

WORLD INTERNET PROJECT NEW ZEALAND

Participant Information Sheet

An Invitation

You are invited to participate in a survey run by the Institute of Culture, Discourse & Communication at AUT University. The research team includes Allan Bell, Jennie Billot, Charles Crothers and Philippa Smith. Your participation is voluntary and you do not need to answer questions that you choose not to.

The Project

The first World Internet Project New Zealand (WIPNZ) survey was conducted in September-October 2007 by Phoenix Research. The second survey was conducted in July-August 2009, also by Phoenix Research. Each survey questioned a large sample of New Zealanders about their usage of and attitudes towards the internet. This third survey also by Phoenix Research is being carried out in July/August 2011.

This New Zealand survey contributes to the World Internet Project (WIP), an international collaborative project looking at the social, political and economic impact of the Internet and other new technologies. It gathers longitudinal (over time) information on the way people use the Internet and the effect it has on their lives. Project partners conduct questionnaire surveys every one or two years in their country. The WIP New Zealand survey contains questions common to all international WIP partners as well as a set designed specifically for New Zealand.

Through the World Internet Project, it is possible to monitor the developments and trends in Internet usage both locally and internationally.

It is intended that the WIPNZ findings will provide the nation with aggregate information that assists in decision making and raise the standard of planning and debate in government policy and business planning in New Zealand.

Data

The data will be used by the AUT research team for New Zealand reporting and with other World Internet partners for international comparisons of the use of the Internet. Privacy will be maintained as all participant responses remain anonymous.

In accordance with Article 26 of the Code of Practice of the Market Research Society of NZ Inc., the survey company, Phoenix Research, will keep records from the project for two years, after which time they will be destroyed. Audio files will be deleted within a period of six months. A copy of the project records will be held securely at AUT for the duration of the WIP NZ project; a period of at least six years.

Concerns

Any concerns regarding the nature of this project should be notified in the first instance to the Project Director, Professor Allan Bell, allan.bell@aut.ac.nz, 9219999 ext 9683.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz, 921 9999 ext 8044.

Results and information

For survey results and further information on the World Internet Project, please visit our website at www.wipnz.aut.ac.nz.

Approved by the Auckland University of Technology Ethics Committee on May 27 2011 AUTEK
Reference number 11/101

The World Internet Project New Zealand 2007, 2009 and 2011 Surveys have been funded by the National Library of New Zealand (now under the auspices of the Department of Internal Affairs) and the non-profit organisation InternetNZ, which advocates for improved Internet access for New Zealanders.