

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically.

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”.

This form must be completed and approved prior to undertaking any research activity.

SECTION A: About You (Principal Researcher)

1	Full Name:	MD Faysal Rahman
2	Student Number:	2436576
3	Email address:	2436576@student.uwtsd.ac.uk
4	Programme of Study:	Master of Business Administration (MBA)
5	Supervisor:	Dr Andry Rakotovololona

SECTION B: 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	British Psychological Society (BPS) Code of Human Research Ethics (2021)		☒
4	UK General Data Protection Regulation (UK GDPR) & Data Protection Act 2018		☒

SECTION C: Details of Research Activity

1	Indicative title:	The Influence of Influencer Marketing on Purchase Intentions Among Generation Z Consumers in the UK Retail Sector		
2	Proposed start date:	June, 2026	Proposed end date:	September, 2026
	Introduction to the Research (maximum 300 words in each section) Ensure that you write for a <u>Non-Specialist Audience</u> when outlining your response to the three points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i>			

	Demonstrate, briefly, how 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 This research investigates how the credibility of social media influencers affects the purchase intentions of Generation Z consumers within the UK retail sector. Influencer marketing has become one of the most widely used digital marketing strategies, particularly on platforms such as Instagram, TikTok and YouTube, where retailers increasingly collaborate with influencers to promote products. Although influencer marketing has received considerable academic attention, previous studies have mainly focused on general consumer populations, specific industries or non-UK contexts. Limited research has examined how different dimensions of influencer credibility influence purchasing decisions among Generation Z consumers in the UK retail environment. The study focuses on three dimensions of influencer credibility—trustworthiness, expertise and attractiveness—and examines their individual influence on consumers' purchase intentions. A quantitative research design will be adopted using an online questionnaire distributed to UK Generation Z consumers aged between 18 and 29. The collected data will be analysed using SPSS to identify which credibility dimension has the strongest influence on purchase intention. The research will contribute to academic knowledge by addressing an identified gap in UK-based influencer marketing research while also providing practical recommendations for retailers and digital marketers seeking to improve influencer marketing effectiveness. The findings may help businesses select suitable influencers whose credibility characteristics positively influence consumer purchasing behaviour. (this box should expand as you type)
4	Research Question The study seeks to answer the following research questions: 1. How does influencer trustworthiness influence purchase intention among UK Generation Z retail consumers? 2. How do influencer expertise and attractiveness influence purchase intention among UK Generation Z retail consumers? 3. Which influencer credibility dimension is the strongest predictor of purchase intention among UK Generation Z retail consumers? These questions will be investigated through quantitative survey data collected from UK Generation Z consumers who actively use social media and have recently been exposed to influencer-promoted retail products. The study aims to determine whether different credibility dimensions influence purchasing intentions differently and whether trustworthiness, expertise or attractiveness is the most influential predictor of consumer behaviour. (this box should expand as you type)
5	Aims of Research Activity <i>Number your aims and link them to your objectives</i> Aim

	The overall aim of this research is to examine the influence of social media influencer credibility dimensions on purchase intention among Generation Z consumers in the UK retail sector. Specific Aims Aim 1 To examine whether influencer trustworthiness positively influences purchase intention among UK Generation Z consumers. Aim 2 To investigate the influence of influencer expertise and attractiveness on consumers' purchase intentions. Aim 3 To determine which influencer credibility dimension is the strongest predictor of purchase intention using statistical analysis. The research also aims to contribute empirical evidence to influencer marketing literature within the UK retail context and provide practical recommendations for organisations that use influencer marketing campaigns to engage Generation Z consumers. (this box should expand as you type)
6	Objectives of Research Activity The research objectives are: • To examine the influence of influencer trustworthiness on purchase intention among UK Generation Z retail consumers. • To examine the influence of influencer expertise and attractiveness on purchase intention among UK Generation Z retail consumers. • To determine which influencer credibility dimension most strongly predicts purchase intention among UK Generation Z retail consumers. • To provide evidence-based recommendations for UK retailers regarding the effective selection and use of social media influencers based on credibility characteristics. (this box should expand as you type)
	Proposed data collection methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity to collect data, 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	This should describe how you intend to collect data. It should not include a discussion of the theoretical basis for your data collection methods. Please note, that if you intend to collect any audio/video recordings of interviews with participants then these will be classified as Personal Data under GDPR/DPA2018. If you intend to use these then note this in section H. Primary data will be collected using a structured online questionnaire administered through an online survey platform such as Google Forms or Microsoft Forms. A quantitative survey method has been selected because it enables the collection of standardised data from a relatively large number of

