

## APPLICATION FOR ETHICAL APPROVAL

### RESEARCH STUDENTS

This form is to be completed by the student within **SIX** months for full-time students and **TWELVE** months for part time students, after the commencement of the research degree or following progression to Part Two of your course.

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

This document is also available in Welsh.

### RESEARCH STAFF ONLY

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

**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.

**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.

### SECTION A: About You (Principal Researcher)

|                      |                                       |                                                                                                                                                     |                             |                                     |                               |
|----------------------|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------|-------------------------------|
| 1                    | Full Name:                            | HO CHIT CHI                                                                                                                                         |                             |                                     |                               |
| 2                    | Tick all boxes that apply:            | Member of staff:                                                                                                                                    | <input type="checkbox"/>    | Honorary research fellow:           | <input type="checkbox"/>      |
|                      | Undergraduate Student                 | <input type="checkbox"/>                                                                                                                            | Taught Postgraduate Student | <input checked="" type="checkbox"/> | Postgraduate Research Student |
| 3                    | Institute/Academic Discipline/Centre: | Hong Kong Management Association, HK Campus                                                                                                         |                             |                                     |                               |
| 4                    | Campus:                               | Hong Kong Management Association, HK Campus                                                                                                         |                             |                                     |                               |
| 5                    | E-mail address:                       | <a href="mailto:2337376@student.uwtsd.ac.uk">2337376@student.uwtsd.ac.uk</a> / <a href="mailto:hojeffrey1129@gmail.com">hojeffrey1129@gmail.com</a> |                             |                                     |                               |
| 6                    | Contact Telephone Number:             | (852) 92123279                                                                                                                                      |                             |                                     |                               |
| <b>For students:</b> |                                       |                                                                                                                                                     |                             |                                     |                               |

|   |                                 |                                          |
|---|---------------------------------|------------------------------------------|
| 7 | Student Number:                 | 2337376                                  |
| 8 | Programme of Study:             | <u>Master in Business Administration</u> |
| 9 | Director of Studies/Supervisor: | Dr Katherine Mo                          |

### SECTION B: Approval for Research Activity

|   |                                                                                                                                                                                                              |                              |                                     |      |                          |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------|------|--------------------------|
| 1 | Has the research activity received approval in principle?<br>(please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual) | YES                          | <input checked="" type="checkbox"/> | NO   | <input type="checkbox"/> |
| 2 | If <u>Yes</u> , please indicate source of approval (and date where known):<br><i>Approval in principle must be obtained from the relevant source prior to seeking ethical approval</i>                       | Research Degrees Committee   | <input checked="" type="checkbox"/> | Date | 14/4/2025                |
|   |                                                                                                                                                                                                              | Institute Research Committee | <input type="checkbox"/>            |      |                          |
|   |                                                                                                                                                                                                              | Other (write in)             | <input type="checkbox"/>            |      |                          |

### 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, location-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. You may add rows to this table if needed. |                                     |
| 1 | UWTSD Research Ethics & Integrity Code of Practice                                                                                                                                                                                                                                                                                                                                                                                       | <input checked="" type="checkbox"/> |
| 2 | UWTSD Research Data Management Policy                                                                                                                                                                                                                                                                                                                                                                                                    | <input checked="" type="checkbox"/> |
| 3 | [List any other relevant documents here]                                                                                                                                                                                                                                                                                                                                                                                                 | <input type="checkbox"/>            |

### SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

|   |                                                                                                                        |                                                                                                                                            |
|---|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Institution                                                                                                            |                                                                                                                                            |
| 2 | Contact person name                                                                                                    |                                                                                                                                            |
| 3 | Contact person e-mail address                                                                                          |                                                                                                                                            |
| 4 | Is your research externally funded?                                                                                    | YES <input type="checkbox"/> NO <input type="checkbox"/>                                                                                   |
| 5 | Are you in receipt of a KESS scholarship?                                                                              | YES <input type="checkbox"/> NO <input type="checkbox"/>                                                                                   |
| 6 | Are you specifically employed to undertake this research in either a                                                   | Voluntary <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/>                                                |
| 7 | paid or voluntary capacity?                                                                                            | Employed <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/>                                                 |
| 8 | Is the research being undertaken within an existing UWTSD <del>Athrofa</del> Professional Learning Partnership (APLP)? | If <u>YES</u> then the permission question below does not need to be answered.<br>YES <input type="checkbox"/> NO <input type="checkbox"/> |

|   |                                                                                         |                                                               |     |                          |    |                          |
|---|-----------------------------------------------------------------------------------------|---------------------------------------------------------------|-----|--------------------------|----|--------------------------|
| 9 | Has permission to undertake the research has been provided by the partner organisation? | (If YES attach copy)<br>If NO the application cannot continue | YES | <input type="checkbox"/> | NO | <input type="checkbox"/> |
|---|-----------------------------------------------------------------------------------------|---------------------------------------------------------------|-----|--------------------------|----|--------------------------|

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

|    |                                                             |     |                          |    |                          |
|----|-------------------------------------------------------------|-----|--------------------------|----|--------------------------|
| 10 | Does this organisation have its own ethics approval system? | YES | <input type="checkbox"/> | NO | <input type="checkbox"/> |
|----|-------------------------------------------------------------|-----|--------------------------|----|--------------------------|

If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).

