

Gender involvement on social media fashion influence

Abstract

This study was done to test whether gender differentiates within fashion consumption on social media. The aim was to examine if gender (IV) has an impact on the amount an individual may be influenced to follow fashion trends through social media (IV) and if it changes with age (DV) through a questionnaire of 18 questions. The hypothesis predicts that females of a younger age may get influenced easier by what they see on social media compared to males. An opportunity sample of 97 (38 males and 59 females) students between the ages of 19 and 56 took part. A between subjects design was used. All participants were given two A4 pieces of paper, displaying 18 questions. Firstly being the amount of hours spent on social media ranging from 0-1, 1-3 and 3+, those who answered 1-3 were discarded. The results indicate that gender does not affect Social Media Usage.

Introduction

A likert clothing involvement scale by 90 participants was completed to test whether age and gender affects fashion consumption on social media. Social media is a computerised network created to let people share information, ideas, photography and videos (Siddiqui, S., & Singh, T, 2016) . It has grown in popularity through recent years, being used by 90% of the Gen Z population aged 18-24, compared to 88% of Millennials aged 25-34 (Shriber, S. 2023, June 14). It is known that it can impact and influence people very easily (Siddiqui, S., & Singh, T.(2016). The term Fashion refers to products of clothing, footwear and accessories and was once a tool of survival which is now an expression of personality and an expression symbolically and socially (Farzalibayli, G. (2023, October 11). Ahmad et al (2015) conducted a study targeting the impact of social media on the fashion industry. Within the past decade businesses are using social media as a promotional tool, as they know the chances of gaining a wider audience is guaranteed. Their study was based on convenience sampling five organisations and a sample of 130 respondents were obtained. Results showcased that social media is a significant predator for the fashion industry and is transforming into more social advertising but may not be for everyone as it can be a massive way for marketing strategies.

Another study was conducted by Nash.J (2018) to explore how social media influences fashion consumer decisions. It was done through eight interviews either face to face or via face time between 7 generation Y participants and 7 generation X participants with ages ranging from 19-55. The findings of Nash's study revealed that behaviours and perceptions towards high-street fashion retailers are influenced by social media. However, their study also showcased that social media wasn't the only way that changed their decisions and it will always be a way to gain information about retailers.

People tend to be easily led to buy more online through the view of try on videos, haul videos and trending hashtags, these are ways of easily accessing in trend clothing. Michaela.E&Orla.L.S(2015) did a further study to investigate how social media changes a consumers purchase intention through the correlation between positive and negative conversations in social media channels.

Their results were gathered through a self-administer questionnaire using google drive, sent to men and women between the ages of 21-65 and gained 276 respondents. Today social media has allowed everyone to easily access information about company and brands. Information does not only come from the company alone as social media is devoted to consumer-collected information and knows how to best please their consumer.

This availability has changed the common consumer into a researcher, as when looking for a item, individuals may search elsewhere first for opinions before making the purchase through chat rooms and newsrooms. The result of this study showcased that consumers are easily influenced by others when buying items online through reviews. To conclude, the rationale of this present study was to explore fashion consumption through social platforms and to explore whether age and gender affects it, with the aim and hypothesis to showcase evidence that gender does not affect fashion consumption on social media.

Aim

The aim of this study was to explore whether gender and one's age had an influence on social media consumption, and how persuaded an individual may get to being involved in fashion.

Rationale

This study of the amount of fashion consumption on Social Media was done to targets how influenced an individual may be to view fashion online and how it differentiates between female and male and their age.

Hypothesis

The hypothesis predicts that gender will not have an effect on Social Media usage and that younger participants may use Social Media more and be more influenced into fashion. This was a one-tailed hypothesis. In this experiment there was two independent variables, which was the amount of hours spent on social media and the gender of the participant as they weren't manipulated and not influenced by other variables. The dependent variable was the age of the participant, as it was what we were measuring.

Methodology

Design

All students were made aware by the researcher of what they were taking part in prior to the study which lasted 7 minutes on a timer, undergraduate students were given two A4 pieces of paper containing a scale questionnaire of 18 questions surrounding fashion consumption and social media usage. The researcher then left the room for 7 minutes while students carried out the study individually and confidentially. A between (unrelated) subject design was used. There were two independent variables: Gender (male and female) and Social media usage (hours) and one dependent variable which was Age. Participants took part in all conditions.

Participants

An opportunity sample of 97 participants completed all conditions of this study (38 males and 59 females). Ages ranged from 19 to 56 years. However, of these (17) did not meet the criteria of low or high daily social media usage (as they stated their social media usage was 1-3 hours per day) and therefore they were excluded from the final data set. Therefore a total number of 80 were included in the sample (43 female and 37 male) ages ranged from 19 to 56 years ($M = 28.03$, $SD = 6.73$ years) with 18 males stating 0-1 hours, 19 stating 3 or more, and 16 females stating 0-1 hours and 27 stating 3 or more hours. Participants were all undergraduate students from West Wales. All participants were aware of all conditions within the study.

Materials

Pen

Timer.

A4 paper.

See appendix 1 for raw data.

See appendix 2 for statistical outputs/SPSS outputs

See appendix 3 for consent form

See appendix 4 for debrief form.

