

University of Wales Trinity Saint David

Master of Business Administration

Part II - Dissertation

**Research Proposal for the factors influencing virtual
consultation adoption in healthcare industry in Hong
Kong**

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1. Introduction

In this chapter, it is going to introduce the research background, research questions, research objectives and research flow. A concluding summary will be provided to wrap up those introductory topics.

1.1 Background

Online activities have been popular in recent years. In the healthcare industry, a study review that in rural India virtual consultation applied in eyecare enable healthcare organizations to serve the community better. It reduces costs for both healthcare to operate physical clinic space and patient travelling costs to the clinic (Vial, 2019). According to Twilio (2021), virtual platform consumption in healthcare industries is continuously increasing throughout the COVID-19 pandemic since 2020.

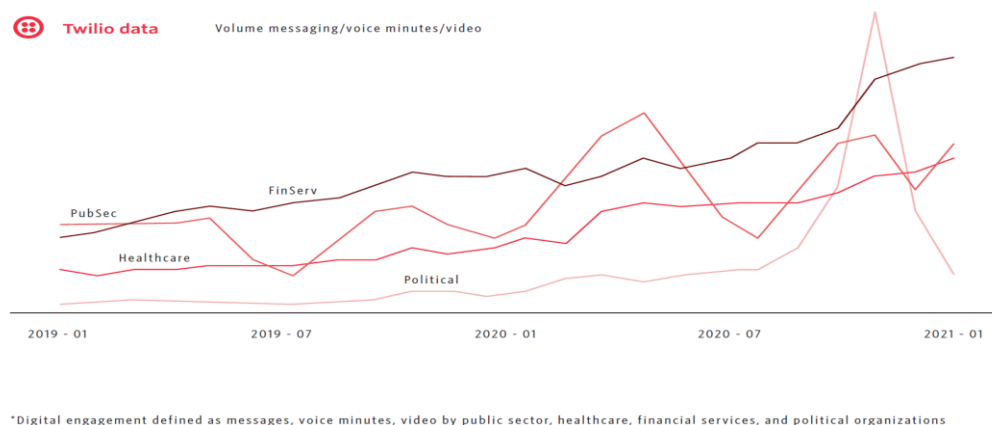


Figure 1 - Volume of digital engagement in Twilio data

Sources: Twilio (2021)

In Hong Kong, Lingnan University (2020) surveyed senior citizens aged over 55 to assess their awareness of the COVID-19 outbreak and the virtual consultation. It was found that over 60% of respondents are willing to try virtual medical consultation after COVID-19.

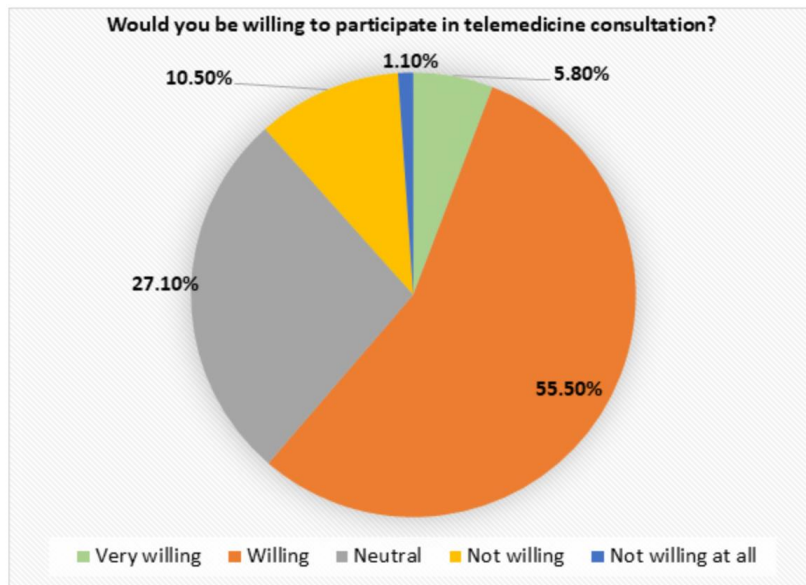


Figure 2 - Distribution of survey response on willingness to use virtual consultation

Sources: Lingnan University (2020)

Meanwhile, the government start to scale up the medical service through virtual consultation in the public hospital after COVID-19 (HKTDC research, 2020). One of the major clinic chains Quality Healthcare Medical Service (QHMS) started to launch virtual consultation software to conduct virtual consultations in April 2020 (China daily HK, 2021). Online service consumption behavior has been widely adopted. This could be explained by the React-Cope-Adapt frameworks. Customers first react to the perceived threat of the pandemic situation. With the new online service, customers begin to cope with the issue of social distancing. Finally, customers enter adapting phase where the consumption habits to the new normal (Guthrie, Fosso-Wamba and Arnaud, 2021). COVID-19 accelerate the demands for a virtual consultation. It also raises the demand for the improvement of virtual consultation software.

