

***Confirmation: Online Depth Interview via Zoom on behalf of Yorkshire Water***

Dear Name of interview participant

Thank you for agreeing to take part in an individual depth interview for this project, details of which are below.

Date: **Day, date, month, year**

Time: **XX am/pm start time**

Meeting ID: see below – with web link to access session

 ***Please see below for further information on joining the Zoom session***

This research is being carried out by Qa Research, an independent market research company, on behalf of Yorkshire Water. The discussion will help the water company understand how they can more clearly explain and communicate different aspects of what they do to the general public.

The interview will be a discussion between you, moderator, who is an experienced researcher from Qa Research.

The interview will last for no more than 60 minutes.

You will be shown written materials and information on screen during the session, so please ensure that you have your glasses with you if needed as you will be required to read this information.

We will be showing some written materials and getting your reactions to the language used, to check if these are understandable and make sense. If you want or need, you can invite a friend or family member to sit in the interview and assist (although they won’t be paid anything for joining in).

The session will be recorded to ensure that the researcher can write accurate notes about the discussion afterwards. The recording will only be used for this purpose and will never leave our offices or be shared with Yorkshire Water. Your contributions will stay anonymous at all times. Whilst we may use quotes from the recording of our discussion, we will never use your name when we report our findings.

As a ‘thank you’ for taking part you will receive £60, which will be paid directly into your bank account via BACS or by cheque, in the days after the interview. You will be contacted by a colleague from Qa Research a few days before your scheduled workshop discussion, who will collect your bank details or address for this payment and answer any questions you might have about taking part in the research.

We look forward to speaking with you and hearing your views.

**About social and market research:**

Genuine social or market research never tries to sell you goods or services. It only wants to find out your opinions. Qa Research abides by the Code of Conduct of the Market Research Society\* and operates to these professional standards.

All the information that you give will be held in the strictest confidence and we guarantee your anonymity.

If you have any questions about this research or the arrangements for the interview, please call Natalie Hardcastle at Qa Research on 01904 632039.

\* <https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf>

**Joining meetings through Zoom**

Thank you for agreeing to take part in this research. The discussion will be taking place using **Zoom**, an online video communication tool.

If you have not used Zoom before, joining the meeting is very straight forward and can be done by clicking the meeting link below from your computer. When you first join the meeting, you will be held in a virtual ‘waiting room’. The Qa researcher will add you to the main room to start the interview at your specified time slot.

To make sure the interviewer can see and hear you, please make sure your camera and microphone are working and switched on (they should already be). Try to find somewhere in your home that is quiet, where you will not be disturbed, and that has a good internet connection.

A video guide of how to join a Zoom meeting can be found [here](https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting).

If you have time, try clicking the meeting link below before the meeting to test out (and download, if necessary) the software. You will not be able to join the meeting beforehand, but you will get a feel for how it will work. We recommend that you join the meeting five minutes before the scheduled start time to allow for any problems and so we can begin promptly.

Please contact contact details if you have any difficulties.