**SECTION E: Details of Research Activity**

|   |                      |                 |                    |               |
|---|----------------------|-----------------|--------------------|---------------|
| 1 | Indicative title:    | AI in workplace |                    |               |
| 2 | Proposed start date: | May 2025        | Proposed end date: | November 2025 |

**Introduction to the Research (maximum 300 words per section)**  
Ensure that you write for a **Non-Specialist Audience** when outlining your response to the points below:

*Purpose of Research Activity*  
*Proposed Research Question*  
*Aims of Research Activity*  
*Objectives of Research Activity*

Demonstrate, briefly, how **Existing Research** has informed the proposed activity and explain  
*What the research activity will add to the body of knowledge*  
*How it addresses an area of importance.*

**Purpose of Research Activity**

People are well-benefited by the AI development. We have AI assistants such as APPLE SIRI and SAMSUNG BIXBY before the AI Boom, indeed it was limited in information searching, IOT switching, and functions used on the mobile device. However, we could use it in image processing, researching, programming, machine learning and more nowadays. Works which takes 12 hours in the past may only cost only 5 minutes nowadays.

With the assistance of AI tools, we could do work with a faster speed, better efficiency, more accurate and more comfortable. Showing the usefulness of AI tools, people started to use AI tools to support their daily work. A survey of 1,000 knowledge workers in Hong Kong found that 86% admit to bringing their own AI tools to work, indicating widespread personal familiarity with AI applications (China Daily HK, 2025). Despite high usage, according to personal knowledge that over 90% of the people didn't make good use and full potential of the AI tools, their knowledge and usage of the AI tools remain in basic workload, majorly in copywriting. Also, 40% of enterprises believe their employees are not proficient in using AI tools, highlighting a significant skills gap and the need for more training (HKPC Digital Transformation, 2024).

Also, companies started to adopt AI tools in their operation and recruitment consideration. A McKinsey global survey reports that 78% of organizations worldwide used AI in at least one business function in 2024. AI is most prevalent in IT, marketing, sales, product development, and service operations, demonstrating broad cross-sector integration (McKinsey, 2025). A survey of 1,000 knowledge workers in Hong Kong found that 77% of business leaders prefer hiring less experienced candidates with AI skills over more experienced ones without them, highlighting the growing premium on AI competencies (China Daily HK, 2025).

Therefore, this study would be showing the usefulness of AI tools, how people could benefit from the AI tools.

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | <b>Research Question</b> <ul style="list-style-type: none"> <li>Should AI tools be used in workplace? Does it create any problems for either the employee or the company?</li> <li>Does people agree AI tools is useful? How does AI tools help people in workplace?</li> <li>How does AI affect people in workplace? Would their working position be replaced by AI?</li> <li>Does AI a MUST-ability in workplace? Is it important for employees to learn to use AI tools in workplace?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 5 | <b>Aims of Research Activity</b><br>Mentioned with the AI Boom in 2024, AI become a significant and important tool for employees and companies. AI tools are applied to different industry to achieve automation and unmanned operation. Also, people use AI tools in workplace. Indeed, most of the people uses AI tools only for copywriting work. Many people <u>doesn't</u> know how to make good use and full potential of the AI tools.<br>This study could provide insight for companies and employees the importance and advantages of using AI in the workplace. They would understand applying AI in their workplace could help them save time, workload, manpower and money. Additionally, this study could provide insight for employees to realize the threat that AI may possibly replace their working position. Also, this may encourage employees to learn using AI tools to equipped themselves in workplace. |
| 6 | <b>Objectives of Research Activity</b><br>This study identifies problems, finds information and evaluates alternatives. It helps to examine people's usage of AI tools, determine the possible usefulness of AI and also the possible treat of AI in workplace.<br>The study would show step by step about this followed by questionnaire and research, asking employees how often and the usage of AI tools in workplace. Firstly, the study would be defining the meaning, background, measurement and association of the main components. It paths how the questionnaire could get accurate data from recipients. The questionnaire would reflect the importance of AI in their workplace and also their consideration of AI's threats. Also, references would be used to support the statements.                                                                                                                            |
|   | <b>Proposed methods (maximum 600 words)</b><br>Provide a <u>brief summary</u> of all the methods that <b>may</b> 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. You do not need to justify the methods <u>here, but</u> should instead describe how you intend to collect the data necessary for you to complete your project.                                                                                                                                                                                                                                                                                                                                                                                                          |
| 7 | <b>Research Model and Hypotheses</b><br>Triangulation<br>Qualitative and Quantitative Research<br>Qualitative Research<br>Quantitative Research<br>Focus Group<br>Questionnaire Survey Method<br>Pilot test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|   | <b>Location of research activity</b><br>Identify all locations where research activity will take place.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 8 | Local in Hong Kong                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|   | <b>Research activity outside of the UK</b><br>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, <u>particular cultural</u> and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the <u>research</u> then please state this.                                                                                            |

