

MARCH 18, 2024

LETTER OF INFORMATION / CONSENT FORM
STUDY OF AUDIENCE EXPERIENCE IN-PERSON VS. ONLINE:
PHYSIOLOGY AND BEHAVIOUR

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Sponsors: NSERC, CFI

Purpose of the Study: We are investigating how shared experiences, such as a music concert or film screening, affect social attitudes and behaviours. We will collect physiological responses of audience members and examine the differences that exist between in-person and online experiences of the same media.

Description of the Research:

Thank you for your interest in this research project. Should you agree to participate, you will be asked to consent and fill out an online survey prior to attending the event, which will take approximately 15 minutes.

On the day of the event, we will ask you to arrive at the LIVELab one hour prior to the event start, so we can make preparations for the study. You will then view a musical performance and a film and fill out some questions throughout.

Before you view the performance and film, you will be fitted with the following sensors:

- Eye-tracking glasses containing small cameras (2 facing your eyes and 1 facing the world) and a microphone. The device also contains an inertial motion unit to track your head movements. The glasses are connected to a cell phone which can rest in your pocket or in a pouch at your seat. Note that it is not possible to simultaneously wear glasses while wearing this device. If you normally wear glasses, please wear contacts for the study.
- A smartwatch (worn on your wrist) containing sensors to measure cardiac activity.

You will also be given a tablet on which you will be asked to answer questions about the event and your experience. The surveys will take approximately 5-10 minutes to complete. We ask that you do not look at other people's responses or discuss your responses with those seated around you.

We will also use Video Cameras and Microphones within the theatre to record and livestream the event.

The entire process in the LIVELab will take around 3.5 hours. If at any time during the process you need assistance, please raise your hand and a research assistant will come to help you.

Potential Harms:

The risks of participating are minimal.

- Other people in the theatre will know that you are a participant.
- There may be discomfort after wearing the headband or glasses for long periods of time. The device might feel warm on your forehead. If you experience any discomfort, please let the research assistants know and they can adjust or remove the device.
- You may choose to not answer questions on the questionnaires if they make you feel uncomfortable.
- The musical performance and film address wrongful incarceration, a social injustice that may be upsetting. The artists however intend to inform and encourage. If you feel overwhelmed, you may choose to leave the event at any time.

Potential Benefits: The results will not benefit you directly, but will increase our understanding of how people interact, using music and performance as a model, which is important for understanding human behaviour and building healthy societies. By participating, you will get to experience a distinguished film and performance.

Compensation: Upon completing the study we will offer you \$10 CAD cash as compensation.

Confidentiality: As you are in a theatre with many other people, they can see that you are a participant. However, your responses will be identifiable only by a participant code and the researcher will not know who corresponds to what participant code. All potentially identifying data will be kept confidential, securely stored, and may be used for future research only with your explicit agreement. All raw survey data will go through a process of determining potentially identifiable information and an anonymized dataset will be created for further analyses. Similarly, all eye-tracking data will be scrubbed of identifiable information and eventually reduced to anonymized gaze coordinates. The cardiac data is not identifiable. All collected data are stored on secure servers at McMaster University and in Dr. Fink's lab. Data will be stored for possible future analysis, until such time as they are destroyed.

Should the research be published in a scientific journal, anonymized data may be uploaded to an online repository and made publicly available, so that other researchers and the general public can explore this unique dataset. Confidentiality will be respected and no information that discloses your identity will ever be released or published without your consent, unless required by law (for example, laws pertaining to the protection of vulnerable individuals including children).

Participation and Withdrawal: Participation in research is voluntary. If you choose to participate, you can skip any question you prefer not to answer and are free to withdraw from the study at any time, without any negative consequences, even after signing this form. In the case of withdrawal, all response data will be destroyed. If you wish to withdraw while in the LIVELab, please raise your hand, and a research assistant will help you leave the main theatre. If you withdraw, your data will not be collected and any other data you have submitted will be deleted. If you decide after the event

you wish to withdraw your data you may do so, up until May 1, 2024, when we expect to have all data de-identified for analyses. If you decide to withdraw, there will be no consequences to you. To withdraw after the event, please send an e-mail to: Joshua Schlichting schlichj@mcmaster.ca.

Information about the Study Results: Any results from this study that are published in the future can be accessed via <https://livelab.mcmaster.ca/>. You can also indicate in the consent section if you wish to receive newsletters summarizing the results of this and other studies conducted in the LIVELab.

Ethics Review: This study has been reviewed by the McMaster University Research Ethics Board and received ethics clearance. If you have concerns or questions about your rights as a participant or about the way the study is conducted, please contact:

McMaster Research Ethics Board

Telephone: (905) 525-9140 ext. 23142

E-mail: ethicsoffice@mcmaster.ca

Contact: If you have any questions about this study, you may contact the lab via email livelab@mcmaster.ca, or by telephone: 905-525-9140 ext. 25483. Or, you can contact any of the investigators involved in this study via their email addresses listed at the top of this document.

CONSENT

- I acknowledge that the research procedures have been explained to me and that any questions that I have asked have been answered to my satisfaction.
- I have been informed of the right not to participate and the right to withdraw at any time without any negative consequences during the experiment. If data collected is de-identified I understand that I may contact the researcher at any time before the date of de-identification to have my data withdrawn. I am also aware of the potential harms and benefits of participating.
- I know that I may ask now, or in the future, any questions I have about the study or the research procedures.
- I have been assured that individual results will be kept confidential and that no information will be released or printed that would disclose my personal identity without my permission, unless required by law.
- I understand that my anonymized/de-identified data may be used for future research or uploaded to an online repository and made publically available.
- I understand that I will be offered a copy of this form to keep.

I agree to participate in the study

YES

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I consent to being [**videotaped** | **audiotaped** | **photographed**] for the following purposes:

- | | |
|---|----------|
| (i) to be viewed by researchers involved in the project for scientific purposes | (yes/no) |
| (ii) to be presented at scientific conferences or in scientific journals | (yes/no) |
| (iii) to be used for teaching purposes | (yes/no) |
| (iv) to be used for news or publicity purposes | (yes/no) |

If you would be interested in receiving a newsletter summarizing the results of this and other studies conducted in the LIVELab, please fill in your email address in the space below.

I wish to receive emails from the LIVELab (**yes** / **no**)

Use this email address to send me updates about LIVELab: _____

Please keep this form as a personal copy. We will ask to obtain your consent in the online form e-mailed to you.