

**University of North Carolina-Chapel Hill
Research Study Information Sheet**

IRB Study # 10-1085 Consent Form Version Date: 2010-06-15

Title of Study: Contextual Authority Tagging: Expertise Location via Social Labeling

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What are some general things you should know about research studies?

You are being asked to take part in a research study. To join the study is voluntary.

You may refuse to join, or you may withdraw your consent to be in the study, for any reason, without penalty.

Research studies are designed to obtain new knowledge. This new information may help people in the future. You may not receive any direct benefit from being in the research study. There also may be risks to being in research studies.

Details about this study are discussed below. It is important that you understand this information so that you can make an informed choice about being in this research study.

This consent form is also available for download. You should ask the researchers named above, any questions you have about this study at any time.

What is the purpose of this study?

The purpose of this research study is to learn about expertise location within professional and other organizational environments. Knowing who knows what within an organization is valuable information. This research provides a systematic way to uncover and share expertise that may otherwise be hidden from view.

How many people will take part in this study?

If you decide to be in this study, you will be one of an estimated 80 people in this research study. This number may be as high as 150.

How long will your part in this study last?

This study should take up to 2-3 hours of your time over the course of 2-3 weeks. Some participants will be interviewed for an estimated 20 minutes at the end of the study to provide additional insight. Interviews are opt-in and not required.

What will happen if you take part in the study?

You will be asked to take part in a series of rounds where you will label both your own and your group members' areas of expertise. The sole vehicle for this data collection will be the software interface available through your web browser. You will also be asked to complete an accompanying survey. Some of you will be interviewed at the conclusion of the study to provide some additional insight. The aggregated expertise labels for the members of your group will be made available to the group members and to your manager.

What are the possible benefits from being in this study?

Research is designed to benefit society by gaining new knowledge. Your participation is important to help us understand how groups learn from one another. You may also expect to benefit by participating in this study by learning how your peers view your areas of expertise.

What are the possible risks or discomforts involved from being in this study?

You will be asked to label other participants' areas of expertise. They are being asked to do the same about yours. There is risk in this lack of control over what others can say and how it may be interpreted by others. By evaluating each other in a professional environment, the researcher is expecting that you and your peers will label in a professional manner and remember that you will continue to work with one another after the study is complete. There may also be uncommon or previously unforeseen risks. You should report any problems to the researcher.

How will your privacy be protected?

The data collected here will be used only for this research and will be anonymized before analysis. Only the researchers named above will have access to the collected data. Your group members will also see aggregated versions of the data during the study. Individual members of your group will not be able to see personally attributed tags within your group. However, if a team member possesses specific knowledge, deductive disclosure of the identity of a particular tagger may be possible.

First and last names will be stored during the collection phase of the study so that individual participants can reference each other without any trouble. Emails will be stored for communication purposes for the duration of the study. These names and emails will be removed from the dataset once the collection phase is complete.

For participants who choose to be interviewed, the interviews will be digitally recorded for transcription purposes and then the audio recordings will be destroyed.

Participants will not be identified in any report or publication about this study. Although every effort will be made to keep research records private, there may be times when federal or state law requires the disclosure of such records, including personal information. This is very unlikely, but if disclosure is ever required, UNC-Chapel Hill will take steps allowable by law to protect the privacy of personal information. In some cases, your information in this research study could be reviewed by representatives of the University, research sponsors, or government agencies for purposes such as quality control or safety.

What if you want to stop before your part in the study is complete?

You can withdraw from this study at any time, without penalty. Due to the interrelated nature of this research, early withdrawal may invalidate some, if not all, of the other data collected by your group. The investigators also have the right to stop your participation at any time.

Will you receive anything for being in this study?

You will not receive anything for taking part in this study except potential insight into your peers' areas of expertise how your peers view your areas of expertise.

Will it cost you anything to be in this study?

There will be no costs for being in the study other than your time.

What if you are a UNC employee?

Taking part in this research is not a part of your University duties, and refusing will not affect your job. You will not be offered or receive any special job-related consideration if you take part in this research.

What if you have questions about this study?

You have the right to ask, and have answered, any questions you may have about this research. If you have questions, complaints, or concerns, you should contact the researchers listed on the first page of this form.

What if you have questions about your rights as a research participant?

All research on human volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject, or if you would like to obtain information or offer input, you may contact the Institutional Review Board at 919-966-3113 or by email to IRB_subjects@unc.edu.

Thank you for helping me with this study.