

Marketing and Communications Department  
St. Andrew's Court  
St. Michael's Road  
Portsmouth PO1 2PR  
United Kingdom

10 October 2014

## **INFORMATION FOR PARTICIPANTS**

### **STUDY TITLE: University of Portsmouth - Survey of New Starters 2014**

You are being invited to take part in a research project. In order to decide whether or not you would like to participate, it is important for you to understand why this research is being undertaken and what it involves. Please take time to read the following research information. If anything is not clear to you, or if you would like more information, please do contact a member of the research team (contact details are below).

#### **What is the purpose of the study and why have I been chosen?**

The Market Research Team within the Marketing and Communications Department at the University of Portsmouth has commissioned dh insight (an independent research agency) to undertake a research study on their behalf. The purpose of the research is to find out how students made decisions around their choice of university and course for undergraduate study (and subsequently enrolled at the University of Portsmouth). The study consists of an online survey in which all University of Portsmouth first year students will be invited to participate. As a first year undergraduate student (on your current course), you have been invited to participate.

#### **Do I have to take part?**

No. It is up to you to decide whether or not to take part. Your participation is voluntary; if you do decide to participate, you are free to withdraw your participation from this study at any time up to the point of submission of the completed survey.

If you decide to participate, but subsequently do not want to complete the survey, you can simply close the webpage. If you do not click on the 'Submit' button at the end of the survey, your answers and participation will not be recorded. Once you have submitted the survey you will not be able to withdraw.

If, after reading this information sheet, you decide that you would like to participate, please follow the link to the survey. Once you have accessed the survey, you will be reminded about the purpose of the study and provided with instructions. However, if you should decide not to participate, simply close the web page.

#### **What do I have to do?**

We are inviting you to complete an online survey which will take approximately 10 minutes to complete. The survey runs from 13 October 2014 until 31 October 2014.

The survey includes questions about why you decided to apply to the University of Portsmouth and the reasons why you subsequently accepted your offer from the University. We will ask you about the factors that influenced your decision and if you decided to visit the University. We will also ask some demographic questions, for example, gender, age, country/region of origin, so that we can develop a more enhanced picture.

**What are the possible disadvantages and risks of taking part?**

No risks or discomforts are anticipated from taking part in this survey. The only perceived disadvantages of taking part in this research are the time taken to complete the survey (approximately 10 minutes) and the personal effort on your part to complete the survey online.

However, the University of Portsmouth will investigate any complaints about the conduct of a researcher or the use/handling/storage of data collected from participants.

**What are the possible benefits of taking part?**

You will have the option to enter a prize draw to win one of five £50 gift cards. The prize draw winners will be able to choose between a Love2shop gift card (these can be used in over 20,000 High Street stores), an Amazon gift card, or a supermarket gift card. While there may be no immediate benefit to you personally (other than the opportunity to enter a prize draw), the research findings will provide us with an insight into the reasons students accept an offer from the University of Portsmouth. You will also be contributing to knowledge about the factors that shape student choice and influence the application process.

**Can I be identified from the information I supply?**

No. We do not ask for any information that would enable anyone to identify you personally. We will not know any student name, student number, network user name or contact email address when students complete the online survey. We do, however, ask for an email address if you choose to enter the prize draw. This information is collected separately to the survey – you will be diverted to a separate site if you wish to enter the prize draw – and this information is used only to contact the winners of the five prizes. Email addresses will be stored electronically in a password-protected folder which, after completion of the prize draw, will be destroyed.

**Who has access to the information I provide?**

As a matter of routine, the collection, handling and use of all information is carried out in accordance with the legal requirements of the Data Protection Act. No email addresses will be sent to the external research agency – an invitation to participate in the survey will be sent only by the Marketing and Communications Department at the University of Portsmouth. Access to the completed questionnaires is restricted to dh insight (who will analyse the results). Only the results of the survey will be shared with the Marketing and Communications Department. Your answers and any comments you make (which we may quote in our report) will be anonymous.

**How will the findings be used?**

The results of the study will help us understand why applicants accept their offer from the University of Portsmouth. The research findings supplied by dh insight will be disseminated University-wide but will not be shared with anyone outside of the University. The results of the study will be used to improve our Marketing and Communications practices and inform further research.

**Contact information:**

Should you require any further information before deciding whether or not to participate in this research, please do not hesitate to contact:

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University of Portsmouth

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**or**

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**Thank you for reading this information**