|   |                                                                                                                     |
|---|---------------------------------------------------------------------------------------------------------------------|
| 9 | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <p>(this box should expand as you type)</p> |
|---|---------------------------------------------------------------------------------------------------------------------|

|    |                                                                                                                                                                                                                                                                  |                                        |                                     |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------|
| 10 | Use of documentation not in the public domain: Are any documents <b>NOT</b> publicly available?                                                                                                                                                                  | <b>NO</b><br><input type="checkbox"/>  | <input checked="" type="checkbox"/> |
|    |                                                                                                                                                                                                                                                                  | <b>YES</b><br><input type="checkbox"/> | <input type="checkbox"/>            |
| 11 | If <b>Yes</b> , 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 the current data protection law of the country in question and that of England and Wales. |                                        |                                     |
|    | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <p>(this box should expand as you type)</p>                                                                                                                                              |                                        |                                     |



| Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015? |                                                                                                                     | YES                      | NO                                  |
|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|
| 12                                                                                                                   | A prosperous Wales                                                                                                  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 13                                                                                                                   | A resilient Wales                                                                                                   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 14                                                                                                                   | A healthier Wales                                                                                                   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 15                                                                                                                   | A more equal Wales                                                                                                  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 16                                                                                                                   | A Wales of cohesive communities                                                                                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 17                                                                                                                   | A Wales of vibrant culture and thriving Welsh language                                                              | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 18                                                                                                                   | A globally responsible Wales                                                                                        | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 19                                                                                                                   | If YES to any of the above, please give details:                                                                    |                          |                                     |
|                                                                                                                      | <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <p>(this box should expand as you type)</p> |                          |                                     |

#### SECTION F: Scope of Research Activity

| Will the research activity include: |                                                                                            | YES                                 | NO                                  |
|-------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
| 1                                   | Use of a questionnaire or similar research instrument?                                     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 2                                   | Use of interviews?                                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 3                                   | Use of focus groups?                                                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 4                                   | Use of participant diaries?                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5                                   | Use of video or audio recording?                                                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6                                   | Use of computer-generated log files?                                                       | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7                                   | Participant observation with their knowledge?                                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8                                   | Participant observation without their knowledge?                                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 9                                   | Access to personal or confidential information without the participants' specific consent? | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

|    |                                                                                                                                                 |                          |                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|
| 10 | Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 11 | Performance of any acts which may cause embarrassment or affect self-esteem?                                                                    | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 12 | Investigation of participants involved in illegal activities?                                                                                   | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 13 | Use of procedures that involve deception?                                                                                                       | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 14 | Administration of any substance, agent or placebo?                                                                                              | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 15 | Working with live vertebrate animals?                                                                                                           | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 16 | Procedures that may have a negative impact on the environment?                                                                                  | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 17 | Other primary data collection methods. Please indicate the type of data collection method(s) below.                                             | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
|    | Details of any other primary data collection method:<br><br>(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

If there are no participants then do not complete this section, but go directly to section H.

| Who are the intended participants? |                                                                                                                    | YES                                 | NO                                  |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
| 1                                  | Students or staff at the University?                                                                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 2                                  | Adults (over the age of 18 and competent to give consent)?                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 3                                  | Vulnerable adults?                                                                                                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 4                                  | Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 5                                  | Prisoners?                                                                                                         | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6                                  | Young offenders?                                                                                                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7                                  | Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper? | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8                                  | People engaged in illegal activities?                                                                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 9                                  | Others. Please indicate the participants below, and specifically any group who may be unable to give consent.      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
|                                    | Details of any other participant groups:<br><br>(this box should expand as you type)                               |                                     |                                     |

|                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Participant numbers and source</b><br>Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited? |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|    |                                         |                                   |
|----|-----------------------------------------|-----------------------------------|
| 10 | How many participants are expected?     | 400 <a href="#">questionnaire</a> |
| 11 | Who will the participants be?           | Working Adults                    |
| 12 | How will you identify the participants? | Through online questionnaire      |

