

Teaching Tomorrow's Doctors: A Pilot Workshop on Ethical and Evidence-Based Social Media Content Creation in UV Safety

Participant Information Sheet (PIS)

You are being invited to take part in a research study that forms part of a Master of Science degree in Skin Ageing and Aesthetic Medicine at the University of Manchester. Before you decide whether to take part, it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully before deciding whether to take part and discuss it with others if you wish. Please ask if there is anything that is not clear or if you would like more information. Thank you for taking the time to read this.

About the research

➤ Who will conduct the research?

The study will be conducted by Dr Amy Perkins, MSc student, and supervised by Dr Mark Farrar, Division of Musculoskeletal and Dermatological Sciences, The University of Manchester.

➤ What is the purpose of the research?

The purpose is to design, deliver, and evaluate a short educational workshop that helps medical students create accurate, ethical, and engaging social media content about ultraviolet (UV) safety and skin ageing. We will measure knowledge and confidence of the topic before and after the workshop and assess the quality of content students produce using a structured rubric. We are inviting University of Manchester MBChB students in Years 3 to 5 to participate and aim to recruit 15 to 25 participants.

➤ Am I suitable to take part?

You can take part if you are:

- Currently enrolled on the University of Manchester MBChB
- In Year 3, Year 4, or Year 5
- Willing to attend a 2 to 3 hour in-person workshop and complete 2 short questionnaires

You cannot take part if you are not enrolled on the MBChB programme at the University of Manchester or if you are in Years 1 or 2.

➤ Will the outcomes of the research be published?

Findings will be reported in a Master's dissertation and may be presented at academic conferences or submitted to peer-reviewed journals. A plain language summary will be made available to participants on request. No individual will be identifiable in any report or publication.

➤ Who has reviewed the research project?

The project has been reviewed by The University of Manchester Proportionate Research Ethics Committee.

What would my involvement be?

➤ What would I be asked to do if I took part?

The workshop will take 2 to 3 hours and will be held in-person in a University of Manchester teaching. In the workshop you will:

- Provide informed consent to take part by completing a consent form.
- Complete a short pre-workshop questionnaire about your knowledge and confidence in creating ethical health content online. Time required for this is about 5 minutes.
- Take part in short interactive teaching on UV safety and common misinformation.
- Discuss ethical and professional principles for online content creation.
- Work in a small group to design a short educational social media post. This may be text, an image concept, or a short video concept.
- Present your group's draft post to the room and receive feedback.
- Submit the draft post to the research team who will score it based on professional guidance.
- Complete a short post-workshop questionnaire about knowledge and confidence. Time required for this is about 5 minutes.

The workshop will not involve making audio or video recordings of you. You will be asked to produce a content draft that does not include your face, voice, or any personal identifiers. If you prefer not to present, you may nominate a group member to present the work, or you may submit the draft in writing.

Participation may help you gain skills and confidence in ethical online communication that are relevant to professional practice. We do not anticipate any risks from taking part. Discussions of misinformation can occasionally feel contentious; you may skip any activity you do not wish to complete. You are not required to appear in any recording and you will not be asked to post content publicly.

➤ Will I be compensated for taking part?

Participants will receive a small skincare goody bag as a thank you for taking part.

➤ What happens if I do not want to take part or if I change my mind?

It is up to you to decide whether or not to take part. If you do want to take part then please contact the researcher using the details at the end of this document. Participation is entirely voluntary and will not affect your course or assessment outcomes. If you do decide to take part you will be given this information sheet to keep and will be asked to sign a consent form. If you decide to take part you are still free to withdraw at any time without giving a reason and without detriment to yourself. However, it will not be possible to remove your data from the project once it has been anonymised as we will not be able to identify your specific data. This does not affect your data protection rights. If you decide not to take part you do not need to do anything further. To withdraw, contact the researcher using the details at the end of this document.

Data Protection and Confidentiality

➤ What information will you collect about me?

In order to participate in this research project we will need to collect information that could identify you, called “personal identifiable information”. Specifically we will need to collect:

- Name
- Age
- Gender
- University email address
- Year of study
- Record of consent

➤ Under what legal basis are you collecting this information?

We are collecting and storing this personal information in accordance with UK data protection law which protects your rights. These state that we must have a legal basis (specific reason) for collecting your data. For this study, the specific reason is that it is “a public interest task” and “a process necessary for research purposes”.

➤ What are my rights in relation to the information you will collect about me?

You have a number of rights under data protection law regarding your personal information. For example you can request a copy of the information we hold about you.

If you would like to know more about your different rights or the way we use your personal information to ensure we follow the law, please consult our [Privacy Notice for Research](#) available at: <http://documents.manchester.ac.uk/display.aspx?DocID=37095>

➤ Will my participation in the study be confidential and my personal identifiable information be protected?

In accordance with data protection law, The University of Manchester is the Data Controller for this project. This means that we are responsible for making sure your personal information is kept secure, confidential and used only in the way you have been told it will be used. All researchers are trained with this in mind, and your data will be looked after in the following way:

- Your identifiable details will be stored separately from your study data. Your study data will be labelled with a study ID.
- The linking key will be accessible only to the study team and will be destroyed 14 calendar days after the workshop, at which point your data will be fully anonymised.
- Electronic data will be stored on a secure University of Manchester server, only accessible by the research team.
- Data will be retained in line with University policy. Anonymised data and consent forms will be retained for 5 years after the end of the project for audit purposes.
- No data will be shared with third parties outside the University except as required by audit or regulatory review.

Please also note that individuals from The University of Manchester or regulatory authorities may need to look at the data collected for this study to make sure the project is being carried out as planned. This may involve looking at identifiable data. All individuals involved in auditing and monitoring the study will have a strict duty of confidentiality to you as a research participant.

What if I have a complaint?

➤ Contact details for complaints

If you have a complaint that you wish to direct to members of the research team, please contact:

Dr Mark Farrar

Email: **Mark.Farrar@manchester.ac.uk**

Phone: **0161 275 1848**

If you wish to make a formal complaint to someone independent of the research team or if you are not satisfied with the response you have gained from the researchers in the first instance then please contact The Research Ethics Manager, Research Office, Christie Building, The University of Manchester, Oxford Road, Manchester, M13 9PL, by emailing: research.complaints@manchester.ac.uk or by telephoning 0161 306 8089.

If you wish to contact us about your data protection rights, please email dataprotection@manchester.ac.uk or write to The Information Governance Office, Christie Building, The University of Manchester, Oxford Road, M13 9PL at the University and we will guide you through the process of exercising your rights.

You also have a right to complain to the [Information Commissioner's Office about complaints relating to your personal identifiable information](#) Tel 0303 123 1113

Contact Details

If you have any queries about the study or if you are interested in taking part then please contact the researcher:

Dr Amy Perkins

Email: **amy.perkins@postgrad.manchester.ac.uk**