

PG1 - FULL RESEARCH PROPOSAL

This form is to be completed by both the student and supervisory team within **THREE** months for full-time students and **SIX** months for part time students, after the commencement of the research degree or Part Two. Return the completed form to the **Academic Office** pgresearch@uwtsd.ac.uk.

Student Details

Student Family / Surname:		LIU			
Student Given / First name:		CHI KIN			
Student Number		1818498			
UWTSD Institute					
UWTSD Partner Institute (if appropriate)		HKMA			
Start Date					
Mode of Study		Part time ☒		Full time ☐	
PhD by Research	PhD Practice Based	PhD by Published Works	Professional Doctorate (including DBA, DProf, Ed D)	MPhil by Research	MPhil Practice Based
☐	☐	☐	☐	☐	☐
MA by Research	MSc by Research	MRes	MBA		
☐	☐	☐	☒		

Proposed Research

Current Proposed Title (20 / 30 words):
The Sustainability of Yellow Economic Circle in Hong Kong's Catering Sector
Background & Context (approx. 500 words)
In 2020, political views have polarized the majority of Hongkongers that have never been seen before. Protests and lasting social instability were triggered by the Hong Kong Government proposing The Fugitive Offenders and Mutual Legal Assistance in Criminal Matters Legislation (Amendment) bill 2019 (Legislative Council, 2019). This long and continuous social unrest in Hong Kong impacted the city in many areas, and at the same

time, political consumerism arises and the concept of Yellow Economic Circle brings many discussions within the city.

The concept of Yellow Economic Circle has not been well defined at this moment. In general, while businesses who support pro-democracy is labelled as “yellow shops”, pro-establishment or pro-police is labelled as “blue shops”. And thus, the group of Hongkongers who share a similar political view in pro-democracy, boycott the yellow shops, at the same time boycott the blue shops (Chan and Pun, 2020, p.38; Hui, 2020 p.310). Although the emerging ideology of Yellow Economic Circle is still under development, it has become an atmosphere and integrated into many people’s life.

During an interview, Mr. Edward Yau, Secretary for Commerce and Economic Development Hong Kong, stated Hong Kong believes in a free economy and relies on high-quality services and brands. To divide the businesses into yellow or blue economic circles from a political standpoint is not the Hong Kong values (Information Services Department, 2019). Mr. C.Y. Leung, former Chief Executives of the HKSAR, also commented during a radio interview that said, Yellow Economic Circle does not exist in theory due to Hong Kong is unable to sustain autarky (RTHK, 2020). Economic expert, Professor Lawrence Lau, from The Chinese University of Hong Kong, expressed Yellow Economic Circle is a constrain of itself; in reality, business owners will only focus on profit and ignore the ideology of Yellow Economic Circle (Our Hong Kong Foundation, 2020).

In modern history, political consumerism happened in many parts of the world. In the 1980s, anti-apartheid movement across the globe launched the boycott the economic in South Africa, advocating companies stop investing in South Africa, and also urged consumer to boycott the company who have businesses in South Africa (Seidman, 2003, p.381). This powerful movement caused considerable economic damage in South Africa (Kaempfer and Moffett, 1988, p. 128). In the early 1990s, the South Africa government could not bear the pressure and have to abolish the apartheid policy and promote democracy due to significant economic damage (Posnikoff, 1997, p.84).

Political consumerism is using consumer behavior to influences societal development through how the money spent (Boström, Micheletti and Oosterveer, 2004, p.2), and Hongkongers are using boycotts or boycotts defending the values and ideology of Hong Kong which created the Yellow Economic Circle. According to Google Trend (2020a), from June 2019 to May 2020, the most related search of Yellow Economic Circle

is “Yellow Restaurant”, and using the keyword “Yellow Restaurant” in Chinese, on average, is three-fold higher than “Blue Restaurant”. As there is constant debate regarding the sustainability of the Yellow Economic Circle, and the search results have given an indicator that the public wants to know the answer, especially in the catering sector.

Despite the different political views and the motives of political consumerism, boycott or boycott behavior is a widely discussed topic in Hong Kong. Yet, social scientists are working on the reason behind political consumerism; there is a lack of understanding of the consumer needs while participating in the political consumerism. The key of this study is to identify these factors, thought factor analysis to determine the importance of these factors, which gives the business a better insight, from a consumer perspective, to serve this unique group of audiences better and cope with this rapid change of business environment.