|    | Information for participants:                                                                                                                       | YES                                 | NO                       | N/A                      |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------|--------------------------|
| 13 | Will you describe the main research project and its aims, so that they are informed about it?                                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Will you tell participants that their participation is voluntary?                                                                                   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Will you obtain written consent for participation?                                                                                                  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | If the research is observational, will you ask participants for their consent to being observed?                                                    | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Will you tell participants that they may withdraw from the research at any time and for any reason?                                                 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | With questionnaires, will you give participants the option of omitting questions they do not want to answer?                                        | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | If NO to any of above questions, please give an explanation                                                                                         |                                     |                          |                          |
|    | <br><br><br>(this box should expand as you type)                                                                                                    |                                     |                          |                          |

|    | Information for participants:                                                                                                                      | YES                      | NO                                  | N/A                      |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|--------------------------|
| 24 | Will participants be paid?                                                                                                                         | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 25 | Is specialist electrical or other equipment to be used with participants?                                                                          | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 26 | Are there any financial or other interests to the investigator or University arising from this study?                                              | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 27 | Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims? | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 28 | If YES to any question, please provide full details                                                                                                |                          |                                     |                          |
|    | <br><br><br>(this box should expand as you type)                                                                                                   |                          |                                     |                          |

#### SECTION H: Anticipated Risks

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                      |                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------|--------------------------------------------|
| <p><b>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.</b></p> <p>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.</p>                                                                                                                                                                                                                                                  |  |                                                                      |                                            |
| <p><b>1 Full risk assessment completed and appended?</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | <p><b>Yes</b></p>                                                    | <p><input type="checkbox"/></p>            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <p><b>No</b></p>                                                     | <p><input checked="" type="checkbox"/></p> |
| <p><b>2 Risks to participants</b></p> <p>For example: sector-specific health &amp; safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information</p>                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                      |                                            |
| <p>Risk to participants:</p> <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | <p>How you will mitigate the risk to participants:</p> <p>NA</p>     |                                            |
| <p><b>3</b></p> <p>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 <u>actually illegal</u> is discovered in the course of a project, it may need to be disclosed to the proper authorities</p> |  |                                                                      |                                            |
| <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                      |                                            |
| <p><b>4 Risks to the investigator</b></p> <p>For example: personal health &amp; safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest</p>                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                                      |                                            |
| <p>Risk to the investigator:</p> <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | <p>How you will mitigate the risk to the investigator:</p> <p>NA</p> |                                            |
| <p><b>5 University/institutional risks</b></p> <p>For example: adverse publicity, financial loss, data protection</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                                      |                                            |
| <p>Risk to the University:</p> <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | <p>How you will mitigate the risk to the University:</p> <p>NA</p>   |                                            |
| <p><b>6 Environmental risks</b></p> <p>For example: accidental spillage of pollutants, damage to local ecosystems</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                                                                      |                                            |
| <p>Risk to the environment:</p> <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | <p>How you will mitigate the risk to environment:</p> <p>NA</p>      |                                            |
| <p><b>Disclosure and Barring Service</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                      |                                            |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                      |  | <p><b>YES</b></p>                                                    | <p><b>NO</b></p>                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <p><input type="checkbox"/></p>                                      | <p><input type="checkbox"/></p>            |
| <p><b>7</b> Does your research require you to hold a current DBS Certificate?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | <p><input type="checkbox"/></p>                                      | <p><input checked="" type="checkbox"/></p> |
| <p><b>8</b> If YES, please give the certificate number. If the certificate number is not <u>available</u> please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.</p>                                                                                                                                                                                                                                                                                                                                                                    |  | <p>NA</p>                                                            |                                            |

**SECTION I: Feedback, Consent and Confidentiality**

|   |                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Feedback</b><br>What de-briefing and feedback will be provided to participants, how will this be done and when?                                                                                                                                                                                                                                                                                                     |
|   | It would be sent through email (according to the email address they provided) after the research done.                                                                                                                                                                                                                                                                                                                 |
| 2 | <b>Informed consent</b><br>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. |
|   | Describe the arrangements in the questionnaire so that they could decide if they would like to continue.                                                                                                                                                                                                                                                                                                               |
| 3 | <b>Confidentiality / Anonymity</b><br>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.                                                                                                                                                                                                                       |
|   | Describe the arrangements in the questionnaire so that they could decide if they would like to continue.                                                                                                                                                                                                                                                                                                               |

#### SECTION J: Data Protection and Storage

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                     |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------|
|   | 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                                  |
| 1 | <b>"Personal data"</b> 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. Any video or audio recordings of participants is considered to be personal data. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
|   | If YES, provide a description of the data and explain why this data needs to be collected:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                     |
| 2 | (this box should expand as you type)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                     |
|   | Does it involve special category data (as defined by the GDPR)?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | YES                      | NO                                  |
| 3 | <b>"Special category data"</b> means sensitive personal data consisting of information as to the data subjects' –<br>(a) racial or ethnic origin,<br>(b) political opinions,<br>(c) religious beliefs or other beliefs of a similar nature,<br>(d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992),<br>(e) physical or mental health or condition,<br>(f) sexual life,<br>(g) genetics,<br>(h) biometric data (as used for ID purposes).                                                                | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
|   | If YES, provide a description of the special category data and explain why this data needs to be collected:                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                     |
| 4 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                     |