1.2 Research Questions

Bokolo (2020) has done research based on secondary data to evaluate the factors that affect the adoption of virtual consultation and virtual software platforms. It is revealed that social, technological and organizational factors affect the adoption. It also supported that technological advancement has a high potential to reduce social distancing during COVID-19.

In this report, it is going to address below research questions:

1. Which factors affecting the intention of using virtual consultation platform?
2. What are the relationship among the factors?
3. How to increase the customer acceptance in using virtual consultation for outpatient services?

1.3 Research aims

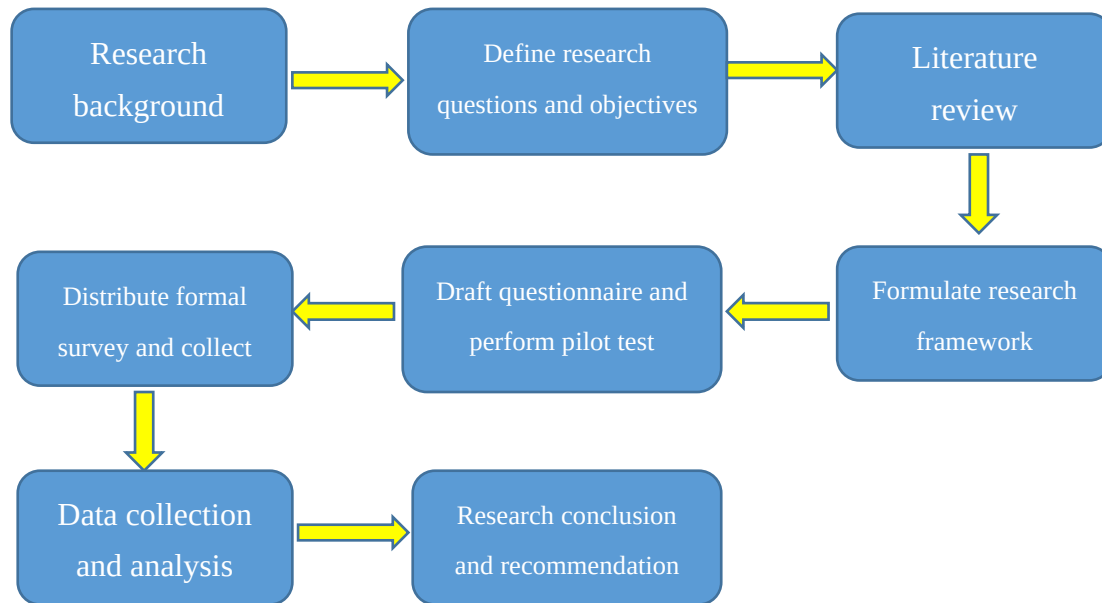
This research aims to identify the way to increase customer acceptance of virtual consultation in Hong Kong.

1.5 Research Objectives

This report will resolve the research questions by studying the customers' acceptance on virtual consultation platform. The research will mainly focus on below:

1. To find the factors affecting the intention of using virtual consultation platform
2. To verify the relationship of the factors that affecting the intention of using virtual consultation platform
3. Propose a model and validate the model
4. Based on research results to recommend improvement on virtual consultation platform

1.6 Research Flow



1.5. Concluding Summary

This research is worth exploring despite COVID-19 has changed the way people use online service to outpatient service. There is motivation to base on research model to further improve the customer adoption rate towards the service.

2. Literature Review

This chapter will study those academic journals that are relevant to provide reasons for the research methodology in this report.

2.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was developed by Davis in the year 1989 to explain IT usage based on the behaviour model. Its theoretical foundations are based on perceived usefulness and perceived ease of use as key factors of user behaviour (Davis, 1989). TAM model is simple. It is based on Fishbein & Ajzen (1975)'s Theory of Reason Action (TRA) where a person's belief may influence the attitude and develop behaviour intention. Below are the described definition and measurements of perceived usefulness and perceived ease of use.

