

Information sheet INVENT smartphone survey study ‘Culture in your daily life’

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INTRODUCTION

This information sheet provides more information on the smartphone survey study “Culture in your daily life”. This research is conducted as part of a large European project, entitled INVENT, European Inventory of Societal Values of Culture as a Basis for Inclusive Culture Policies in the Globalizing World. This project is funded by the European Union’s Horizon 2020 research and innovation programme. More information about the project can be found at <https://inventculture.eu/>.

General description and goal of the study

In this smartphone survey study we are looking at how people of 18 years and older across Europe come into **contact with culture in their daily life, and how they experience culture**. The study aims to get a more precise picture by asking questions close to the moment when people talk about culture or participate in culture. Therefore, participants receive 4-6 very short questionnaires every day over the course of 10 days via their smartphone. The questionnaire will ask about cultural conversations and activities they experience at that moment, or have experienced just before they receive the questionnaire, and how they feel. Each time, the questionnaire is very short: it will take about 1 to 2 minutes to fill out. At the beginning of the study, participants also receive a short general survey which ask for some background information.

Culture can be so many different things to different people. Therefore, questions in this survey concern various aspects of culture, such as music, television, books, food, places to go out, creative hobby’s, sport, politics, games, internet, famous persons, etcetera.

Project information

PROJECT TITLE	INVENT, European Inventory of Societal Values of Culture as a Basis for Inclusive Culture Policies in the Globalizing World
NAME OF PRINCIPAL INVESTIGATORS	Prof. Dr. Susanne Janssen Dr. Marc Verboord
NAME OF ORGANIZATION	Erasmus School of History, Culture and Communication Erasmus University Rotterdam
SOURCES OF FUNDING	European Union’s Horizon 2020 research and innovation programme, in particular the call “The societal value of culture and the impact of cultural policies in Europe”
PURPOSE OF THE STUDY	The project aims to identify the elements which need to be present in cultural policies both at the European and national level, in order to aid the realization of the strategic objectives of the New European agenda for culture.

Summary of the ethical procedures

This survey was approved by the Ethical Review Board of the ESHCC of the Erasmus University Rotterdam. The following rules apply to the survey:

- The smartphone survey is only intended for persons who are 18 years old or older. Before starting the beginning of the survey, every participant needs to confirm that this rule applies to him or her.
- The smartphone survey study consists of 1 baseline questionnaire, and 4-6 daily questionnaires which are sent to participants during 10 consecutive days.
- Participation to the smartphone survey is completely voluntarily, meaning that participants can stop at any time during the participation. At the beginning of the first questionnaire, every participant needs to confirm that she or he agrees to participate voluntarily ('active consent'). Even when participants sign the confirmation that they participate voluntarily, they can still stop at any time during the smartphone survey without consequences ('right to withdraw'). This applies to all questionnaires which are sent during the study.
- Confirming the informed consent statement regarding their participation in the smartphone survey means that participants agree that the information which they supply by filling out the questionnaires is used for the research project described above, under strict conditions outlined below.
- All information that participants give by filling out the questionnaires during the study – thus, all answers to questions – will be kept strictly confidential. This means that reports which use information from the survey results can never be traced back to individual participants. The anonymity of participants in the research outcomes is guaranteed at all times.
- The findings of this survey will be used solely for academic research purposes. This means that the information of the survey is used for reports which the researchers write for the European Union, for academic publications of the researchers (in line with the project proposal), and for secondary analysis by other researchers.
- The questionnaires are sent to participants via the app M-path. M-path is a free and safe app created by the University of Leuven (Belgium). Participants download the app and contact the research team via the app. Participants will then receive the questionnaires at various times during the research period. When the research period of 6 days has ended, participants can delete the app from their phone. The app is only used for sending questionnaires and receiving answers of participants. No other personal information is downloaded. The app also does not install cookies or other programs.
- The data files which contain the findings of the survey are kept at a protected place which is only accessible to core researchers of the project and data manager at the collaborating universities. Copies of the data files are delivered to the European Union as proof of completed work.
- The data files which contain the answers to the survey do not contain identifiable information of participants (e.g. email address or other contact information). Such identifiable information is only temporarily available to the research agency which conducts the field work and will be deleted once the survey fieldwork is completed. The researchers of the project do not have access to this identifiable information.
- Based on testing it is assessed that completing one single questionnaire takes approximately 1-2 minutes. Participants cannot make claims if they consider this estimate inaccurate, but they can stop the survey at any point.
- The researchers declare that they are open to and reachable for questions during and after participation via email (invent@eur.nl).