Aims and Objectives (approx. 250 – 500 words)

From the Google Scholar, there was no exact match for Hong Kong Political consumerism, and very rare published research mentioned Yellow Economic Circle (Prasso, 2020; Shen, 2020; Tasng, 2019, and Chan and Pun, 2020). Social scientists around the world are focusing on the reason behind the political consumerism (Endres and Panagopoulos, 2017, p.3; Neilson, 2010, p.214; Newman and Bartels, 2011, p.804), and the relationship between demography characteristics and political consumerism (Copeland and Boulianne, 2020,).

Political consumerism and Yellow Economic Circle has already created the awareness and publicity in Hong Kong, which leads to three questions for the businessmen: what are the key factors in sustaining their business within the Yellow Economic Circle? Which factors are more important in this niche segment? And what does it mean for Catering business owners within the Yellow Economic Circle? Therefore, the objectives of this study are:

- (1) To identify the major sustainability factors of Economic Circle in Hong Kong’s Catering Sector;
- (2) To determine the relative importance of these key sustainability factors; and
- (3) To interpret the business implications of these key sustainability factors to the Catering Sector in Hong Kong.

Proposed plan of work including timetable

Proposed plan of work

In this section you will need to complete a proposed plan of your work explaining the timeline for key elements of the thesis. This can be set out as a table like below or as a Gantt chart (for example)

Planned Development (e.g. submission of form, completion of chapter, submission of thesis)	Target Date
Define the scope	2020-05-30
Submission of Ethic forms and Proposal	2020-07-03
Completion of Q-sample	2020-07-17
Completion of Q-shot	2020-08-15
Completion of data analysis	2020-08-30
Completion of the first draft	2020-09-30
Submission of thesis	2020-10-30

Proposed methodology (approx. 500 words):

Preliminary information from Google Trend indicated the related queries associated with “yellow shop” in Chinese are restaurants, cake shops, and café, which provide strong evidence that the people in Hong Kong are focusing on the Catering Sector of the Yellow Economic Circle. In addition, other related queries associated with “yellow shop” is location (Google Trend, 2020b), which gave a hypothesis of Place or the location of the business is important to the consumer.

To have a better understanding of the Yellow Economic Circle's major sustainability factors in the Hong Kong Catering Sector, a factor analysis method, Q-methodology, will be used in this study. Q-methodology is developed by William Stephenson in 1965 that integrates qualitative and quantitative techniques to understand the social perspectives (Webler, Danielson and Tuler, 2009).

Literature review and perhaps a focus group interview will be used to identify these factors and development of the set of statements as Q-sort. As this study is to identify the sustainable factors of the Yellow Economic Circle, participants should be involved in political consumerism in the past 12 months in Hong Kong. To gather participants representing different perspectives, the target population is Hong Kong residents aged 18 to 64, which accumulated over 70% of the total population of Hong Kong (Census and Statistic Department, 2019). Based on the age distribution of the Hong Kong population,

the sample will include 36 participants which are subdivided into groups by age and gender. Table 1 shows the breakdown of the population and the sample size in each subgroup based on 36 participants.

Age	Population in thousand		Percentage		Sample Size	
	Female	Male	Female %	Male %	Female	Male
18-24	264.4	275.2	5%	6%	2	2
25-34	485.4	454.6	10%	9%	4	3
35-44	565.4	463.0	12%	10%	4	3
45-54	620.6	505.3	13%	10%	5	4
55-64	603.2	580.8	13%	12%	5	4

Table 1: Hong Kong Population between 18-64, the percentage in each subgroup and the sampling size

Participants are then asked to sort the set of statements into a quasi-normal distribution of nine piles based on their respective levels of agreement from strongly agree, agree, neutral, disagree, to strongly disagree. After the participant has completed the Q-sort, a follow-up interview will be conducted to understand the participants' perspectives, which will help the interpretation of the results.

Q-shot results will then input into the PQMethod program, which specially designs for analysis of the data using the Q-Methodology. The results will provide the importance of the sustainability factors and the business implication of these key sustainability factors to the catering sector in Hong Kong.

The limitation of this study is time and resource. If the duration of the research can afford to last longer, an additional survey can be conducted with the same group of participants, which can capture the behavioral changes. As this is a personal dissertation study, it needs to balance the deliverables, the sample size, and the depth of the qualitative research. Once the results have been analyzed and concluded, recommendations can be made for the catering business. Also, other companies involved in this Yellow Economic Circle can be used for reference, or further studies can be conducted based on these results.