(this box should expand as you type)

|    | Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?                                                                                   | YES                                 | NO                                  |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
| 5  | Manual files (i.e. in paper form)?                                                                                                                                                                                                  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6  | University computers?                                                                                                                                                                                                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7  | Private company computers?                                                                                                                                                                                                          | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 8  | Home or other personal computers?                                                                                                                                                                                                   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 9  | Laptop computers/ CDs/ Portable disk-drives/ memory sticks?                                                                                                                                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 10 | "Cloud" storage or websites?                                                                                                                                                                                                        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 11 | Other – specify:                                                                                                                                                                                                                    | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 12 | For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation: |                                     |                                     |
|    | Encrypt with password                                                                                                                                                                                                               |                                     |                                     |
|    | (this box should expand as you type)                                                                                                                                                                                                |                                     |                                     |

| Data Protection |                                                                                                                                                                                                               |                                     |                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
|                 | Will the research activity involve any of the following activities?                                                                                                                                           | YES                                 | NO                                  |
| 13              | Electronic transfer of data in any form?                                                                                                                                                                      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 14              | Sharing of data with others at the University outside of the immediate research team?                                                                                                                         | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 15              | Sharing of data with other organisations?                                                                                                                                                                     | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 16              | Export of data outside the UK or importing of data from outside the UK?                                                                                                                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 17              | Use of personal addresses, postcodes, faxes, emails or telephone numbers?                                                                                                                                     | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 18              | Publication of data that might allow identification of individuals?                                                                                                                                           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 19              | Use of data management system?                                                                                                                                                                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 20              | Data archiving?                                                                                                                                                                                               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 21              | If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate): |                                     |                                     |
|                 | Google form will be used and sent to friends and colleagues, etc.                                                                                                                                             |                                     |                                     |
|                 | (this box should expand as you type)                                                                                                                                                                          |                                     |                                     |
| 22              | List all who will have access to the data generated by the research activity:                                                                                                                                 |                                     |                                     |
|                 | <u>Myself and the supervisor</u> of dissertation                                                                                                                                                              |                                     |                                     |
| 23              | List who will have control of, and act as custodian(s) for, data generated by the research activity:                                                                                                          |                                     |                                     |
|                 |                                                                                                                                                                                                               |                                     |                                     |

|    |                                                                                                                                                                                                                                            |                                                |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
|    | (this box should expand as you type)                                                                                                                                                                                                       |                                                |
| 24 | 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 <u>why not</u> .              |                                                |
|    | Storage in personal computer with password<br>(this box should expand as you type)                                                                                                                                                         |                                                |
| 25 | Please indicate if your data will be stored in the UWTSD Research Data Repository (see <a href="https://researchdata.uwtsd.ac.uk/">https://researchdata.uwtsd.ac.uk/</a> ). If <u>so</u> please explain. (Most relevant to academic staff) |                                                |
|    | (this box should expand as you type)                                                                                                                                                                                                       |                                                |
| 26 | Confirm that you have read the UWTSD guidance on data management (see <a href="https://www.uwtsd.ac.uk/library/research-data-management/">https://www.uwtsd.ac.uk/library/research-data-management/</a> )                                  | <b>YES</b> <input checked="" type="checkbox"/> |
| 27 | Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding                                                                                                               | <b>YES</b> <input checked="" type="checkbox"/> |

**SECTION K: Declaration**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------|
| <p>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.</p> <p>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: <a href="https://www.uwtsd.ac.uk/research/research-ethics/">https://www.uwtsd.ac.uk/research/research-ethics/</a></p> |                         |                                           |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Signature of applicant: | <p>HO CHIT CHI</p> <p>Date: 25/6/2025</p> |

**For STUDENT Submissions:**

|   |                                 |                                                                                   |                 |
|---|---------------------------------|-----------------------------------------------------------------------------------|-----------------|
| 2 | Director of Studies/Supervisor: | Dr Katherine Mo                                                                   | Date: 25/6/2025 |
| 3 | Signature:                      |  |                 |

**For STAFF Submissions:**

|   |                                    |  |       |
|---|------------------------------------|--|-------|
| 4 | Academic Director/ Assistant Dean: |  | Date: |
| 5 | Signature:                         |  |       |

