

To: Behavioral IRB

From: Terrell Russell
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CB: 3360

Date: 6/15/2010

RE: Contingencies to be addressed following IRB Review

Submission Type: Revision

Study #: 10-1085

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

Thank you for the detailed response and in such a timely manner.

This memo is in direct response to the IRB memo dated 6/11/2010 and titled "Contingencies to be addressed following IRB Review" relating to IRB Study# 10-1085. That memo laid out a request for 1) revised submission of the study itself and 2) this memo with point-by-point responses to 11 listed items.

Please find inline responses to the 11 items listed below as well as the accompanying "original" submission and "revised" submission which includes underlining for the changes (a.k.a. Track Changes in Microsoft Word).

1. Please create a separate letter to be sent to managers of the organizations/institutions that employ your targeted subjects, asking permission to conduct your research study at their facility and with their employees. In addition, please attach your subject recruitment email and ask these managers to forward or post it. Further, ask the employers to state that employees may choose to participate or not without consequence to their employment, and to indicate whether employees may participate on work time.

I have created a separate "Manager Recruitment Email" and it is now attached. I ask permission, ask that they forward the employee email, and cover the fact that it should be offered without consequence and whether the employees may participate on work time.

2. How do you intend to organize your proposed groups of

subjects, when participants are being recruited individually? If subjects within work teams are expected to organize themselves, you will need to so state. How will groups know when they are fully constituted? If self-organizing, how will the teams notify you that they are ready to begin tagging?

Yes, I am assuming that team members will talk amongst themselves and decide that this is something that they wish to engage in as a group. They are expected to self-organize and contact me to express interest and "register". Groups of 8-10 members are ideal and I assume that I will not be contacted until this stated range is satisfied. Once contacted, I will obtain names and email addresses of the group members to put into the database/application. There will be some scheduling necessary to set up the rounds of tagging and I expect the groups to define that schedule after initial contact and registration is complete.

I have included a separate "Participant Welcome Email" covering this expectation setting and scheduling information.

3. Please revise your subject recruitment email to state that you are conducting a research study; immediately identify yourself and your institutional affiliation; and state the purpose of your study, and your intentions with respect to publication. In addition, briefly describe your expectations for participation. Conclude the email with a link to the information sheet and the experiment's website.

I have revised the "Employee Recruitment Email" to include the fact that this is a research study and identifying information about myself, the institution, the purpose of the study, and the fact that this research is in partial fulfillment of my dissertation requirements. I cover expectations for participation and have included a link to the website, which will prominently display the information sheet.

4. How do you intend to convey "aggregate tagging data ... to respective participating organizations." Specifically, who would be the recipient of these data? Please apprise your subjects of this intention via the consent form.

The aggregate tagging data about each participant is shared with each participant during each round of the study. At the end of the study, the final round's results will be made available to

the participants as well as to the group's manager. I have included this information in the information sheet (which is serving as the consent form via clickthrough).

5. Please make it clear in the consent form that individuals will be unable to identify the tagging done by others within their group. Please also state that deductive disclosure is a possibility, particularly if a team member possesses particular skills.

I have made this more clear in the "How will your privacy be protected" section of the information sheet.

6. How will subjects know when to commence each additional round of tagging?

Participants will receive an email at the beginning and end of each round of tagging. I have included a "Round Beginning Email" and "Round Complete Email" to cover this information. Additionally, I have prepared and can send a "Round Reminder Email" if necessary.

7. The screen shots you have provided are for Round 4 (although the page header states Round 1). Please provide your complete subject instructions. Those instructions appearing on the submitted screen shot are too sketchy, and insufficient.

The page headers incorrectly referenced the screenshots as Rounds, when in fact the screenshots are captures of the different "Steps" that comprise a single Round. I used Round 4 screenshots as they were the most illustrative of how the system looks when populated with tags (in this case, my pilot/test data). The page headers now read "Screenshots - Step X".

The instructions for "Screenshots - Step 1" are:

Please review the information for each person carefully.

The first column (Self) shows how each person has tagged his/her own areas of expertise.

The second column (Group) shows how the rest of the group has collectively tagged his/her areas of expertise. The number indicates how many different group members used the same tag.

The instructions for "Screenshots - Step 2" are:

What are your own areas of expertise?
What do you think you know about?

[textbox] [Add Button]

Add or Remove as many tags as you want (zero or more).

Your self tags will be visible to the others in your group.

The instructions for "Screenshots - Step 3a" are:

What do you think are [Group Member Name]'s areas of expertise?
What do you think [Group Member Name] knows about?

[textbox] [Add Button]

Add or Remove as many tags as you want (zero or more).

There are no right or wrong answers.

Your tags about [Group Member Name] will be visible to [Group Member Name] and the others in your group, but they will be listed anonymously and not attributed to you.

The instructions for "Screenshots - Step 3b" are:

To complete this step, you need to tag each of your group members' areas of expertise.

You may work on them in any order you wish:

[Group Member Name 1]

[Group Member Name 2]

[Group Member Name 3]

[Group Member Name ...]

[Group Member Name n]

8. You state at A.4.5 that subjects will be asked at the end of the survey whether they would like to participate in an interview (actually, you say that you will obtain consent). Your survey does not include this question. How will you know whom to recruit, if you do not ask for contact information? Also, how will you select your interviewees, if more than 10% indicate interest?

I have updated A.4.5 to better reflect the collection of interest to participate in an interview. The survey has been updated to include this question at the end (see "Survey Instrument - Page 12"). If more than 10% show interest in being interviewed, selection of the interviewees will be based first on coverage across participating groups, then randomly within groups. Consent will be obtained orally just prior to the outset of the phone interview as addressed in the next item in this memo (#9).

9. Please submit a brief oral consent script to be read at the outset of the phone interview.

The following script will be read over the phone before the beginning of the interview:

"Thank you for agreeing to be interviewed for my research. Your participation in this 20 minute interview is voluntary, and you may skip any or all of the questions. The interview will be recorded and will serve as part of the data collection process for the Expertise Location study you have recently completed. Your individual privacy will be maintained in all published and written data resulting from this interview. If you have any questions about this interview or the study as a whole, you may ask them at any time. Do you understand the statement I just read and do you consent to having this interview recorded?"

10. Regarding the information sheet:

- * Add the IRB study number (10-1085) and provide a version date.
- * Add your email address in the event a subject wants to contact you.
- * Unless you have staff working with you, delete the

reference in the third

paragraph under ***What are some general things***.

*** Under *What are the possible risks*, clarify what you mean by "normative**

behavioral reputational patterns." This jargon is likely to be

impenetrable by your participants.

*** Under *What if you have questions*, either delete "research-related**

injury" or explain what this might be.

I have added the IRB study number and version date.

I have added my email address.

I have removed the reference to staff.

I have replaced the jargon with "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."

I have removed the reference to "research-related injury".

11. Please provide the IRB a link to your experiment's website.

The website will be located at http://ils.unc.edu/expertise_study and will host the information sheet and the tagging software.