- For research problems or any other question regarding the research project, the Data Protection Officer of Erasmus University, Marlon Domingus, MA (fg@eur.nl).

Summary of the survey procedure

- The survey is designed to get information how individuals of 18 year old or older in Europe think about culture with the aim to get input for developing a new cultural policy for Europe. The researchers have ensured that all topics addressed in the survey relate to the project proposal which was approved by the European Research Council.
- Potential risks/discomfort for participants concern the intensity of the study. Participants are asked to answer questionnaires 4-6 times a day for 10 days in a row in the course of 10 days. The researchers believe that the ethical procedures are sufficient to deal with these risks. First of all, participants received explanation of the procedure. Second, it has been explained to participants that they can drop out whenever they want, and that is also fine if they miss certain notifications.
- Potential benefits for participants concern the possibility to give input to developing new European cultural policy. Participants also can get insight into their own daily activities via the app which is used.
- Sharing the results of the survey: The results of the survey will be documented in reports for the European Union, which will become available on the website of the project. The number, nature and timing of these reports will follow the description in the project proposal.

Informed consent statement

All participants who wish to participate are required to confirm the informed consent statement before starting the survey, through which they indicate that:

- They are 18 years old or older;
- They understand and agree with the ethical guidelines described in this document;
- Their participation in the survey is voluntary and that they have the right to end their participation at any time without stating a reason
- They understand what is expected from them during the study
- They know that during the research they will receive several questionnaires on their telephone with the request to answer them.
- They allow the researchers to use the information they supply, within the ethical framework described in this document.

Before participants give their consent, they are given the opportunity to read the above information.

DETAILS OF THE PROJECT AND THE ETHICAL PROCEDURES IN PLACE

This more extensive information sheet is meant for participants who want to know more details, but also to inform the EU project officers, EU reviewers of the project, and other interested parties

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SOURCES OF FUNDING	European Union's Horizon 2020 research and innovation programme, in particular the call "The societal value of culture and the impact of cultural policies in Europe"
PURPOSE OF THE STUDY	The project aims to identify the elements which need to be present in cultural policies both at the European and national level, in order to aid the realization of the strategic objectives of the New European agenda for culture.
RESEARCH PROCEDURE	<p>The project consists of various stages and data collection methods. Central focus point is the opinions, perceptions and behaviors of citizens with regards to developments in culture in current society. Compared to earlier studies, this research (a) pays specific attention to the "everyday culture" of citizens, (b) the impact of social mega-trends of globalization, European integration and migration, digitalization, and rising social inequalities, and (c) employs various methodologies (survey, interviews, focus groups, social media analysis, smartphone survey) to render a more open, "bottom-up" account of what citizens find important culture. These insights from citizens will equip policymakers with effective tools for measuring, understanding and enhancing the impact of cultural policies.</p> <p>The smartphone survey study – to which this information refers – concerns a series of short questionnaires about daily life cultural encounters among European citizens in 9 countries. The survey will be executed via an app that participants can download.</p>

Research procedure survey

In this smartphone survey study we are looking at how people of 18 years and older across Europe come into contact with culture in their daily life, and how they experience culture. The study aims to get a more precise picture by asking questions close to when people talk about culture or participate in culture. Therefore, participants receive short questionnaires 4-6 times a day for 10 days via their smartphone. The questionnaire will ask about cultural conversations and activities they experience at that moment, or have experienced just before they receive the questionnaire, and how they feel. Each time, the questionnaire is very short: it will take about 1 to 2 minutes to fill out. At the

beginning of the study, participants also receive a short general survey which ask for some background information.

Culture can be so many different things to different people. Therefore, questions in this survey concern various aspects of culture, such as music, television, books, food, places to go out, creative hobby's, sport, politics, games, internet, famous persons, etcetera. For this study, we exclude work, school, relationships, and personal care.