See appendix 5 for demographic information

See appendix 6 for clothing involvement scale

See appendix 7 for Ethics form

Procedure

To begin, this study took place in a class room of undergraduate students. Students were explained to about the task and what it entailed. The researcher handed out a A4 two sheeted clothing involvement likert 7 number scale containing 18 questions about fashion consumption within social media. With choosing “1” meaning strongly disagree and “7” meaning strongly agree. The researcher then repeated what it consisted of and made the class aware that they would leave the room for 7 minutes while the students fill out the questionnaire confidentially between themselves in silence. Once the students filled out the questionnaire, the sheets were to be placed on the front desk before the researcher returned. The papers were then shuffled and students were debriefed on the study, and then made aware that there was no deception involved and that the students had the right to withdraw the data by emailing the researcher by 5pm that evening, if they did not want individual answers to be included. There was no video tapes or computers involved. Responses were then handed over to the researcher who in putted them into SPSS, which gave clear data of how gender differentiates on social media fashion consumption.

Results

Social media differences between gender and age (male and female) on influence of fashion consumption.

Table 1

Mean ages and Standard Deviation results for female and male social media usage

Condition	Mean	SD
Male/0-1	28.94	6.63
Female/0-1	30.38	5.98
Male/3+	27.05	4.49
Female/3+	26.70	8.23

Table 1 shows the mean and standard deviation results for the amount of hours used on social media (0-1) or (3+) between the two genders (male and female). Males scored higher then females, however females scored higher spending 0-1 hours. A two-way ANOVA was carried out and showed the following results:

A main effect for gender $F(1,76)=0.126, p=0.724, \eta^2=0.002$ had no signifance on social media usage.

A significant main effect for social media usage $F(1,76)=3.32, p=.072, \eta^2=0.042$ showcased that there was a significant effect on the amount of time on social media compared to what gender the participant may be.

Table 2

Total Mean and Standard Deviation Scores for social media usage for fashion consumption and gender differences

Condition	Mean	SD
Male	27.97	5.63
Female	28.07	7.61
0-1	29.62	6.28
3+	26.85	6.87

Table 2 shows that females scored higher (mean - 28.07) compared to males (mean - 27.97) and that a higher score was given to 0-1 hours (mean - 29.62). Social media usage X Gender revealed a main effect $F(1.76)=.340$, $p=.562$, $\eta^2=0.004$ which was not significant, which shows us gender does not have a significant effect on social media usage for fashion consumption – with the condition of social media usage producing a higher result (0.042).

(SD =6.28)

(SD=6.87)

Discussion and Conclusion

A two way 2 (Gender:Male and Female) x2 (Social Media Usage:0-1 hours or 3 or more hours) between groups ANOVA was conducted to investigate the effect gender has on Social Media fashion consumption. This revealed that there was no significant effect for gender $F(1,76)=0.126, p=0.724, \eta^2=0.002$. The Social Media usage X Gender interaction was also not significant $F(1,76)=.340, p=.562, \eta^2=0.004$.

However, there was a significant main effect for Social Media Usage $F(1,76)=3.32, p=.072, \eta^2=0.042$ with the means scores indicating that gender does not have a significant effect on social media usage for fashion consumption. The means scores also showed that females of an older age (mean age:30.38) tend to use social media less stating 0-1 hours. This means that they have less of a chance to be exposed to fashion online. However, Females of a younger age (mean age: 26.70) showcased more frequently spending 3 or more hours on social media, meaning they may be more exposed to fashion compared to participants that are older. The same pattern with males as the mean age for 0-1 hours was 28.94, and for 3 or more hours the mean age was 27.05. These results are showcased in Table 1.

The limitations of this study was that it could have possible distractions in the class during when individuals were completing their clothing likert involvement scale questionnaire, others could finish first and start talking causing distractions. Another limitation could be not having access to the internet, resulting in no access to social media which means no result for this study. Participants having no interest in fashion consumption could also give us a very inaccurate result also which wasn't considered in the study. Implications of the study were that females spend longer on social media compared to males.

This result suggests that females may be more keen to buy clothing compared to males and that males are not so interested in buying clothing or following trends online. Based on this result, to improve the current field of research, it is recommended for the future that more research is done towards males and their involvement within fashion consumption as it is a very stereotypically female dominated area. It may also be beneficial to consider the different ways of testing social media usage through physical shopping. It is also possible, participants may shop and be more involved with fashion when shopping and viewing physically not through social media. As stated in the introduction by several studies, consumers have ways in how they may get drawn into social media consumption and how their opinions may change. Stated by Nash.J (2018) and Michaela.E&Orla.L.S(2015) gathered clear evidence that consumers opinions are dependent on what they see on Social Media, and that is easily influential.

To conclude, this study demonstrates that gender does not have an involvement with fashion consumption on social media, and that younger females are more likely to use social media longer. This study has supported our hypothesis.

References

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Appendices

Appendix 1

Tables of raw data

ID Number	Age	Gender	Social Media Usage	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18
800	24	Female	3+	3	4	5	5	5	5	4	6	5	5	3	4	4	4	5	5	5	4
108	20	Male	3+	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	7
805	36	Female	1-3	2	2	2	2	3	2	3	3	2	2	2	3	2	3	2	2	2	6
796	56	Female	3+	1	1	1	1	2	1	2	2	2	4	2	3	2	4	4	1	1	3
791	34	Female	0-1	4	2	5	5	2	3	5	5	5	5	4	5	5	4	4	4	4	6
359	36	Female	1-3	3	2	2	2	1	2	2	1	1	1	2	1	1	2	2	1	1	7
555	42	Female	1-3	2	1	4	3	2	2	2	4	3	2	3	4	2	3	3	2	3	3
840	38	Female	1-3	5	3	5	5	4	6	4	4	4	3	3	5	4	5	2	2	2	6
553	34	Female	3+	3	1	1	1	1	3	2	2	2	2	4	2	3	3	3	1	1	6
831	20	Female	3+	4	2	3	1	3	4	2	2	2	2	3	2	2	2	1	1	1	7
345	33	Female	3+	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
985	23	Male	0-1	1	2	1	2	1	2	2	1	1	2	1	2	1	2	2	1	2	1
921	25	Female	0-1	1	3	2	1	2	2	1	2	2	1	2	1	2	2	1	1	1	1
217	27	Male	0-1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
219	21	Male	3+	5	4	3	2	1	2	3	1	2	4	5	3	2	1	2	4	3	3
245	28	Male	3+	3	3	3	2	3	3	3	2	1	3	3	3	3	3	2	3	2	3
333	29	Male	0-1	1	2	2	2	1	2	2	1	2	1	1	1	2	1	1	2	1	2
389	31	Male	0-1	1	2	2	1	1	1	1	1	2	2	1	1	2	3	1	1	2	1
456	37	Male	0-1	1	2	2	2	1	2	1	1	2	1	1	2	1	2	1	1	2	1
712	38	Male	3+	4	4	5	5	6	5	5	4	5	6	5	4	5	5	4	3	5	5
687	21	Male	0-1	2	1	1	2	2	1	1	1	2	3	2	2	1	2	1	2	1	1

