

# Appendix A

## Case Study Information

### Purpose of this Study

I am undertaking a PhD investigating the relationship between culture and persuasive technology. Briefly, the major objectives of my research are:

1. Analysing existing persuasive technology strategies in the context of culture.
2. Developing persuasive technology strategies suited towards collectivist cultures, i.e. cultures in which self-identity is foremostly defined interdependently.
3. Performing case studies on persuasive websites, services, and their designers, to investigate implicitly used culturally-aware persuasion strategies.
4. Empirically evaluating proposed culturally-aware persuasive technology strategies.

This document contains information regarding the case studies objective listed above. Prior to any research involving human participants however, the University requires that ethics approval be obtained. I have already approached a member from this organisation regarding whether this organisation would be able to support this case study research, and received a positive response. The rest of this document therefore serves to further inform potential participants about their role and rights in this study.

### Nature of Participant Involvement

Participants will be interviewed for up to 40 minutes, regarding persuasive website and service persuasion strategies and general campaign development. Participant interview responses will be audio taped, and will serve as research data.

Opinions and information shared during the interview may be attributed to the participant in later research reports.

Participant interview material will enable me to develop a set of culturally-aware persuasive technology strategies. Hopefully, [organisation name] will be able to make use of such strategies in the future, as heuristics to guide culturally-concerned projects. In turn, this may save time and money that may have otherwise been spent independently researching culture and persuasive technology issues.

Participants have the right to withdraw from the study without providing reasons or receiving any penalties until the [date of interview]. Notes and audio recordings for each interview will be destroyed 3 years after the conclusion of this research.

## **Anonymity and confidentiality**

This research will not be conducted on a strictly anonymous basis, but access to the research data will be restricted to myself, my research supervisors, and an audio technician.

While I will also try my best to maintain information confidentiality by concealing participant names and using a pseudonym for [organisation name], the public profile of [organisation name] and the small size of New Zealand make it difficult to keep organisation identity concealed. In turn, material shared during interview sessions could be unintentionally harmful for the reputation of [organisation name] and its participants.

To avoid inflicting unintentional damage to the reputation of [organisation name], after each interview, participants will be given the opportunity to review their interview transcripts for the purpose of making amendments. Any notes I make during observation sessions for my research will be used subject to approval by the observed group.

During interviews with participants, campaign sensitive information may also arise, that has not yet been released to the public. To avoid “leaking” such sensitive information, I will establish with [organisation name] a suitable date after which I may safely publish any reports including material gathered during this case study.

## **Accessing Publications**

The material obtained through this case study will add to my general research, which will eventually culminate in a published PhD thesis, stored at the library

of Victoria University of Wellington. This research may also result in other publications, such as conference posters, papers, and journal papers. Participants are welcome to access these publications if they wish to: the accompanying consent form contains an option regarding notification by email of any related publications.

## **Contact Details**

If participants have any questions regarding their involvement in this case study, or issues regarding the case study in general, please do not hesitate to contact me:

**Rilla Khaled** Principal researcher

School of Mathematics, Statistics, and Computer Science

[rkhaled@mcs.vuw.ac.nz](mailto:rkhaled@mcs.vuw.ac.nz)

**Professor James Noble** Primary Supervisor

School of Mathematics, Statistics, and Computer Science

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# Appendix B

## Case Study Consent Form

I have been provided with adequate information relating to the nature and objectives of this research project, and have been given the opportunity to ask questions about the research.

I agree to be interviewed and/or observed by Rilla Khaled as part of a case study forming a portion of her PhD research. I understand that the information I provide will be audio taped and used only for this research project and that any further use will require my written consent. Additionally, I am aware that this research may be published in the form of conference posters, papers, and journal papers, as well as in the form of a PhD thesis.

I understand that the nature of [insert organisation name], and the matters that will be discussed during interviews, will make it difficult to maintain information confidentiality. I therefore consent to information, including opinions, recollections, facts, and statistics being attributed to me, subject to the concealment of both the identity of [insert organisation name] and my own identity. In the case of discussion arising concerning sensitive campaign information, I understand that the researcher will not publish any results regarding this sensitive information until a time at which [insert organisation name] is comfortable with its public release.

I understand that I have the right to withdraw from this study until the [insert date of interview] without providing reasons or suffering penalties, and may review any transcripts resulting from interview/observation sessions. I am also aware that all information obtained as a consequence of my participation will be destroyed within 3 years.

Do you have consent from your employer to partake in this case study?

Do you want to be notified of any publications relating to this research?

Email address or phone number at which you may be contacted regarding publications:

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

If participants have any questions regarding their involvement in my research, or issues regarding the research in general, please do not hesitate to contact me:

**Rilla Khaled** Principal researcher

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# Appendix C

## Case Study Interview Outline

### Purpose

The purpose of this interview is to investigate how designers of persuasive websites and other persuasive services in New Zealand are currently approaching the task of communicating persuasion appeals, and their reasons for using various persuasive strategies.

