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Reference number:
Quiz results received for all applicants? Y/N

YOUR UNIVERSITY HUMAN ETHICS ADVISORY GROUP

LOW-RISK APPLICATION FORM

Low risk research is: 'Research in which the only foreseeable risk is one of discomfort. Research in which the risk for participants is more serious than discomfort is not low risk'.

Project Title: THE IMPACT OF SPORT GOODS' SOCIAL RESPONSIBILITY ON CONSUMERS' ASSESSMENT

Proposed Start Date: XX.XX.2017 **Proposed end date:** XX.XX/201X

Principal Investigator/s:

Student Investigator/s (if applicable):

Degree/s for which student/s enrolled:

School: **Faculty:**

Contact Telephone No:

Email:

Contact details of all researchers involved in the project:

Name	Role	Email	Phone

***Please note**: if the hyperlinks in this form do not work, return to the form and:*

1. *right click on the hyperlink*
2. *click on Edit Hyperlink*
3. *copy the URL to your browser.*

PART A: Excluded Categories

1 Does your project focus on any of the following?

Yes ☐ No ☒ Research involving pregnant women or the human foetus
Yes ☐ No ☒ People highly dependent on medical care who may be unable to give consent
Yes ☐ No ☒ People with a cognitive impairment, an intellectual disability, or mental illness
Yes ☐ No ☒ People who may be involved in illegal activities
Yes ☐ No ☒ Interventions and therapies, including clinical trials and non-clinical trials and innovations that involve blinding of participants
Yes ☐ No ☒ Human genetics
Yes ☐ No ☒ Human stem cells
Yes ☐ No ☒ Projects involving ionising radiation
Yes ☐ No ☒ People in countries that are politically unstable, where human rights are restricted; and/or where the research involves economically disadvantaged, exploited or marginalized participants from such countries
Yes ☐ No ☒ Projects involving active concealment or planned deception of participants
Yes ☐ No ☒ Collection of identifiable personal information, without permission from the person identified
Yes ☐ No ☒ Risk of harm to participants (more serious than discomfort, National Statement 2.1.6)

If you answered yes to ANY of these elements, your project is not eligible for low-risk review.

2 Does your project involve ethical review by another organisation?

Yes ☐ No ☒ If yes, your project you need to complete another form

3 Does your project involve ONLY use of existing collections of non-identifiable data?

Data are non-identifiable when they do not identify the people to whom the information relates – identifiers should never have been collected, or should have been permanently removed from the data set before you received it.

Yes ☐ No ☒

PART B: Checklist

This checklist will help you decide whether your research may be submitted for low risk review by your Faculty Human Ethics Advisory Group. Research is eligible for low-risk review if the foreseeable risk level is no more than discomfort.

If you answer 'YES' to any items on the checklist **your project is not eligible for low risk review <u>unless</u>** you can explain how this potential risk will be managed or minimised to ensure that the project remains low risk. This should be explained in the special case assessment section (section 6) below.

It is your responsibility to assess the level of risk associated with your project. If your project is not considered low risk by the Human Ethics Advisory Group, you will be required to complete the application for approval.

Please ensure you include all signatures before submitting the application as approval cannot be granted until they are received.

1 Are any of the following topics to be covered in part or in whole?

Parenting	☐ YES	☒ NO
Sensitive personal issues	☐ YES	☒ NO
Sensitive cultural issues	☐ YES	☒ NO
Grief, death or serious/traumatic loss	☐ YES	☒ NO
Gambling	☐ YES	☒ NO
Eating disorders	☐ YES	☒ NO
Illicit drug taking	☐ YES	☒ NO
Substance abuse	☐ YES	☒ NO
Self-report of criminal behaviour	☐ YES	☒ NO
Any psychological disorder, depression, mood states and/or anxiety	☐ YES	☒ NO
Suicide	☐ YES	☒ NO
Sexuality, sexual behaviour or gender identity	☐ YES	☒ NO
Race or ethnic identity	☐ YES	☒ NO
Any disease or health problem	☐ YES	☒ NO
Fertility	☐ YES	☒ NO
Termination of pregnancy	☐ YES	☒ NO