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

|                                     |                                                                                                                                                                                                                                                            |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | I have read the guidance notes supplied before completing the form.                                                                                                                                                                                        |
| <input checked="" type="checkbox"/> | I have completed <b>ALL RELEVANT</b> sections of the form in full.                                                                                                                                                                                         |
| <input checked="" type="checkbox"/> | I confirm that the research activity has received approval in principle                                                                                                                                                                                    |
| <input type="checkbox"/>            | I have attached a copy of final/interim approval from external organisation ( <b>where appropriate</b> )                                                                                                                                                   |
| <input type="checkbox"/>            | I have attached a full risk assessment (where <u>appropriate</u> ) <b>ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT</b>                                                                                                                            |
| <input checked="" type="checkbox"/> | I understand that it is my responsibility to ensure that the <u>above named</u> research activity will meet the University's Research Ethics and Integrity Code of Practice.                                                                               |
| <input checked="" type="checkbox"/> | 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. |

**RESEARCH STUDENTS ONLY**

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>)

**RESEARCH STAFF ONLY**

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

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# Chapter 1: Introduction

This chapter explains the primary objective of this study. A description of the theoretical framework is presented as the first step. Furthermore, the motivation of this study is shown in terms of redesigned strategies, marketing, and the impact of AI trend. Discussed why this topic has been selected for study and the relevance of this study's conclusion. The study's objectives and limitations are also outlined.

## 1.1 Research Background

Living in the year of 2025, we are many benefited from AI development. The AI trend booms in 2024 when the announcement of several AI channels, especially CHATGPT. It brought the world's technology development history to a next level.

This AI trend affects every industry in the world. A McKinsey global survey reports that 78% of organizations worldwide used AI in at least one business function in 2024, a sharp rise from 55% the previous year, with generative AI adoption reaching 71% of organizations. AI is most prevalent in IT, marketing, sales, product development, and service operations, demonstrating broad cross-sector integration (McKinsey, 2025).

In Terms of Hong Kong, AI adoption in Hong Kong has accelerated significantly across multiple sectors in 2024 and 2025. A study by the Hong Kong Institute for Monetary and Financial Research (HKIMR) found that in 2024, 75% of financial institutions in Hong Kong had implemented, piloted, or explored generative AI use cases, a significant rise from 38% in 2023. This adoption rate is expected to increase to 87% within three to five years (Fintech News, 2025). Furthermore, The Generative AI segment alone is expected to reach US\$517.51 million in 2025, driven by demand for AI-powered virtual assistants, chatbots, and collaboration

tools that cater to Hong Kong's fast-paced lifestyle and preference for personalized, efficient services (Statista, 2025).

## 1.2 Research Motivation

People are well-benefited by the AI development. We have AI assistants such as APPLE SIRI and SAMSUNG BIXBY before the AI Boom, indeed it was limited in information searching, IOT switching, and functions used on the mobile device. However, we could use it in image processing, researching, programming, machine learning and more nowadays. Works which takes 12 hours in the past may only cost only 5 minutes nowadays.

With the assistance of AI tools, we could do work with a faster speed, better efficiency, more accurate and more comfortable. In terms of being a student, students in the past have to find references for their assignments from the internet search engines or even physical books in the library, which took from days to weeks. AI tools helps students proofread articles, researching and generate graphics just in minutes, which reduces their workload and time wasted. In terms of being a marketer in workplace, marketers may need to produce promotion materials such as social media post, leaflets, banners, advertising videos by design software or outsource service. These could either take quite lots of time or expense in marketing. However, we could create those marketing materials by AI which reduces and money. Other than that, AI could be used to assist daily administration work, such as writing emails, proposals, and reports in a short period of time.

Showing the usefulness of AI tools, people started to use AI tools to support their daily work. A survey of 1,000 knowledge workers in Hong Kong found that 86% admit to bringing their own AI tools to work, indicating widespread personal familiarity with AI applications (China Daily HK, 2025). Despite high usage, according to personal knowledge that over 90% of the people didn't make

good use and full potential of the AI tools, their knowledge and usage of the AI tools remain in basic workload, majorly in copywriting. Also, 40% of enterprises believe their employees are not proficient in using AI tools, highlighting a significant skills gap and the need for more training (HKPC Digital Transformation, 2024).

Also, companies started to adopt AI tools in their operation and recruitment consideration. A McKinsey global survey reports that 78% of organizations worldwide used AI in at least one business function in 2024. AI is most prevalent in IT, marketing, sales, product development, and service operations, demonstrating broad cross-sector integration (McKinsey, 2025). A survey of 1,000 knowledge workers in Hong Kong found that 77% of business leaders prefer hiring less experienced candidates with AI skills over more experienced ones without them, highlighting the growing premium on AI competencies (China Daily HK, 2025).

Therefore, this study would be showing the usefulness of AI tools, how people could benefit from the AI tools.

### 1.3 Research Problems

It is important to identify the research problems, which leads to the expansion of the study. This serves as the main guiding principle throughout the whole research process. A topic of study is discussed as a hypothesis in sociology. Therefore, the question is relevant as a study topic (Pardede, 2018).

