College of Engineering, Design and Physical Sciences

Department of Computer Science

**PARTICIPANT INFORMATION SHEET**

**Study title**

Evaluating and user-testing an AI-driven avatar translating audio, video and text content into British Sign Language.

**Invitation Paragraph**

You are being invited to take part in a research study. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully.

**What is the purpose of the study?**

The aim of the project is to test an AI-driven virtual translator prototype. This prototype is an AI-driven, humanlike avatar that translates audio, video and text content into British Sign Language. This is a prototype product owned by Otermans Institute, the sponsor of my PhD. The purpose of the study is to conduct user testing of the prototype with its key target users (British Sign Language speakers).

**Why have I been invited to participate?**

You have been invited to participate because you are 18-years old or over, live in one of the four nations in the UK, are a BSL speaker (minimum Level 1 or equivalent) and able to give informed consent without assistance. The number of participants being recruited is 100-150 across the four nations.

**Do I have to take part?**

No. It is entirely up to you to decide whether or not you would like to participate in this study as participation is voluntary. If you do decide to take part, you will be given this information sheet to keep and you will be asked to sign an Informed Consent Form. If you decide to take part, you are still free to withdraw at any time until 01/10/2022 and without having to give a reason.

**What will happen to me if I take part?**

If you agree to take part in this research and meet the eligibility criteria, you will be asked to take part in a study that consists of two stages. 1) You will be given a landing page from where you can access the translator. You will need to install it as a browser extension and after installing it, you will have the opportunity to use it in three settings: i) While watching an educational YouTube video – this video will be provided by Otermans Institute. ii) While interacting with an online learning text – this content will be provided by Otermans Institute. iii) While listening to an online audio learning content – this content will be provided by Otermans Institute. In all three cases, the translator will sign the content. This should take approximately 30 minutes. The cognitive walkthrough monitoring will take place using screen recording software (e.g. MS Teams/Zoom).

The second stage directly follows the first stage and is a semi-structured focus group that will last approximately 30 minutes; and will explore your experience and thoughts on the AI translator. The date and time of the study will be agreed at your, other participants, and the researcher’s convenience. Before the start of the study, you will be asked to sign the Informed Consent Form. In order for the study to take place a minimum of 6-8 participants need to agree to take part in the study.

The focus groups will be video-recorded, in order to allow transcription for the analysis, but everything you say or express will remain anonymous. These video-recordings will be destroyed once the focus groups have been transcribed and the accuracy of the transcription has been confirmed. For this research, you are only directly involved during this study and so we only require one session from you, after which the results will be analysed independently.

**Are there any lifestyle restrictions?**

There are no lifestyle restrictions relevant to this study.

**What are the possible disadvantages and risks of taking part?**

You could get upset talking about your experience, however this risk is low and unlikely. To mitigate this, you have the right to withdraw from the study at any given time until 01/10/2022; you can have a break; and you will be provided with a list of organisations that you will be able to contact should you feel like talking about your experience (Debrief Statement Form). Additionally, you may find it difficult to travel to a location to participate in the study, however attempts will be made for the study to take place in a location that you are familiar with.

**What are the possible benefits of taking part?**

The benefits of taking part in this study include aiding research into the development of the AI translator. The main beneficiary of the study are the researchers, who will use the data to improve the AI translator.

**What if something goes wrong?**

In case something goes wrong, please contact the researcher Mr Dev Aditya ([1042974@brunel.ac.uk](mailto:1042974@brunel.ac.uk)).

**Will my taking part in this study be kept confidential?**

Only your first name will be used in the focus group, and your name and the names of any people that you talk about will be replaced by pseudonyms during transcription to ensure anonymity. Only the researchers will have access to the data, which will be stored on secure network servers by the researcher in accordance with the Brunel University London policy on data security. Any information about you which leaves the University or Otermans Institute will have all your identifying information removed. With your permission, anonymised data will be stored and may be used in future research – you can indicate whether or not you give permission for this by way of the Consent Form.

**Will I be recorded, and how will the recording be used?**

The focus group will be video-recorded from the beginning of the focus group (from the moment everyone has confirmed their consent to allow for the focus group to be recorded) until the end, in order to allow transcription for the analysis. The focus recording will be destroyed once the focus group has been transcribed and the accuracy of the transcription has been confirmed.

**What will happen to the results of the research study?**

The research data will be coded (for anonymity) and analysed by the researcher, before being reported. The anonymised data and results will be used primarily to improve the AI translator and may later be reported at a conference or in a scientific journal; If so, the data generated in the course of the research will be kept securely for a period of ten years after the completion of the research project.

The anonymised research data may also be shared with other researchers for further analysis, but at no point will any uniquely identifiable data be shared - you can indicate whether or not you give permission for this by way of the Consent Form. If you take part in this research, you can obtain a copy of the results by contacting the researcher.

**Who is organising and funding the research?**

The research is being funded by Innovate UK and Otermans Institute. The research is being organised by Mr Dev Aditya in conjunction with Brunel University London and Otermans Institute.

**What are the indemnity arrangements?**

Brunel University London provides appropriate insurance cover for research which has received ethical approval.

**Who has reviewed the study?**

The study has been reviewed by the College of Engineering, Design and Physical Sciences.

**Research Integrity**

Brunel University London is committed to compliance with the Universities UK [Research Integrity Concordat](http://www.universitiesuk.ac.uk/policy-and-analysis/reports/Documents/2012/the-concordat-to-support-research-integrity.pdf). You are entitled to expect the highest level of integrity from the researchers during the course of this research.

**Contact for further information and complaints**

Researcher: Mr Dev Aditya ([1042974@brunel.ac.uk](mailto:1042974@brunel.ac.uk))

Supervisor: Professor Kate Hone ([Kate.Hone@brunel.ac.uk](mailto:Kate.Hone@brunel.ac.uk))

For complaints, College of Engineering, Design and Physical Sciences Research Ethics Lead: Professor Simon Taylor ([Simon.Taylor@brunel.ac.uk](mailto:Simon.Taylor@brunel.ac.uk)).

**Thank you for taking time to read this information**.