Introductory bibliography:

- Baker, S.E. and Edwards, R. (2012) 'How many qualitative interviews is enough', *National Centre for Research methods*, pp.1-42
- Boström, M., Micheletti, M., and Oosterveer, P. (2004) Studying political consumerism. *The Oxford Handbook of Political Consumerism*.
- Census and Statistic Department (2019) *Women and Men in Hong Kong – Key Statistics*. Available at: <https://www.censtatd.gov.hk/hkstat/sub/sp180.jsp?productCode=B1130303> (Accessed: 2 June 2020).
- Chan, W.D.S. and Pun, N. (2020) 'Economic power of the political powerless in the 2019 Hong Kong pro-democracy movement', *Critical Asian Studies*, 52(1), pp.33-43.
- Chomeya, R. (2010) 'Quality of psychology test between Likert scale 5 and 6 points', *Journal of Social Sciences*, 6(3), pp. 399-403.
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- Google Trend (2020a) *Blue shop vs Yellow shop from 2019-06-02 to 2020-05-31*. Available at: <https://trends.google.com/trends/explore?geo=HK&q=%E8%97%8D%E5%BA%97,%E9%BB%83%E5%BA%97> (Accessed: 31 May 2020).
- Google Trend (2020b) *Related topic* Available at: <https://trends.google.com/trends/explore?geo=HK&q=%E9%BB%83%E5%BA%97> (Accessed: 31 May 2020).
- Hui, V.T.B. (2020) 'Beijing's Hard and Soft Repression in Hong Kong', *Orbis*, 64(2), pp. 289-311.
- Information Services Department (2019) *香港奉行自由經濟 以服務招客*. Available at: https://www.news.gov.hk/chi/2019/12/20191217/20191217_210923_732.html (Accessed: 30 May 2020).
- Kaempfer, W.H. and Moffett, M.H. (1988) 'Impact Of Anti-Apartheid Sanctions On South Africa: Some Trade And Financial Evidence', *Contemporary Economic Policy*, 6(4), pp. 118-129.
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- Mena, J.A., Hult, G.T M., Ferrell, O.C. and Zhang, Y. (2019) 'Competing assessments of market-driven, sustainability-centered, and stakeholder-focused approaches to the customer-brand relationships and performance', *Journal of Business Research*, 95, pp. 531-543.
- Neilson, L.A. (2010) 'Boycott or buycott? Understanding political consumerism', *Journal of Consumer Behaviour*, 9(3), pp. 214-227.
- Newman, B.J. and Bartels, B.L. (2011) 'Politics at the checkout line: Explaining political consumerism in the United States', *Political Research Quarterly*, 64(4), pp. 803-817.
- Our Hong Kong Foundation (2020) *Professor Lawrence J. Lau - How Can Hong Kong Emerge From Its Recession?* Available at: <https://www.ourhkfoundation.org.hk/en/event/90/our-hong-kong-foundation/professor-lawrence-j-lau-how-can-hong-kong-emerge-its-recession> (Accessed: 28 May 2020).

- Posnikoff, J.F. (1997) 'Disinvestment from South Africa: They did well by doing good', *Contemporary Economic Policy*, 15(1), pp. 76-86.
- Prasso S. (2020) 'Hong Kong's Businesses Show Their Pro-Democracy Colors', *Bloomberg*, 20th May, 2020. Available at: <https://www.bloomberg.com/news/features/2020-05-20/hong-kong-protesters-helped-local-businesses-survive-coronavirus> (Accessed: 2 June 2020).
- RTHK (2020) 梁振英批黃色經濟圈理論上不存在 香港不能自給自足 Available at: https://news.rthk.hk/rthk/ch/component/k2/1525280-20200510.htm?archive_date=2020-05-10 (Accessed: 2 June 2020).
- Seidman, G.W. (2003) 'Monitoring multinationals: Lessons from the anti-apartheid era', *Politics & Society*, 31(3), pp. 381-406.
- Shen S. (2020) 'How the Yellow Economic Circle Can Revolutionize Hong Kong' *The Diplomat*, 19th May, 2020. Available at: <https://thediplomat.com/2020/05/how-the-yellow-economic-circle-can-revolutionize-hong-kong/> (Accessed: 2 June 2020).
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- Webler, T., Danielson, S. and Tuler, S. (2009) 'Using Q method to reveal social perspectives in environmental research'. Greenfield MA: Social and Environmental Research Institute.

Facilities and resources available for the investigation: please indicate if you expect to need any special resources

PG2-E1-Ethics Form

**Intellectual Property IP**

It is anticipated that Intellectual Property (IP) will be produced as a result of this research.

