



Contemporary Work and Businesses in Cities

PARTICIPANT PACKAGE



UNIVERSITY OF
Southampton



University of
St Andrews



European Research Council
Established by the European Commission

THIS INFORMATION PACKAGE WILL GUIDE YOU THROUGH ALL PARTS OF THE SURVEY.

1. Invitation letter
2. Participant information - FAQs
3. App Survey Instructions & Troubleshooting
4. Social Media - Twitter
5. Work time diary

CONTEMPORARY WORK AND BUSINESSES IN CITIES

Dear Sir/Madam

You have been chosen to take part in the *Contemporary Work and Businesses in Cities* Survey, run by the Universities of Southampton and St Andrews. Your help with this research is essential for a better understanding of how and where workers in cities work and run businesses, and how they feel about their work. This is important to know as more and more people not only work at their employer's premises or business premises, but from other private and public places, including homes. We want to show, for the first time, the diverse working practices of people, where people are happiest to work, and how modern ways of working are changing our cities.

This study is funded by the [European Research Council](#) (ERC) and is part of a wider study – the ERC WORKANDHOME project – that investigates the geographies of contemporary work and subjective well-being across Europe. A special focus is on the multiple work-home connections including commutes, homeworking, and influences of work on personal life and vice versa. The ERC supports timely research by interdisciplinary research teams. Research funded by the ERC is considered as some of the most prestigious in Europe and high in societal impact.

What we'd like to know

We would like to talk to you about your work or business, your household and neighbourhood, and your satisfaction with life. An experienced interviewer from BMG Research will contact you and conduct an interview with you in person. After the interview, the interviewer will ask you to download the WORKANDHOME app on your smartphone. The app-based survey will run for seven days and collect information about your location. It will also send you questions during the day about what you are doing and how you feel. For the same seven days we ask you to fill in a short work time diary (paper or online) to record the times you were working.

Thank you

As a thank you, we will give everyone who takes part in this research a gift card of £30 which you can spend in a several shops. The first £5 will be made available after the interview, the remaining £25 will be released after the seven-day app-based survey. We will also send you a summary of your seven-day participation in the app-based survey if you wish.

If you have any questions, you can ask your interviewer in person, call BMG Research 0121 260 1013, email the project helpdesk workandhome@bmgresearch.co.uk or visit the survey webpage: <http://workandhome.ac.uk/projects-work-streams/workandhome-survey/>.

Many thanks again for taking part in this survey which is crucial for informing urban policy and planning.



Dr Darja Reuschke
Associate Professor
University of Southampton



Dr Jed Long
Co-Investigator
University of St Andrews

PARTICIPANT INFORMATION - FREQUENTLY ASKED QUESTIONS

How did I get chosen to participate?

You were contacted because you are working as employee, self-employed worker or business owner in Brighton/Hove or Leeds. There are approximately 1,000 participants in total who represent individuals in different employment types (employees, self-employed and business owners), homeworking and not homeworking.

Where is this study taking place?

The study is taking place in Leeds and Brighton & Hove. These two areas were chosen because of their worker composition and demographic and industrial profiles based on previous analysis by the research team.

What's involved?

The survey consists of **three parts**.

- 1.** BMG Research will arrange a time and place that is most convenient for you to conduct an **interview** with you in person or on the phone. Questions are easy to answer as most have pre-defined answers. You will be asked questions about your work or business, household, neighbourhood where you live and satisfaction with various aspects of your life. It will not take longer than 25 minutes to fill in.
- 2.** The app-based part of the survey will involve downloading the bespoke **WORKANDHOME app** onto your smartphone to participate **seven days** in the **location and experience survey**. The interviewer will help you downloading the app. The app will tell us your location. This information is automatically collated so this does not require any action from you. You will be sent questions via the app several times per day, approximately 6 times. The questions are quick and easy to answer directly with your phone. The app runs on contemporary iOS and Android phones. BMG Research will check with you whether your smartphone is suitable for participating in this survey. We can provide a smartphone for you in case you do not own one that is suitable for this survey.
- 3.** We ask you to fill in a **short work time diary** to report the time you were working each of the seven days the app on your smartphone is active. To make it as easy as possible for you, you can fill in the diary in paper form or online. You can fill in the work time diary whenever you like, for example during the day or at the end of each day. We provide you a paid return envelope if you'd prefer the paper work time diary to send it back to us.
- 4.** In addition, the interviewer will ask you whether you use Twitter, and if so, whether you would be happy to share your username with us. This is entirely up to you. With providing us your username you consent to your publicly available tweets or messages being collated by us over the same seven days the app is activated.

