PARTICIPANT INFORMATION SHEET

Study 1: Youth

Project title:
Social Media Influencers – A Qualitative Exploration of Their Role in Young People’s Knowledge, Perspectives and Behaviours Relating to Mental Health

Research team:
Emily Adeane is a doctoral candidate studying towards her Doctor of Clinical Psychology. She is co-supervised by Dr Karolina Stasiak, Senior Lecturer in the Department of Psychological Medicine and Dr Gwenda Willis, Associate Professor in the School of Psychology.

You are invited to a study:
We would like to invite you to participate in our study, looking at the role of social media influencers in how young people think, feel and act in relation to the topic of mental health.

We are looking for young people, aged 16-24, who are active internet users, follow at least one social media influencer (e.g. on Instagram) and have an interest in the topic of mental health and wellbeing.

To understand both sides of the relationship between influencers and young people, we will also be interviewing local influencers as part of a parallel study.

Why are we doing this study?
We want to understand how social media influencers are engaging in the topic of mental health and what impact this could be having on our young people. We also want to find out whether they think influencers could be used to promote mental health initiatives here in Aotearoa.

What does the study involve?
If you choose to participate, we will ask you to attend a 1-1.5hr interview, conducted through a free instant messaging app (WhatsApp or Signal). This means you can do the interview from home or anywhere that’s convenient- all you need is your device and an internet connection. Emily, the PhD candidate, will be doing the interviews.

We won’t be asking you about your personal mental health journey, unless it is specifically in relation to a social media influencer (for example, that they recommended a self-care strategy and you found it helpful).

During the interview, there will be an opportunity to share images or screenshots related to what we are discussing. It is up to you whether you want to contribute this way. We hope this will help us understand the social media content that young people see online.
We will not share or publish any images shared; however, we ask they come from public accounts.

The interview can be completed using either Signal or WhatsApp - whichever you prefer. Here is some information about the each of the apps to help you decide: https://tinyurl.com/a8v2y6ph

**What will happen after the study?**

You can view a copy of the interview through the messenger app at any point following the study (unless you chose to delete it). You will have up to two weeks to tell us if you would like to make any changes.

Approximately 2-3 weeks after the interview, we will send you a one-page summary of what we talked about during the interview to make sure we haven’t misunderstood anything.

Once we have interviewed about 20-30 young people, we would like to send everyone a draft of our findings (we can expect this to be late 2022). You will have an option to provide feedback via a short and interactive form. If you do this, we will send you a further $10 koha as a thank-you.

We also hope to keep you up to date with our study on our social media account @nzinfluencerproject

If you wish to receive a summary of final results (expected in 2023), please indicate this during the interview.

**Your rights as a participant:**

Your participation is voluntary, and you may decline this invitation at any point without giving a reason, as well as stop the interview at any time without giving a reason.

You are welcome to have a whanau member or friend with you while you participate in the interview and to share the results with them.

You can request withdrawal of your data from the study, but you need to let us know no later than 14 days after your interview.

**What about confidentiality and security of the data?**

Both interview platforms (WhatsApp and Signal) use end-to-end encryption, meaning the only people who can see the messages are you and the researcher.

After your interview, we will download the messages from the research phone and store them securely on a university computer. We will store any identifying information (e.g. consent forms) separately from the interview data. The participants will be identified only by a participant ID number on all study documents and on electronic databases. Study documents will only be accessible by authorised members of the research team. They will be held for a period of 6 years and then destroyed.

We will not identify anyone who took part in the study by name in any reports or publications. However, we would like to acknowledge people’s participation and you will be asked if that’s something you agree to and how might we do that (e.g. using your nickname or an alias).
Benefits and risks

We hope to give young people a chance to have their voices heard. We hope this study will help others understand the role of social media in young people’s lives, especially in the sphere of mental health and wellbeing. The findings might also lead to new and innovative ways to promote better mental health online.

To thank you for your time and effort, we would like to give you a koha ($30 Prezzy Card gift voucher). If you choose to provide feedback on the draft results later in the year, you will also receive a further $10 koha.

There are unlikely to be any risks to participating in this study. If during the interview, anything causes you to feel upset, we advise you to seek support. A range of options is available:
- Speak to a whānau/family member or someone you trust.
- You can also call or text 1737 anytime to talk/text with a trained counsellor for free.
- You can also call Youthline on 0800 376 633 or Lifeline on 0800 543 354

Use of instant messaging apps is generally safe, but there are still some risks. We can advise you on how to minimise these. For more information on managing your privacy online, please check out this link: https://tinyurl.com/a8v2y6ph

Contact Details

For further information, contact:

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Māori Cultural Support

If you require Māori cultural support, talk to your whānau in the first instance. You may also contact the administrator for He Kamaka Waiora (Māori Health Team) by telephoning 09 486 8324 ext 2324, or contact the Auckland and Waitematā District Health Boards Māori Research Committee or Māori Research Advisor by phoning 09 4868920 ext 3204 to discuss any questions or complaints about the study.

Ethics Queries

For concerns of an ethical nature, you can contact the Chair of the Auckland Health Research Ethics Committee at ahrec@auckland.ac.nz or at 373 7599 x 83711, or at Auckland Health Research Ethics Committee, The University of Auckland, Private Bag 92019, Auckland 1142.

Approved by the Auckland Health Research Ethics Committee on 02/09/21.
Ref. number: AH22629. This form will be held for a period of 6 years.