623	22	Male	1-3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	4	3	3
104	30	Female	0-1	1	1	2	2	1	1	2	1	2	1	1	1	2	1	1	1	1	1
106	43	Female	0-1	2	1	1	2	2	1	1	1	2	3	2	1	1	2	1	1	1	2
112	21	Female	0-1	1	1	1	1	2	2	1	2	1	2	1	1	2	1	2	1	1	2
134	25	Male	3+	3	3	4	3	2	3	3	2	3	2	1	3	3	4	4	3	4	3
145	27	Male	3+	4	4	5	4	4	4	3	4	4	5	4	3	2	3	4	4	3	4
233	32	Male	3+	2	3	2	1	2	2	3	2	3	4	3	2	3	4	3	2	3	2
234	35	Female	0-1	1	1	1	2	1	3	3	2	3	2	2	1	1	1	1	2	2	3
236	36	Female	0-1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
298	31	Female	0-1	1	2	2	2	1	1	1	2	2	1	2	2	1	1	2	2	2	2
213	25	Female	3+	3	3	4	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3
212	21	Female	3+	2	1	3	3	4	3	2	1	2	3	4	3	2	3	2	3	2	3
222	23	Female	3+	5	4	4	5	4	3	4	4	5	4	4	3	4	3	2	3	4	2
239	23	Male	3+	4	5	5	5	4	5	5	5	4	3	4	4	5	4	3	2	3	3
267	23	Male	3+	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
216	27	Male	3+	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
334	32	Female	0-1	1	2	2	2	1	1	2	2	2	1	2	3	2	1	2	2	3	2
337	29	Female	0-1	2	3	2	2	1	2	3	3	3	3	3	2	1	2	1	1	2	2
338	34	Female	0-1	1	2	2	2	1	2	3	3	2	1	2	3	2	3	3	3	3	4
705	35	Female	0-1	1	2	2	2	2	2	1	2	2	1	1	1	2	1	2	1	1	1
709	32	Female	1-3	1	3	3	3	2	3	2	1	2	3	2	1	2	2	1	2	1	1
710	31	Male	3+	3	4	4	4	3	2	3	3	2	1	2	3	2	1	2	3	4	2
717	23	Male	0-1	1	2	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1

727	26	Male	0-1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
745	27	Female	3+	5	5	4	4	4	4	4	5	4	4	5	4	4	5	4	4	5	
783	29	Female	3+	3	5	5	3	5	3	3	4	3	3	3	4	3	3	3	4	4	
842	29	Male	0-1	3	2	2	3	2	3	1	1	1	2	2	2	2	3	2	2	1	
918	24	Male	0-1	1	3	2	2	1	3	2	1	3	2	3	2	3	2	2	1	1	
919	23	Male	3+	3	2	2	2	3	3	4	3	3	2	3	4	3	2	3	4	3	3
111	21	Female	3+	2	4	5	4	4	3	2	2	2	2	3	2	2	3	4	2	3	2
101	23	Male	0-1	1	2	2	3	2	2	1	2	3	2	2	1	2	2	1	2	1	1
199	26	Male	0-1	1	1	1	2	1	1	2	1	2	1	1	2	2	1	1	2	1	2
238	27	Female	3+	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3032	42	Female	1-3	3	1	2	3	2	4	2	1	2	3	4	2	3	3	2	2	2	4
3033	43	Female	1-3	5	3	3	5	3	3	3	2	2	2	2	2	2	2	1	1	1	7
3037	22	Female	1-3	3	2	2	2	2	3	2	2	2	2	3	3	2	2	2	2	2	2
3036	47	Female	1-3	6	5	3	4	3	3	3	1	1	1	1	1	1	1	3	1	1	6
3034	39	Female	1-3	2	2	2	1	1	1	2	1	2	2	2	1	1	2	2	1	1	1
3035	34	Female	1-3	5	4	4	4	3	5	4	3	3	3	3	4	4	4	4	3	3	2
3031	19	Female	3+	3	2	2	2	2	3	4	2	3	2	3	2	2	3	1	2	2	6
3021	20	Female	3+	7	5	7	6	7	7	7	7	7	7	4	7	7	7	4	1	1	3
3023	32	Female	3+	3	1	4	1	1	4	4	3	1	1	4	1	1	1	1	1	1	7
3024	26	Female	1-3	5	3	4	5	5	6	3	2	3	3	4	5	4	5	5	4	4	5
3026	37	Female	3+	4	1	2	3	2	3	3	2	3	3	2	2	3	3	2	2	2	2
3025	37	Female	3+	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	1	1	7
3030	30	Female	1-3	4	1	4	4	1	1	1	1	1	1	1	4	4	4	1	4	1	4