### Discussion topics

- Persuasion tactics currently used within the organisations website and/or other media (10 minutes):
  - What tactics are used e.g. family based appeals, personal responsibility appeals, etc.?
  - How are these strategies decided upon?
  - What is the role of academic research in the strategy designing process?
- Target audiences (5 minutes):
  - What level of grouping is used to divide the audience, e.g. age groups, cultural groups, religious beliefs?
  - How are representatives of these groups accessed?
  - Why are these particular accessing mechanisms used?
- Target audience input (5 minutes):
  - How are opinions gathered from target audience representatives i.e. focus groups, etc.?

- In the general case, how much does target audience input affect the direction any particular campaign takes?
- Campaign development (10 minutes):
  - What is the typical development lifecycle for a campaign regarding target audience input and strategy development, from start to finish?
  - What steps are taken to ensure that the tactics aimed at a particular target audience will be effective upon this audience, i.e. what testing mechanisms are used?
- Campaign lifecycles (10 minutes):
  - Is the campaign modified over time in accordance with audience feedback?
  - What is the time duration for a typical campaign?



# Appendix D

## Focus Group Information

### Purpose of this Study

I am currently undertaking a PhD investigating the relationship between culture and persuasive technology. Persuasive technology is any interactive product i.e. a website, that is designed to change attitudes or behaviours by making desired outcomes easier to achieve. Consumer behaviour research shows us that for persuasion to be successful, it needs to make use of appeals that will be interesting and relevant to its target audience.

One of my overall project objectives therefore, is to develop a set of culturally-aware persuasive technology design considerations, e.g. guidelines that designers of health and well-being websites such as the Ministry of Health-run “No Rubba No Hubba Hubba” site, and the Retirement Commission-run “Get Sorted” site, could incorporate into their websites. To develop these guidelines, I would like to investigate how people of different ethnicities view and use persuasive services and technologies.

Prior to any research involving human participants however, the University requires that ethics approval be obtained. The rest of this document therefore serves to further inform potential participants about their role and rights in this study.

### Nature of Participant Involvement

I would like to conduct a series of focus groups with people who identify as being [insert group name], to investigate how they view and use persuasive services and technologies. Another aim is to gain initial insight into how people from this ethnic group might react to particular persuasive technology strategies. This focus group material will eventually be used to guide the development of interactive websites addressing health and well-being needs. In particular, this

research can be applied to websites focusing on raising awareness and modifying behaviours related to smoking, sexual health, cancer screening, exercise and diet, and gambling. It could also be used to design culturally-relevant educational tools, develop communities of learning, develop mentoring networks, and provide technological means for existing community support systems.

The focus group session will last approximately 60–90 minutes. Participant discussion will be audio taped, and will serve as research data. While the opinions and information shared during the focus group may be discussed in later reports concerning this case study, the identities of individuals will always remain concealed. Notes and audio recordings for each focus group will be destroyed 3 years after the conclusion of this research.

Participants have the right to withdraw from the study without providing reasons until the [insert date]. Withdrawal will result in the exclusion of their discussion input from my research, however I may not be able to destroy their audio recording, as it will be part of the entire group discussion audio recording.

### **Anonymity and confidentiality**

This research will not be conducted on a strictly anonymous basis, as I will be present, along with the rest of the focus group participants. It will however be confidential, as access to the research data will be restricted to myself, my research supervisors, and an audio technician. Furthermore, what a participant hears and shares during each session should be treated as confidential. Although opinions and information shared during the session may be discussed in later publications, identities will always be concealed.

### **Accessing Publications**

The material obtained through this focus group will add to my general research, which will eventually be stored at the library of Victoria University of Wellington. This research may also result in other publications, such as conference posters, papers, and journal papers. Participants are welcome to access these publications if they wish to: the accompanying consent form contains an option regarding notification by email of any related publications.

### **Contact Details**

If participants have any questions regarding their involvement in this case study, or issues regarding the case study in general, please do not hesitate to contact me:

**Rilla Khaled** Principal researcher

School of Mathematics, Statistics, and Computer Science

rkhaled@mcs.vuw.ac.nz

**Professor James Noble** Primary Supervisor

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kjx@mcs.vuw.ac.nz



# Appendix E

## Focus Group Consent Form

I have been provided with adequate information relating to the nature and objectives of this research project, and have been given the opportunity to ask questions about the research.

I agree to participate in a focus group as part of Rilla Khaled's PhD research. I understand that the information I provide will be recorded and used only for this research project and that any further use will require my written consent. Additionally, I am aware that this research may be published in the form of conference posters, papers, and journal papers, as well as in the form of a PhD thesis.

I consent to information, including opinions, recollections, facts, and statistics being attributed to me, subject to the concealment of my identity. Furthermore, I agree to treat opinions and information heard and shared during the focus group session as confidential.

I understand that I have the right to withdraw from this study until the 20th of February without providing reasons. I am also aware that any data obtained as a consequence of my participation (i.e. audio tapes, transcripts, notes) will be destroyed either within 3 years, or if I withdraw from the study, immediately upon my withdrawal.

