Public perceptions of healthcare data sharing for AI research: the PHAIR study

Why is this study important?

- Artificial intelligence (AI) technologies are growing quickly, and many are aimed at healthcare.
- To develop healthcare AI, lots of patient information is shared with researchers from different backgrounds.
- By taking part, you will help us to understand public thoughts on sharing healthcare data for AI.

Why have I been invited?

You are eligible to take part if:

- You are 18 years old or older
- You are a UK resident or eligible for UK NHS care
- You have accessed NHS health care at least once since 2005
- You can speak the English language

What would I need to do?

If you would like to take part, you would need to fill in an online questionnaire with some details about yourself, such as your age and sex.

You will be asked to take part in a 90-minute focus group on Microsoft Teams, with five to seven other participants.

We will record the focus group and analyse the conversation.

Why should I take part?

This study could help to improve processes for sharing health data for AI in the future. We offer reimbursement for taking part (£25).

How can I take part?

Please email us at phair@ndorms.ox.ac.uk and visit our website (https://www.ndorms.ox.ac.uk/research/phair-public-perceptions-of-healthcare-ai-research)

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