**ARP 2024-5**

**Ethical Action Plan**

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| 1. **What is your project focus?**

My project aims to explore how higher education content (specifically in my field of fashion marketing) can be transformed into concise, engaging formats suitable for social media platforms like Instagram, TikTok, or YouTube. It will evaluate the effectiveness of "snackable" content in maintaining academic integrity while increasing accessibility and engagement for students.**This research is valuable for students and developments in higher education for several key reasons:**1. **Increased Accessibility**: Social media platforms offer an accessible way to deliver educational content. By transforming traditional academic materials into "snackable" formats like short videos or infographics, more students—including those who might struggle with conventional methods—can access and engage with content more easily. This inclusivity is crucial for students with varied learning preferences, time constraints, or disabilities.
2. **Engagement in Learning**: Today’s students are digital natives, accustomed to consuming information quickly and efficiently through SM platforms. By aligning educational content with these familiar formats, institutions can boost engagement, making learning more attractive and digestible. Increased engagement can lead to improved retention and comprehension, as students are more likely to interact with content that feels relevant and engaging to their everyday lives.
3. **Bridging the Gap Between Academia and Real-World Skills**: The project highlights how higher education can adapt to modern communication methods, preparing students for the digital-first world they’ll face in their careers. Learning how to navigate and use social media platforms for knowledge dissemination equips students with practical skills they’ll need in many industries, from marketing to education.
4. **Promoting Lifelong Learning**: Short-form content can reach individuals beyond traditional students, offering continuous education opportunities to graduates or working professionals. This fosters a culture of lifelong learning, where individuals can continue to access educational content in a convenient format as they progress through different stages of their lives.
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| 1. **What are you going to read about?**
* Research on microlearning, educational psychology, and social media engagement strategies.
* Studies about the impact of short-form video and media on learning outcomes.
* Ethical considerations in digital education and content dissemination.
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| 1. **What action are you going to take in your teaching practice?**
* I will create short-form educational content suitable for social media, experiment with various formats (video, infographics, etc.), and analyse student engagement.
* Involvement will include educators in higher education, social media experts, and students who will participate by consuming the content and providing feedback.
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| 1. **Who will be involved and how?**

Predominantly, MA and BA students at the Fashion Business School. All will be over 18 and will be involved by providing feedback through a survey and semi-structured interviews.I would also like to interview experts within digital learning teams.  |
| 1. **What are the health & safety concerns, and how will you prepare for them?**
2. Ensuring that content complies with platform guidelines and is accessible to all students, including those with disabilities (e.g., captioning videos).
3. Addressing concerns about screen time and digital wellbeing by offering supplementary offline resources.

Regarding data collection, no H&S concerns are present. All participants will be free to stop their involvement in the research at any point.  |
| 1. **How will you protect the data of those involved?**

Participant anonymity will be maintained, and any data collected (engagement metrics, feedback, etc.) will be stored securely and used only for academic purposes. Students will be informed and provide consent before participating in surveys or interviews. Results will also be shared with participants at the end of the project.  |
| 1. **How will you work with your participants in an ethical way?**

The participants will be fully informed about the project’s aims, methods, and potential outcomes. Consent will be obtained before any data collection, and participants will have the right to withdraw at any time. I will adhere to the UAL Ethics Policy at all times. Content will respect intellectual property rights, ensuring no copyrighted materials are used without permission. |