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Appendix 2
Statistical calculations/ SPSS output

➔ **Univariate Analysis of Variance**

Between-Subjects Factors

		Value Label	N
Gender	1.00	Male	37
	2.00	Female	43
Social Media Usage (Hours)	1.00	0-1	34
	3.00	3+	46

Descriptive Statistics

Dependent Variable: Age

Gender	Social Media Usage (Hours)	Mean	Std. Deviation	N
Male	0-1	28.9444	6.62857	18
	3+	27.0526	4.49041	19
	Total	27.9730	5.63465	37
Female	0-1	30.3750	5.97634	16
	3+	26.7037	8.23134	27
	Total	28.0698	7.61075	43
Total	0-1	29.6176	6.27653	34
	3+	26.8478	6.87335	46
	Total	28.0250	6.72794	80

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Age

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
28.269	.763	26.749	29.788

2. Gender

Estimates

Dependent Variable: Age

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	27.999	1.101	25.805	30.192
Female	28.539	1.056	26.436	30.643

Tests of Between-Subjects Effects

Dependent Variable: Age

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	168.679 ^a	3	56.226	1.254	.296	.047	3.762	.323
Intercept	61553.414	1	61553.414	1372.964	<.001	.948	1372.964	1.000
Gender	5.632	1	5.632	.126	.724	.002	.126	.064
Social_Media_Usage	148.987	1	148.987	3.323	.072	.042	3.323	.437
Gender * Social_Media_Usage	15.244	1	15.244	.340	.562	.004	.340	.089
Error	3407.271	76	44.833					
Total	66408.000	80						
Corrected Total	3575.950	79						

a. R Squared = .047 (Adjusted R Squared = .010)

b. Computed using alpha = .05

Pairwise Comparisons

Dependent Variable: Age

(I) Social Media Usage (Hours)	(J) Social Media Usage (Hours)	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
0-1	3+	2.782	1.526	.072	-.257	5.821
3+	0-1	-2.782	1.526	.072	-5.821	.257

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Age

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Contrast	148.987	1	148.987	3.323	.072	.042	3.323	.437
Error	3407.271	76	44.833					

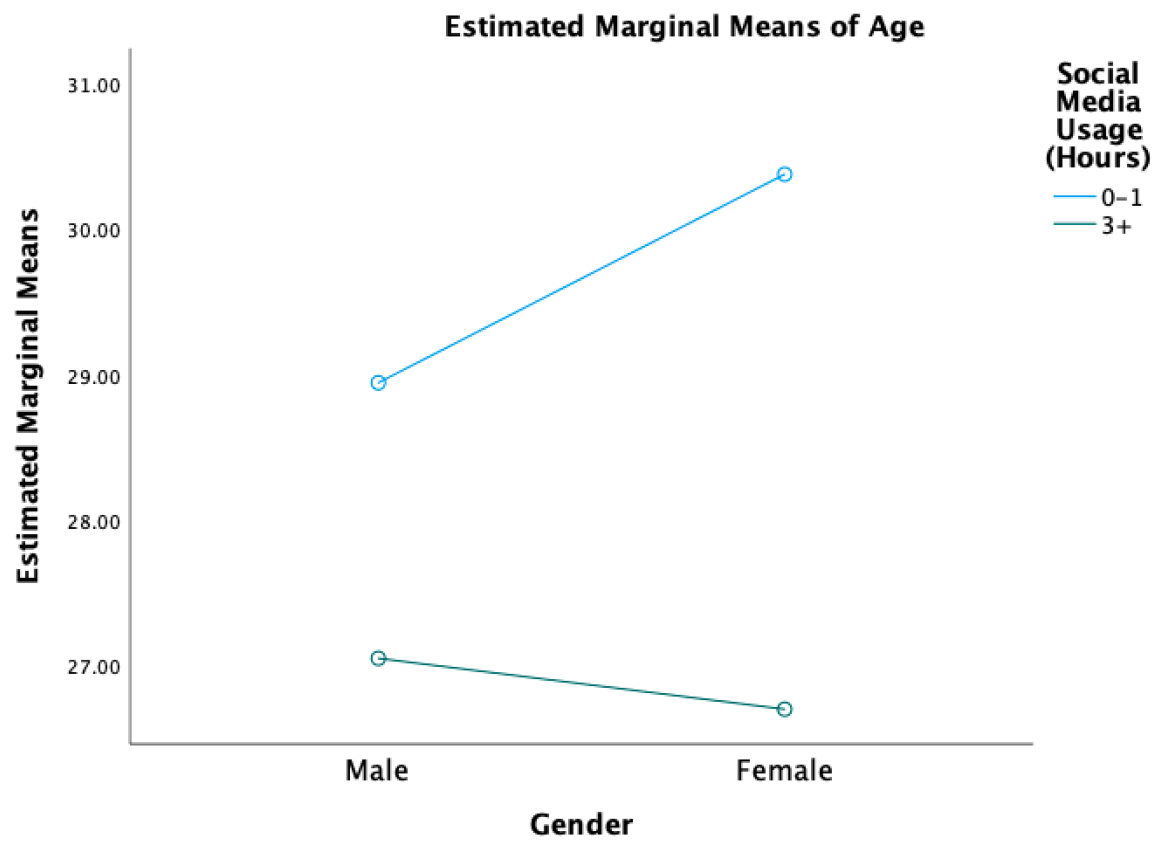
The F tests the effect of Social Media Usage (Hours). This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

4. Gender * Social Media Usage (Hours)

Dependent Variable: Age

Gender	Social Media Usage (Hours)	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Male	0-1	28.944	1.578	25.801	32.088
	3+	27.053	1.536	23.993	30.112
Female	0-1	30.375	1.674	27.041	33.709
	3+	26.704	1.289	24.137	29.270



Appendix 3
Study Consent Form

Study Consent Form

I understand that this research study is being carried out by a 3rd year Psychology Student for their dissertation, and that taking part in this study will involve taking part in a 18 question clothing involvement scale.