Who is carrying out this study?

BMG Research (www.bmgresearch.co.uk/) has been commissioned to recruit participants for this study and to conduct an interview with participants on behalf of the research team based at the Universities of Southampton and St Andrews. BMG Research was selected by the University of Southampton through a procurement process to recruit participants to the study and conduct interviews with them under the written instructions of the University of Southampton. BMG Research will ensure that staff processing your data are subject to a duty of confidence, and that they take appropriate measures to ensure the security of processing your responses and will comply with the Data Protection Act, General Data Protection Regulation (GDPR; EU 2016/679).

The researchers at the Universities of Southampton and St Andrews are experienced in conducting population and business surveys and the development of technology-based survey tools which make taking part in this survey an exciting and easy experience. All research they are doing is subject to the strict ethical research regulations of the University of Southampton (where the Principle Investigator, Dr Reuschke, is based).

Who developed the mobile-phone app?

The app we are using was developed by WubbleYou (www.wubbleyou.co.uk/) a mobile technology development firm which specialises in research data collection. They have been carefully selected to develop this research tool under the written instructions of the University of Southampton. They ensure that staff processing your data are subject to a duty of confidence, and that they take appropriate measures to ensure the security of processing your responses and will comply with the Data Protection Act, General Data Protection Regulation (GDPR; EU 2016/679).

What will happen to the information I give?

The study is approved by the ethical committees of the ERC and the University of Southampton (UoS ERGO number: 30058).

We will use your data for scientific research only. Your data will not be sold to third parties, nor will it be used for any marketing purposes. We will analyse data from all respondents and produce aggregate findings, i.e. we will not analyse or publish any data from single individuals. We are interested in patterns and generalisability of findings. We will publish scientific articles and concise reports for stakeholders in urban policy and planning that only contain aggregate findings and no personal information from any of the participants.

Anonymised research data will be stored at the University of Southampton repository – where the Principle Investigator Dr Reuschke is based – in a secure format after the completion of the project in 2020, for a period of ten years, as per the University of Southampton policy. Your data will be made available for future research projects if you have given consent.

Will my participation be confidential?

Yes. We will comply with the Data Protection Act, General Data Protection Regulation (GDPR) EU 2016/679). You will be given a unique personal code for your participation in this research. This personal code ensures that all data are anonymised so that data transferred to us cannot be linked with your name.

Your personal data will be deleted by BMG Research and not given to any other party. The researchers do not know your personal details. These will not be transferred to them by BMG Research. BMG Research will delete all personal data from you after completion of the fieldwork. They will then handover the information they collected from you to the researchers. When using the app and the work time diary, you will use your study ID from which neither the researchers nor any other person can identify you. We have programmed the app to transfer encrypted information to our server at the end of the study. This means that no data are transferred to us in real time and that nobody can access the data without the encryption code.

Despite these high-level security measures that were carefully screened by the European Research Council (which funds this research) and the University of Southampton, there might be an extremely small risk involved that participants can be identified from the data through certain activity patterns. However, this risk is extremely low as fieldwork will take place in densely populated places only and researchers will not publish any data of single individuals.

What happens if I change my mind?

We ask you to sign the consent form before taking part in this study. You have the right to withdraw from the survey at any time. If you had your interview with BMG Research and then decide not to take part in the 7-day location and experience survey, you can do so. If your mobile and diary data are submitted to the researchers you can only withdraw through giving us your unique personal study ID as we are otherwise not able to identify you in the data.

What will happen to the results of the research?

Research findings will be written up and published in academic journals and concise reports to inform policy and planning. As we do not keep any personal address data from you, we will not be able to send you a copy of the results. However, you can access research findings via our project website: www.workandhome.ac.uk. All findings published from this study will be published as open access, i.e. be accessible to everybody. This way you will have access to all research findings in the future.

Are there any benefits in my taking part?

You will be given a £30 gift card for taking part in this study, if you have filled in your diary and had the app switched on for most of the seven-day study period, allowing us to analyse your data. The first £5 of the voucher will be given to you by the BMG Research interviewer after your interview. The remaining £25 will be sent to you by BMG Research after the study period is finished. The voucher is to thank you for participating and associated costs of using your mobile phone over this period.

We will also send you a summary of your responses to the app-based location and experience survey if you are happy to give us your postal address or email address for this purpose together with your study ID. We will delete your address information afterwards.

Are there any risks involved?

No.

If I have a question, who can I contact?

In the first instance, please, contact the help desk at BMG Research workandhome@bmgresearch.co.uk or 0121 260 1013 if you encounter any problem during the survey. For questions about GPS and mobile phone-based surveys, please, contact Dr Jed Long at the University of St Andrews: jed.long@st-andrews.ac.uk. For general questions about the project, please, contact Dr Darja Reuschke at the University of Southampton: D.Reuschke@soton.ac.uk

For more information on the project, please, consult our website: www.workandhome.ac.uk

What happens if something goes wrong?

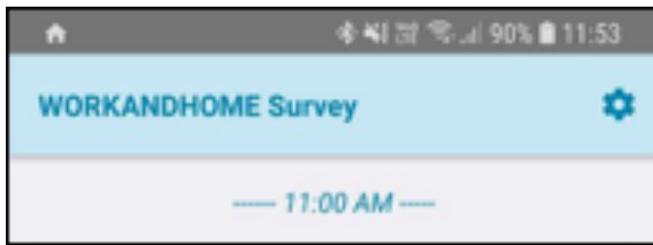
If you have concerns or complaints, please, contact the Research Integrity and Governance Manager at the University of Southampton (023 8059 5058, rgoinfo@soton.ac.uk).

APP SURVEY INSTRUCTIONS

With this app-based survey we are studying peoples' locations of work and nonwork activities and feelings throughout their day. Specifically, we will be asking questions about happiness, stress, and enjoyment to help us understand how these feelings are associated with different times, spaces, activities, and contexts.

We will ask you about four things: what you are doing, who you are with, how you are feeling, and where you are.

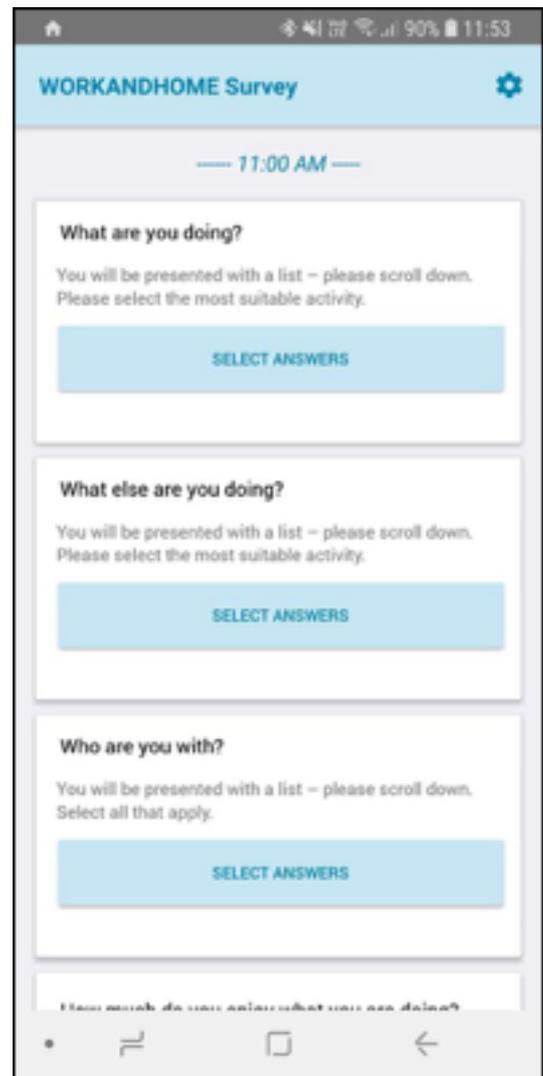
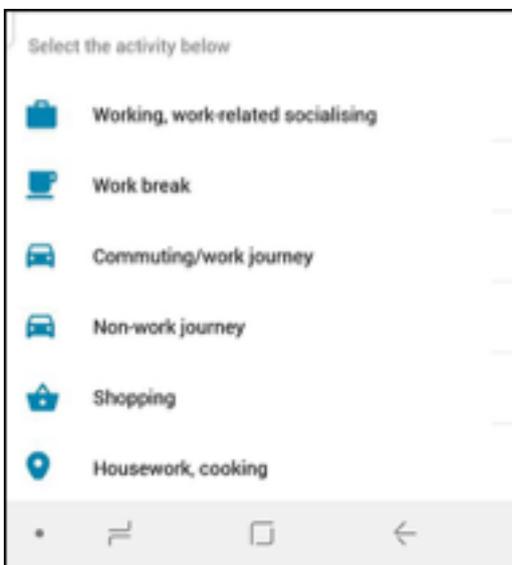
There is a time located at the top of the survey screen (see below). This time is associated with when the survey questions were triggered. Please use this time when answering the location question only (i.e., the suggested location will be associated with that time). For the other questions please answer them with respect to your current activity and feelings.