This research examines the following research problems:

- Should AI tools be used in workplace? Does it create any problems for either the employee or the company?
- Does people agree AI tools is useful? How does AI tools help people in workplace?
- How does AI affect people in workplace? Would their working position be replaced by AI?
- Does AI a MUST-ability in workplace? Is it important for employees to learn to use AI tools in workplace?

### 1.4 Research Aim

Mentioned with the AI Boom in 2024, AI become a significant and important tool for employees and companies. AI tools are applied to different industry to achieve automation and unmanned operation. Also, people use AI tools in workplace. Indeed, most of the people uses AI tools only for copywriting work. Many people doesn't know how to make good use and full potential of the AI tools.

This study could provide insight for companies and employees the importance and advantages of using AI in the workplace. They would understand applying AI in their workplace could help them save time, workload, manpower and money. Additionally, this study could provide insight for employees to realize the threat that AI may possibly replace their working position. Also, this may encourage employees to learn using AI tools to equipped themselves in workplace.

### 1.5 Research Objectives

This study identifies problems, finds information and evaluates alternatives. It helps to examine people's usage of AI tools, determine the possible usefulness of AI and also the possible treat of AI in workplace.

The study would show step by step about this followed by questionnaire and research, asking employees how often and the usage of AI tools in workplace. Firstly, the study would be defining the meaning, background, measurement and association of the main components. It paths how the questionnaire could get accurate data from recipients. The questionnaire would reflect the importance of AI in their workplace and also their consideration of AI's threats. Also, references would be used to support the statements.

### 1.6 Research Direction (TBC)

### 1.7 Research Limitations (TBC)

### 1.8 Summary (TBC)

## **Chapter 2: Literature Review**

The literature review shows if the questionnaires, research and information away from the path of the research. It guides study design and research methods development. This chapter presents the definition of the factors, including Perceived Ease of Use, Perceived Usefulness, and Threat in Employment.

### **2.1 Perceived Ease of Use**

#### **2.1.1 Definition of Perceived Ease of Use**

Perceived ease of use (PEOU) is defined as the degree to which an individual believes that using a particular technology would be free from effort (Davis, 1989). In other words, it reflects how easy and effortless users expect the system to be when interacting with it. This concept is a core component of the Technology Acceptance Model (TAM) and plays a crucial role in shaping users' attitudes toward technology and their intention to use it. When users perceive a system as easy to use, they are more likely to adopt it, as ease of use often enhances perceived usefulness and reduces resistance (Davis, 1989; Venkatesh and Davis, 2000).

#### **2.1.2 Measurement of Perceived Ease of Use**

Perceived Ease of Use is typically measured via questionnaires based on the Technology Acceptance Model (TAM). Common items assess how effortless users perceive the technology to be. Responses are usually collected on Likert scales (e.g., 1–5 or 1–7).

### **2.2 Perceived Usefulness**

#### **2.2.1 Definition of Perceived Usefulness**

Perceived Usefulness is defined as the degree to which a person believes that

using a particular technology would enhance their job performance (Davis, 1986). In other words, it reflects how much a user expects that the technology will help them perform their tasks better or more efficiently. This concept is also linked to the Technology Acceptance Model (TAM), which posits that higher perceived usefulness leads to a more positive attitude toward using the technology and a stronger intention to adopt it.

### 2.2.2 Measurement of Perceived Usefulness

Perceived usefulness is often measured through questionnaires assessing user's beliefs about the benefits and effectiveness of technology in improving their work outcomes.

## 2.3 Threat in Employment

### 2.3.1 Definition of Threat

Threat refers to an individual's perception that using a technology may expose them to potential harm, risk, or negative consequences. In technology acceptance research, it often involves the belief that a new technology could harm one's job security, require difficult skill acquisition, or lead to adverse outcomes, thus creating anxiety or resistance toward adoption (Pavlou, 2003; Schnall et al., 2015). Specifically, threat perception includes both susceptibility (the belief that one is vulnerable to the negative impact) and severity (the belief about how serious the consequences would be) (Liang & Xue, 2010).

In the Technology Threat Avoidance Theory (TTAT), threat appraisal is the cognitive process where users evaluate these factors to decide whether to avoid or adopt the technology (Liang & Xue, 2010). Higher perceived threat tends to reduce behavioral intention to use the technology unless mitigated by coping mechanisms or organizational support.

### 2.3.3 Measurement of Threat in Employment

Questionnaires are used to measure by assessing employees' perceived risk, anxiety, or fear regarding AI's impact on their job security and required skills. These often derive from cognitive appraisal theory, measuring threat appraisal (perceived severity and susceptibility to harm).

