**Participant Information Sheet**

***Social Media Influencers and dietary patterns of Saudi Women in Saudi Arabia***

**Introduction**

I am …….. this study is being completed as part of my health promotion Master degree, under the supervision of ………. This study explores the influence of social media influencers regarding eating patterns focusing on women particularly unmarried women of KSA. This study also looks at the role of social media influencers for spreading information, knowledge and awareness that may bring either positive or negative effects of health.

**Invitation**

I am writing to invite you to participate in my study about how social media influencers will influence eating patterns of young and unmarried women in Saudi Arabia. I am going to give you information and invite you to be part of this research. You do not have to decide today whether or not you will participate in the research. Before you decide, you can talk to anyone you feel comfortable with about the research. This consent form may contain words that you do not understand.

**Why have I been invited to participate?**

You have been invited to take part in this research because we feel that you are potential respondent being young and unmarried women who mostly spend their time using social media can contribute much to our understanding and knowledge regarding social media influencer’s role.

**Do I have to take part?**

Your participation in this research is entirely voluntary and you are free to withdraw at any time without giving a reason. There will be no penalty or loss of benefit if you did not take part. If you wish to take part, you will be given this information sheet to keep and asked to sign a consent form

**What will happen to me if I take part?**

You will be required to take part on an online interview individual via zoom for 20 to 30 minutes. This will be conducted by the researcher at a time that will be convenient for you. However, through online invitation, date and time will be pre-decided. No one else but the interviewer will be present unless you would like someone else to be there and a private room has to be provided for the recording of interview. The information recorded is confidential, and no one else except the researcher will have access to the information documented during your interview. The entire interview will be recorded, but no-one will be identified by name on them.

**What are the potential disadvantages or risk of taking part?**

There is a risk that you may share some personal or confidential information by chance, or that you may feel uncomfortable talking about some of the topics. However, we do not wish for this to happen. You do not have to answer any question or take part in the interview if you feel the question(s) are too personal or if talking about them makes you uncomfortable.

**What are the potential benefit of taking part?**

There will be no direct benefit to you, but your participation will help to explore how social media influencers change the perception and views of unmarried women regarding their health, nutrition and eating patterns in KSA. Your valuable information will have a beneficial impact on understating the role of influencer and eating pattern of unmarried women. You will not be provided any incentive to take part in the research.

**Will m**y **taking part in the stud be kept confidential?**

The data will be kept stored securely on the university one drive protected by passwords and other relevant security processes and technologies. All the data will be anonymized and stored safely on University drive. The data will be retained until the researcher's award has been conferred. Data collected may be shared in an anonymized form to allow reuse by the researcher and other third parties. It you wish to participate; you will be reminded of this before commencing the interview

**What will happen, if I don’t want to car**ry **out with the study?**

You do not have to take part in this research if you do not wish to do so . You may stop participating in the interview at any time that you wish.

**What will happen to the results of the study?**

Results of the research will be written up and submitted for the researcher MSc dissertation. The study may be published. You will not be identified in a report or publication, if you wish to be given a copy of any reports resulting from the research please don’t hesitate to inform the researcher.

**What if I have question or concern?**

If you have any questions, you can ask them now or later. If you wish to ask questions later, you may contact the researcher through below mention contact detail:

Email: [……..](mailto:n.albishri1@uni.brighton.ac.uk)

Tell:…….

Or if you would like to talk to some one else:

…….

Email: […….](mailto:Amani.alzahrani@davita.com)

Tell:…….

**Who has reviewed the study?**

The study has been reviews and given a favorable ethical opinion by the University of Brighton School Research Ethics Panel (SREP).

*Thank you for taking part in this research.*