What are you doing?

Here we mean what your primary activity was at the moment just before you started answering the survey. You will be presented with a list. Please scroll down and select the most suitable activity.

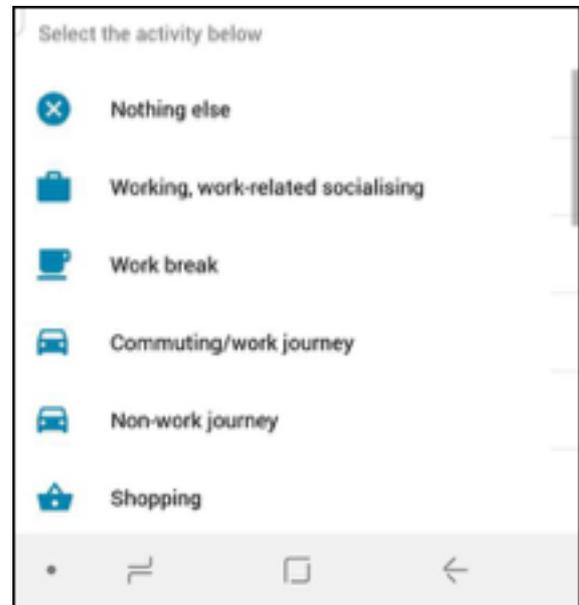
1. Working, work-related socialising (including chats or evening meet-ups)
2. Work break (including coffee breaks and meals)
3. Commuting/work journey (including business trips and travelling to clients)
4. Non-work journey
5. Shopping
6. Housework, cooking (including gardening)
7. Looking after children
8. Looking after adult (e.g. parent)
9. Socialising (non-work)
10. Leisure (e.g. going to cinema)
11. Eating
12. Resting/relaxing
13. Exercising, sport (including walking that is exercise)
14. Grooming, personal care
15. Other



What else are you doing?

Some people do more than one thing at a time. For example, meeting a friend or client and having lunch or cooking (housework) while looking after children. You will be presented with the same list of activities as above. Please scroll down and select the one most suitable secondary activity. If you are not doing anything else, then just tick 'nothing else' (1st option).

1. Nothing else
2. Working, work-related socialising
3. Work break
4. Commuting/work travel
5. Non-work travel
6. Shopping
7. Housework, cooking
8. Looking after children
9. Looking after adult (e.g. parent)
10. Socialising (non-work)
11. Leisure
12. Eating
13. Resting/relaxing
14. Exercising, sport
15. Grooming, personal care
16. Other

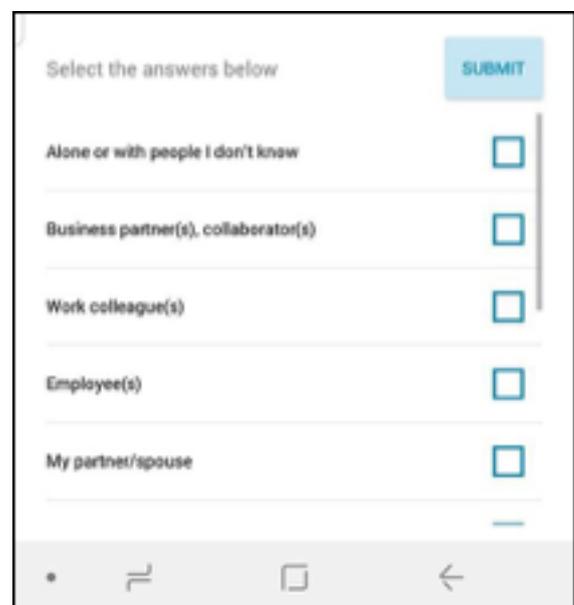


The screenshot shows a mobile app interface with the title "Select the activity below". Below the title is a list of seven activity options, each with a small icon to its left: "Nothing else" (a blue circle with a white 'x'), "Working, work-related socialising" (a blue briefcase), "Work break" (a blue coffee cup), "Commuting/work journey" (a blue car), "Non-work journey" (a blue bus), and "Shopping" (a blue shopping bag). At the bottom of the screen, there is a navigation bar with a home icon, a search icon, a square icon, and a back arrow.

Who are you with?

Here we want to know for the activity (activities) that you just reported whether you were alone or with someone else. You will be presented with a list of people. We do not ask for the names of people just different categories (see below). Please scroll down to select all that apply and then press the submit button at the top.

1. Alone or with people I don't know
2. Business partner(s), collaborator(s)
3. Work colleague(s)
4. Employee(s) (when you are a business owner)
5. My partner/spouse
6. My child/children
7. My parent(s)
8. Sibling(s)
9. Friend(s)
10. Other work-related person(s)
11. Other family/acquaintance(s)



The screenshot shows a mobile app interface with the title "Select the answers below". In the top right corner, there is a blue "SUBMIT" button. Below the title is a list of five categories, each with a checkbox to its right: "Alone or with people I don't know", "Business partner(s), collaborator(s)", "Work colleague(s)", "Employee(s)", and "My partner/spouse". At the bottom of the screen, there is a navigation bar with a home icon, a search icon, a square icon, and a back arrow.

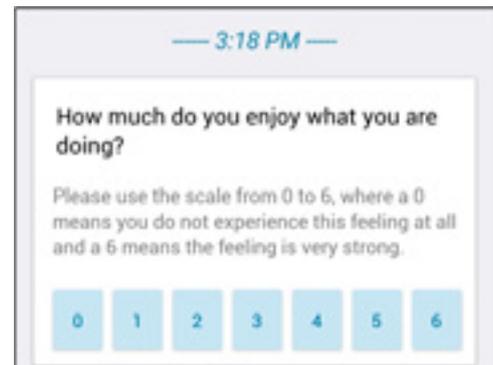
How do you feel?

We next ask you three questions about how you feel while doing what you just reported. You are given a scale from 0 to 6, where a 0 means you do not experience this feeling at all and a 6 means the feeling is very strong. You only need to press on the number you feel matches best your current feeling.

How much do you enjoy what you are doing?

How happy are you?

How stressed are you?



Where are you?