The survey questionnaire is developed by the researchers in the project and contains input from all countries involved in the project. The survey questionnaire was tested in every country in a first-version translation. Comments and suggestions were incorporated into a new version. Next, the researchers identified possible translation problems and discussed these, leading to a second-version translation. Then, all translations were checked by professional translators.

The final version of the survey questionnaire (translations) was sent to the ethical review board of Erasmus University Rotterdam, together with the present information sheet and required information in the country at hand. Ethical clearance was secured.

In each country, the final version of the survey questionnaire (translations) was programmed by the local research team in the app M-path.

Structure of the survey and justification of the questions

The researchers have ensured that all topics addressed in the survey relate to the project proposal which was approved by the European Research Council. The researchers have ensured that all questions are phrased such that they are concrete, answerable, and neutral, in line with standard guidelines for survey design.

The survey questionnaire consists of the following parts.

1. Background characteristics and demographics

Questions in this part concern, first of all, demographic details which are needed to check whether the realized sample of participants is representative for the total population. Therefore, we ask for *gender, age, highest educational degree, and place where the respondent lives*. Most of these traits are also relevant for the central questions of the project. The project will examine whether perceptions and experiences of culture, and opinions on broader cultural development and cultural policy differ amongst various social groups in Europe. To know what European citizens would like see featured in European policy, it is important to understand differences between genders, age categories, persons with different educational levels and/or occupations, and persons living in different parts of the country. Some differences in background could explain different opinions or needs.

2. Experiences with culture in daily life

One of the core goals of the project is to gain a better understanding of which aspects of culture European citizens find important, what activities they participate in, and how this is linked to their well-being and connection with others. In the smartphone study, we focus particularly on culture on daily life. There are three different versions or tracks of the smartphone study. This track takes a free format / diary style approach.

The questions concern which cultural activities people participate in during the day of the survey, and which conversations about culture they had during the day of the survey. Additional question

concern with whom they talked about or participated in culture, where they were, and how they experienced it. Also, the survey asks how they feel at the moment they receive the invitation to answer the survey.

Anticipated/potential risks/discomfort

The researchers see as the most important discomfort the intensity of the study. Participants are asked to answer questionnaires 4-6 times a day for 10 days in a row. The researchers believe that the ethical procedures are sufficient to deal with these risks. First of all, participants received explanation of the procedure. Second, it has been explained to participants that they can drop out whenever they want, and that is also fine if they miss certain notifications.

The researchers also note that in the development of the survey best practices with regards to the methodology were followed. In particular, the Open Handbook of Experience Sampling Methodology¹ was consulted throughout the process.

Potential benefits

The survey is part of a research project that addresses an urgent social problem: how can Europe better accommodate the needs of their citizens in terms of culture? This question is asked against the background of larger societal developments that affect the daily lives of citizens, such as increasing globalization, immigration flows, and digitalization.

The smartphone survey will generate insights in daily life cultural experiences of citizens which are often not considered by policy makers. While respondents may not encounter immediate benefits from participating, there is a “trickle-up” benefit. By taking a bottom-up approach, the survey enables participants to provide input for European policy, allowing them to later – hopefully – see the effects. In a more general sense, the survey aims to decrease the gap between citizens and politics in Europe.

An immediate benefit for participants is that they receive insights in their own behaviour and feelings during the study via the app.

Sharing the results

The results of the survey will be documented in reports for the European Union, which will become available on the website of the project. The number, nature and timing of these reports will follow the description in the project proposal.

In a later stage, academic articles will be written that make use of the survey data. These articles will be published in “open access format”, meaning that they are available without having to pay license fees to publishers. All published academic articles will be publicized on the website of the project.

Confidentiality

¹ Myin-Germeys, I. & Kuppens, P. (2021). The Open Handbook of Experience Sampling Methodology. Second edition. Leuven: REAL. ISBN: 9798417682889.

The information that is collected via the survey is treated as confidential information. This means that when the researchers report on the findings of the survey, all possible efforts are taken to ensure that readers of the report cannot identify which participant gave which answer. The participants remain anonymous in all reports that use the survey data. This confidentiality is established in multiple ways.