2 Are any of the following procedures to be employed?

Use of personal data obtained from Commonwealth or State Government Department/Agency	☐ YES	☒ NO
Concealing the purposes of the research	☒ YES	☐ NO
Covert observation	☐ YES	☒ NO
Audio or visual recording without consent	☐ YES	☒ NO
Recruitment via a third party or agency	☒ YES	☐ NO
Withholding from one group specific treatments or methods of learning, from which they may 'benefit'(e.g. in medicine or teaching)	☐ YES	☒ NO
Psychological interventions or treatments	☐ YES	☒ NO
Administration of physical stimulation	☐ YES	☒ NO
Invasive physical procedures	☐ YES	☒ NO
Infliction of pain	☐ YES	☒ NO
Administration of drugs or placebos	☐ YES	☒ NO
Administration of other substances	☐ YES	☒ NO
Use of medical records where participants can be identified or linked	☐ YES	☒ NO

3 PARTICIPANT VULNERABILITY ASSESSMENT

Does the research specifically target participants from any of the following groups?

Children or young people under 18 years	☐ YES	☒ NO
People with a physical disability or vulnerability	☐ YES	☒ NO
People whose ability to give consent is impaired	☐ YES	☒ NO
Residents of a custodial institution	☐ YES	☒ NO
People unable to give free informed consent because of difficulties in understanding the Plain Language Statement or Information Sheet (e.g. language difficulties)	☐ YES	☒ NO
Members of a socially identifiable group with special cultural or religious needs or political vulnerabilities	☐ YES	☒ NO
People in dependent or unequal relationship with the researchers (e.g. lecturer/student, doctor/patient, teacher/pupil, professional/client)	☐ YES	☒ NO
People with existing relationships with the researcher (e.g. relative, friend, co-worker)	☐ YES	☒ NO
People in a workplace setting with the potential for coercion or problems of confidentiality (e.g. employer/employee)	☐ YES	☒ NO
Participants able to be identified in any final report when specific consent for this has not been given	☐ YES	☒ NO
Persons not usually considered vulnerable but would be thought so in the context of the project	☐ YES	☒ NO

4. RESEARCH IN OVERSEAS SETTINGS ASSESSMENT

Does the research involve any of the following?

Research being undertaken in a politically unstable area	☐ YES	☒ NO
Research involving sensitive cultural issues	☐ YES	☒ NO
Research in countries where criticism of government and institutions might put participants and/or researchers at risk	☐ YES	☒ NO

5. OTHER RISKS

Are there any risks to the researcher, (e.g. research undertaken in unsafe environments or trouble spots)?	☐ YES	☒ NO
Are there any other risks not covered in this assessment that you consider may be relevant?	☐ YES	☒ NO

6. SPECIAL CASE ASSESSMENT

If you have answered 'YES' to an item in the checklist but you still believe that because of the particular nature of the project and the participants your project may still be eligible for low risk review. Please provide details below, or attach an additional sheet.

SPECIAL CASE DETAILS:

1) *The study seeks to explore whether people change their views of shoes' perceived value, based on the inclusion of socially responsible labelling. We will be informing them that we are assessing their views of the perceived value of shoes and how this changes in regards to differing attributes. However, we will not be identifying the specific attributes, as this would result in bias responses, especially in instances where people view a shoe without the social responsibility labelling.*

2) *The research will be conducted using an online survey instrument using a commercial panel to recruit respondents Amazon Mechanical Turk. Mechnacial Turk similar to other online panels where respondents agree to receive invitations to participate in research and then make informed decisions whether to participate in individual projects. As such, there is still voluntary informed consent.*

. The researchers will not be given any personal details about respondents and thus the data will be anonymous. Online panels, including Mechanical Turk (Mason and Suri, 2012) are an accepted methodology for collecting data on consumers for academic and industry research. No personal details collected by Mechanacial Turk will be passed on the researchers, thus protecting respondents' anonymity and

confidentiality.