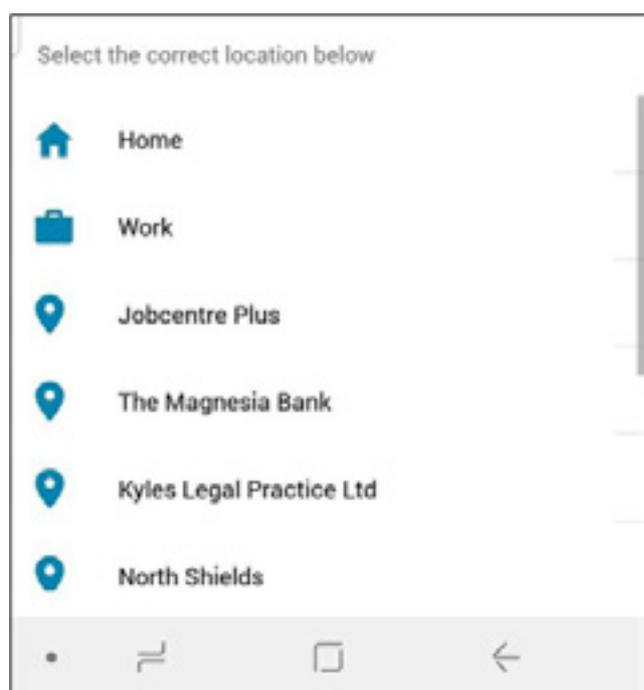
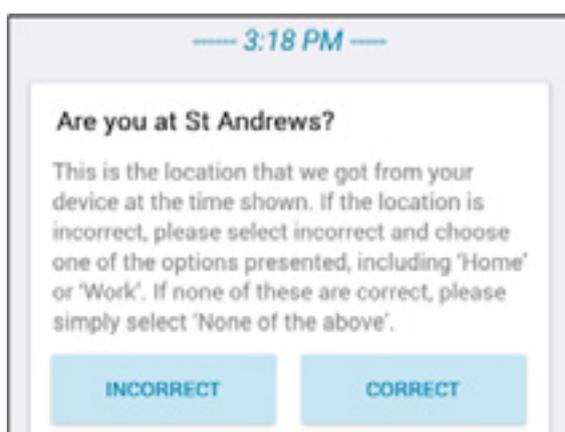
The last question concerns **your location**. This is the location that we got from your device at the time shown at the top of your screen. It does not matter if you are not in this location anymore. If the location is incorrect, please tick incorrect and choose one of the options presented. The app will pick public addresses retrieved from a point-of-interest database close to where you are/were at **this time**. It is **very unlikely** that it will recognise your home address. It may also not spot your work location appropriately. We have therefore added to the list of locations 'Home' or 'Work'. If you are at home or at work, please choose incorrect and then select either 'Home' or 'Work'. If none of these locations are correct, please simply select 'None of the Above'.

Are you at < Best guess location > ?

- Correct
- Incorrect

If Incorrect ->

1. Home
2. Work
3. <Option 1>
4. <Option 2>
5. <Option 3>
6. <Option 4>
7. none of the above



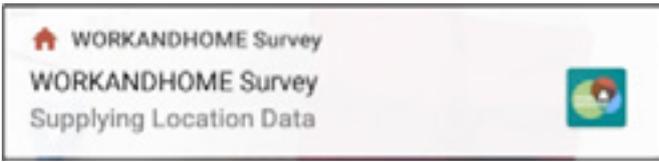
Summary Screen

After completing a round of questions, you will be provided with a summary screen that updates every time you answer a new question. It will provide for you the number of surveys you have completed, and some summary statistics about your responses. There is also a nice piece of trivia for you at the top!



EXPLAINING THE APP

While the app is running you should see a banner in your lock screen that looks like this:



A house icon should be present in the notification bar at the top of your screen throughout the study.



You will receive the same questions ca. 6 times per day. Answering these questions on your phone will not take up much of your time, ca. 2 minutes at a time. We have programmed the app so that you receive the questions only between 8 am and 10 pm or when you physically move outside of these core hours.

SETTINGS

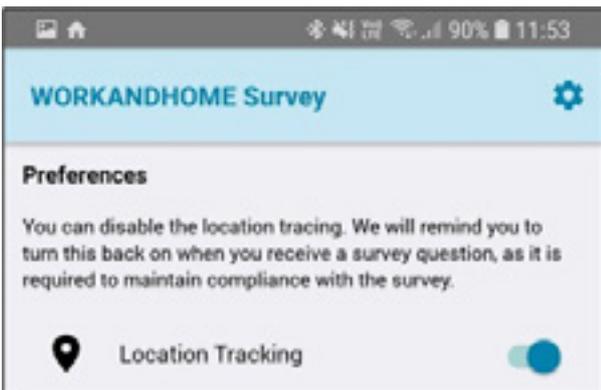
In the settings screen you will find four pages: My Feed, Preferences, App Guide, and About Us. Each are explained below.

My feed

This is the home screen where survey questions will appear. If you have no questions pending, it will simply say “Survey questions will populate this feed periodically throughout the day.”

Preferences

You can disable the location tracking. We will remind you to turn this back on when you receive a survey question, as it is required to maintain compliance with the survey. The reminder will look like this.



APP TROUBLESHOOTING

App Guide

The app guide provides the instructions for the survey questions provided to you when you first installed the app. These are also repeated in the information pack above.

