

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 watching the event, which will take approximately 15 minutes.

For the day of the event, we will provide you with an online link where you can watch the event livestream on a laptop with a web camera. We ask that you access the link 30 minutes prior to the start of the event so that you can calibrate your web camera. You will then view a musical performance and a film and fill out some questions throughout, regarding the event and your experience. The questions will be shown on the same online platform you are using to view the event. The surveys will take approximately 5-10 minutes to complete.

Moreover, we will ask to video record you:

- You will be asked to sit approximately 50cm from your laptop and video (no audio) will be recorded from your front-facing webcam. To participate, your laptop must contain a webcam in the top center of your screen. From the recorded video, we can later calculate measures of interest, like motion, heart rate, and eye gaze position on the screen. If you normally wear glasses, please wear contacts for the study so that your face and eyes are clearly visible.

The entire process for the live-streamed event will take around **3** hours.

**Potential Harms:** The risks of participating are minimal.

- You may choose to not answer questions on the questionnaires if they make you feel uncomfortable.
- There is a risk that someone else in the vicinity of your workspace or who has access to your computer could see your responses; to minimize this risk, it is recommended that you complete the questionnaire in a private environment.
- 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 livestream 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 as compensation. You will be reimbursed, via eTransfer, to the email address you used to register your participation. This transaction can take a few weeks to process.

**Confidentiality:** 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. Webcam recordings will contain video that includes your identity; however, these videos will be reduced to anonymized measures of eye gaze position, heart rate, and head motion. The original videos will never be distributed without your consent. 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. You can withdraw from the study without prejudice, even after consenting. You can withdraw at any point in the survey by closing the tab, in which case no further data will be collected. If you wish to have any collected data deleted, you may decide so up until May 1, 2024, when we expect to have all data de-identified for analyses. To have your data deleted, please send an informal e-mail to: Joshua Schlichting [schlichj@mcmaster.ca](mailto: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](mailto:ethicsoffice@mcmaster.ca)

**Contact:** If you have any questions about this study, you may contact the lab via email [livelab@mcmaster.ca](mailto: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) |

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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.*