Tick ✓

	YES	NO
Is the IP already subject to a separate agreement with a third party (e.g. employer, sponsor or external funder)? If so please provide details below	☐	☒
Is the research dependent upon background IP owned by: If so, please provide details below	UWTSD ☒	A third party ☐
Text box will expand		

Tick ✓

I understand that:	YES	NO
If any party other than the student is likely to be involved in the development of IP a separate IP agreement will be needed and it may be necessary for the student to assign the IP rights to the University.	☒	☐
If there are no third parties involved in the creation of the IP the student is deemed to own the IP, however should the student wish to commercially exploit their IP and require the assistance of the University to do so, they will be required to assign their IP to the University. http://uwtsd.ac.uk/ip https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/for-business/Intellectual-Property-Policy-Students-Final.pdf	☒	☐

Student Signature

Signature or Print Name:	LIU, Chi Kin	Date: 16 th June, 2020
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Supervisory Team

Has the student proposed a viable research project that is appropriate for this programme that should be supported by the Institute?

Supported: ☒

Not Supported: ☐

Authorisation

Lead Supervisor/Director of Studies	Signature or Print Name: 	Date: 17 June 2020
Institute Representative	Signature or Print Name:	Date:

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

Delete the Guidance Notes at the end of the form BEFORE submitting your application

SECTION A: About You (Principal Researcher)

Full Name:		LIU Chi Kin			
Tick all boxes which apply:		Member of staff:	☐	Honorary research fellow:	☐
Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student	☐
Institute/Academic Discipline/Centre:		HKMA			
Campus:					
E-mail address:		timliuck@gmail.com			
Contact Telephone Number:		+852 94877544			
For students:					
Student Number:		1818498			
Programme of Study:		Master of Business Administration			
Director of Studies/Supervisor:		Dr. POON, Che Cheong			

SECTION B: Approval for Research Activity

Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☒	NO	☐
			Date	
If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
	Institute Research Committee	☐		
	Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
UWTSD Research Ethics & Integrity Code of Practice	☒
UWTSD Research Data Management Policy	☒
	☐

SECTION D: External Collaborative Research Activity

Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒	
If Yes, please provide the name of the external organisation and name and contact details for the main contact person and confirmation this person has consented to their personal data being shared as part of this collaboration.					
Institution					
Contact person name					
Contact person e-mail address					
Has this individual consented to sharing their details on this form?	YES	☒	NO	☐	
Are you in receipt of a KESS scholarship?	YES	☐	NO	☒	
Is your research externally funded	YES	☐	NO	☒	
Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☒	NO	☐
	Employed	YES	☐	NO	☒
Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)	If YES then the permission question below does not need to be answered.	YES	☐	NO	☒
Permission to undertake the research has been provided by the partner organisation	(If YES attach copy) If NO the application cannot continue	YES	☒	NO	☐

Where research activity is carried out in collaboration with an external organisation

Does this organisation have its own ethics approval system?	YES	☐	NO	☒
If Yes, please attach a copy of any final approval (or interim approval) from the organisation				

SECTION E: Details of Research Activity

Indicative title:	The Sustainability of Yellow Economic Circle in Hong Kong's Catering Sector		
Proposed start date:	2019-12-15	Proposed end date:	2019-12-31
Introduction to the Research (maximum 300 words) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the three points below: • <i>Purpose of Research Activity</i> • <i>Proposed Research Question</i> • <i>Aims of Research Activity</i> • <i>Objectives of Research Activity</i> Demonstrate, briefly, how <u>Existing Research</u> has informed the proposed activity and explain • <i>What the research activity will add to the body of knowledge</i> • <i>How it addresses an area of importance.</i>			
Purpose of Research Activity Different political views and the motives of political consumerism, boycott or boycott behaviour is a widely discussed topic in Hong Kong. Yet, social scientists are working on the reason behind political consumerism; there is a lack of understanding of the consumer needs while participating in the political consumerism. The key of this study is to identify these factors, thought factor analysis to determine the importance of these factors, which gives the business a better insight, from a consumer perspective, to serve this unique group of audiences better and cope with this rapid change of business environment. (this box should expand as you type)			
Research Question Political consumerism and Yellow Economic Circle has already created the awareness and publicity in Hong Kong, which leads to three questions for the businessmen: what are the key factors in sustaining their business within the Yellow Economic Circle? Which factors are more important in this niche segment? And what does it mean for Catering business owners within the Yellow Economic Circle? (this box should expand as you type)			
Aims of Research Activity To have a better understanding of the Yellow Economic Circle's major sustainability factors in the Hong Kong Catering Sector (this box should expand as you type)			
Objectives of Research Activity (1) To identify the major sustainability factors of Economic Circle in Hong Kong's Catering Sector; (2) To determine the relative importance of these key sustainability factors; and (3) To interpret the business implications of these key sustainability factors to the Catering Sector in Hong Kong. (this box should expand as you type)			
Proposed methods (maximum 600 words)			

Provide a brief summary of all the methods that **may** be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed.

