**Information for participants**

**Title of your study**

**1. Introduction**

You have indicated your willingness to participate in academic research conducted by <name researcher > of the Media and Culture Department at Utrecht University in the Netherlands. This document contains all of the information that you need when deciding if you want to take part in the study. You are kindly asked to read this document attentively.

The study has been approved by the Faculty Ethics Assessment Committee for the Humanities (FEtC-H), which is part of Utrecht University.

**2. What is the background and the aim of this research?**

This research seeks to develop a deeper understanding of modern digital media, particularly in the group dynamics and perceptions of the YouTube creator and audience community.

**3. How is the research conducted?**

This is an ethnographic study consisting of participant-observation and interviews.

**4. What is expected of you?**

The interview is open-ended and flexible. You are welcome to change the topic, end the conversation, or remove your interview from the study at any time. Average interviews may last anywhere from ten minutes to an hour.

**5. What are the possible advantages and disadvantages of taking part in this research?**

Participating in this study does not offer you any direct advantage apart from some time for self-reflection regarding your relationship with media; however in the future the study may lead to useful knowledge about the emerging cultures of digital video audiences and creators. Although care will be taken to avoid identifying you personally when details from your interview are published, there is a small risk that others could recognize you. Given the size of the YouTube community this risk is minimal, but should be taken into account.

**6. Voluntary participation**

Your participation is voluntary. If you decide not to take part in the research, you do not need to do anything, nor sign any document. You do not have to explain why you decide not to participate in the research. If you do decide to participate, you can always reconsider this decision and stop at any given moment – also during the interview.

**7. What happens with the data that we collect?**

The interviewer will take notes during the interview, identifying you with a number or pseudonym of your choice, which will be attached to this consent form for the purpose of follow-up (If you agree at the end of the interview, the researcher may contact you again to arrange a second interview). That linking information will be discarded at the end of the research. Data in the interviewer’s notes and the eventual published research will remain pseudonymous. Consent forms will be retained for your protection for the duration of the research and publication process. You may contact the researcher at any time by email at <emailaddress>.

**9. Should you decide to take part in the research, is there a monetary compensation for your participation?**

There is no monetary compensation.

**10. Approval for this research**

The Faculty Ethics Assessment Committee of Humanities (FEtC-H) has approved this research. In case you have any complaints on the procedures associated with this research, you may contact the FEtC-H secretary, email address: fetc-gw@uu.nl

**11. More information on this research?**

Would you like to have more information on this research that will help you to decide to participate? Please feel free to contact <...name researcher and contact details...>

**12. Appendices:**

The declaration of consent