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	participants and facilitates statistical analysis of the relationships between influencer credibility and purchase intention. Participants will be UK Generation Z consumers aged between 18 and 29 who currently reside in the United Kingdom, actively use social media platforms such as Instagram, TikTok, YouTube or Snapchat, and have viewed influencer-promoted retail products within the previous three months. Screening questions at the beginning of the questionnaire will ensure that only eligible participants complete the survey. The questionnaire consists of four sections. The first section contains screening questions to confirm participant eligibility. The second section collects demographic information including age group, gender, employment status, preferred social media platform and retail category most influenced by social media. The third section measures the three independent variables—trustworthiness, expertise and attractiveness—using previously validated measurement scales adapted from Ohanian (1990), Lou and Yuan (2019), and AlFarraj et al. (2021). The final section measures purchase intention using established scales adapted from Dodds, Monroe and Grewal (1991) and Sokolova and Kefi (2020). All substantive items will be measured using a five-point Likert scale ranging from Strongly Disagree to Strongly Agree. Participants will be recruited through university networks, social media platforms and personal online contacts using purposive and convenience sampling techniques. Participation will be entirely voluntary, and participants will receive a Participant Information Sheet explaining the purpose of the study before providing informed consent electronically. No interviews, focus groups, audio recordings or observational methods will be used. The questionnaire will not collect names, contact details or other directly identifiable information, ensuring participant anonymity. A target sample of approximately 100–120 valid responses will be collected. After data collection, responses will be exported into SPSS for data cleaning and statistical analysis. Descriptive statistics, reliability analysis using Cronbach's alpha, Pearson correlation analysis and multiple regression analysis will be performed to test the proposed hypotheses and answer the research questions. All data will be stored securely in accordance with the UWTSD Research Data Management Policy and UK GDPR requirements. (this box should expand as you type)
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SECTION D: 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?	☐	☒

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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: Not applicable. The research will only use a structured online questionnaire administered through Google Forms or Microsoft Forms. No interviews, focus groups, observations, recordings or experimental methods will be used. (this box should expand as you type)	☐	☒

If you have ticked NO to every question then the research activity is (ethically) low risk and you may skip section E and continue to section F.

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

SECTION E: Intended Participants

	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: Complete this only if your participants cannot give consent. This includes animals Not applicable. All participants will be competent adults (18 years or older) capable of providing informed consent. (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?	Ballpark figures are fine but make sure that you explain how you will identify and contact your participants.

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		Approximately 120–150 valid participants are expected. Participants will be recruited through university networks, social media platforms (e.g., Facebook, Instagram and LinkedIn), and personal online contacts using purposive and convenience sampling. Recruitment advertisements will include a survey link directing eligible participants to the online questionnaire. <i>(this box should expand as you type)</i>
11	Who will the participants be?	Participants will be Generation Z consumers aged between 18 and 29 who currently reside in the United Kingdom, actively use social media platforms, and have viewed influencer-promoted retail products within the previous three months. Only participants meeting all screening criteria will be eligible to complete the questionnaire. <i>(this box should expand as you type)</i>
12	How will you identify the participants?	Participants will self-identify through screening questions at the beginning of the questionnaire. These questions will confirm their age, UK residency, social media usage and recent exposure to influencer-promoted retail products. Individuals who do not meet the eligibility criteria will automatically exit the survey. <i>(this box should expand as you type)</i>

	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			
	You should be able to tick YES for all of these questions. If not, then explain why not in this box. <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			
	You should be able to tick NO for most of these questions. For any cases that you have ticked YES then provide details in this box. If you are using cameras/voice recorders to record interviews, then please state that in this box. Not applicable. Participants will not receive payment, no specialist equipment will be used, there are no financial interests associated with the study, and participants will not be deceived at any stage of the research.			

(this box should expand as you type)