Factor analysis method, Q-methodology, will be used in this study. Literature review and perhaps a focus group interview will be used to identify these factors and development of the set of statements as Q-sort. As this study is to identify the sustainable factors of the Yellow Economic Circle, participants should be involved in political consumerism in the past 12 months in Hong Kong. To gather participants representing different perspectives, the target population is Hong Kong residents aged 18 to 64. Based on the age distribution of the Hong Kong population, **the sample will include 36 participants which are subdivided into groups by age and gender**. Table 1 shows the breakdown of the population and the sample size in each subgroup based on 36 participants.

Age	Population in thousand		Percentage		Sample Size	
	Female	Male	Female %	Male %	Female	Male
18-24	264.4	275.2	5%	6%	2	2
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35-44	565.4	463.0	12%	10%	4	3
45-54	620.6	505.3	13%	10%	5	4
55-64	603.2	580.8	13%	12%	5	4

Table 1: Hong Kong Population between 18-64, the percentage in each subgroup and the sampling size

Participants are then asked to sort the set of statements into a quasi-normal distribution of nine piles based on their respective levels of agreement from strongly agree, agree, neutral, disagree, to strongly disagree. After the participant has completed the Q-sort, a follow-up interview will be conducted to understand the participants' perspectives, which will help the interpretation of the results.

Q-shot results will then input into the PQMethod program, which specially designs for analysis of the data using the Q-Methodology. The results will provide the importance of the sustainability factors and the business implication of these key sustainability factors to the catering sector in Hong Kong.

(this box should expand as you type)

Location of research activity

Identify all locations where research activity will take place.

Hong Kong

(this box should expand as you type)

Research activity outside of the UK

If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants.

No local ethical guideline

(this box should expand as you type)

Use of documentation not in the public domain: Are any documents **NOT** publicly available?

NO

☒

YES

☐

If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with prevailing data protection law of the country in question and England and Wales.

(this box should expand as you type)

SECTION F: Scope of Research Activity

Will the research activity include:	YES	NO
Use of a questionnaire or similar research instrument?	☒	☐
Use of interviews?	☒	☐
Use of diaries?	☒	☐
Participant observation with their knowledge?	☒	☐
Participant observation without their knowledge?	☐	☒
Use of video or audio recording?	☐	☒
Access to personal or confidential information without the participants' specific consent?	☐	☒
Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
Investigation of participants involved in illegal activities?	☐	☒
Use of procedures that involve deception?	☐	☒
Administration of any substance, agent or placebo?	☐	☒
Working with live vertebrate animals?	☐	☒
Other primary data collection methods, please explain in this box For example, 'focus groups'. Please indicate the type of data collection method(s) in this box and tick the accompany box.	☐	☒
Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

Who are the intended participants:	YES	NO
Students or staff at the University?	☐	☒
Adults (over the age of 18 and competent to give consent)?	☒	☐
Vulnerable adults?	☐	☒
Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
Prisoners?	☐	☒
Young offenders?	☐	☒
Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
People engaged in illegal activities?	☐	☒
Others (please identify specifically any group who may be unable to give consent) please indicate here and tick the appropriate box.	☐	☒
Other – please indicate here: (this box should expand as you type)		

Participant numbers and source	
Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
How many participants are expected?	30-40 (this box should expand as you type)
Who will the participants be?	Participants involved in political consumerism in the last 12 months (this box should expand as you type)
How will you identify the participants?	In person (this box should expand as you type)

Information for participants:	YES	NO	N/A
Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
Will you tell participants that their participation is voluntary?	☒	☐	☐
Will you obtain written consent for participation?	☒	☐	☐
Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
If the research is observational, will you ask participants for their consent to being observed?	☒	☐	☐
Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
If NO to any of above questions, please give an explanation			
(this box should expand as you type)			

Information for participants:	YES	NO	N/A
Will participants be paid?	☐	☒	☐
Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
If YES to any question, please provide full details			
(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them.

