

Understanding viewer engagement with TV content

Participant Information Sheet (PIS)

You are being invited to take part in a research study that aims to understand how viewers engage with TV content. This study is part of a Ph.D. research programme. Before you decide whether to take part, it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully before deciding whether to take part and discuss it with others if you wish. Please ask if there is anything that is not clear or if you would like more information. Thank you for taking the time to read this.

About the research

➤ **Who will conduct the research?**

The research is conducted by the following researchers:

- Mr. Pejman Saeghe, Department of Computer Science (The University of Manchester)
- Dr. Sarah Clinch, Department of Computer Science (The University of Manchester)
- Prof. Steve Pettifer, Department of Computer Science (The University of Manchester)
- Prof. Robert Stevens, Department of Computer Science (The University of Manchester)
- Dr. Bruce A. Weir, The British Broadcasting Corporation Research and Development
- Prof. Iain D Gilchrist, School of Experimental Psychology (The University of Bristol)

➤ **What is the purpose of the research?**

We aim to have a better understanding of how viewers engage with TV content.

➤ **Will the outcomes of the research be published?**

Yes. Anonymised data will be published in a relevant academic venue (peer reviewed scientific journal, international conference and/or as part of a book on a specialist topic). The outcomes will additionally be presented in a PhD. thesis and may be included in technical reports published by the BBC Research and Development or The University of Manchester.

➤ **Who has reviewed the research project?**

The project has been reviewed by the Department of Computer Science Ethics Committee (University of Manchester).

What would my involvement be?

➤ **What would I be asked to do if I took part?**

We expect study participation to take no more than 1 hour of your time. We will schedule a Zoom call at a time suitable for you.

Prior to the study: You will be asked to download and unzip a folder that contains five video clips, an executable file that contains the study software, and other necessary files and subfolders that enable the running of the experiment. Additionally you will be asked to measure the diagonal size of your laptop screen, and the approximate distance from your head to laptop screen when seated in a comfortable position in front of your laptop.

During the study: A moderator will help to guide you through all aspects of the experiment; an initial tutorial will help you to become familiar with the tasks.

You will watch five video clips, each around 7 minutes in duration. The clips have been selected from the BBC's *Planet Earth II* TV series and contain natural drama scenes about the following animals: bears, bobcat, lions, bison, and caribou. After each video, you will be asked for feedback to three statements.

While you watch the video clips, short beeps will be played in the background every 15 seconds. Each beep is either low frequency or high frequency. You will be asked to press the A key (for low frequency) or the L key (for high frequency), on your keyboard, according to the beeps you hear. The initial tutorial will help you to become familiar with the beeps and the pressing of the keys.

The zoom session will NOT be video/audio recorded. However, after each video the moderator will make note of your responses to three questionnaire items. Additionally they may make a note of your comments and reactions regarding the videos.

At the end of the study: At the end of the session we will be happy to give you more information about the research and answer any new questions that you might have. We will also ask you to share a results file created by the study software. You can safely delete all the study files after sharing the results with us.

➤ **Will I be compensated for taking part?**

As a thank you for your time, you will be compensated with an Amazon voucher worth £10.

➤ **What happens if I do not want to take part or if I change my mind?**

It is up to you to decide whether or not to take part. If you do decide to take part then we ask you to keep an electronic copy of this information sheet for your own reference. You will also be asked to complete an electronic consent form to indicate that you are willing to participate. If you do not wish to take part then you do not need to complete the consent form, no further action is needed.

If you do decide to take part then you are still free to stop the experiment at any time without giving a reason and without detriment to yourself. If you change your mind after participating, you can contact us for up to seven days after the experiment to ask us to withdraw your data. After seven days your data will have been anonymised and it will not be possible to remove your data from the project. This does not affect your data protection rights.

Data Protection and Confidentiality

➤ What information will you collect about me?

In order to participate in this research project we will need to collect information that could identify you, called “personal identifiable information”. Specifically we will need to collect:

- Name
- Signature (or digital equivalent)
- Age group
- Sex and gender

➤ Under what legal basis are you collecting this information?

We are collecting and storing this personal identifiable information in accordance with data protection law which protect your rights. These state that we must have a legal basis (specific reason) for collecting your data. For this study, the specific reason is that it is “a public interest task” and “a process necessary for research purposes”.

➤ What are my rights in relation to the information you will collect about me?

You have a number of rights under data protection law regarding your personal information. For example you can request a copy of the information we hold about you.

If you would like to know more about your different rights or the way we use your personal information to ensure we follow the law, please consult our Privacy Notice for Research at the following URL:

<http://documents.manchester.ac.uk/display.aspx?DocID=37095>

➤ Will my participation in the study be confidential and my personal identifiable information be protected?

In accordance with data protection law, The University of Manchester is the Data Controller for this project. This means that we are responsible for making sure your personal information is kept secure, confidential and used only in the way you have been told it will be used. All researchers are trained with this in mind, and your data will be looked after in the following way:

Only the study team at The University of Manchester will have access to your personal information, but they will anonymise it as soon as possible. Your name and any other identifying information will be removed and replaced with a random ID number. Only the research team will have access to the key that links this ID number to your personal information.

When you agree to take part in a research study, the information about you may be provided to researchers running other research studies in The University of Manchester, The University of Bristol and the BBC R&D. The future research will be of a similar nature to this research project and will concern human-media interaction. Your information will only be used by this organisation and researchers to conduct research in accordance with The University of Manchester’s Research Privacy Notice. Anonymous data will be shared with researchers from other organisations.

This information will not identify you and will not be combined with other information in a way that could identify you. The information will only be used for the purpose of understanding viewer engagement with TV content, and cannot be used to contact you regarding any other matter. It will not be used to make decisions about future services available to you.

Please also note that individuals from The University of Manchester or regulatory authorities may need to look at the data collected for this study to make sure the project is being carried out as planned. This may involve looking at identifiable data. All individuals involved in auditing and monitoring the study will have a strict duty of confidentiality to you as a research participant.

What if I have a complaint?

➤ Contact details for complaints

If you have a complaint that you wish to direct to members of the research team, please contact:

Dr. Sarah Clinch

Email: sarah.clinch@manchester.ac.uk

If you wish to make a formal complaint to someone independent of the research team or if you are not satisfied with the response you have gained from the researchers in the first instance then please contact

The Research Governance and Integrity Officer, Research Office, Christie Building, The University of Manchester, Oxford Road, Manchester, M13 9PL, by emailing:

research.complaints@manchester.ac.uk or by telephoning 0161 275 2674.

If you wish to contact us about your data protection rights, please email dataprotection@manchester.ac.uk or write to The Information Governance Office, Christie Building, The University of Manchester, Oxford Road, M13 9PL at the University and we will guide you through the process of exercising your rights.

You also have a right to complain to the [Information Commissioner's Office about complaints](#)

[relating to your personal identifiable information](#) Tel 0303 123 1113

URL: <https://ico.org.uk/make-a-complaint/>

Contact Details

If you have any queries about the study or if you are interested in taking part then please contact the researcher(s)

Mr. Pejman Saeghe

Email: pejman.saeghe@manchester.ac.uk