

TiffanyGray.com

MAKING THE INVISIBLE VISIBLE

Research Participant Information

People Lead. AI Follows.

INVITATION

1. Invitation

You are invited to consider taking part in a research project being conducted alongside the GEN Ai AT WORK program at North East Water.

Before deciding whether to participate, please read this information carefully. It explains the purpose of the research, what participation involves, how information will be used, and your rights as a participant.

Participation in the research is voluntary.

RESEARCH

2. What Is This Research About?

This research forms part of a broader project titled **Making the Invisible Visible**.

The project explores how AI integration affects organisations beyond technical use and productivity. It is interested in how AI can make hidden ways of working more visible, including tacit workflows, role assumptions, barriers, workarounds, concerns, and the conditions that help people move from awareness to meaningful change in practice.

Within the broader research design, North East Water is the core developmental longitudinal case. This means the project is interested in how participants first encounter AI integration, what becomes visible through that process, and what supports or inhibits movement from insight toward changed practice.

ELIGIBILITY

3. Why Have I Been Invited?

You have been invited because you are participating in, or are connected to, the North East Water GEN Ai AT WORK program.

The research is interested in understanding how team members experience AI in practice, how they make sense of it in relation to their work, and what helps or hinders meaningful adoption over time.

You do not have to participate in the research in order to participate in the program.

VOLUNTARY

4. Do I Have to Take Part?

No. Participation in the research is your choice.

You may take part in the GEN Ai AT WORK program without agreeing to have your data included in the research. If you decide not to participate in the research, this will not affect your involvement in the program or your standing at North East Water.

If you agree to participate and later change your mind, you may withdraw your consent by notifying the researcher in writing.

PARTICIPATION

5. What Will Participation Involve?

If you agree to participate in the research, your participation may include some or all of the following:

- A baseline assessment before the program begins.
- Participation in the six GEN Ai AT WORK sessions.
- Short written reflections or learning journal entries during the program.
- A short interview before or after the program, where relevant.
- A short follow-up reflection approximately three months after the program, where relevant.

Not every participant will necessarily take part in every activity. Participation will depend on program logistics, what is practical, and what is relevant to the research.

RECORDINGS

6. Program Recordings and Transcripts

The GEN Ai AT WORK sessions are intended to be recorded and transcribed as part of the program.

If you consent to participate in the research, material from those recorded sessions may also be used for research purposes, in line with this information brochure and the consent form.

TIME

7. Time Commitment

The main time commitment is participation in the GEN Ai AT WORK program itself.

Additional research-related activities may include a baseline assessment, short written reflections, interviews, or a follow-up reflection. These are expected to be modest in duration and designed to fit around the program.

RISKS

8. Are There Any Risks?

This is considered a **low-risk** research project.

However, some participants may experience mild discomfort when reflecting on their work, confidence, role, learning, uncertainty, or concerns about AI. Some discussions may touch on changes in work practices, capability, relevance, or professional identity.

You do not have to answer any question you do not wish to answer, and an interview or discussion can be paused or stopped at any time.

BENEFITS

9. Are There Any Benefits?

You may find that participation helps you reflect more clearly on your work, your use of AI, and the changes taking place around you.

The research may also help North East Water better understand what supports meaningful AI adoption and what barriers need to be addressed. More broadly, the project is intended to contribute to better understanding of how organisations can adopt AI thoughtfully and responsibly.

PAYMENT

10. Will I Be Paid?

No. There is no payment to participants for taking part in the research.

North East Water is paying for the GEN Ai AT WORK program. Participants are not being paid to take part in the research.

11. Confidentiality and Privacy

Your privacy will be respected.

Participants will not be named in research outputs. Any material used in reports, presentations, publications, or other outputs will be de-identified and will not include your name or identifying information.

Data collected may include recordings, transcripts, journal entries, survey responses, interview notes, and related materials. Research materials will be stored securely and accessed only by the researcher.

No identifiable individual information will be provided to North East Water management as part of research reporting unless you have given explicit written permission.

12. Will North East Water Be Named?

North East Water may choose whether it wishes to be named in future research outputs or described in de-identified form.

If the organisation is identified in any public-facing output, North East Water will be given the opportunity to review relevant material beforehand to protect organisationally sensitive information.

13. What Will Happen to the Information Collected?

The information collected may be used in the broader research project and related outputs, including case study analysis, practitioner reports, academic papers, presentations, and thought leadership materials.

All use of participant material will be de-identified.

14. How Will Information Be Handled?

Research materials generated through the engagement, including recordings, transcripts, survey responses, journal entries, and workshop artefacts used for the research, will be collected, stored, and managed by the researcher for the purposes of the research project and related reporting.

The researcher's coding, interpretive analysis, cross-case comparisons, conceptual development, and broader scholarly or practitioner outputs remain the intellectual work of the researcher.

15. What Happens to Raw Data After the Research?

Raw research data, including recordings, original transcripts, and identifiable source materials, will be securely destroyed at the conclusion of the research project.

De-identified data and analytical outputs may be retained for scholarly and practitioner purposes.

16. Can I Withdraw?

Yes. You may withdraw your consent to participate in the research at any time by notifying the researcher.

If you withdraw before analysis and reporting are substantially completed, your identifiable data will not be included in the research dataset going forward. If findings have already been aggregated, de-identified, or incorporated into completed analysis, complete removal may not always be possible. This will be explained to you if relevant.

Withdrawing from the research will not affect your participation in the workplace program.

CONTACT

17. Questions

If you have any questions about the research, or if you want to discuss participation before deciding, please contact:

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