

Ethics Form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA

CEFNOGWYD / APPROVED	A GYFEIRIWDYD / REFERRED	NIS CEFNOGWYD/ NOT SUPPORTED
Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynyrchiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol. This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.		

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Devyani Goel		
Ysgol/Cyfadrn/ Cyfadrn School/Faculty	UWTSD Business School	Rhif Myfyriwr Student Number	LCMB7020
Tiwtor y Modiwl/ Cydlynnydd Rhaglen Module Tutor/ Programme Co- ordinator	Dr Jaya Gopalkrishnan	Enw'r Gradd Name of Degree	MBA marketing
Teitl dangosol yr Traethawd Hir:		Indicative Title of Dissertation:	
Riding The Digital Wave: Examining The Impact Of Digital Transportation			

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	Ydy / Yes	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		Nac ydy/No
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		Nac ydy/No
Dyddiaduron	Diaries		Nac ydy/No
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		Nac ydy/No
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		Nac ydy/No
Recordio fideo neu sain	Video or audio-taping		Nac ydy/No
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		Nac ydy/No
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		Nac ydy/No
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		Nac ydy/No
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		Nac ydy/No
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		Nac ydy/No
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		Nac ydy/No
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		Nac ydy/No

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/ Cyfadran / Gyfadran a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadran cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadran.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student	Dyddiad: / Date: 02/10/2023
Devyani Goel	
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Pennaeth Ysgol/Cyfadran / Head of School/ Faculty	Dyddiad: / Date

**ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL /
CYNHYRCHIAD**

**SECTION 3 – PROJECT / RESEARCH /
PRODUCTION DETAILS**

1. Braslun o'r prosiect

Project outline

The purpose of this study is to thoroughly explore the critical elements that, in the context of Uber's digital marketing initiatives, affect consumer engagement and promote loyalty. This study aims to pinpoint the particular digital marketing strategies, tools, and tactics used by Uber and examine how they affect consumer engagement key performance indicators including user retention, use frequency, and satisfaction.

The study also seeks to identify any connections that could exist between successful digital marketing techniques and increased client loyalty, eventually delivering practical knowledge for maximising digital marketing initiatives in the transportation sector.

2. Disgrifiad

Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)

Description

Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)

This dissertation aims to investigate the impact of digital transport, with a specific focus on Uber, by employing a multi-faceted research approach. It involves a comprehensive literature review to understand the existing body of knowledge, followed by a data collection phase that includes both quantitative and qualitative data sources such as Uber's data, government records, surveys, and interviews with stakeholders. Quantitative data will be analyzed using statistical methods, while qualitative data will be subject to content analysis. Geographic analysis, comparative studies, and the identification of key metrics will be used to assess Uber's influence on transportation patterns, traffic congestion, and economic factors. The findings will be interpreted, discussed in the context of research objectives, and used to provide recommendations and policy implications.

3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
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Questionnaires sent to British university learners, focus groups, social media sites like Facebook, LinkedIn, Instagram, and WhatsApp, emails sent to friends, family, and coworkers, and in-person surveys like talking to Uber drivers (within ethical limits) will be the main ways we collect data for our research on examining the impact of digital transportation. We chose Google Forms because it is easy to use and accessible as a platform for creating and sending out these questionnaires. Targeting university students suggests convenience sampling because they are available in a specified location and context. Focus group participants are carefully selected based on research-relevant features or experiences. Using Facebook, LinkedIn, Instagram, and WhatsApp for data collecting is convenience sampling. Participant presence and activity on these platforms determines their availability. Conveniently emailing friends, relatives, and the workplace allows snowball sampling. After being selected based on accessibility and relationship to the researcher, initial participants may be encouraged to suggest others who match the requirements. Also, convenience sampling includes in-person surveys like chatting with Uber drivers. Participants are chosen depending on their local availability. When conducting surveys, ethical principles and consent processes ought to be followed. Sampling methods have pros and cons, therefore they should match research goals and populatio

5. Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
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The University

6. Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
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London

7. Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
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No

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 4 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	Ydw / Yes	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	Ydw / Yes	
Plant a phobl ifanc dan oed	Children / legal minors		Na / No
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		Na / No
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		Na / No

Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		Na / No
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	Adults
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18 or above

ADRAN 5 – RISGIAU YN PROSIECT	SECTION 5 – RISKS IN PROJECT
Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.

Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)	
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Y d w / N a / Yes No
A	Cyfranogwyr?	Participants?	Na / No
B	Ymchwilydd?	Researcher?	Na / No
C	BrifYsgol/Cyfadrn?	University?	Na / No

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
N/a		

3 Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS? If you are dealing with children and vulnerable adults have you applied for a DRS certificate?

N/A

ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
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		Ydw / Yes	Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?	Will you report any behaviour that is against the University's Code of Practice or is illegal?	Ydw / Yes	
A ydych yn darparu adborth i'r cyfranogwyr?	Will feedback be provided to participants?	Ydw / Yes	
A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	Ydw / Yes	

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA

SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

		Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	Ydw / Yes	
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored?	

Stored In GoogleForms

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
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Me and My tutor

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
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No personal questions will be asked

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
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Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.
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Llofnodau Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadran/	Signatures This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty
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Myfyriwr / Student Devyani Goel	Dyddiad: / Date: 02/10/2023
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor Dr Jaya Gopalkrishnan	Dyddiad: / Date: 02/10/2023

Pennaeth Ysgol/Cyfadrn / Head of School/Faculty

Dyddiad: / Date

Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:

All interview based research applications must provide the following pro-forma documents:

1. Ffurflen gydsynio ddrafft
2. Sampl o'r cwestiynau a ofynnir
3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwylidig a'r rheini y dangosir y canlyniadau iddynt.

1. A draft consent form
2. A sample of the questions that will be asked
3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESeg CYDLINYDD
PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moseg Gyfadrn /Chair of the Faculty Ethics Committee

Dyddiad: / Date: