

Participant Information Sheet

Project Title: Attitudes and Emotional Response Towards Instagram Reels Content

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University: University of Glasgow

School: School of Social and Political Sciences

You are being invited to take part in a research study. Before you decide if you are going to participate 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 and discuss it with others if you wish. E-mail the researcher if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

This study aims to investigate the attitudes of its participants towards a random pool of social media posts. To do so the first 100 videos out of the reels section of a newly created Instagram were sourced. One randomly allocated post will be shown to you, after which we ask you to fill out a short questionnaire on it. The experiment takes around 10 minutes to complete.

The post which will be shown to you may include harmful or offensive content, as well as flashing images. Harmful elements could include, but are not limited to, racism, misogyny, promotion of religious or political ideology as well as symbols and imagery used by radical groups. The content has been pre-screened to remove any depictions of violence. Please take a moment to consider the effect this could have on you and decide whether you would like to participate in this study. Participation is entirely voluntary.

If you decide to take part you will hereafter be presented with a privacy notice outlining how your data will be handled and a consent form, which you need to acknowledge to take part in the experiment. You will then be shown your allocated Instagram reel. The reel can range in length from 10-60 seconds, we ask you to please watch it in its entirety. The subsequent questionnaire will ask you about your attitudes and emotions towards the post, as well as some demographic information such as your age. Your participation then concludes, and you will be given some more information about this study.

All information which is collected about you during the research will be kept strictly confidential and you will be identified by a randomly generated ID number. Your

name will not be asked. Any data on personal information you give, such as your age, will be deleted on 02.12.2025 latest. To request the results of the study please reach out to the researcher after this date through the e-mail above. Please note that the project title is broad and might not reflect the exact focus of this study.

This project has been reviewed by the School of Political and Social Sciences Ethics Forum.

If you have any concerns regarding the conduct of the research project you can contact the School of Political and Social Sciences Ethics Officer, email: socpol-pgt-ethics@glasgow.ac.uk