



COMFORT TV | Participant Information Sheet [FU Adults and FYUS]

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Comfort TV Research Project v1

Information Sheet

We would like to invite you to take part in a research study. Before you decide, you need to understand why the research is being done and what it would involve for you. Please take time to read the following information carefully. Talk to others about the study if you wish. Ask us if there is anything that is not clear or if you would like more information.

Who is conducting the research?

The research is being carried out by Kerr Castle, a Television Studies PhD researcher from the University of Glasgow. This study will contribute significantly towards his doctoral thesis and qualification.

What is the purpose of the study?

The Comfort TV Research Project is all about working to better understand how audiences use television as an everyday tool for comfort. By comfort, we mean something which has the potential to not only relax viewers, but also to strengthen, soothe and rejuvenate; essentially, television that makes you feel better. The depth and variety of television content available via TV sets, laptops, mobile devices and tablets is incredibly vast and fluid, as are the amount of ways in which audiences now choose to put that content to use and make meanings from it. And that's exactly what this project is concerned with, looking at how successfully (or not) audiences use and adapt TV in an attempt to respond to their immediate situation, to meet their physical and emotional needs, as a reaction to life around and beyond the screen.

This relatively untapped area for study is hugely exciting and reflects current shifts within the field, moving away from assessments of quality, of "good" TV, towards how TV is in fact used and valued by audiences, its function, purpose and meaning within their everyday lives. When the project is complete, we will have a far better understanding of exactly how audiences are utilising, responding to and adapting television to meet their daily needs, and how successful television actually is as a tool for viewer comfort. Furthermore, the project seeks to clarify where and how comfort value originates, and how it's purpose and effect is understood by viewers, with such evidence potentially proving highly valuable to film and TV academia and overlapping fields (such as social and cultural studies), institutions such as the NHS and other care providers (evidencing how TV might be reconsidered as a soothing or therapeutic tool with multiple applications), and finally to the broadcasting industry itself as valuable viewing data.

Why have I been invited?

The project will focus on three specific audience groups – the family unit [FU], first year undergraduate students [FYUS], and hospital patients [HP]. These groups have intentionally been selected as they represent the everyday audience, the audience in transition, and the extracted audience respectively, enabling us to better explore TV's role and effectiveness during periods of both normality and crisis. You have been invited to participate in the study as you meet our assessment criteria.

Do I have to take part?

It is up to you to decide. We will describe the study and go through this information sheet, which we will then give to you. You will be asked to sign a consent form to show you have agreed to take part. You are free to withdraw at any time, without giving reason.

What does taking part involve?

Research data will be gathered using a combination of methods, including a survey, 2x interviews, and keeping a short viewing journal. The survey will be completed electronically (unless a hard copy is requested) and should take you no more than 20-30 minutes to complete. Viewing journals will be kept electronically also (unless a hard copy is requested) for a maximum of two weeks; you will be required to log your viewing experiences for a minimum of 7 days across the 14-day period, answering set questions about your viewing. The interviews will be conducted in-person by the Chief Investigator in participants' homes (unless you specifically request the location be changed), with all interviews recorded as audio-only for later transcription. We will also capture photos at this time to show the environment in which you normally watch TV, and to show your orientation to the screen, where appropriate (this will all be from a first person perspective – you will not be required to feature in any images).

What happens to the information?

Your identity and personal information will be completely confidential and known only to the researcher and representatives of the study Sponsor, NHS Greater Glasgow and Clyde, who may audit the study to make sure it is being conducted correctly. All data will be anonymised and will remain confidential at all times. All data will be stored securely on online university storage and an encrypted portable hard disk drive. Relevant data will also subsequently be stored in an appropriate data repository once the project has concluded. The data are held in accordance with the Data Protection Act, which means that we keep it safely and cannot reveal it to other people without your permission. Data captured during this research will be utilised in the Chief Investigator's PhD thesis, as well as in publications, presentations, conference papers and/or future reports produced by the Chief Investigator. All participant data will be anonymised accordingly, including any direct quotes, so as to protect your identity and privacy.

What are the possible benefits of taking part?

It is hoped that by taking part in this research, you will be providing valuable information regarding the potentially therapeutic value of television and where and how comfort originates from TV. You'll also be providing valuable data regarding how different audiences understand comfort TV's purpose and effect, and how they in fact prepare for experiences of comfort from television. Furthermore, the project seeks to understand how those comfort values endure *after* watching TV, and how they go on to impact interactions and viewer well-being away from the screen. The data gathered could equally prove extremely valuable to health care providers, demonstrating television's potential as a therapeutic tool. Finally, the project could also yield significant data regarding how we watch, what it is about TV viewing/TV shows that makes us feel good, and why we keep going back to the same shows and viewing routines, all of which could influence the production of future television content by UK broadcasters.

Who has reviewed the study?

This study has been reviewed by North of Scotland (2) Research Ethics Committee.

If you have any further questions?

We will give you a copy of the information sheet and signed consent form to keep. If you would like more information about the study and wish to speak to someone **not** closely linked to the study, contact:

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Tel: 0141 330 4539

Email: debra.stuart@glasgow.ac.uk

Contacts:**Kerr Castle (Chief Investigator)**

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If you have a complaint about any aspect of the study?

If you are unhappy about any aspect of the study and wish to make a complaint, please contact the researcher in the first instance, but the normal NHS complaint mechanisms is also available to you.

Thank you for your time