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Measuring young people's exposure to food and beverage marketing online
PARENT INFORMATION STATEMENT

(1) What is this study about?

Your child is invited to take part in a research study investigating young people's exposure to food and beverage marketing online.

Your child has been invited to participate in this study because of their age and regular use of social media. This Parental Information Statement tells you about the research study. Knowing what is involved will help you decide if you want to let your child take part in the research. Please read this sheet carefully and ask questions about anything that you don't understand or want to know more about.

Participation in this research study is voluntary.

By giving your consent you are telling us that you:

- ✓ Understand what you have read.
- ✓ Agree for your child to take part in the research study as outlined below.
- ✓ Agree to the use of your child's personal information as described.

You will be given a copy of this Parental Information Statement to keep.

(2) Who is running the study?

The study is being carried out by the following researchers:

- Dr Bridget Kelly, Associate Professor, School of Health & Society, University of Wollongong
- Dr Becky Freeman, Research Fellow, Prevention Research Collaboration
- Ms Nina Balla, Honours Student, University of Wollongong

This study is being funded by the Australian Research Council (ARC).

There are no conflicts of interest or financial benefits for researchers or funders involved in this study to declare that may arise as part of this research.

(3) What will the study involve?

Involvement in this study will require the monitoring of your child/ren's online activity in order to measure young people's exposure to junk food and beverages during everyday use of the internet, including the use of social media. In order to do this your child will be asked to:

1. Read, discuss and sign a consent form;
2. Complete a pre-screening questionnaire to ensure your child's eligibility for the study
3. Turn on the screen recording capability on their mobile device to record what they see online;
4. View and edit the captured video as desired;
5. Transfer the edited video to the McNair Ingenuity via a secure, password protected link;
6. Repeat steps 2-4 for 3 days when using social media or web browsing on their mobile tablet/device.
7. Complete a post-study questionnaire about their internet access and usage habits

Your child will also be sent some reminder messages to do their data collection via email or text message.

(4) How much time will the study take?

Taking, editing and transferring their mobile phone recordings should take no longer than 30 minutes, in addition to the time that they spend online. However, if your child spends a lot of time on social media each day it may take longer than this if they wish to edit all of their images. The questionnaire should take no more than 15 minutes to complete. Therefore, the total time commitment involved in the study above and beyond their usual internet activity is approximately 45 minutes.

(5) Who can take part in the study?

Young people between the ages of 13-17 are eligible to participate in this study. They must also be active computer and social media users, and log onto at least 1 social media account a day and own a mobile phone or tablet with a compatible operating system.

(6) Does my child have to be in the study? Can they withdraw from the study once they've started?

Being in this study is completely voluntary and your child does not have to take part. Your decision whether to let them participate will not affect your/their relationship with the researchers or anyone else at the University of Wollongong, now or in the future.

If you decide to let your child take part in the study and then change your mind later, or if your child no longer wishes to take part, they are free to withdraw from the study at any time. This can be done via email to bkelly@uow.edu.au or becky.freeman@sydney.edu.au. There are no consequences for withdrawing from the study.

If your child withdraws from the study, we will not collect any more information from them. Please let us know at the time when they withdraw what you would like us to do with the information we have collected about them up to that point. If you wish, their information will be removed from our study records and will not be included in future publications. Please note that after your child's data is de-identified we can no longer retrieve their questionnaires or video files, so if your child wishes to withdraw they must do so before this stage.

(7) Are there any risks or costs associated with being in the study?

Aside from giving up their time, we do not expect that there will be any risks or costs associated with taking part in this study for your child.

There is some level of inherent risk involved in monitoring your child's online activity such as an invasion of privacy, however every effort is being made to mitigate this including the following:

- Your child will have the opportunity to review every video taken of their mobile device use before it is submitted to researchers; and
- Your child will have the opportunity to edit the video before being submitted to researchers and delete anything that they do not want viewed by others

(8) Are there any benefits associated with being in the study?

We cannot guarantee that your child will receive any direct benefits from being in the study. However, for their time and effort you will receive \$50.00 that will be paid into your child's McNair research panel account, if your child completes the three days of recording. If they only complete one or two days of recording, they will receive \$20 for their participation.

(9) What will happen to information that is collected during the study?

By providing your consent, you are agreeing to us collecting personal information about your child for the purposes of this research study. Their personal information will only be used for the purposes outlined in this Parental Information Statement, unless you consent otherwise.

Video of your child's mobile device will be collected as part of this study. Only University researchers and researchers from McNair Ingenuity Recruitment will be able to access your videos.

Your child will also complete two online questionnaires, using the secure software by McNair Ingenuity Recruitment. This data will be stored on the secure McNair Ingenuity database, and then on the University of Wollongong server and will only be accessed by study investigators.

Video of your child's mobile device use will be transferred to the McNair Ingenuity recruitment team using a secure account.

Your child's information will be stored securely. All aspects of the study, including the results and your child's identity, will be strictly confidential and only the researchers will have access to information on participants, except as required by law for three reasons. These reasons are: (1) if your child says they might harm themselves or someone else, (2) if your child shares information about children they know who are being abused or neglected, or (3) if your child shares information about crimes they haven't told the police. These events will have to be reported, by law. This is to ensure the safety of your child and others.

The results of this study are intended to be published through journal articles, conference presentations and other academic publications, and this may also include images of the marketing seen on social media. However, your child or information about your child will not be identifiable in these publications or images.

Data collected through this research will be stored for 5 years. After this time your child's data will be securely disposed of.

(10) Can I or my child tell other people about the study?

Yes, you are welcome to tell other people about the study.

(11) What if we would like further information about the study?

When you have read this information Bridget Kelly, Becky Freeman or Nina Balla will be available to discuss it with you further and answer any questions you may have. If you or your child would like to know more at any stage during the study, please feel free to contact Dr Bridget Kelly, Associate Professor, bkelly@uow.edu.au 02 4221 3893 or Dr Becky Freeman, Research Fellow, becky.freeman@aysdney.edu.au 02 9114 1226.

(12) Will we be told the results of the study?

You and your child have a right to receive feedback about the overall results of this study. You can tell us that you wish to receive feedback by ticking the relevant box on the consent form. This feedback will be in the form of 1 page summary of the study results. You will receive this feedback after the study is finished.

(13) What if we have a complaint or any concerns about the study?

Research involving humans in Australia is reviewed by an independent group of people called a Human Research Ethics Committee (HREC). The ethical aspects of this study have been approved by the HREC of the University of Wollongong. As part of this process, we have agreed to carry out the study according to the *National Statement on Ethical Conduct in Human Research (2007)*. This statement has been developed to protect people who agree to take part in research studies.

If you (or your child) are concerned about the way this study is being conducted or wish to make a complaint to someone independent from the study, please contact the university using the details outlined below. Please quote the study title and protocol number.

The Manager, Research Ethics & Integrity, University of Wollongong:

- **Telephone:** +61 2 4221 4457
- **Email:** eves@uow.edu.au

This information sheet is for you to keep