2.1.1 Perceived usefulness

Davis (1989) mentioned that perceived usefulness is “the degree to which a person believes that using a particular system would enhance his or her job performance”. Dulcic, Pavlic and Silic (2012) further supplemented perceived usefulness is associated with value output due to efficiency increase.

Questions related to effectiveness, productivity, job performance, quality of new technologies, control of work, and speed of the tasks performed could be used to measure perceived usefulness (Dulcic, Pavlic and Silic, 2012). Ghain *et al.* (2017) suggested that perceived usefulness in internet banking could be measured by making the transaction easier.

2.1.2 Perceived ease of use

Davis (1989) mentioned that perceived ease of use is “the degree to which a person believes that using a particular system would be free of effort”. Dulcic, Pavlic and Silic (2012) further supplemented perceived ease of use with the subjective perspective that using the system would make them free of mental and physical effort.

Scale items related to the effort to be skilful, mental effort, controllable, cumbersome and frustrating could be used to measure perceived usefulness (Davis, 1989). Ghain *et al.* (2017) suggested that customers are more willing to use internet banking if there is the ease of use in the process.

2.2 Perceived risk

Bauer (1960) was the first one to introduce perceived risk. It is found that risk only perceived by the customer will influence the behaviour. Bruwer and Cohen, (2019) mentioned that risk involved customer perception of the negative results of an action. The perceived risk could be defined as a personal perception of uncertainty when involved in the activities.

The modern risk structure could be divided into 6 constructs: functional, physical, financial, social, psychological and time risk (Stone and Grønhaug, 1993). Crespo, del Bosque and de los Salmones Sánchez (2009) also suggested that perceived risk should be measured and analyzed in a multidimensional manner. The main perceived risk dimensions are physical, financial, functional, psychological, social and time.

2.3 Electronic Word of Mouth (eWOM)

With the popularity of the internet, the channel for product reviews could be done on a retail website, social networking site (e.g facebook, Instagram), or message boards. Electronic WOM (eWOM) has connected people who have no prior relationship to connect. It allows the

customer to share their view on the products or service without knowing their identities (Lee and Youn, 2009).

The internet and different social media platforms are considered eWOM platforms. Information adoption is a kind of measurement of eWOM (Cheung and Thadani, 2012). Not all eWOM information posted on social media would have the same effect on the customer. However, the customer who adopts the information from eWOM will have more purchasing intention (Erkan and Evans, 2016). Based on this concept, this study examines effect of eWOM adoption on behaviour intention.

2.4 Relationship between variables

This section describes relationship between variables

2.4.1 Influence of perceived ease of use and perceived usefulness on behavioral intention

According to Davis (1989), perceived ease of use and perceived usefulness significant positive effect on usage intention. Besides, there are vast amounts of research that prove the relationship.

2.4.2 Influence of perceived risk on behavioral intention

Crespo, del Bosque and de los Salmones Sánchez (2009) mentioned that perceived risk in e-commerce has a negative influence on the purchase intention. Lee (2009) also established the relation of financial risk, which is one of the constructs of the perceived risk, has a negative influence on the online banking usage intention.

2.4.3 Influence of eWOM on behavioral intention

See-To et al. (2014) show that eWOM information has a considerable impact on consumer buying intention. Erkan and Evans (2016) has proven a relationship of eWOM information acceptance and customer buying intention on the social platforms.