Mason, W. and Suri, S. (2012) "Conducting behavioral research on Amazon's Mechanical Turk." Behavior Research Methods 44(1), 1-23.

PART C: Project

1 Aims of the project

The aim of this project is to investigate whether incorporating social responsibility labeling affects consumers' assessment of value and whether this is influenced by consumers' level of social orientation. The question is whether people view higher performance sports shoes with social responsibility labelling better than those without the labelling.

2 Research design and methods

Give a concise and simple description of the proposed research design and the methods to be used. Please include all data collection procedures and all groups of participants.

Phase 1: Is a focus group to assess consumers views of Social Responsibility and sports shoes to better understand the domain of the issue.

One focus group with 8-12 respondents will last for approximately one hour and will be recorded with the participants' permission. Respondents will be YOUR University students recruited via a prochure on campus. Participants will be given a Movie voucher (to the value of $14.50), to reimburse them for their time in participating.

Phase 2: Is an experiment which vary the social responsibility labelling: yes/no for a sports shoe.

The research will assess the following research questions:

1. *Does the use of social responsibility labelling impact the perceived overall value of shoes?*

Data will be collected from an online panel sample (n=108, 54 per group) of consumers who have purchased sports shoes in the last 12 months. A between group analysis will examine consumer responses.

The dependent variables will be two of the dimensional perceived value scale (Sweeney & Soutar 2001) it also measures consumers level of ethical orientation (adapted version of Sudbury-Riley & Kohlbacker, 2016).

3 Use of existing stored data

Please list any existing stored data that you plan to use as part of the project e.g. health or employment records used for recruitment, or comparison. Please include in your answer:

- The type and number of records being accessed
- Whether the records identify individual people
- How you will obtain permission to use them (consent from individuals or permission from custodians of non-identifiable data).

No existing or stored data will be used in the proposed project.

4 Risks and benefits

Give a summary of the expected benefits of this project

This may include benefits to the broader community, the participants, people with whom the participants identify or the researcher.

This project investigates how performance and social responsibility labelling influence consumers' perceptions of value in one category of consumer goods, shoes. Given that firms are increasingly seeking to leverage their social performance the use of social labelling is an important issue. By better understanding how social responsibility attributes are perceived by consumers in this context organisations can better develop socially responsible activities and communicate them more appropriately to their consumers, and this may have applications in other contexts.

Give a summary of the expected risks of this project and how they will be managed

This should include any risks to participants, researchers, to the environment or other organisations.

Focus group respondents will be recruited from YOUR University. The research is not controversial and thereby no foreseeable risks are seen as resulting from participating in the research. Students will not be adversely affected by their participation or non-participation in this project.

In the survey there are minimal risks from obtaining de-identified panel data from a commercial online panel operator. All participants will receive a plain language statement prior to starting the project and the researchers will have no way of identifying or contacting participants. Participants will make a voluntary informed decision as to whether they participate. As such, this project represents minimal risks to respondents.

5 Monitoring

As the researcher, how will you monitor the progress of the research?

You should include details of planned communication between members of the research team (e.g. face to face meetings, email, telephone or Skype).

The research team will meet once a week during the course of this research project to monitor the progress of the research.

6 Resources

Please explain the amount and source of funding (sponsorship, tender, grant etc.). If there are specific resources required for the project how will they be provided?

Money for the data collection will be provided from Professor Polonsky's research funds.

7 Conflict of interest

Do any of the researchers or others involved in this project have any conflict of interest in relation to it? If so, please explain how this will be managed.

There are no apparent conflicts of interest from the researchers involved in this project.

PARTICIPANTS

8 Describe your participant group/s

Please include the following information for each participant group.

- How many participants you plan to recruit.
- A justification for the number of participants chosen for each participant group.

- The inclusion and exclusion criteria.