This task will take approximately 7 minutes to complete.

I understand that participation in this study is entirely voluntary and I am free to withdraw participation at any time without giving a reason. I am aware that if I have concerns about the study I can discuss these concerns with the researcher or academic supervisor at any time during or after the study.

I understand that the information provided by me will be held confidentially, with a code assigned in place of my name. These data will be stored indefinitely in accordance with the Data Protection Act.

I also understand that at the end of the study I will be provided with a debrief form and the opportunity to discuss any issues with the researchers.

I, _____ (NAME) consent to participate in the study conducted by Alisha Phillips School of Psychology, University of Wales Trinity Saint David, Carmarthen under the supervision of Stuart Jones

Participant Signature: _____

Date: _____

Name and signature of researcher taking consent

Appendix 4

Study Debrief Sheet

Study Debrief Sheet

Gender involvement within Social Media Usage

Thank you for taking part in the study.

The aim of this study was to explore whether there is a difference with gender (male/female) with social media usage. We specifically wanted to find out whether it affected the amount of fashion consumption is made online, and what gender was more lead to investigate fashion through social media and if age affects it.

If you wish to withdraw your data from the study you must tell the researcher now. After this point, all your data will remain confidential and we will not trace it back to you.

If taking part in this study has raised any questions please speak to the researchers, Alisha Phillips and 2218529@student.uwtsd.ac.uk or contact the academic supervisor, Stuart Jones and S.A.Jones@uwtsd.ac.uk.

Thank you once again for taking time to participate in this study.

Alisha Phillips

BSc Honours Applied Psychology

University of Wales Trinity Saint David, Carmarthen

Appendix 5
Demographic information

Demographic Information

ID Number

Age years

Gender Identity

- ☐ Male
- ☐ Female
- ☐ Transgender.
- ☐ Non-binary/non-conforming.
- ☐ Prefer not to respond.

On average how many hours do you spend on Social Media (e.g. Facebook, Instagram, Twitter, Youtube) daily.

- ☐ 0 – 1 hour
- ☐ 1 - 3 hours
- ☐ 3+ hours

Appendix 6
Sample questionnaire/ Fashion Clothing involvement Scale

Fashion Clothing Involvement Scale.

Please indicate on the scale below (where 1 = strongly disagree and 7 = strongly agree) how much you agree with the statements below.

	Strongly Disagree				Strongly Agree		
<i>Fashion is a significant part of my life.</i>	1	2	3	4	5	6	7
<i>I have a very strong commitment to fashion that would be difficult to break.</i>	1	2	3	4	5	6	7
<i>For me personally fashion clothing is an important product.</i>	1	2	3	4	5	6	7
<i>Fashion is important to me.</i>	1	2	3	4	5	6	7
<i>I am very much involved in/with fashion</i>	1	2	3	4	5	6	7
<i>I think a lot about my choices when it comes to fashion.</i>	1	2	3	4	5	6	7
<i>Purchase decisions related to fashion are very important to me.</i>	1	2	3	4	5	6	7
<i>I attach great importance to purchasing fashion products.</i>	1	2	3	4	5	6	7
<i>The purchase of fashion products is important to me.</i>	1	2	3	4	5	6	7
<i>Purchasing fashion products is important to me</i>	1	2	3	4	5	6	7
<i>The feeling of self-fulfillment I get from wearing fashion products is significant.</i>	1	2	3	4	5	6	7
<i>I like to think about wearing fashion products.</i>	1	2	3	4	5	6	7
<i>Wearing fashionable products is important to me.</i>	1	2	3	4	5	6	7

	Strongly Disagree				Strongly Agree		
<i>Wearing fashionable products means a lot to me</i>	1	2	3	4	5	6	7
<i>I pay a lot of attention to ads for fashion products.</i>	1	2	3	4	5	6	7
<i>Ads about fashion products are relevant to me.</i>	1	2	3	4	5	6	7
<i>Ads about fashion products are important to me.</i>	1	2	3	4	5	6	7
<i>I have little or no interest in ads for fashion products.</i>	1	2	3	4	5	6	7

Appendix 7

Ethics form

APPLICATION FOR ETHICAL APPROVAL

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

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

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

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

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

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

SECTION A: About You (Principal Researcher)

1	Full Name:	Dr Stuart Jones			
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:	Psychology and Counselling
4	Campus:	Carmarthen
5	E-mail address:	s.a.jones@uwtsd.ac.uk
6	Contact Telephone Number:	01267 676697
For students:		
7	Student Number:	N/A
8	Programme of Study:	BSc Applied Psychology
9	Director of Studies/Supervisor:	Dr Stuart Jones

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): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee	☐		
		Institute Research Committee	☐		
		Other (write in) Dr Stuart Jones	☒		September 2021

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>BPS Code of Human Research Ethics (2014)</i> ☒
4	<i>BPS Code of Ethics and Conduct (2018)</i> ☒
5	<i>BPS Ethics for Internet-Mediated Research (2017)</i> ☒
6	<i>UWTSD Student Code of Conduct 2020-2021</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	☐