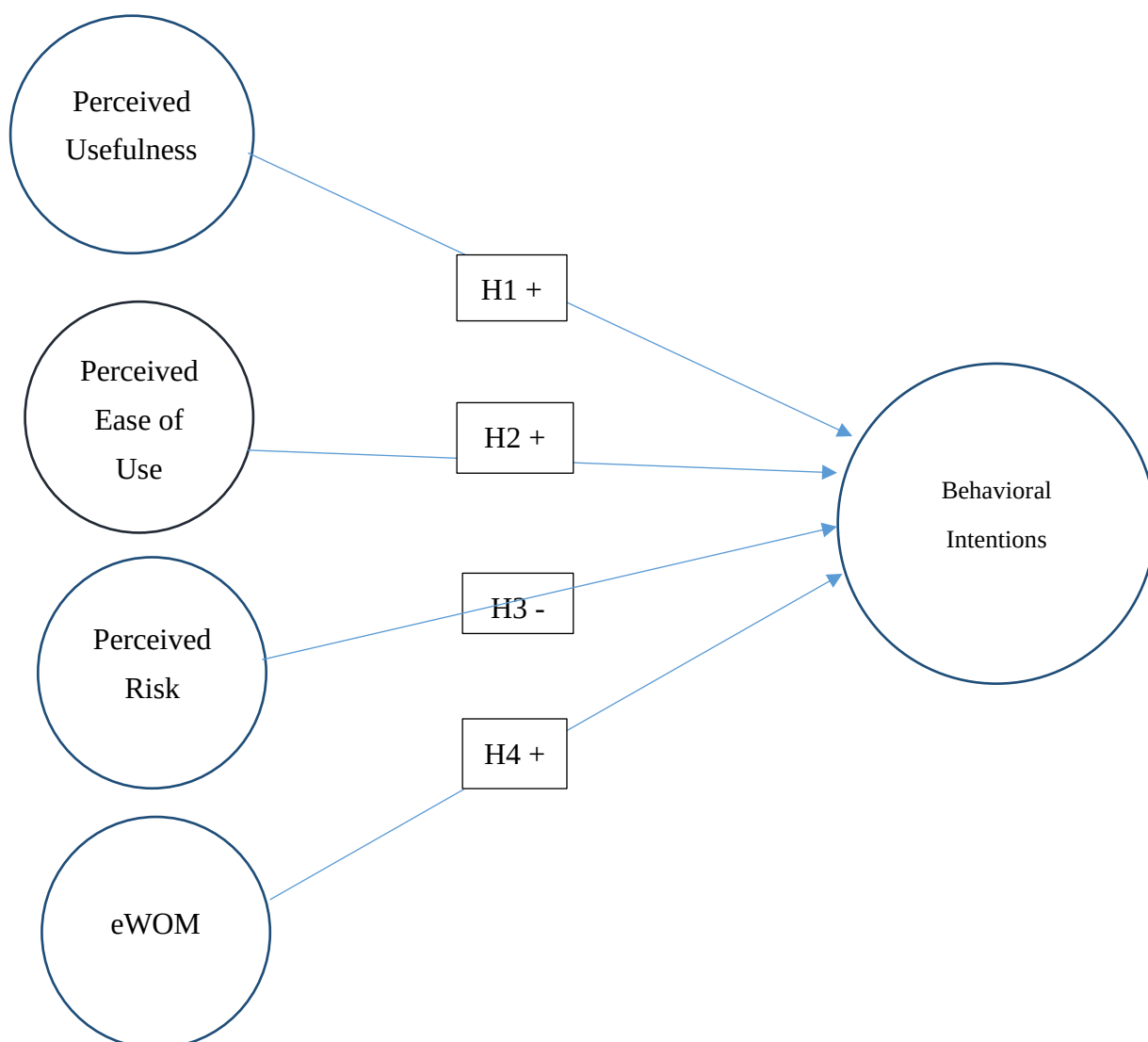
3. Research Methodology

This chapter will discuss research methodology adopted by this research.

3.1 Research Framework

The purpose of this study is to investigate the relationship among the perceived usefulness, perceived ease of use, perceived risk, eWOM & behavioral intentions. Figure 1 below depicts the research framework diagram in the study. In the context, the hypothesis described detail relationship for each variable.

Figure 3 - Research Model



H1: Perceived usefulness positively effects on purchase and behavioral intention of virtual consultation (Davis, 1989)

H2: Perceived ease of use positively effects on purchase and behavioral intention of virtual consultation (Davis, 1989)

H3: Perceived risk negatively effects on purchase and behavioral intention of virtual consultation (Lee, 2009; Crespo, del Bosque and de los Salmones Sánchez, 2009))

H4: eWOM negatively effects on behavioral intention of virtual consultation (See-To et al. ,2014; Erkan and Evans, 2016)

3.2 Type of Research

This section will briefly discuss the type of research.

3.2.1 Qualitative research

Qualitative research focuses on the interpretation of subjective meanings, and description of social context. This may involve exploring the pattern of interaction with a particular social group. The research questions should be specific in response to the research context (Fossey *et al.*, 2002). The optimum number of the focus group interviews is suggested to be between 6 to 8 participants (Rabiee, 2004).

This report will conduct focus group interviews as part of the primary data source to collect the idea of particular social group through more in-depth interview.

3.2.2 Quantitative research

The most common means to undergo quantitative research is by conducting a survey and correlation study. A survey is a research technique to collect data directly from a person through the form of questions that obtain perceptions and opinions. A correlation study is to explore the relationship between two or more variables (Queirós, Faria and Almeida, 2017).

This report will perform a survey to collect primary data for a correlation study among the variable.

3.3 Data collection method

Data would be collected through primary and secondary sources.

Secondary data could be defined as conclusion or knowledge or data that has been collected the third parties and available in the world (Johnston, 2014). Most common secondary data sources could be 1. literature review 2. secondary data already collected from government or large institutions.

Primary data could be defined as data obtained by researcher that is more tailored to the target research framework. The advantage of the primary data is that it enable the researcher to collect data specifically to address the issue of the research topic. Survey and questionnaire would be a channel to collect data for quantitation analysis.

3.4 Sampling Method

Sampling method could be categorized as non-probability and probability sampling. Non-probability sampling would be based on the point that elements in this universe will have chance to one of the study samples. On the contrary, probability sampling would be more on random design that every item in the universe would have equal chance to present in the sample (Etikan and Bala, 2017).

Probability sampling is good for statistical researcher as the entire population has been included by its random design. However, it take time to handle. Non-probability sampling enable the researcher more collaboration with the respondent and the lead time to find out the sample would be faster. However, it may ignore some of the population that is also meaningful to the research.

In this research, it is going to use snowball sampling despite the efficient of the sampling. The survey would be initially distributed by using researcher network and then randomly distributed to the target audience based on snowball effect (Goodman, 1961).

3.5 Questionnaire Design

The questionnaire design would be based on the research framework. Each variable in the research framework would be based on scholar support. The question done by previous academic journals would be used as a reference in the questionnaire design.

The likert 6-point scale would be adopted in this research (Taherdoost, 2019).

3.5.1 Focus Group

Preliminary tests of the questionnaire items by the focus group. This is one of the ways researchers could identify potential confusion and any improvement area of the items. Such review would be done in parallel to the pilot test (Tsang, Royse and Terkawi, 2017).

3.5.2 Pilot Test

Pilot test would be used to ensure the data reliability test for each question. The most common reliability test is using Cronbach Alpha coefficient. It is commonly to make use of 0.7 Cronbach Alpha coefficient as the threshold to agree on consistent reliable (Taherdoost, 2016). For those questions that doesn't meet criteria would be taken out during formal survey.

3.6 Formal Survey

A formal survey would be conducted by distributing Google online form to the research target. Everyone would then ask to name a certain number of individuals through whatsapp

and email to fill in the questionnaire. The data stored and captured by Google Forms could be exported for further analysis.

3.7 Data Analysis

Data analysis would be based on reliability, correlation and descriptive analysis.

3.7.1 Descriptive statistical analysis

Descriptive statistic could be categorized into 2 main types: 1. Measurement of central tendency (such as mean, mode, median) 2. Dissension (such as frequency distribution, range, standard deviation) (Fisher and Marshall, 2009).

3.7.2 Reliability Analysis

Cronbach Alpha coefficient would be used to illustrate the reliability of each of the construct

3.7.3 Correlation

In this research, path coefficient (β) together with significant level p-value would be used to determine whether each of the hypothesis is accepted or rejected (Mohamad, Radzi and Hanafiah, 2021).

3.7.4 Regression

Simple linear regression would be done to evaluate predictor variables to a particular outcome. This would be measure how strong the direction of relationship is (Zou, Tuncali and Silverman, 2003).

3.8 Research Ethics

The handling on the data collection from the survey would be following personal data (privacy) ordinance “PDPO”. Data collected would be solely for the research analysis purpose. It won’t be used excessive for other purpose. After the research completion, data would be erased accordingly (PCPD HK, 2012).

4 Research limitation

The research participant was mainly based on Hong Kong.

