

Information for Research Participants

The extent to which social media tools and materials are being used to support face to face coaching

My name is Lynn Wernham and I am completing a Masters degree on the Performance Coaching & Mentoring course at Staffordshire University. This sheet provides information for people who may choose to become involved in my research project. If you have any questions about the research then please feel free to email me at the following address: lynn@elliespace.demon.co.uk. Please read the following information in order to help you make a decision about whether you would be willing to complete a questionnaire or interview for my research.

What is the research about ?

The purpose of this research is to investigate the extent to which social media tools and materials are currently being used to support face to face coaching. Within the context of private, public or voluntary organisations, the objectives of this research are to:

1. Identify whether social media tools and materials are being used by coaches to support face to face coaching
2. Explore which social media tools and materials are being used by coaches and how they are being used to support face to face coaching
3. Investigate perceived outcomes, benefits and disadvantages of using social media tools and materials to support face to face coaching
4. Investigate the barriers to using social media tools and materials to support face to face coaching
5. Formulate recommendations for ways in which social media tools and materials could be used to support face to face coaching

At this stage, when referring to social media, I am using the following definition, however this may change as the research progresses:

"Social media refers to online material produced by the public, distinct from content produced by professional writers, journalists, or generated by the industrial or mass media. Examples of social technologies used to create social media include those for communication (such as blogs), collaboration (such as wikis), communities (such as facebook), ... and multimedia (such as YouTube). The term social media is sometimes used to refer to the tools themselves " Bozarth, J. (2010), *Social media for trainers*, San Francisco: Pfeiffer

In order to take part in this research you need to meet one or more of the following criteria:

At some point during the last 2 years have been actively involved in coaching individuals or groups in an organisation (private, public or voluntary)

Are an enrolled and accepted member of an online coaching, learning or social media group such as: Coaching at work, EMCC, Coaching forums, Training zone & Social media today

Hold a recognised coaching qualification

What is being asked of those that choose to participate?

In order to explore the objectives of my research as stated in this document, I would like to invite you to complete a questionnaire. This should take you between 10-20 minutes to complete and will consist of a variety of questions to gain information on your views and experiences relating to using or not using social media within coaching relationships. I am also planning to interview a sample of people who have completed the questionnaire to explore the questions related to research objectives 2,3 and 4 in more depth. If you are prepared to participate in an interview after completing the initial questionnaire, please indicate this on the consent form in order that I can contact you regarding this. The interviews would probably last for about 45 minutes. I will ask your permission to record the interview so that I have an accurate record of what has been said.

What can you expect from the research

You can expect that your responses to the questionnaire and an interview (if you would like to be involved in this too) will be kept confidential. Questionnaires and any transcripts from interviews with you will only be viewed by myself and authorised staff at Staffordshire University. These will be stored securely throughout the research process.

Your comments may be used in my MA dissertation and also in additional articles or publications that I write, but there will be nothing that will enable you to be personally identified. Your name will not be used (unless you would like it to be)

If you want a copy of your interview transcript then this can be arranged. In addition if you would like a summary of my findings following the research, please ask me and I will share this with you.

Before agreeing to take part, please feel free to raise any concerns you may have about participation in the research with me. In completing questionnaires and participating in an interview, you would only be asked to answer those questions that you wanted to. If you change your mind about being involved in the research after starting the questionnaire or before or during an interview then you are free to withdraw at any point without needing to explain your reasons for doing so.

What will happen to the research data once the questionnaire is completed and the interview is over?

When I have gathered a number of questionnaires and interview transcripts, I will collate the data and study the responses I have received. I may want to use anonymous extracts from these responses to write my MA dissertation and other related articles or publications. The resulting written work will identify the extent to which social media tools and materials are currently being used to support face to face coaching. In addition it will generate ways in which social media tools are/could be used by internal and external coaches to support face to face coaching in an organisational setting. Perceived outcomes, benefits, barriers and disadvantages would provide the coaching community with information that they could reflect on and use to enhance their coaching practice and inform their future practice.

In addition this research will potentially raise further gaps and themes for additional research in this area that could benefit the coaching profession in the future.

This research will form part of my MA Performance Coaching degree work. If there were any issues that you had with my research practice you can forward these to the Award Leader of my course Sarah Duffy at Staffordshire University (email Sarah.Duffy@staffs.ac.uk) who would then liaise with the Faculty Ethics Committee who approve the commencements of research being conducted by students.

The online questionnaire and consent form can be accessed [here](#)