SECTION F: 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.	
1	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information. If you have identified in section D that there are no participants, then enter N/A and go skip to question 3.	
	Risk to participants: There are always risks. Do not write N/A unless you have no participants. Participants may experience minor inconvenience or fatigue while completing the questionnaire. <i>(this box should expand as you type)</i>	How you will mitigate the risk to participants: The questionnaire will require approximately 8–10 minutes to complete. Participants may stop at any time, skip questions they do not wish to answer, or withdraw before submitting the survey. Participation is entirely voluntary. No sensitive personal information will be collected, and all responses will remain anonymous. <i>(this box should expand as you type)</i>
2	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	
	The study does not include sensitive, offensive or illegal topics. Questions relate only to participants' opinions about social media influencers and retail purchasing behaviour. No psychological, emotional or legal risks are anticipated. Participants will be informed that they may discontinue participation at any stage without providing a reason. <i>(this box should expand as you type)</i>	
3	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: There are always risks. Do not write NA. Potential risks include accidental loss of research data, time management challenges, and minor stress associated with data collection and analysis. <i>(this box should expand as you type)</i>	How you will mitigate the risk to the investigator: All research data will be securely stored using password-protected University OneDrive. Regular backups will be maintained. The research timetable will be monitored with support from the academic supervisor to ensure completion within the project schedule. <i>(this box should expand as you type)</i>
4	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: There are always risks. Do not write NA. Potential reputational or legal risks could arise if research ethics or data protection requirements were not followed. <i>(this box should expand as you type)</i>	How you will mitigate the risk to the University: The study will comply fully with the UWTSD Research Ethics and Integrity Code of Practice, UK GDPR, the Data Protection Act 2018 and University data management policies. Only anonymous data will be reported, and all ethical approval requirements will be satisfied before data collection begins. <i>(this box should expand as you type)</i>
5	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment:	How you will mitigate the risk to environment:

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	The study presents negligible environmental risk because data collection is conducted online. <i>(this box should expand as you type)</i>	Online questionnaires eliminate paper use and minimise travel requirements, reducing environmental impact. No hazardous materials or environmentally harmful procedures will be used. <i>(this box should expand as you type)</i>
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SECTION G: Feedback, Consent and Confidentiality

If you have identified in section D that there are no participants, then enter skip this section and continue to section H.

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	You don't need to email your participants with your final report. A good alternative is to set up an email address that they will be able to contact for further details or results. Participants will receive a Participant Information Sheet before beginning the survey, explaining the purpose of the research, expected completion time, and the voluntary nature of participation. At the end of the questionnaire, participants will be thanked for their contribution and provided with the researcher's University email address should they wish to request additional information or a summary of the research findings after the dissertation has been completed. Individual responses will not be shared, and only aggregated research findings will be made available upon request. <i>(this box should expand as you type)</i>
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.
	If you are using a paper questionnaire then you should have the participants sign an appropriate consent form. These forms will count as personal data and should be noted as such in section J. If you are using an online questionnaire, then you should have a screen before the questions start that acts as a consent form, informing participants that by clicking on the NEXT button they are providing consent. Before accessing the questionnaire, participants will view an online Participant Information Sheet outlining the purpose of the research, eligibility criteria, expected duration, confidentiality arrangements, voluntary participation, withdrawal rights, and contact details for the researcher and supervisor. Participants will provide informed consent electronically by selecting an "I agree to participate" option before proceeding to the questionnaire. Those who do not provide consent will not be able to access the survey. Participants may withdraw at any point before submitting their responses by closing the survey window. Once responses have been submitted anonymously, withdrawal will no longer be possible because individual responses cannot be identified. <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.
	Do not collect names unless you really need them. Do not name participants or organisations in any research publications (including the thesis) without their explicit permission. Participant anonymity and confidentiality will be maintained throughout the research. The questionnaire will not collect names, email addresses, telephone numbers, IP addresses or any other directly identifiable information. Responses will be analysed only in aggregated form and reported as summary statistics. No individual participant will be identifiable in

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	the dissertation or any future publication. All electronic data will be stored securely using password-protected University OneDrive with access restricted to the researcher and academic supervisor. (this box should expand as you type)
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SECTION H: 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	This includes audio/video data of participants but can also include IP addresses and usernames. Names, addresses and emails also count, as do consent forms. The research will collect only the minimum personal data necessary to conduct the study. Participants will provide electronic consent before beginning the questionnaire. No names, email addresses, telephone numbers, home addresses or other direct identifiers will be collected. Demographic information (age group, gender and employment status) will be collected solely for research purposes and will not enable identification of individual participants. (this box should expand as you type)		
	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	What counts as ‘sensitive’ will differ between cultures. Any information on behaviour that is not in accordance with cultural norms would count as sensitive personal data. Not applicable. The research will not collect information relating to ethnicity, political opinions, religious beliefs, health status, sexual orientation, trade union membership, biometric information or criminal records. (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)?	☐	☒
6	University computers?	☒	☐
7	Private company computers?	☐	☒

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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:		
	If possible, save your data on computers that are secure and regularly backed up. Many cloud services only provide GDPR-compliant storage for business customers. An example of suitable text is given below. <i>All data will be kept in password protected cloud storage on the University Office 365 system which will not be shared. Audio/visual data will be transcribed and would be shown to participants to check accuracy of reporting. Any USB sticks used to store or transfer data will be password protected. All participants will be given a unique identifier to ensure confidentiality and this list will be kept securely in the password protected folder.</i> All research data will be stored in password-protected University OneDrive with multi-factor authentication enabled where available. Working files stored temporarily on the researcher's password-protected personal computer or laptop will be encrypted and deleted after transfer to University storage. Each participant will be assigned a unique numerical identifier for analysis. Data will be backed up regularly, and access will be restricted to the researcher and academic supervisor. Anonymous datasets will be retained only for the period required by University regulations before being securely deleted. <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	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/or any international equivalent):		
	This includes data such as drafts of your thesis as well as experimental or survey data. An example of suitable text is given below. <i>All data will be encrypted and kept in password protected cloud storage on the University Office 365 system which will not be shared. Any USB sticks used to store or transfer data will be password protected. All data transfers will be encrypted and password protected. All participants will be given a unique identifier to ensure confidentiality and this list will be kept securely in the password protected folder. The data will be stored until the completion of the project and then deleted. In accordance with the DPA2018, participants will have the right to ask to see what data is held relating to them, and this data will be deleted immediately if the participant requests this, in which case the data will not be used in the project.</i> Research data will be transferred electronically only through secure University-approved systems. Anonymous survey responses and dissertation drafts may be shared with the academic supervisor and authorised University examiners for assessment purposes. No identifiable participant data will be shared externally. All data processing will comply with UK GDPR, the Data Protection Act 2018, and UWTS policies. Participants may request deletion of their data before anonymous submission of the questionnaire. <i>(this box should expand as you type)</i>		

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20	List all who will have access to the data generated by the research activity:	
	Normally the principal researcher, possibly also the supervisor and, if the project has an industrial partner, a representative of that partner. Possibly also external examiner or second marker? <i>(this box should expand as you type)</i>	
21	List who will have control of, and act as custodian(s) for, data generated by the research activity:	
	Usually the principal researcher. UWTSD <i>(this box should expand as you type)</i>	
22	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.	
	<i>All data will be encrypted and kept in password protected cloud storage on the University Office 365 system which will not be shared. Any USB sticks used to store or transfer data will be password protected, and will be reformatted at the end of the project in order to destroy the data. The data will be stored until the completion of the project and then deleted.</i> Research data will be stored electronically on password-protected University OneDrive with encrypted backup copies where appropriate. Access will be limited to the researcher and supervisor. Anonymous data will be retained in accordance with UWTSD regulations until the dissertation has been examined and any required retention period has expired, after which all electronic files will be securely deleted. <i>(this box should expand as you type)</i>	
22	Confirm that you have read the UWTSD guidance on data management (see https://www.uwttd.ac.uk/library/research-data-management/)	☒
23	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	☒

SECTION I: Use of AI tools

Use of generative AI and other AI-based tools There are a number of ethical issues relating to the use of generative AI and other AI-based tools, including data security, output bias, and output errors. In general you should assume that any generative AI or other AI-based tool that you pay to use is more secure and accurate than one which is free to use.		YES	NO	N/A
Will the research use AI tools to do any of the following:				
1	Capture data?	☐	☒	☐
2	Generate and/or edit text?	☒	☐	☐
3	Generate graphics?	☒	☐	☐
4	Generate video?	☐	☒	☐
5	Generate sound/music?	☐	☒	☐
6	Generate code?	☐	☒	☐
7	Generate synthetic data?	☐	☒	☐
8	Analyse data?	☐	☒	☐
9	Analyse personal or sensitive data?	☐	☒	☐

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10	Classify data?	☐	☒	☐
11	Do you intend to use the free version of any AI tools?	☒	☐	☐
If you have answered YES to any of questions O1-O11, please provide justification detailing why this is necessary for the research.				
12	State which AI tool or tools you will be using, and where they are based (or store their data – you may need to check their webpages or user agreement for this). If you are planning to use Copilot then say if you're using the UWTSD version of it or the public version. You should also show how you are complying with current UWTSD guidance/policy of the use of AI. Generative AI tools (e.g., ChatGPT) may be used only to improve grammar, academic writing, structure and proofreading of research documents. AI will not be used to generate research findings, fabricate references, collect participant data, analyse survey responses, or produce statistical results. All outputs generated using AI will be critically reviewed, verified against academic sources, and revised by the researcher before inclusion in the dissertation. The use of AI will comply with UWTSD guidance on the ethical and responsible use of artificial intelligence in academic work. <i>(this box should expand as you type)</i>			

SECTION J: 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.uwtss.ac.uk/research/research-ethics/			
1	Signature of applicant:	MD Faysal Rahman	Date: 17.07.2026
2	Supervisor:	Dr Andry Rakotovololona	Date: 23/07/2026
3	Signature:		