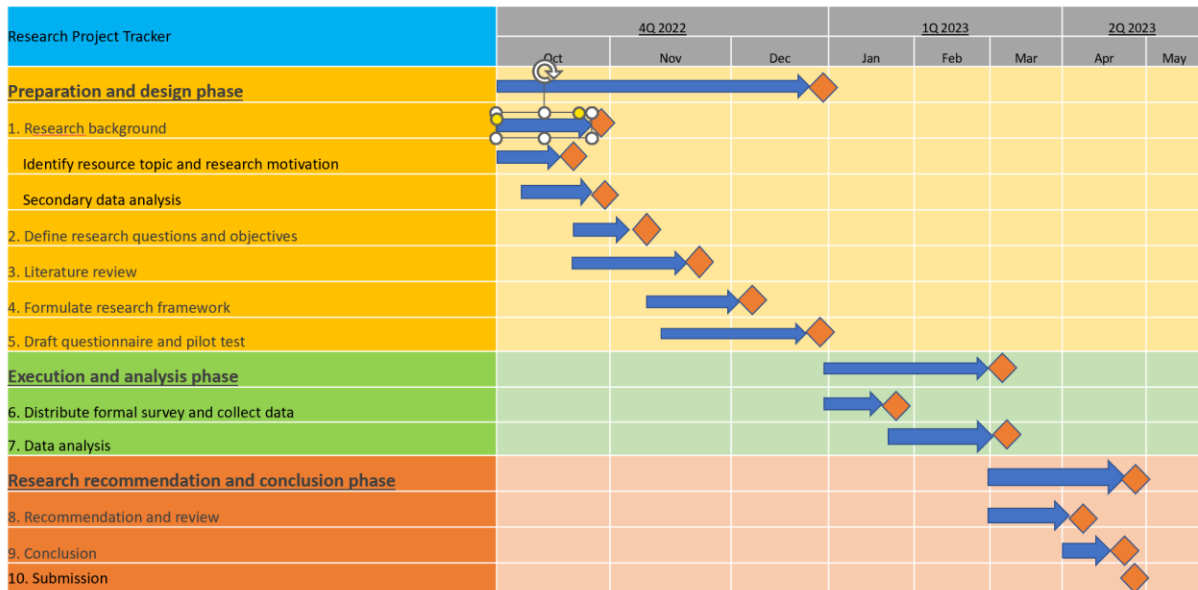
5 Direction of further research

Further research could be done on how the geography location as a mediator to dependence variable of behavior intention. This would help to derive the strategy to increase virtual consultation adoption in different countries.

6 Timeline

Below Gantt chart present the timeline breakdown of this report construction.

Figure 4 - Gantt Chart for research report



Source: Constructed by Author

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8. Appendix – PG2 Form



PG2 / E1 FORM

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, 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:	Wong Chi Ho			
2	Tick all boxes that apply:	Member of staff:	☐	Honorary research fellow:	☐
	Undergraduate Student	☐	Taught Postgraduate Student	☒	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:	University of Wales Trinity Saint David / HKMA			
4	Campus:	Hong Kong			
5	E-mail address:	joewong177@gmail.com			
6	Contact Telephone Number:	(852) 96009363			
For students:					

7	Student Number:	2119643
8	Programme of Study:	Master of Business Administration
9	Director of Studies/Supervisor:	Dr. Arion Wong

SECTION B: Approval for Research Activity

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

SECTION C: Internal and External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, 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	☒
2	UWTSD Research Data Management Policy	☒
3	<i>[List any other relevant documents here]</i>	☐

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	☐	NO	☐	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☐
7		Employed	YES	☐	NO	☐
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐

9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐
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Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☐
	If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).				

SECTION E: Details of Research Activity

1	Indicative title:	The factors influencing virtual consultation adoption in healthcare industry in Hong Kong			
2	Proposed start date:	1 st Nov 2022	Proposed end date:	28 th Apr 2023	
Introduction to the Research (maximum 300 words per section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>					
3	Purpose of Research Activity Online activities have been popular in recent years. In the healthcare industry, a study review that in rural India virtual consultation applied in eyecare enable healthcare organizations to serve the community better. It reduces costs for both healthcare to operate physical clinic space and patient travelling costs to the clinic (Vial, 2019). According to Twilio (2021), virtual platform consumption in healthcare industries is continuously increasing throughout the COVID-19 pandemic since 2020. In Hong Kong, Lingnan University (2020) surveyed senior citizens aged over 55 to assess their awareness of the COVID-19 outbreak and the virtual consultation. It was found that over 60% of respondents are willing to try virtual medical consultation after COVID-19. Meanwhile, the government start to scale up the medical service through virtual consultation in the public hospital after COVID-19 (HKTDC research, 2020). One of the major clinic chains Quality Healthcare Medical Service (QHMS) started to launch virtual consultation software to conduct virtual consultations in April 2020 (China daily HK, 2021). Online service consumption behaviour has been				