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:	An investigation for the purposes of a 2x2 Between groups Anova into gender differences and social media usage on fashion consumption and involvement.		
2	Proposed start date:	October 2021	Proposed end date:	November 2021
	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 <u>Existing Research</u> has informed the proposed activity and explain • <i>What the research activity will add to the body of knowledge</i> • <i>How it addresses an area of importance.</i>			

3	Purpose of Research Activity For students to engage with and complete a Level Five quantitative report. This will be an in-class task where students will be the participants. Following participation in the task students will run the appropriate statistical analysis (2x2 Between groups Anova), analyse and write up the results following the APA report writing format. It has been reported that on average people spend 144 minutes on social media a day (Ovchinkova, 2020). Individual's report using social media for a variety of reasons including staying up to date with news events, catching up with friends and family and sparing up free time (Jaring and Bäck, 2017). As a consequence, business companies utilise social media to help promote brands and advertise the latest products, including fashion (Nash, 2019). The topic area of social media and fashion consumption has been widely researched (Pan and Thomas, 2012). Indeed Nash (2019) highlighted that social media platforms are influencing consumer decision-making process in relation to fashion choices. However, Michaela and Lavie orna (2015) stated that more research was needed in this topic as their findings suggested that influencing impact of social media usage on fashion consumption was more prevalent amongst fashion conscious individuals than individuals who were less fashion conscious. Similarly, the authors noted that more research was needed exploring social media usage and fashion behaviour in males. Their findings suggested a significant impact of social media usage on fashion consumption, but only in males who were fashion conscious. Several studies (e.g. Anić and Mihić, 2015) have reported that females are more fashion conscious than males. Consequently, the aim of the research is for students to participate in (as members of a group) and independently analyse the group data set that explores the impact of social media usage and gender on fashion involvement and consumption as part of assessment 1 for the module ECAP5001 and adding to the literature on these topic areas. For the purposes of this study and based on the statistics provided by Ovchinkova (2020) non frequent social media users will be defined as individuals who spend 0-1 hours a day on social media (on average) and frequent social media users will be defined as individuals who spend 3 or more hours a day on social media. Anić, I. D., & Mihić, M. (2015). Demographic profile and purchasing outcomes of fashion conscious consumers in Croatia. <i>Ekonomski pregled</i>, 66(2), 103-118. Jaring, P., & Bäck, A. (2017). How Researchers Use Social Media to Promote their Research and Network with Industry. <i>Technology Innovation Management Review</i>, 7(8), 32-39. Michaela, E. & Lavie orna, S. (2015). Fashion Conscious Consumers, Fast Fashion and the Impact of Social Media on Purchase Intention. <i>Academic Journal of Interdisciplinary Studies</i>, 4(3 S1), 173-173. Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector. <i>Journal of Fashion Marketing and Management</i>, 23(1), 82-103 Ovchinkova, D. A. (2020). The Social Media Impact on Young People's Perception of the Bodies and Themselves. <i>European Journal of Natural History</i>, (5), 7-11. Pan, Y., & Thomas, J. (2012, February). Hot or not: a qualitative study on ecological impact of social media & fashion consumption. In <i>Proceedings of the ACM 2012 conference on Computer Supported Cooperative Work Companion</i> (pp. 293-300). (this box should expand as you type)
4	Research Question Is there significant differences between male and females and social media usage on Fashion Consumption and Involvement. (this box should expand as you type)



5	Aims of Research Activity For students to complete a group assessment task, with the aim to investigate whether gender and social media usage impacts on fashion consumption and involvement (as measured by Fashion Clothing Involvement Scale) (this box should expand as you type)
6	Objectives of Research Activity As part of assessment 1 for ECAP5001 – Students are required to complete a 2,000 word report on a 2x2 Anova which they are to participate as a group and analyse the data set provided independently. Students will participate in (as members of a group) and independently analyse the group data set that explores the impact of social media usage and gender on fashion consumption and involvement. (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	Due to the nature of the approved assessment – students who select this option will work on the analysis of the data set independently from each other. Therefore, this will be an individual assessment. Students will complete this task as participants and consequently there will be only one set of raw data in which students will be required to analyse independently. The materials needed to participate in this study are the Fashion Clothing Involvement Scale (Manchiraju and Damhorst, 2016, see additional materials), students will also need to complete demographic questions relating to Gender and social media usage as the IV's of this study (see additional materials). As this is a class task in which the students are participants, the researcher will explain the nature of the research and explain the rights of the participant. Initially, there will be presumed consent because students will be present for the start of the study because it takes place in their lecture/seminar and part of the requirements of the course. However, the tutor will outline the nature of the task and students will have the opportunity to refrain from taking part in the study. Students will also have the right to withdraw their data and told that this will have no bearing on their studies as participation is voluntary. Students will be debriefed verbally at the end of the study, re-iterating the aims of the study and their rights as participants and what happens to the data to ensure confidentiality and anonymity. For assessment purposes and to ensure engagement with the ethical process, students will independently be required to create information sheets, consent and debriefing forms for the study. The students will be required to complete paper copies of the demographic questionnaire and the Fashion Clothing Involvement Scale. This will be distributed in a covid secure manner in which the students will pick up the questionnaire pack which will be placed at the front of the classroom in a covid secure manner, picking them up one at a time and respecting social distancing and mask wearing policies. Raw data scores will then be imputed by the lecturer onto a Microsoft Word document. Dummy scores may also be added in the event of too few students participating in the study. The researcher is aware of high female to male ratio in the class. The scores will be placed on the University' moodle system under the ECAP5001 module page, which is the module this assessment is being undertaken. Moodle is a password protected instrument and only students embarking on the ECAP5001 module have access to the page, therefore no student not embarking on this module should be able to have access to the raw data scores. Upon collection of the data and the tutor placing the raw data scores on Moodle via an MS Word document, the students will then transfer the raw data scores into an SPSS document and then conduct the 2x2 between groups Anova on the data set. Manchiraju, S., & Damhorst, M. L. (2016, November). A shortened version of the fashion clothing involvement scale. In <i>International Textile and Apparel Association Annual Conference Proceedings</i> (Vol. 73, No. 1). Iowa State University Digital Press. (this box should expand as you type)
	Location of research activity Identify all locations where research activity will take place.
8	Data collection will take place in the class environment during an ECAP5001 lecture. Due to the nature of the data collection only students who are present in these sessions will participate in the study. Dummy values may be inputted in the case of low participation numbers. (this box should expand as you type)