First of all, data related to the identity of the participant (e.g. email address or other contact information) is kept separate from the answers that participants give.

Data included in the data analysis and research report (data analysis phase and reporting phase) cannot be traced back to identifiable persons.

Second, the survey does not contain questions that can identify individuals. There are no questions which ask for a level of detail or specificity that can be considerable identifiable.

Finally, the reports will present mostly findings in aggregate format. This means that for the most part statistical summaries of answers are presented for certain groups of respondents. Answers to open questions from the survey can be presented individually, but it will not be disclosed which individual gave this particular answer.

In sum, all direct identifiers will be removed from the various datasets, as well indirect identifiers that are not essential for reusing the data. Furthermore, the level of detail of certain indirect identifiers (for example geographic information, profession/occupation) will be reduced (by for instance aggregation) when sharing the data with others or archiving them in a public archive.

Storage and protection of the data

The consortium will make use of Research Drive as a secure environment to store, exchange and process data. The EUR, as coordinator of the INVENT project, has signed a data processor agreement with SurfSara Research drive. SurfSara Research drive is ISO27001 certificated and has the following (trusted storage solution) security measures:

- 1) Server-side encryption
- 2) Data encrypted in transit (SSL) (Qualys SSLtest A rating)
- 3) Options to encrypt data at rest
- 4) Annual audits
- 5) Security: procedure and pen-testing
- 6) Compliancy with SURF Standard Framework for Cloud Services, AVG & GDPR
- 7) Source-code reviews
- 8) Strict access control to the data centre
- 9) Data stored will also be checked for malware (in consultation with institutions)
- 10) Vulnerability scans performed regularly.
- 11) SURFsara is ISO/IEC27001 certified (Information security standard)
- 12) When files are deleted, they will be stored as a back up to 30 days (in deleted items)
- 13) Per 24 hours a disaster backup will be made for all projects, which can be recovered (not per separate project but for all projects at once)
- 14) Data-archive option on Tape at any moment the project requires
- 15) 24/7 monitoring will be done by SURFsara. Reports on request

Part of these basic technical security measures is also 2-factor authentication, which makes sure that data is stored behind two security layers.

Compensation

A token of appreciation maybe offered in the form of a small gift (max worth of 10 euro) and/or prizes drawn at random. The reason for offering such an incentive would be that completing the survey requires a significant amount of time from respondents and giving them a small token of appreciation seems appropriate and is nowadays common practice among professional survey agencies in many European countries. In case, we will provide such an incentive, we will clearly indicate that this is just a nominal token of thanks for taking part. Also we will make sure that all respondents who completed the survey and who indicated that they would like to receive a gift voucher will get this gift voucher. As explained above, the email or postal addresses that respondents provide for this purpose will be temporarily stored in a separate file (i.e. fully separate from participants' answers to the survey questions). Once the respondents have received their gift voucher this file will be deleted.

Right to withdraw

All participants have the right to withdraw from the survey participation at any time. This is also communicated clearly in the consent information in the beginning of the survey.

Participants do not have the right to withdraw their data after they have completed the survey and submitted their answers. We will ensure that the data cannot be linked to individual respondents. Hence it will be difficult to withdraw the data once the respondents have completed the survey, but the respondents can quit at any time during their participations. Respondents who quit the survey during their participations can signal in the comments field of the questionnaire that they want to withdraw the data they have provided up to the point when they decided to quit.

Statement of consent

All participants who wish to participate need to confirm the informed consent statement before starting the survey, through which they indicate that:

- They are 18 years old or older;
- They understand and agree with the ethical guidelines described in this document;
- Their participation in the survey is voluntary;
- They allow the researchers to use the information they supply, within the ethical framework described in this document.

This is voluntary informed consent which is active in nature, meaning that:

- Participants are given the free choice to participate or not;
- Participants are informed about the contents and the goals of the survey, the consequences of their participation, and how the information they supply will be used;
- Before participants sign the consent form, they are given the opportunity to read this information sheet via an included link;
- Participant are asked to give active consent: they need to tick the consent box in order to confirm that they have understood the conditions of the research and voluntarily agree to participate.