	widely adopted. This could be explained by the React-Cope-Adapt frameworks. Customers first react to the perceived threat of the pandemic situation. With the new online service, customers begin to cope with the issue of social distancing. Finally, customers enter adapting phase where the consumption habits to the new normal (Guthrie, Fosso-Wamba and Arnaud, 2021). COVID-19 accelerate the demands for a virtual consultation. It also raises the demand for the improvement of virtual consultation software. (this box should expand as you type)
4	Research Question Bokolo (2020) has done research based on secondary data to evaluate the factors that affect the adoption of virtual consultation and virtual software platforms. It is revealed that social, technological and organizational factors affect the adoption. It also supported that technological advancement has a high potential to reduce social distancing during COVID-19. In this report, it is going to address below research questions: 1. Which factors affecting the intention of using virtual consultation platform? 2. What are the relationship among the factors? 3. How to increase the customer acceptance in using virtual consultation for outpatient services? (this box should expand as you type)
5	Aims of Research Activity This research aims to identify the way to increase customer acceptance of virtual consultation in Hong Kong (this box should expand as you type)
6	Objectives of Research Activity This report will resolve the research questions by studying the customers' acceptance on virtual consultation platform. The research will mainly focus on below: 1. To find the factors affecting the intention of using virtual consultation platform 2. To verify the relationship of the factors that affecting the intention of using virtual consultation platform 3. Propose a model and validate the model 4. Based on research results to recommend improvement on virtual consultation platform (this box should expand as you type)
	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to

	justify the methods here, but should instead describe how you intend to collect the data necessary for you to complete your project.		
7	Firstly, I would perform secondary data analysis through literature review. Based on academic journal to come up research framework. The research framework should include dependent variables, independent variables and hypotheses. Research should use reliable and relevant sources of information e.g. academic books and journals that have been peer reviewed. All the information obtained by published journal would be referencing in Harvard style Secondly, planning for the two type of research – 1. Qualitative (by focus group) 2. Quantitative research (by survey). Define data collection method for both primary data and secondary data adopted in the research Thirdly, define the sampling method, questionnaire design, pilot test, formal survey. The survey would be conducted by distributing Google online form to a population. Everyone would then ask name certain number of individuals through WhatsApp and email to fill in the questionnaire. The data stored captured by google form could be exported for further analysis using SPSS. Finally, the data collected would be analysed by using reliability analysis, correlation analysis and descriptive statistical analysis. <i>(this box should expand as you type)</i>		
	Location of research activity Identify all locations where research activity will take place.		
8	Hong Kong <i>(this box should expand as you type)</i>		
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.		
9	The handling on the data collection from the survey would be following personal data (privacy) ordinance "PDPO". Data collected would be solely for the research analysis purpose. It won't be used excessive for other purpose. After the research completion, data would be erased accordingly (PCPD HK, 2012). <i>(this box should expand as you type)</i>		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO ☒	☒
		YES ☐	☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. <i>(this box should expand as you type)</i>		

	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	☐	☒
13	A resilient Wales	☐	☒
14	A healthier Wales	☐	☒
15	A more equal Wales	☐	☒
16	A Wales of cohesive communities	☐	☒
17	A Wales of vibrant culture and thriving Welsh language	☐	☒
18	A globally responsible Wales	☐	☒
19	If YES to any of the above, please give details:		
	(this box should expand as you type)		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☒	☐
2	Use of interviews?	☐	☒
3	Use of focus groups?	☒	☐
4	Use of participant diaries?	☐	☒
5	Use of video or audio recording?	☐	☒
6	Use of computer-generated log files?	☒	☐
7	Participant observation with their knowledge?	☐	☒
8	Participant observation without their knowledge?	☐	☒
9	Access to personal or confidential information without the participants' specific consent?	☐	☒
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
12	Investigation of participants involved in illegal activities?	☐	☒
13	Use of procedures that involve deception?	☐	☒
14	Administration of any substance, agent or placebo?	☐	☒
15	Working with live vertebrate animals?	☐	☒
16	Procedures that may have a negative impact on the environment?	☐	☒
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☒
	Details of any other primary data collection method:		

