

Plain Language Statement

School of Computing & Information Systems



Project: Zoos Online

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Introduction

Thank you for your interest in participating in this research project. The following few pages will provide you with further information about the project, so that you can decide if you would like to take part in this research.

Please take the time to read this information carefully. You may ask questions about anything you don't understand or want to know more about.

Your participation is voluntary. If you don't wish to take part, you don't have to. If you begin participating, you can also stop at any time.

What is this research about?

This study will investigate zoos' use of digital technologies for connecting with the public during the period of closure associated with the Coronavirus pandemic.

What will I be asked to do?

You will be asked to participate in this research through an online survey and/or online discussion. We will ask you what you think of digital communications and content from Zoos Victoria..

What are the possible benefits?

We anticipate that this research will contribute to understanding how zoos can best make use of digital technologies to connect visitors and the wider public with animals.

What are the possible risks?

We do not anticipate any risks to participating in this research. The online survey will be conducted through online survey technology (the University's enterprise Qualtrics account). We will only use password-protected sites and tools, to protect privacy.

Do I have to take part?

No. Participation is completely voluntary. You are able to withdraw at any time. If you wish, we can also delete any data you have contributed, when you withdraw.

Will I hear about the results of this project?

Results of this research will be prepared for publication in academic journals. We will also seek to communicate highlights through a news outlet such as The Conversation. Access to these outputs will be available through the project website:

<https://socialnui.unimelb.edu.au/research/zoos>

What will happen to information about me?

We intend to do all we can to protect your anonymity and the confidentiality of what you say, within the limits of the law.

- Your responses will be kept private and confidential
- Your name and contact details will be stored separately from what you say, in a password-protected computer file
- In any published work from this study (such as an academic paper or reports provided to Zoos Victoria), we will remove all identifying information and will refer to you by a pseudonym. The information you provide will only be accessed by members of the research team and used for the research purposes outlined above. The data will be stored securely by the University of Melbourne and will be destroyed five years following the date of the last publication.

Where can I get further information?

If you would like more information about the project, please contact the researchers; Wally Smith wsmith@unimelb.edu.au or Sarah Webber s.webber@unimelb.edu.au or Estelle Gaillard estelle.gaillard@unimelb.edu.au.

Who can I contact if I have any concerns about the project?

This research project has been approved by the Human Research Ethics Committee of The University of Melbourne. If you have any concerns or complaints about the conduct of this research project, which you do not wish to discuss with the research team, you should contact the Manager, Human Research Ethics, Research Ethics and Integrity, University of Melbourne, VIC 3010. Tel: +61 3 8344 2073 or Email: HumanEthics-complaints@unimelb.edu.au. All complaints will be treated confidentially. In any correspondence please provide the name of the research team or the name or ethics ID number of the research project.