I understand that I have the right to withdraw from this study until the [insert date of interview] without providing reasons or suffering penalties, and may review any transcripts resulting from interview/observation sessions. I am also aware that all information obtained as a consequence of my participation will be destroyed within 3 years.

Would you like to be sent the resulting smoking cessation game?

Do you want to be notified of any publications relating to this research?

Email address or phone number at which you may be contacted regarding publications:

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

If participants have any questions regarding their involvement in my research, or issues regarding the research in general, please do not hesitate to contact me:

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# Appendix F

## Focus Group Agenda

### Purpose

The main goal of this focus group is to investigate how people who identify as [insert group name] view and use persuasive services and technologies. Another aim is to gain initial insight into how people who identify as [insert group name] might react to particular persuasive technology strategies, and obtain design ideas about culturally-aware persuasive technologies.

### Discussion topics

- PART ONE: General Discussion:
  - Being a target audience:
    - \* Campaigns where you have been a target audience
    - \* Types of appeals used
    - \* Success of appeals
    - \* Feedback mechanisms
  - Convincing persuasion techniques and strategies:
    - \* Effective: self-focused, other-focused, guilt-driven, shame-driven, etc.
    - \* Ineffective: self-focused, other-focused, guilt-driven, shame-driven, etc.
    - \* Situational relevance of appeals
- PART TWO: Smoking:
  - Attitudes towards smoking
  - Smoking in the media

- Suggestions for deterrence strategies
- PART THREE: New persuasive technology strategies
  - Effective hypothetical strategies
  - Ineffective hypothetical strategies



# Appendix G

## Game Tester Information

### Research Overview

I am doing a PhD investigating the relationship between culture and persuasive technology. Persuasive technology is any interactive product i.e. a website, that is designed to change attitudes or behaviours by making desired outcomes easier to achieve. I have developed two versions of a computer game called *Smoke?* about smoking cessation. One version of *Smoke?* is designed to appeal to Pakeha audiences, while the other is designed to appeal to Māori and PI audiences. I am interested in investigating whether Pakeha game players find the Pakeha version of the game more persuasive than the Māori/PI version, and equally, whether the Māori and PI participants find the Māori/PI version of the game more persuasive.

This document serves to inform you as a potential participant about your role and rights in this study.

### Nature of Involvement

I am interested in finding out about your experiences while playing *Smoke?*. I would like to survey you about your attitudes towards particular aspects of smoking cessation, before game play. Following this initial survey session, I would like you to play either the Pakeha or the Māori/PI version of the game for approximately 40 minutes. Afterwards, I would again like to survey you. Carrying out two survey rounds will allow me to compare how much attitude shift the game has induced, if any, and whether one game causes more attitude shift on one audience than another.

The survey and game play session itself will last approximately 60 minutes. While the attitudes, opinions, and information shared during the session may be discussed in later reports and publications, identity information will always remain concealed. Surveys and notes related to game testing will be destroyed 3

years after the conclusion of this research.

You have the right to withdraw from the study without providing reasons until the [insert date]. Withdrawal will result in the exclusion of your survey data from my research.

### **Anonymity and confidentiality**

This research will not be conducted on a strictly anonymous basis, as I may be present. It will however be confidential, as access to the research data will be restricted to myself, and my research supervisors. Although opinions and information shared during the session may be discussed in later publications, identities will always be concealed.

### **Accessing Publications**

The material obtained through game testing will add to my general research, which will eventually be stored at the library of Victoria University of Wellington. This research may also result in other publications, such as conference posters, papers, and journal papers. You are welcome to access these publications if you so wish: the accompanying consent form contains an option regarding notification by email of any related publications.

### **Contact Details**

If you have any questions regarding your involvement in my research, or issues regarding the research in general, please do not hesitate to contact me:

**Rilla Khaled** Principal researcher

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# Appendix H

## Game Tester Consent Form

I have been provided with adequate information relating to the nature and objectives of this research project, and have been given the opportunity to ask questions about the research.

I agree to participate as a test participant for the game *Smoke?* as part of Rilla Khaled's PhD research. I understand that the information I provide by way of completing surveys will be used only for this research project and that any further use will require my written consent. Additionally, I am aware that this research may be published in the form of conference posters, papers, and journal papers, as well as in the form of a PhD thesis.

I consent to information, including attitudes, opinions, recollections, and facts, being attributed to me, subject to the concealment of my identity.

I understand that I have the right to withdraw from this study until the [insert date], without providing reasons. I am also aware that any data obtained as a consequence of my participation (i.e. survey data, audio tapes, transcripts, notes) will be destroyed either within 3 years, or if I withdraw from the study, immediately upon my withdrawal.

Do you want to be notified of any publications relating to this research?

Email address or phone number at which you may be contacted regarding publications:

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

If participants have any questions regarding their involvement in my research, or issues regarding the research in general, please do not hesitate to contact me:

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