  Focus Group Data Collection
  The focus group data collection will consist of recruiting 8-12 students from YOUR University. A student sample from the sport management course was deemed appropriate on the premise that students are actively involved in purchasing and evaluating sport footwear. Additionally, the 18-24 year old segment is a key consumer segment for major sport brands, making the perspectives of this group relevant to the research problem.

  Survey

1. *We plan to recruit 108 respondents through a commercial online panel.*
2. *This allows for 50+ respondents per scenario within each experiment which has sufficient statistical power to test the hypothesized relationships.*
3. *Respondents will have had to have purchased sports for themselves or others within the last 12 months. This will ensure they have evaluated alternative products within the wider sports shoe category, thus making the questioning more realistic.*

9 Explain your recruitment process

Please include the following information for each participant group.

- How will you locate the participants that you plan to recruit? If through existing records or contact lists, please explain how this will be done in a way that does not infringe privacy requirements.
- How will initial contact be made?
  Will the participants be screened?

Focus Group Data Recruitment

Focus group participants will be recruited from YOUR University and flyers will be posted around the university. Interested participants will be directed to contact the researchers via email upon which time they will be given the consent form and plain language statement.

SURVEY

Online research panel providers are a very common source for obtaining commercial, consumer, policy/political and academic research data, as they have already collected a range of additional information about participants in the form of demographics and consumption behaviour and thus they are able to pre-screen participants according to the needs of the research. Panel members voluntarily join panels and agree to receive invitations to participate in research. They make an informed decision as to whether they then take up any invitations they receive (which are limited for each panellist).

Panel members are provided with incentives for participation or points that can be redeemed , depending on the length of the survey. This structure is generally similar across panel operators and is communicated to potential praticipants prior to them undertaking the task. It is well recognized in academic research that these incentives are not being an inducement for people to participate in research (i.e., it does not unduly encourage them to participate).

The researchers will not be provided with any personal information about the participants (other than provided by the panellist directly via the survey instrument), which will be managed and maintained by the online panel provider.

CONSENT

10 Describe the consent process

There are a variety of ways in which consent can be established, most commonly by giving participants a Plain Language Statement and Consent Form (PLSC) or by return of survey.. Please include details such as:

- how and when you will provide consent materials to your potential participants
- how, when and to whom participants will indicate their consent.

Focus group participants will be provided a consent form and plain language statement prior to the commencement of the focus groups (either via email or on the day). They will be informed in the focus group that they can drop out at any time and are not obligated to complete the focus group if they do not wish to proceed.

Within the information sheet it will be specified that consent will be assumed by participants submitting the survey. Respondents can drop out at any point in the survey and are not obligated to complete the survey.

11 Will there be reimbursement of expenses or incentives to participate?

Where expenses will be reimbursed please state:

- the nature of the expenses incurred by participants
- the maximum value of any intended reimbursement.

Where incentives to participate are offered, please explain:

- Why you consider that the proposed incentive will not encourage participants to take risks they would not otherwise take. In doing so, please consider both the risks associated with participation and the value of the incentive, relative to your participant group.

Respondents will be YOUR University students and will be given a Movie voucher (to the value of $14.50), to reimburse them for their time in participating.

Amazon Mechanical Turk provides their research panel members with a fee that varies depending on the length of the survey. This structure is similar across panel operators and well recognised as not being an inducement for people to participate in research (i.e., it does not unduly encourage them to participate).

12 Pre-existing or unequal relationships

Do any of the proposed participants have existing relationships with the researchers, each other or with any other organisation involved in the research? Please explain the relationships, and how you will make sure that participants do not feel pressured to take part.

There are no identifiable pre-existing or unequal relationships in this research project.

13 Does your project include children or young people under 18 years?

If your project involves people under the age of 18, please answer the following questions.

- What age group is involved?
- Will parental/guardian consent be obtained? If the young people will consent on their own behalf, how their capacity to do this will be judged?
- Is it necessary to involve people under 18? Could your projects be undertaken with adult participants?
- Is the methodology appropriate for children/young people?
- Is there any reason to consider that participation in the research is not in the best interests of the children/young people?

All Respondents will be over 18.

