platforms can contribute to understanding why and how Mexico City's public markets network are defended in the digital realm.

Do I have to take part?

It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet CON_FORM_RES_211019 to keep and be asked to sign a consent form, of which you will also keep a signed copy. You can withdraw at any time before September 1st, 2022, without any negative consequences. You do not have to give a reason. If you wish to withdraw from the research, please contact me.

What will happen to me if I take part? What do I have to do? Will I be recorded, and how will the recorded media be used?

You will participate in an online interview of about 45 to 60 minutes in which we will discuss your online practices to defend, preserve, and improve Mexico City's public markets network. In this recorded interview, you will answer questions about how you incorporated social media into your everyday life, why and how it has been useful to advance your agenda about public markets. You will also be asked about how you develop social media content, how you think others perceive it, and how you interact online with other people in the public markets' network. You will also be requested permission for me to select, store, and analyse specific posts you have shared online as an owner or administrator of social media accounts. These posts will be related to your activities defending the markets. I will contact you to obtain further consent for the use of each one of these posts. Online interviews and posts will be anonymised and pseudonymised.

What are the possible disadvantages and risks of taking part?

The main risk is that you might be identified as a participant of this research, notwithstanding the use of anonymisation and pseudonymisation techniques. This could happen because you are a public figure that belongs to a close-knit community where people know each other and because part of this data is already available online.

What are the possible benefits of taking part?

Whilst there are no immediate benefits for people participating in the project, it is hoped that this work will contribute to better understanding why and how market traders have increasingly adopted the use of social media platforms to defend Mexico City's public markets network. This will also help us gain new insights into the creative ways in which market traders have used different social media accounts to keep their intense social and political life active, particularly throughout the COVID-19 pandemic.

Will my taking part in this project be kept confidential? What will happen to the data collected? Who is the Data Controller?

All the information that I collect about you during the course of the research will be kept strictly confidential and will only be accessible to members of the research team. I will anonymise and pseudonymise the data so that you will not be able to be identified in any research output unless you have given your explicit consent for this. If you agree to me sharing the information you provide with other researchers through the UK Data Service then your personal details will not be included unless you explicitly request this. Original audio recordings will be shared with a transcription services company that complies with the University's confidentiality regulations. Original audio recordings from online interviews and social media posts collected from social media accounts you own or administer will be kept by the researcher for up to 3 years in an encrypted and password-protected device, providing you consent to this. Anonymised and pseudonymised data will only be used for research, academic, and educational purposes (e.g. papers, presentations). You can withdraw from this at any time before September 1st, 2022. The University of Sheffield will act as the Data Controller for this project. This means that the University is responsible for looking after your information and using it properly.

What is the legal basis for processing my personal data?

According to data protection legislation, we are required to inform you that the legal basis we are applying in order to process your personal data is that 'processing is necessary for the performance of a task carried out in the public interest' (Article 6(1)(e)). Further information can be found in the [University's Privacy Notice](#).

What if something goes wrong and I wish to complain about the project or report a concern or incident?

If you are dissatisfied with any aspect of the project and wish to make a complaint, or wish to make a report of concern or incident relating to potential exploitation, abuse or harm resulting from your involvement in this project, please contact the project's Designated Safeguarding Contact Dr Leon Felipe Tellez Contreras in the first instance. If you feel your complaint or report has not been handled in a satisfactory way you can contact the Head of the Department of Urban Studies and Planning, Prof. David Robinson, david.robinson@sheffield.ac.uk. If the complaint relates to how your personal data has been handled, you can find information about how to raise a complaint in the [University's Privacy Notice](#). If it relates to safeguarding concerns or incidents, please contact the University's Research Ethics & Integrity Manager (Lindsay Unwin; l.v.unwin@sheffield.ac.uk).

Contact for further information

Principal Investigator: Dr Leon Felipe Tellez Contreras, Department of Urban Studies and Planning, University of Sheffield. Email: l.f.tellezcontreras@sheffield.ac.uk Mobile phone: +44 0 7751 859359

Designated Safeguarding Contact: Prof. David Robinson, Head of the Department of Urban Studies and Planning, University of Sheffield, david.robinson@sheffield.ac.uk

This project has been ethically approved via the University of Sheffield's Ethics Review Procedure, as administered by the Department of Urban Studies and Planning. Number 043667.

----- ❖ -----

Many thanks for reading this information sheet and considering taking part in this project.