(this box should expand as you type)		
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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?	☒	☐
2	Adults (over the age of 18 and competent to give consent)?	☒	☐
3	Vulnerable adults?	☐	☒
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
5	Prisoners?	☐	☒
6	Young offenders?	☐	☒
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
8	People engaged in illegal activities?	☐	☒
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☒
	Details of any other participant groups: (this box should expand as you type)		

Participant numbers and source	
Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
10	How many participants are expected? 400 (this box should expand as you type)
11	Who will the participants be? Distributed by using researcher network and then randomly distributed to the target audience based on snowball effect (this box should expand as you type)
12	How will you identify the participants? Distributed by using researcher network and then randomly distributed to the target audience based on snowball effect (this box should expand as you type)

Information for participants:		YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
14	Will you tell participants that their participation is voluntary?	☒	☐	☐
15	Will you obtain written consent for participation?	☐	☐	☒
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☒
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☐	☐	☒
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☒	☐
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?	☒	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
22	If NO to any of above questions, please give an explanation			
The field setup in questionnaire a must fields. It follows the Likert-6 scale. Participant could choose withdraw the survey if they are not willing to answer the questions. <i>(this box should expand as you type)</i>				

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

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.						
1	Full risk assessment completed and appended?	<table border="1"> <tr> <td>Yes</td> <td>☐</td> </tr> <tr> <td>No</td> <td>☒</td> </tr> </table>	Yes	☐	No	☒
Yes	☐					
No	☒					
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information					
	Risk to participants:	How you will mitigate the risk to participants:				

	No (this box should expand as you type)	(this box should expand as you type)		
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities			
	No (this box should expand as you type)			
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest			
	Risk to the investigator: No (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)		
5	University/institutional risks For example: adverse publicity, financial loss, data protection			
	Risk to the University: No (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)		
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems			
	Risk to the environment: No (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)		
Disclosure and Barring Service				
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☒	☐
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when? Focus group meeting: individually brief the participant the objective and detail logistic of focus group. The briefing would be held one week before actual date Questionnaire: the objective would be provided at the very beginning in the google form (this box should expand as you type)
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2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	Focus group meeting: tell the participant that the conversation would be summarized in meeting notes and those finding is only used for research study purpose Questionnaire: Mention at the very beginning in the google form that information only used for study purpose <i>(this box should expand as you type)</i>
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	Focus group: mention that those meeting notes expressed by participant won't be disclosed identity. Participants are meant to be anonymous Questionnaire: Mentioned at the very beginning in the google form that participants are meant to be anonymous. Data collected would be kept confidential <i>(this box should expand as you type)</i>

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	"Personal data" means any information relating to an identified or identifiable natural person ("data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.	☐	☒
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	<i>(this box should expand as you type)</i>		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4			

<i>(this box should expand as you type)</i>			
	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)?	☐	☒
6	University computers?	☐	☒
7	Private company computers?	☐	☒
8	Home or other personal computers?	☐	☒
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
10	"Cloud" storage or websites?	☒	☐
11	Other – specify:	☐	☐
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:		
	The google form data is only accessed by researcher google account. The password is only known by the researcher and won't be disclosed to the other parties.		
	<i>(this box should expand as you type)</i>		

Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☐	☒
14	Sharing of data with others at the University outside of the immediate research team?	☐	☒
15	Sharing of data with other organisations?	☐	☒
16	Export of data outside the UK or importing of data from outside the UK?	☐	☒
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
18	Publication of data that might allow identification of individuals?	☐	☒
19	Use of data management system?	☐	☒
20	Data archiving?	☐	☒
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):		
	<i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	<i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		

	<i>(this box should expand as you type)</i>		
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 why not.		
	<i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	<i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
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	YES	☒

SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/	
1	Signature of applicant:	 Date: 9 Dec 2022

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Dr. Arion Wong	Date: 13 Dec 2022
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:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

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 presearch@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.

	No (this box should expand as you type)	(this box should expand as you type)		
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities			
	No (this box should expand as you type)			
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest			
	Risk to the investigator: No (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)		
5	University/institutional risks For example: adverse publicity, financial loss, data protection			
	Risk to the University: No (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)		
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems			
	Risk to the environment: No (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)		
Disclosure and Barring Service				
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?	☐	☒	☐
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