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)		

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?	☐	☒

	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	N/A <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:		
Due to the nature of the study, the potential impact on finding out the impact of social media on fashion consumption this study could have links to a prosperous Wales. As the second IV of this study is examining gender differences on Fashion Consumption this could also be linked to raising awareness for a more equal Wales. <i>(this box should expand as you type)</i>			

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?	Due to the nature of the study and the limited opportunities to collect the data in class, there may be some variations on the total participant number. However, given the time constraints of this study it is not anticipated that the researcher will gain access to much more than 48 participants (12 in each of the four conditions – 12 Male Non Frequent Social Media Users, 12 Male Frequent Social Media Users, 12 Female Non Frequent Social Media Users, 12 Female Frequent Social Media Users). If these minimum values cannot be attained, then dummy values will be created by the researcher so that the students can run the analysis. (this box should expand as you type)
11	Who will the participants be?	The participants will be level 5 BSc Applied Psychology students. Dummy values may also be utilised for the purposes of assessment in the event of low participation numbers. (this box should expand as you type)
12	How will you identify the participants?	Participants will be sourced from a module workshop and their data will be identified by a unique ID code assigned in place of their name. (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?	☐	☐	☒

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)		

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?	☐	☒

	Risk to participants: - Participants may be concerned with having to complete a questionnaire on their fashion consumption and social media usage levels - Due to the nature of the task (a pooled resources class task) participants may feel coerced into participating in the study by the researcher or by peers. <i>(this box should expand as you type)</i>	How you will mitigate the risk to participants: - Again, in line with BPS ethical guidelines (2018), participants will be made aware of the nature of the study and that it involves completing a questionnaire to establish their social media usage and fashion consumption and involvement levels prior to consenting into the study. The researcher will disclose that if participants do not feel comfortable disclosing this type of information then they are advised not to take part in the study. They will also be informed of their right to withdraw at any point before or during the study without penalty if they feel they would prefer not to continue. They will also be provided with the contact details of the researcher should they wish to ask any questions or raise any concerns. Data collected from participants will be anonymised so that no identifying features regarding the participant are linked to the data stored for analysis purposes. - The researcher will clearly verbalise information prior to the collection of the data to reassure that no coercion is involved. Each student will be informed of their rights as potential participants and the verbalised information will highlight that participation in the study will have no impact on their academic progress and their student experience. They will also be informed that there is no right or wrong answer in completing the questionnaire. Participants will be fully debriefed (verbally) following completing the questionnaire which will highlight the aim of the study, their rights as the participant including the right to withdraw their data. It will be noted also in the debrief that participation in the study will not have an impact on their progress on their module or their student experience. <i>(this box should expand as you type)</i>
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 <i>(this box should expand as you type)</i>	
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	

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			
<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 the investigator: 1. The risks to the investigator are minimal as this is an in-class experiment with students that the researcher already knows. A potential risk to the researcher is unwelcomed/unkind communications from participants. 2. Researcher bias or risk of accusation of harm/impropriety <i>(this box should expand as you type)</i>	How you will mitigate the risk to the investigator: 1. To minimise this risk, all communications must go through the university email provided and students will be reminded that they should follow the UWTSD Student Code of Conduct throughout their participation, communications, and conduct on the module. 2. As the students will be writing up their own lab reports, this should not be an issue in the interpretation of results. The researcher will be compassionate, respect and value the dignity and worth of each participant to discourage accusation of harm/impropriety. The researcher will follow all ethical procedures as set out by the UWTSD and BPS ethics guidelines. In addition, the researcher will clearly verbalise information prior to the collection of the data to reassure participants that no coercion is involved. Each student will be informed of their rights as potential participants and the verbalised information will highlight that participation in the study will have no impact on their academic progress and their student experience. They will also be informed that there is no right or wrong answer in completing the questionnaire. Participants will be fully debriefed (verbally) following completing the questionnaire which will highlight the aim of the study, their rights as the participant including the right to withdraw their data. It will be noted also in the debrief that participation in the study will not have an impact on their progress on their module or their student experience. <i>(this box should expand as you type)</i>
5	University/institutional risks For example: adverse publicity, financial loss, data protection	