If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.

Full risk assessment completed and appended?

Yes

☐

No

☒

Risks to participants

For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information

Risk to Participant:

How will you mitigate the Risk to Participant

(this box should expand as you type)

(this box should expand as you type)

If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities

(this box should expand as you type)

Risks to investigator

For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest

Risk to Investigator:

How will you mitigate the Risk to Investigator:

(this box should expand as you type)

(this box should expand as you type)

University/institutional risks

For example: adverse publicity, financial loss, data protection

Risk to University:

How will you mitigate the Risk to University:

(this box should expand as you type)

(this box should expand as you type)

Disclosure and Barring Service

If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.

YES

NO

N/A

Does your research require you to hold a current DBS Certificate?

☐
☒
☐

SECTION I: Feedback, Consent and Confidentiality

Feedback

What de-briefing and feedback will be provided to participants, how will this be done and when?

A de-briefing will be provided to participants after the interview.

(this box should expand as you type)

Informed consent

Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.

A written consent form will be provided to the participant before the interview started

(this box should expand as you type)

Confidentiality / Anonymity

Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.

All the data collected will be used for research purpose and analysis only. Dissertation supervisor and myself are able to access these data. And the data is handled confidentially.

(this box should expand as you type)

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (<http://uwtsd.ac.uk/library/research-data-management/>).

Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
(this box should expand as you type)		
Does it involve special category data (as defined by the GDPR)?	YES	NO
"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☒	☐
If YES, provide a description of the special category data and explain why this data needs to be collected:		
Political Opinion: as the research objective is related to political consumerism. (this box should expand as you type)		
Will the research activity involve storing personal data and/or special category data on one of the following:	YES	NO
Manual files (i.e. in paper form)?	☒	☐
University computers?	☐	☒
Private company computers?	☐	☒
Home or other personal computers?	☒	☐
Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
"Cloud" storage or websites?	☐	☒
Other – specify:	☐	☒
For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of password protection, encryption, anonymisation and pseudonymisation:		
Q-sort will be either in paper or with a computer, and the follow up interview will put into paper or computer, data is then transfer into electrical form during the word processing which the identity of		

the interviewee will not be included in the paper. The raw data in paper form will destroy after the result of the assignment is announced.

(this box should expand as you type)

All Data Storage

Will the research activity involve any of the following activities:	YES	NO
Electronic transfer of data in any form?	☒	☐
Sharing of data with others at the University?	☐	☒
Sharing of data with other organisations?	☐	☒
Export of data outside the European Union or importing of data from outside the UK?	☐	☒
Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
Publication of data that might allow identification of individuals?	☐	☒
Use of data management system?	☐	☒
Data archiving?	☐	☒

If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and DPA (and/or any international equivalent):

All the data collected will be used for research only. No clues are given to expose the participant's information.

(this box should expand as you type)

List all who will have access to the data generated by the research activity:

My supervisor and myself.

(this box should expand as you type)

List who will have control of, and act as custodian(s) for, data generated by the research activity:

Only Myself

(this box should expand as you type)

Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.

The raw data in paper form will destroy after the result of the dissertation is announced.

(this box should expand as you type)

Please indicate if your data will be stored in the UWTSD Research Data Repository (see <https://researchdata.uwtsd.ac.uk/>). If so please explain. *(Most relevant to academic staff)*

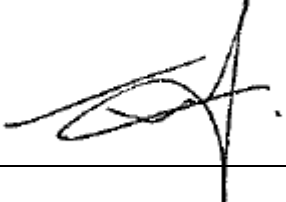
(this box should expand as you type)

Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
	NO	☐
Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒
	NO	☐

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants.

In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: <https://www.uwtsd.ac.uk/research/research-ethics/>

Signature of applicant:		Date: 2020-06-16
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For STUDENT Submissions:

Director of Studies/Supervisor:	Dr. POON, Che Cheong	Date:
Signature:		17 June 2020

For STAFF Submissions:

Academic Director/ Assistant Dean:		Date:
Signature:		

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☒	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.
☒	I have deleted the guidance notes before submitting the PG2 for consideration

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:

<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Research Ethics Committee** via the Academic Office (pgresearch@uwtsd.ac.uk). Staff research directly in relation to personal study for taught undergraduate or Masters programmes should be submitted via the Institute procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Institutes**. Institutes will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Institute will refer these to the University Research Ethics Committee. Any student activity that involves the collection of primary data needs to undergo Ethical approval, this includes assignment work as well as dissertations.