14 Language and communication issues

Will your project involve people who cannot communicate easily in English? (e.g. people who are not confident English speakers, or who have a disability, such as a hearing impairment that requires special arrangements for participation). If so, please explain how translation/interpretation issues will be managed.

The survey and its completion will be limited to those able to speak English only, hence there are no issues in this section.

CONFIDENTIALITY / PRIVACY

16 Will you be collecting data in identified form?

Data are generally divided into:

- **identifiable** (also called personal): the person to whom the data relates can be established from the data – either because they are named, or information that identifies them is included (e.g. position in an organisation at the time)
- **re-identifiable** (also called coded): the identifiers have been removed from the information and replaced with a code.
- **non-identifiable**: the data were collected anonymously, or all identifiers have been permanently removed.

Please explain the form in which the data will be collected. If you plan to collect it in identified form and later remove the identifiers, please explain how and when.

No identifiable information will be purposefully collected during the focus groups, although we will have signed consent forms. Any identifiable information (i.e. names) recorded during the focus groups will be removed during transcription.

The respondents have voluntarily provided their details to the commercial provider, but this information will not be passed on to the researchers. As such we would be unable to identify respondents.

17 Storage of data

In most cases data should be stored securely at YOUR University, for a period of at least five years after the final publication of the research outcomes. If the data will be stored in another location, please explain this, and how data security will be maintained. You should include:

- whether the data will be identified/re-identifiable/non-identifiable
- how security will be maintained (locked storage, secure server, etc.)
- how long the data will be stored
- if and when the data will be disposed of and how security will be maintained.

As data will be collected using an online survey, no hardcopies of the surveys will be obtained. Electronic data will be provided by the online research panel data provider. Focus group data will be collected by a voice recorder and transcribed. Data will be kept on password-protected computer.

18 Publication of results

Whose responsibility will it be to notify participants of the outcome of the research?

Online panels generally do not provide feedback to respondents and given the anonymous nature of the data collection we will be unable to contact individuals to inform them of any outcomes. Within the PLS we will mention that the outcomes of research may be available in the form of publications.

How will you notify participants of the outcome of the research?

Within the plain language statement, participants are informed that they have the opportunity to contact the lead researcher if they would like to be notified of the outcomes of the research.

How will your research be reported/published?

Research outcomes will be reported by publication in refereed academic journals and presentation at refereed academic conferences.

How will you manage participant confidentiality?

Data will be non-identifiable and confidentiality of individual data is ensured

PART D: Declarations

1 I/We, the undersigned declare that the information supplied in this application is true and accurate to the best of my/our knowledge.

I / We the undersigned have read the *National Statement on Ethical Conduct in Human Research* and accept responsibility for the conduct of the project detailed in this application in accordance with the principles contained in the Statement and any other conditions laid down by MY University or the Human Ethics Advisory Group.

Where the project involves a student researcher, as the supervisor I accept responsibility for ensuring that ethics approval is obtained prior to commencing the research and for overseeing the ethical conduct of the project as detailed in the ethics application.

Signatures:

Principal Investigator/s	Date:
	Date
Associate Investigator/s	Date:
	Date
	Date:

2 ACKNOWLEDGEMENT OF HEAD OF SCHOOL*/DIRECTOR OF RESEARCH OR THEIR NOMINEE

I the undersigned acknowledge that the Faculty has considered and approved the academic worth of the project described in this application.

Name:

Signature: Date:

Part E: Attachments

Have you attached the following?

Yes ☒ **No** ☐ **N/A** ☐ A copy of the Plain Language Statement and Consent Form (PLSC) or other consent materials to be used in the project

Yes ☒ **No** ☐ **N/A** ☐ A copy of any survey, list of questions/topics for interviews, or other materials to be used in this project

Yes ☐ **No** ☐ **N/A** ☒ Any other documents to be supplied to the participants or used in the conduct of the project

Yes ☐ **No** ☐ **N/A** ☒ If you are proposing to recruit participants through organisation(s), a letter of support from the organisation(s) involved or an organisational PLSC