



Generative AI as part of multimodal education: student and staff perceptions

Participant Information Sheet (Staff)

You are being invited to take part in a small-scale research study. Before you decide, it is important for you to understand why the study is being conducted and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask if there is anything that is unclear or if you would like more information. Take time to decide whether or not you wish to take part. The survey link is at the bottom of this document.

Why is this study being carried out?

As you may know, there is a growing debate around generative artificial intelligence (AI) tools such as ChatGPT and their implications for education, including higher education. This study aims to investigate student and staff perceptions of how generative AI is currently influencing education and how it might influence education in the future.

This study is part of a broader project by the UK's Quality Assurance Agency which looks at 'Multimodality in Higher Education', seeking to explore a wide range of ways that university education is evolving in 2023. [You can find more about the project here.](#)

The four researchers in the study are:

Dr Emma Kennedy and Jimmy Lo, Academic and Learning Enhancement Team

Sumaiya Taher and Naima Purnima, student co-researchers from University of Greenwich

Who will be taking part and what will be asked?

We will be surveying University of Greenwich staff from all faculties, including academic and Professional Services colleagues. We will ask you about your opinions and experiences of generative AI. You will be able to draw on your experience of education, but you do not have to, nor do you need to have any experience or expertise in this area to take part. We value your opinions.

We will also be offering the chance to take part in focus groups with other staff, up to a maximum of 8 people. These will be held on Microsoft Teams. In these, we will also ask you about your perceptions of how generative AI will affect education, but we will go into more



depth (where the survey will ask you to select options). The focus group will be facilitated by a staff member – Dr Emma Kennedy or Jimmy Lo.

Do you have to take part?

Your participation is voluntary – you are under no obligation to take part. If you choose to take part and later decide that you want to withdraw from the study, you have the right to do that until 01st June 2024, when we will conduct our final analysis. Your participation in this research will not affect your progression or your marks in your study, and the researchers leading on this are not based in an academic department.

Withdrawing: surveys

To ensure we can identify and withdraw your survey responses, we will offer you the chance to create a name for yourself that is not your real name, but that you will remember (a pseudonym). Then, you can contact us and tell us the name you chose so that we can delete your response. You have the option not to provide a pseudonym, but if you have not provided one we will not be able to identify your response in order to withdraw it. To withdraw, email e.kennedy@greenwich.ac.uk.

Withdrawing: focus groups

You can withdraw some or all of your response in the focus group at any time until 01st June 2024. You can also withdraw during the focus group itself, or decline to answer a particular question if you are not comfortable. To withdraw, email e.kennedy@greenwich.ac.uk.

What will happen during the research?

We will be surveying staff using Microsoft Forms, in which you will be able to answer questions on the topic of generative AI and higher education. At the end of the survey you will be offered the chance to give us your contact details, if you would like to participate in a focus group to discuss the issue further. You will also have the option to give a name (pseudonym) that will allow us to retrieve your survey responses without revealing your identity.

If you choose to take part in a focus group, there will be 3 stages:

1. We send you a consent form to complete along with a copy of this information sheet, for your records. You can ask us any questions then. We also ask you to select a time slot.
2. We will send you a Microsoft Teams link to the session along with an invitation that you can add to your calendar.
3. At the session itself, you will have the opportunity to ask questions before we begin the focus group and we will remind you that you can withdraw at any time during the group, or decline to answer any questions.



The focus group will be facilitated by one of the two lead researchers, Dr Emma Kennedy or Jimmy Lo. If you are not comfortable with the facilitator, you will be able to request a different focus group (or withdraw).

In the focus group, we will ask questions to the whole group about the theme of generative AI and higher education. You will be able to contribute on the microphone by putting up your hand. If you write your response in the chat, we will read it out to ensure it is captured, then delete it so that it does not remain linked to the event. Teams has automatic captions which you can enable on your machine if you need them.

How long will it take?

The survey should take about 30 minutes.

The focus group will take up to 1 hour, but you will be able to leave at any time, so if you would like to contribute but stay for less time, this is absolutely fine.

What will happen to the research findings?

Data: We will store data on a University of Greenwich OneDrive folder that is accessible only to the two co-researchers named in this sheet, Emma Kennedy and Jimmy Lo, and to our two student co-researchers, Sumaiya Taher and Naima Purnima. Student co-researchers will not be given access to staff names, contact information or focus group recordings, which will be in a separate protected folder.

Any personal data you have provided, such as contact information for focus groups, will be kept separate from data that we analyse, so it is accessed only when we need to contact you (e.g. to invite you to the focus group). We will delete email addresses as soon as the focus groups have taken place, and all raw data by July 2024.

The findings will be aggregated and shared with the wider community in higher education, i.e. people who are also interested in the potential effects of generative AI. We will not be publishing raw data, for example a full transcript of a focus group or a full survey response. The most individual thing you might see would be a quotation from an individual response: this would be anonymised.

Who will know that you have been in this study?

Names of participants in the survey, where provided, will be shared only with the co-researchers, Dr Emma Kennedy and Jimmy Lo, for the purpose of organising the focus groups, and deleted once the groups have been organised. If you have not given your name in the survey to volunteer for a focus group, we will not know your name.

Names of participants in the focus groups will be visible to those organising and running the group. We will ask you to give a pseudonym on your consent form (only the lead researchers



will have access to this form) and then log in to Teams as a guest using this pseudonym, which we will then use to identify your data in the event you wish to withdraw it. If you choose to log in as your real name, that is your choice and you can use this to withdraw your data.

No participant names or identifying details will be published, and we will review all quotations that are published to ensure they do not contain potentially identifiable information such as full programme or module title.

Will you benefit directly from this research study?

You will not benefit directly from this research study, but you may find it interesting to reflect on the issues at hand and to learn from others.

If you would like to keep up with progress and outputs of the study, outputs will be posted [here](#) and you can also contact Emma or Jimmy directly at any time.

What to do now

If you have any questions after reading this information sheet, please contact Emma on e.kennedy@greenwich.ac.uk. You can also contact Jimmy on h.lo@greenwich.ac.uk.

If you are reading this here before undertaking the survey: you can now go back and complete the survey, and we thank you in advance for your participation.

If you are reading this ahead of the focus group, feel free to sign and return your consent form now, as long as you are happy to consent. If you have questions, as above, please contact Emma or Jimmy.

[Survey link: Generative AI in Higher Education \(Staff perceptions\)](#)