## 2.4 Trust

### 2.4.1 Definition of trust

Trust is needed before people to use AI tools. Trust is a combination of behaviour, perspective, personality and connection with others. It is also defined as conceptual, empathetic or consequential (Alpern, 1997). It is curial and important in relations and teamwork. It is built over time, but also could be damaged easily.

According to Jacovi, Marasović, Miller & Goldberg (2021) , Trust is a central component of the interaction between people and AI. People have different considerations on using AI tools, such as information privacy and data accuracy.

### 2.4.2 Measurement of trust (TBC)

## 2.5 Factors associated with Demographics and the Hypotheses (TBC)

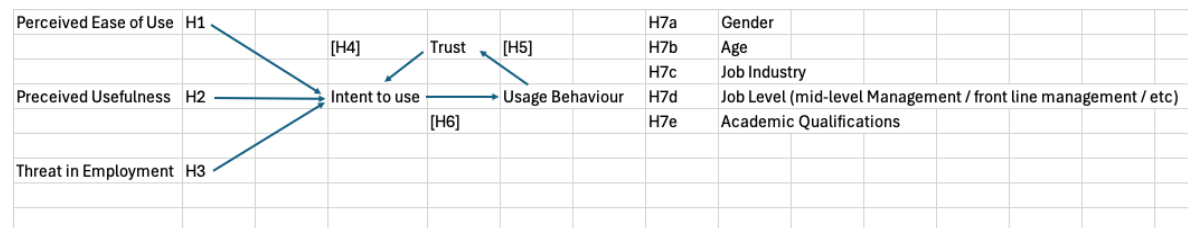
## 2.6 Summary (TBC)

## Chapter 3: Research Methodology

Chapter 3 conducted a qualitative analysis regarding the processes and methodologies employed to identify, compile and evaluate information to establish its reliability and consistency.

Focus Group is organized to show respondents' direct feedback and opinions on this study. A Google form is also conducted to get a overview of the situation for this study.

### 3.1 Research Model and Hypotheses



### 3.2 Triangulation

Triangulation combines at least two or more research approaches, analytical approaches, source of information, researchers, or analytical methods. Using triangulation could improve the capability to evaluate research outcomes (Thurmond, 2011)

### 3.3 Qualitative and Quantitative Research

### 3.3.1 Qualitative Research

Qualitative research is a methodological approach that seeks to understand human experiences, behaviors, and social phenomena through rich, detailed, and contextualized data rather than numerical measurement. It is particularly useful for exploring complex questions about "how" and "why" people behave or think in certain ways, providing depth and nuance that quantitative methods may overlook (Malterud, 2001). The core of qualitative research lies in collecting non-numerical data such as interviews, observations, documents, and media, which

are then analyzed through coding, thematic analysis, or narrative techniques to identify patterns and meanings (Creswell, 2013).

### 3.3.2 Quantitative Research

Quantitative research is a systematic approach that focuses on collecting and analyzing numerical data to describe, explain, predict, or control phenomena. It emphasizes measuring variables using structured methods such as surveys, experiments, and observations, and applies statistical or mathematical techniques to test hypotheses and draw generalizable conclusions about a population (Scribbr, 2023; Researcher.life, 2025). Unlike qualitative research, which explores meanings and experiences, quantitative research seeks to quantify relationships between variables and often involves larger sample sizes to ensure statistical validity and representativeness (UTA Libraries, 2018).

### 3.4 Focus Group

A focus group is a qualitative research method that gathers a small, diverse group of people to discuss a specific topic under the guidance of a trained moderator. Typically, the group consists of 6 to 10 participants selected based on predefined demographic or psychographic traits relevant to the research objective. The moderator facilitates open-ended discussions, encouraging participants to share their opinions, experiences, and attitudes, which helps uncover deeper insights and social dynamics that might not emerge in individual interviews or surveys (Scribbr, 2023; B2B International, 2022; Trymata, 2023).

### 3.5 Questionnaire Survey Method

A questionnaire is a research instrument consisting of a set of questions or items designed to collect data from respondents about their attitudes, experiences, or opinions. It serves as a tool within the broader survey research method, which involves collecting and analyzing data from a group of people. Questionnaires can gather both quantitative (numerical) and qualitative (textual) information, often using a combination of closed-ended and open-ended questions to capture measurable data and richer, descriptive responses (Scribbr, 2023; Simply Psychology, 2023).

### 3.6 Pilot test

A pilot test, also known as a pilot study or feasibility study, is a small-scale preliminary investigation conducted before the main research or project to evaluate the feasibility, design, and procedures of the larger study. It serves as a trial run to identify potential problems, refine methods, and ensure that the full-scale research can be conducted effectively and efficiently (Dovetail, 2023; Simply Psychology, 2023; CASP UK, 2024).

### 3.7 Final Survey (TBC)

### 3.8 Data Analysis Technique (TBC)

### 3.9 Research Method Limitations (TBC)

### 3.10 Research Ethics (TBC)

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