The app is designed to use as little of your phone's battery as technically possible. However, when you travel frequently, the app may be battery intensive. Please try to keep your phone charged to participate in the study. If you are running low on battery, turning tracking data off in the preferences section will temporarily reduce battery consumption by this app. You will be reminded to turn location tracking back on.

If you have not received any questions from the app during the day (i.e., over 3 hours), please go into the app and check if your location tracking is turned on. If not please toggle location tracking back on. You can also check if you have questions waiting for you in the app My Feed section.

Who to contact if I have questions or concerns?

If you experience any problems or have any questions about the app, please, contact the project help desk via telephone: 0121 260 1013 or email: workandhome@bmgresearch.co.uk

Uninstalling the app

After you have finished your 7 days participation in the location and experience survey, please, uninstall the WORKANDHOME app. This can be done using the variety of methods specific to your device (Android or iOS).

SOCIAL MEDIA - TWITTER

We have asked you to provide us with your username on Twitter, if you have one and would like to share it with us for the duration of this study. We would like to collect information about your social media use patterns whilst you are participating in the app-based location and experience survey. This is not mandatory, and you can consent to share your Twitter information with us for the duration of seven days (but not longer!) or not.

We will use these data to analyse the timing of your social media use (i.e., when you are posting) and use data mining algorithms to separate out whether you use social media for private or professional purposes.

We will never reveal your personal identity or the content of your social media to any other party, it is strictly for research purposes. We are interested in general patterns and generalisable findings only and won't publish any results of single individuals. We strictly comply with all ethical standards of social media research (www.gla.ac.uk/media/media_487729_en.pdf).

If you have given consent to take part in this study, we will stop retrieving your tweet information from Twitter after seven days. You will not need to do anything.

The use of social media data in conjunction with our survey has been approved under the ethical regulations of the University of Southampton as part of this study.

WORK TIME DIARY

For the seven days that you have activated the location and experience app on your smartphone, we also ask you to fill in when you worked on those days.

The interviewer will give you a paper form to record for each day whether you worked or not in 10 minutes intervals. For your ease, we have also prepared an online version to this form which you can access using this link: https://survey.eu.qualtrics.com/jfe/form/SV_eKZSdeqevNfJzZX You will be asked to provide your personal study ID.

We have used the software Qualtrics for this online form. This is secure survey software. Qualtrics is the firm that has developed and provides this survey tool. However, they have no access to the data at any time – only the researchers. After completion of the survey, all data will be stored securely at the server of the University of Southampton.

In the online survey, you will only provide your personal study ID and the times when you worked over the 7 days study period. Only the researchers will be able to link these data with your interview and app data.

What do I need to do?

You only need to record the times when you worked and nothing else. So that should not take up much of your time. At the end of each day's recording we also ask you whether this was a 'normal' working day for you or not. Here we mean whether the hours you worked were roughly as they usually are.

You can fill in the diary when it is convenient for you. You can record the time you worked during the day, save them, and continue later. You can also fill it in at the end of the day.

What is working time?

Please consider as work time only the time you worked including work-related socialising and chats but excluding breaks and meals. Meals would be work time, however, if they had the purpose of networking or exchanging work information (e.g. a work lunch with clients).

Your personal study ID

In both the online and paper form we ask you to provide your personal study ID. This is so that we can link the form with the other information from you.

Example of the online work time diary

On the next two pages you'll see screenshots of the online form so that you know how it looks. The questions are the same for each of the seven days.

DAY 1

Did you work at night in the period 12 midnight to 7am?

Yes

No



Please tick the hours that you worked in.

12am - 1am

1am - 2am

2am - 3am

3am - 4am

4am - 5am

5am - 6am

6am - 7am



Please indicate the times you worked in 10 minute intervals. Leave all boxes blank where you did not work including when you had breaks from work. If you worked the entire hour with no breaks please tick the last box.

4am - 5am

4am - 4:10	4:10 - 4:20	4:20 - 4:30	4:30 - 4:40	4:40 - 4:50	4:50 - 5am	whole hour
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5am - 6am

5am - 5:10	5:10 - 5:20	5:20 - 5:30	5:30 - 5:40	5:40 - 5:50	5:50 - 6am	whole hour
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6am - 7am

6am - 6:10	6:10 - 6:20	6:20 - 6:30	6:30 - 6:40	6:40 - 6:50	6:50 - 7am	whole hour
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