

Participant information – sentiment analysis research

Holding the Ocean ChatBot

What is the study about?

We are developing and testing a piece of software that can evaluate the emotional sentiment in written text, based on words used and the way they are structured in a phrase or sentence. Our intention is to find a method that can help us understand the emotional responses audiences have to different kinds of public engagement. In our case, we are delivering public engagement in issues of science, climate and sustainability and recognise some emotional responses as a precursor to positive shifts in pro-environment values, attitudes and behaviours.



University of
St Andrews

To this end, we are contributing data from different types of public engagement activities that collect text-based data from audiences and participants.

Do I have to take part?

No, all of this is entirely optional, but we would find your input extremely useful. If you choose to not give consent for the use of your textual data in research, you can still enjoy and interact with the ChatBot activity but we will exclude your contributions from the dataset before providing it to the researchers.

What would I be doing?

The ChatBot will ask you questions and give you options on what you would like to see or hear. Your answers will determine the path of a bespoke 'journey' through a storyscape of climate science and action. Your typed responses may give some insights regarding your emotional reaction to what you are seeing and hearing.

Separate from the ChatBot itself, there are options to become further involved with this creative representation of climate stories. You can contribute your own stories via [holding the ocean](#).

Are there any risks associated with taking part?

We do not anticipate any risk to taking part in this study. You will not be required to enter any personal information, and we suggest you refrain from typing anything that could be used to identify you as an individual. The raw data will never be publicly available, and the removal of IP addresses from datasets before being passed to researchers will further ensure anonymity.

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 enjoy and interact with the ChatBot, but we will not store or use your contribution for research purposes.

Who is funding the work?

This sentiment analysis research is supported by MASTS, the University of St Andrews and the Calouste Gulbenkian Foundation (UK branch). The creative public engagement project from which the data is being contributed is funded from a variety of sources, including Creative Scotland, Creative Informatics, MASTS, and the Blue-Action Project.

What information about me ('my data') will you be collecting? Who will have access to it?

You will not be required to enter any personal information, and we suggest you refrain from typing anything that could be used to identify you as an individual. The raw data will never be publicly available, and the removal of IP addresses from datasets before being passed to researchers will further ensure anonymity. The anonymised data will be stored securely on the University of St Andrews network, and only the research team will be able to access it.

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

Your data will be analysed by researchers at the University of St Andrews. Researchers will only receive data in anonymised form, so will remain unable to connect any of the data to individuals. Results of analyses may then be published in a report 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 and will be unattributable to you as an individual. Raw 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.

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/>. 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