	Risk to the University: 1. The reputation and integrity of UWTSD and the discipline of Psychology and Counselling could be endangered if researchers (this includes the Module lead and the students researchers) do not adhere to codes of ethics and research protocols. 2. Data could be exposed, leaked or used for other purposes <i>(this box should expand as you type)</i>	<i>How you will mitigate the risk to the University:</i> 1. The University Ethics and Integrity Code of Practice and the BPS Code of Ethics and Conduct and the Code of Human Research Ethics will be followed by all involved in the module at every stage of the proposed study by both the module lead and the student researchers who will act as participants in the study and then use the collected data for analysis purposes in order to write-up their report for a module assessment. These ethical guidelines will be followed to minimise any potential risks to the Institution from arising. Professionalism must always be exhibited by the module lead and student participants 2. The collected data will be stored in an anonymised format in accordance with UWTSD Research Data Management (RDM) rules and only used for the intended purpose, in compliance with ethical guidelines set out by UWTSD Research Ethics and Integrity Code of Practice policy and the British Psychological Society's (BPS) Code of Human Research Ethics. To minimise any risk to UWTSD and the psychology department, all collected data will be stored securely by the researcher. Paper copies of the raw data will be stored by the researcher securely and held in line with UWTSD and GDPR policy. Students on the module will also be expected to follow all UWTSD and BPS ethical and data management rules and procedures when given access to the anonymised data generated from this research study. Students using the generated data must ensure to keep that data safe, secure, and confidential, and only use it for its intended purpose of completing a module report assessment. <i>(this box should expand as you type)</i>
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: N/A <i>(this box should expand as you type)</i>	<i>How you will mitigate the risk to environment:</i> N/A <i>(this box should expand as you type)</i>
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?
	In line with BPS ethics guidelines, students will be verbally debriefed at the end of the study. The debriefing will provide participants with further information about the study, including information on the aims and research question. The module leads contact details should any participants wish to contact with any questions or concerns after they have completed the study. To further highlight their understanding of the study, the students will be required to write a debrief sheet about the study. This will be reviewed by the module lead as part of their assessment (placed in the report appendices). <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.
	Since students are present in class on the day of the experiment and they understand that part of the requirement of the module assessment is to take part in research studies, at this stage their consent is presumptive. However, students will be provided with verbal information on the nature of the study and if they feel that they do not want to participate, they have the right not to do so. They will also be told of the option to stop completing the questionnaire and withdraw their data following the task (without penalty). The verbal information provided by the researcher is to ensure participants are aware of what the study will involve and offers them the right to not participate without it impacting on their studies. The verbal information provided will also document key ethical considerations, including information on how the data will be collected and stored. It will also remind participants of their right to withdraw from the study at any point without penalty, up until the end of the study when they submit their responses. An individual participant ID will be provided on the paper copy of the questionnaires and the student participants have the rights to inform the researcher (using that ID code) if they do not wish for their data to be included in the research. However, due to the nature of the study and the time constraints, students will have 24 hours in which to contact the research requesting for their information to be withdrawn after completing the study. <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.

	As consent is presumptive, participants will not be required to provide their name. Therefore, participants will remain anonymous. A code will be assigned to participant data. Therefore, no data can be linked to a particular individual. The collected data will be kept confidential and stored securely by the researcher, only the researcher will have access to the paper copies of the form. Electronic transferred of the raw data will be imputed on a password protected University computer of the research and then transferred onto Moodle which is a password protected platform that only students on the ECAP5001 module can have access to. Students will require access to the transferred data for the purposes of analysis. <i>(this box should expand as you type)</i>
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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	Data on participant age and gender will be collected, as this forms a standard reporting measure in psychology reports within the participant subsection of the method. According to the UWTSD Research Data Management Policy, this constitutes personal data. However, these data will be not be attached to any identifying data about the participant. Whilst Gender is one of the independent variables of the study design and will be used in the data analysis. The data on age is only collected for the purpose of confirming all participants were over the age of 18 and providing descriptive data and upon completion of data collection a mean age score will be calculated. <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>		

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: Raw data will be collected via paper copies, no names will be collected. Therefore, participant data will be anonymous. Collected data be kept confidential and will be stored securely by the researcher under lock and key in which only the researcher will have access to. Paper Raw Data will be stored securely by the researcher in line with UWTSD policy and GDPR. Upon student completion of this module, the raw data will be destroyed. The data will be anonymous and there will be no identifying feature as a participants ID number will be utilised which only the researcher and the individual participant will be aware of. The student will download electronic transferred data which the researcher will input from the module page on moodle. No identifying features will be downloaded, only information on age, gender and the fashion consumption and involvement scale will be retained. Having received a tutorial on data cleaning and screening the student researcher will ensure only key data required by students to complete their module assessment. Data collected will be anonymised by assigning unique ID numbers to each dataset, preventing personal information from being traced back to participants after the study has been completed. Following the end of year examination boards, raw data from the participants will be destroyed. <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):		

	In accordance with the GDPR, transfer of data from the MS Word document to SPSS will only be carried out with anonymised data. This data will be sorted by the student researcher who would have received training on data screening and cleaning. The student researcher will ensure that SPSS data and all stored data will be stored on a password protected computer or laptop. At the end of the project all electronic data will be stored by the student researcher and then destroyed once the module assessment has been reviewed by the end of year examination board. <i>(this box should expand as you type)</i>	
22	List all who will have access to the data generated by the research activity: The student participants and the module lead (Stuart Jones) <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: The Module Lead <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. Data will be stored securely by the researcher under lock and key and only the researcher can gain access to this. Data transferred from the paper copy to electronic format (MS WORD) will take place on a password protected University computer that only the research can use. Data from MS Word will then be placed onto Moodle which is password protected and only students who require the data set can view. Any data that is downloaded from the system or transferred onto SPSS for analysis purposes onto the student researcher's personal computers will not contain any participant identifiable information. As this is a module research study that is not expected to produce publishable standard data, it does not require archiving for public use nor does it require to be maintained for a period required for data in the public domain. Therefore, after review of the research reports produced by each student at the appropriate examination board, the data will be destroyed (in all but exceptional circumstances this will then mean within 10 months of data collection). <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 / 11 / 2023

For STUDENT Submissions:

2	Director of Studies/ Supervisor:	Date:
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 AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name. You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

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

This form is available electronically from the Academic Office web pages: <https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>