

Evaluation Participant Information Sheet

Evaluation of the TikTok Channel @growingwithleong

What is this evaluation about?

For over two and a half years, the @growingwithleong channel has been creating content with the intention of building a safer, more reflective online space. We want to understand what happens in this space so that we can improve channel design and how we manage and sustain the channel.

this evaluation project therefore aims to understand:

- What patterns of interaction emerge in this community
- How the channel creates spaces for meaningful connection
- What makes this community's interactions different from typical social media interactions

The evaluation is being conducted by Dr. Helen Scott, an independent academic researcher and evaluator specializing in grounded theory methodology, hired by Lifespan Education Pty Ltd (the organization behind @growingwithleong).

What data will be used?

The evaluation will analyse:

- Video content and scripts from the @growingwithleong channel
- Comments posted by community members on these videos
- Interactions between the channel creator and commenters
- For comparison purposes, some publicly available content from similar and different TikTok channels

Important: This evaluation focuses on patterns of behaviour across the community, not on identifying or analysing specific individuals.

How will my comments be used?

What we're looking for:

We're interested in understanding the overall patterns of communication, support, and reflection that emerge in this community, not in examining individual people.

How your comments are protected:

- **No direct quotes:** Your exact words will not be reproduced in any evaluation outputs
- **Paraphrased examples only:** In rare cases, comments may be paraphrased (completely reworded) to illustrate a pattern, but without any identifying details
- **Pattern-focused analysis:** The evaluation describes community-wide behaviours, not individual behaviours
- **No identification:** You will not be identifiable from the evaluation findings

Is this evaluation ethical?

Yes. This evaluation has undergone ethics review by the University of Portsmouth Ethics Committee and has received a "Favourable Ethics Opinion". This means:

- The evaluation design has been examined by independent ethics experts
- The study meets established standards for protecting evaluation participants
- The methods used are appropriate for this type of publicly available data
- Your privacy and wellbeing are prioritised

The evaluation follows guidelines from:

- The Association of Internet Researchers (AoIR)
- The Social Research Association (UK)
- UK General Data Protection Regulation (GDPR)
- Australian privacy laws

What if I don't want my comments included?

You have the right to opt out.

If you do not want your comments included in this evaluation, you can:

- Send a direct message to @growingwithleong on TikTok stating you wish to opt out
- Email Lifespan Education at: leong@lifespan.education

Please include your TikTok username so we can identify and exclude your comments from the dataset.

What are the benefits of this evaluation?

This evaluation could:

- Help us better understand how to create positive online communities
- Provide evidence for what works in reducing toxicity on social media
- Inform educational programs about digital wellbeing
- Contribute to academic knowledge about prosocial online behaviour
- Guide the future development of the @growingwithleong channel

What happens with the evaluation results?

The findings will be:

- Used to improve community management on the @growingwithleong channel
 - Shared in academic journals and conferences
 - Used in educational materials about digital citizenship and wellbeing
 - Applied in grant applications and organizational communications
 - Potentially used to advocate for better platform design and policies
- All outputs will maintain the privacy protections described above.

Who is responsible for this evaluation?

Evaluation Team:

- **Evaluator:** Dr. Helen Scott, Grounded Solutions Ltd
 - Email: helen@groundedtheoryonline.com
 - Professional qualifications: PhD, expert in grounded theory methodology
- **Project Sponsor:** Lifespan Education Pty Ltd (Australia)
 - Contact: Leong Hiew
 - Email: leong@lifespan.education

Ethics Review:

- University of Portsmouth Ethics Committee

Your Rights

You have the right to:

- **Withdraw your data** on or before May 31, 2026* by contacting us
 - **Ask questions** about the evaluation
 - **Understand how your data is being used**
 - **File a complaint** if you have concerns about how the evaluation is being conducted
- *On 1 June, 2026 we will start to write the evaluation report at which point it will no longer be possible to delete data from the study.

Questions or Concerns?

If you have questions about:

The evaluation itself:

- Contact Dr. Helen Scott: helen@groundedtheoryonline.com

Your participation or the channel:

- Contact Leong Hiew: leong@lifespan.education
- Direct message @growingwithleong on TikTok

Data Protection

Your data is protected under:

- UK GDPR (Dr. Scott is based in the UK)
- Australian Privacy Principles (Lifespan Education is based in Australia)
- UK-Australia Free Trade Agreement provisions for data transfer

Data Controller: Lifespan Education Pty Ltd

Data Controller: Grounded Solutions Ltd

Data will be stored securely, encrypted, and destroyed within three years of project completion.

Thank You

We appreciate your participation in the @growingwithleong community. This evaluation aims to understand and celebrate what makes this space special, and to share those insights so others can create similarly positive online environments.

Your voice matters, both in the community and in this evaluation.

This evaluation study is being conducted in compliance with ethical evaluation standards and data protection laws. If you have any concerns about how this evaluation is being conducted, please contact the evaluators using the details provided above.

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