

Participant information for surveys and interviews

Impact evaluation for arts-based public engagement in climate science

What is the study about?

Before, during and after the important CoP26 event in Glasgow in November, we are engaging with public audiences about some of the science and societal issues related to climate change and the marine environment. Specifically, we are taking an arts-based approach, with a variety of projects exploring and sharing visual and/or audio representations of data and stories from scientists and others at the forefront of climate impacts and solutions.



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Creative approaches have the potential to reach and inspire different audiences in different ways. For us it is important that the artistic processes and outputs remain grounded in robust science. There are many different ways to approach art-based public engagement, so through this study we are looking to better understand how the experience makes people feel and think, whether it stimulates conversations and whether it empowers people to take action, whether through lifestyle choices or joining campaigns. Through this we can consider where best to target future efforts so that the public can improve their understanding of important issues, and ideally adopt values, attitudes and behaviours that reflect that understanding.

Why have I been invited to take part?

You are invited to complete a survey if you have attended one of our events, performances or installations, or experienced an online version of these creative outputs.

Within our surveys there is an (optional) opportunity to provide a contact email address if you would like to take part in a longitudinal aspect of this study, where we will follow up with a small sample of survey-responders for more in-depth conversations. This will allow us to more deeply understand some of the meaning and implications of our results.

Do I have to take part?

No, all of this is entirely optional, but we would find your input extremely useful.

What would I be doing?

For the survey, answering a short questionnaire which should take a few minutes (max of 5 minutes) to complete.

For those willing and identified for follow-up conversations, we would schedule an informal phone or online-video session, and would work through a loosely structured interview of no more than 30 minutes. We may also consider focus groups involving a small group of participants, but would make this clear in an invitation to participate.

Are there any risks associated with taking part?

We do not anticipate any personal, emotional or financial risk to taking part in this study. Limited (optional) personal information will be recorded (including age bracket, and a broad categorisation of socio-economic status) for survey purposes by the research team. The provision of contact details is optional, will be held securely on the University of St Andrews network for the sole purpose of facilitating identification of follow-up interviews, with all analysis and reporting of results remaining anonymous. Contact information will not be shared.

Informed consent

It is important that you are able to give your informed consent before taking part in this study and you will have the opportunity to ask any questions in relation to the research before you provide your consent. If you do not give consent, you will still be able to complete the survey, but we will be limited to using your contribution for basic impact evaluation and not for deeper research.

Who is funding the work?

The creative projects and events have been funded from a variety of sources, including Creative Scotland, Creative Informatics, MASTS, the Blue-Action Project and the Lyth Arts Centre. The impact evaluation efforts have been partly funded by the Calouste Gulbenkian Foundation's UK Branch.

What information about me ('my data') will you be collecting?

The data we are collecting predominantly consists of your thoughts and feelings in response to your experience of the creative expressions of data and human stories regarding climate change. We are collecting some limited demographic data in the survey, specifically your age bracket and an approximation of your socio-economic status – both of these are optional responses in the survey. Venues running events may also have capacity to collect basic information through any booking system, which we may then use to support our evaluation. Through the analysis and reporting, this data will be unattributable to you as an individual. We are not collecting IP addresses or location addresses from your weblink. The addition of contact details (email address) is optional and collected solely for identifying a limited number of participants for follow-up interview.

How will my data be securely stored? Who will have access to it?

Your data will be stored in a PSEUDONYMISED form, which means that your data will be edited so that you are referred to by a unique reference such as a code number or different name, and the original data (that may include your email address if provided) will be accessible only to members of the research team. Your data will be stored securely on the University of St Andrews network and with collaborating partners at Sally Cupitt Consulting, and only the research team will be able to access it. There will be a 'key' document, which will link your unique reference to your contact information. The key will be kept in the primary researcher's storage space, and only the research team will have access to it and be able to reconnect your data to you at a later date.

How will my data be used, and in what form will it be shared further?

Your data will be analysed, initially by Sally Cupitt Consulting, with any subsequent analysis by researchers connected to the People Ocean Planet initiative at the University of St Andrews. Results will then be published in a report for funders in 2021, with the potential to also form the basis of a peer-reviewed academic publication in due course. All data presented in the public domain will be anonymised, aggregated and will be unattributable to you as an individual. Data will not be shared further, i.e., it will not be given to a research data repository or included with the reports, displays or publications.

Will my participation be confidential?

Yes, your participation will only be known to members of the research team, and even then you will only be known if you choose to provide your email address.

Use of your personal data for research and data protection rights

The University of St Andrews (the 'Data Controller') is bound by the UK 2018 Data Protection Act and the General Data Protection Regulation (GDPR), which require a lawful basis for all processing of personal data (in this case it is the 'performance of a task carried out in the public interest' – namely, for

research purposes) and an additional lawful basis for processing personal data containing special characteristics (in this case it is 'public interest research'). You have a range of rights under data protection legislation. For more information on data protection legislation and your rights visit <https://www.st-andrews.ac.uk/terms/data-protection/rights/>. For any queries, email dataprot@st-andrews.ac.uk

As your data will be anonymised, we will not be able to withdraw it, because we will not know which data is yours.

Contact details

If you have any queries or concerns regarding the study, please contact Dr Chris Leakey at hello@peopleoceanplanet.com