

Participant Information Sheet

Visual AI Literacy Toolkit: Understanding User Engagement, Learning Outcomes, and Misinformation Awareness

Invitation to research

The Visual AI Literacy Tool has been developed as part of a public engagement project, “Ahead of the AI misinformation curve: let’s talk visual AI Literacy”, by a team of researchers at Manchester Metropolitan University: Dr Adi Kuntsman, Ms Jessica Elias and Dr Sam Martin. We have developed this visual AI literacy tool to help raise awareness about AI-generated images and the harms they might inflict; and develop skills to identify AI-generated images. We are seeking input from the users of our tool to better their experiences and help us improve it.

The activity is funded by AHEAD- Arts and Humanities Public engagement initiative at Manchester Metropolitan.

Why have I been invited?

We invite users who engage with our AI literacy tool to take part in feedback and evaluation, which will help us improve the tool and better understand how to support visual AI literacy.

Do I have to take part?

Participation is entirely voluntary.

What will I be asked to do?

You will be asked about your overall understanding of visual AI and AI-driven misinformation, your motivation for using the AI literacy tool, and your experience of using it. You will be presented with a brief survey before accessing the tool; a few questions while using it; and a brief feedback after using it.

Are there any risks if I participate?

There is no risk in participating

Are there any advantages if I participate?

Your feedback will help us improve the tool for future use

Informed consent

By agreeing to take part in the study, you agree for us to use your anonymous feedback to improve the tool and to further support visual AI literacy

What information about me will you collect and why?

Participation is entirely anonymous. No identifiable data will be collected. You will be asked about your background (education, profession), and age and gender; and about your experiences with visual AI

What will happen to the results of the research study?

Results of the study will help us improve the AI literacy tool. It might also be used in academic publications about the AI literacy tool

Who has reviewed this research project?

MMU research ethics and governance committee, faculty of Arts and Humanities

Who do I contact if I have concerns about this study or I wish to complain?

Dr Adi Kuntsman, Project lead, a.kuntsman@mmu.ac.uk

Ms Siobhan Barry, Deputy Chair of Ethics, Faculty of Arts and Humanities,
s.barry@mmu.ac.uk

Manchester Metropolitan Data Protection Officer our Data Protection Officer can be contacted using the dataprotection@mmu.ac.uk e-mail address, by calling +44 (0)7584 330586 or in writing to: Data Protection Officer, Legal & Governance, Ormond Building, Lower Ormond Street, Manchester, M15 6BX

UK Information Commissioner's Office

You have the right to complain directly to the Information Commissioner's Office if you would like to complain about how we process your personal data:

<https://ico.org.uk/global/contact-us/>

THANK YOU FOR CONSIDERING PARTICIPATING IN THIS PROJECT