



Participant Information Sheet

Title of Project: The DIGIT Lab Research Centre Digital Transformation Survey

Invitation and brief summary:

Give brief information about your study/project – this is just to allow potential participants to decide if they want to read any further and to thank them for their interest. Include a statement such as 'Please take time to consider the information carefully and to discuss it with family or friends if you wish, or to ask the researcher questions.' There may be also be specific issues to address here when you are inviting someone else to give consent on behalf of another (e.g. parental consent for a child).

The DIGIT Lab Research Centre (www.digit.ac.uk) is seeking input from business leaders, researchers and practitioners as it refines its research agenda for the programme. During March-May 2021 it will be collecting various kinds of inputs from a variety of sources. This survey is intended to allow individuals to offer their views and express their opinions on digital transformation directions.

Purpose of the research:

The goal of this survey is to learn more about attitudes to the use of digital technologies in different kinds of organizations undergoing change. As these organizations evolve, they invest their time and resources into discovering new information that can be used to refine their strategies, guide research efforts, and shape future activities. Where and how they receive these inputs is important to their direction. Through this survey we seek to learn more about these forward looking investments to guide the research projects we are designing as part of a recently-funded research centre focused on accelerating digital transformation in large established organizations.

Why have I been approached?

This online survey is open to all participants. As we are particularly interested in receiving inputs from practitioners in large established organizations (with over 500 employee), we have sought to highlight this survey through channels that are commonly accessed by communities of interest. All submitted responses will be reviewed and included as appropriate in our research activities.

What would taking part involve?

This survey involves answering questions in a simple online form. No other participation is expected or planned. No personal data is gathered and no follow up activities with you will take place. The form is expected to take 5-10 minutes to complete.

What are the possible benefits of taking part?

There are no direct benefits to participation in this survey. However, research of this nature does deliver wider benefits to society and some indirect benefits might be foreseeable for participants in the future as a result of our work.

What are the possible disadvantages and risks of taking part?

There are no anticipated disadvantages from your participation in this survey.

What will happen if I don't want to carry on with the study?

All questions in the survey are optional. At any time you can stop completing the online survey and submit the answers completed or abandon the survey. No data is collected until you click the "submit" button.

How will my information be kept confidential?

The University of Exeter processes personal data for the purposes of carrying out research in the public interest. The University will endeavour to be transparent about its processing of your personal data and this information sheet should provide a clear explanation of this. If you do have any queries about the University's processing of your personal data that cannot be resolved by the research team, further information may be obtained from the University's Data Protection Officer by emailing informationgovernance@exeter.ac.uk, or at <http://www.exeter.ac.uk/ig/>

No personal or identifiable data will be collected by this survey. At the end of the DIGIT Lab research programme, all collected data will be destroyed.

Will I receive any payment for taking part?

No payment or remuneration is offered for your participation in this survey.

What will happen to the results of this study?

The data collected by this survey will be used by the DIGIT Lab research staff as input to their planning process as they define future project activities. In addition, summaries of the data collected may be used in internal discussions, and may appear in informal publications (e.g., blog posts) and in more formal reports, including academic publications.

Who is organising and funding this study?

The DIGIT Lab Research Centre is a UK national next stage digital economy centre partially funded by the Engineering and Physical Sciences Research Council (EPSRC), the partner Universities, and a wide collection of partner organization. Full details are provided at www.digit.ac.uk.

Who has reviewed this study?

This project has been reviewed by the Business School Research Ethics Committee at the University of Exeter (eUEBS001973).

Further information and contact details

Further details of this survey and its use can be obtained by contacting the Director of DIGIT Lab Research Centre, Prof. Alan W. Brown at a.w.brown@exeter.ac.uk.

Further information about ethical aspects of this research can be obtained by contacting Gail Seymour, Research Ethics and Governance Manager
g.m.seymour@exeter.ac.uk, 01392 726621

Thank you for your interest in this project!