



CONSENT TO TAKE PART IN RESEARCH

Title of Research: Family Content Creation: Understanding Families' Experiences

Principal Investigator (person in charge of the research): Leah Cates, Media Studies PhD student, Rutgers University School of Communication & Information

The information in this consent form will provide more details about the research and what will be asked of you if you choose to take part in it. If you have any questions now or during the research, you should feel free to ask me (Leah Cates, Principal Investigator), and you should expect me to provide answers you completely understand. After I answer your questions, should you wish to take part in the research, I will ask you to sign this consent form. You are not giving up any of your legal rights by agreeing to take part in this research or by signing this consent form.

Who is conducting this research?

I, Leah Cates, am the Principal Investigator of this research. A Principal Investigator has the overall responsibility for the conduct of the research. As a PhD student, I am under the close supervision of my advisor, Dr. Amy Jordan, who is a Distinguished Professor in the School of Communication and Information at Rutgers University. I (Leah) may be reached at leah.cates@rutgers.edu or (413) 348-9712. Dr. Jordan may be reached at a.jordan@rutgers.edu or (848) 932-8789. As Principal Investigator, I will also sign this informed consent form and will give you a copy to keep.

Sponsor of the research

This work is sponsored by the Rutgers University School of Communication & Information and the Rutgers University School of Graduate Studies.

Why is this research being done?

My research seeks to give voice to families whose ambitions and careers as content creators are often criticized in public conversations about the social media content creator economy. The present study engages with families to understand their lived experiences with creating family content, as well as how creating such content shapes their offscreen lives and relationships, from the perspective of the families themselves.

Who may take part in this research and who may not?

Families who speak English, have at least one child below age 18, consistently feature family life in their content, and post content at least monthly may take part in this research. Families who do not meet these requirements are not eligible for participation.

Why have I been asked to take part in this research?

As a family that creates social media content, you possess knowledge and lived experiences that may inform research on this growing industry.

How long will the research take and how many participants will take part?

Your participation will consist of three day-long visits by me (Leah), spaced out over the course of one or more months. I will also ask to individually interview each family member for around one hour each.

Although your family's participation will last a total of three days, spaced out at your convenience, my research during this phase of the study will last around five months. During this time, I will observe and

interview other families (your family will be one of approximately five enrolled in this phase of the study). I will also observe your family's online presence and the social media content you create. I might ask you questions about this content creation during visits.

If the visits go well and your family is interested, I may invite your family to participate in additional visits (up to 20 total visits over the course of the study). These extra visits are completely optional. Your family is under no obligation to do them, and saying no will not affect your participation in the first three visits. Your family may choose to stop participating or decline additional visits at any time.

What will I be asked to do if I take part in this research?

For the most part, I won't ask you to do anything out of the ordinary; I will simply observe you as you create content and move through your day, both inside and outside your home. I may occasionally ask questions about your content creation process and daily routine, as well as your social media output. You may choose to skip any questions you do not wish to answer.

During my second or third visit, I will ask to interview each family member that is age seven or older. In your interview, I will ask a series of questions related to your work and life as content creators. While I will have interview questions prepared, I hope that your interview will flow like a conversation. As with the observation, you may choose to skip any questions you do not wish to answer. If your family is large, or the interviews are taking a long time, I might request to distribute the interviews between the second and third visit days, or move them to Zoom, on a separate (fourth) day, at a mutually agreed upon time.

With your permission, I will record your interview. If conducted in person, the interview will be audio recorded only; if conducted via Zoom, the interview will be both audio and video recorded, as Zoom automatically records video. Additionally, as I observe your family creating content and moving through your day, I might request to audio record select family interactions and/or conversations between me, as PI, and you, as participants. I will always ask your family for permission before recording. You and your family do not need to consent to recording to take part in the research. Recording improves the accuracy and depth of my research notes, and it reduces the need for me to take notes, which may distract me as I seek to understand your responses and/or you as you answer questions. Because the recordings will include information that can identify you, including your voice and name, I will not publish them. I will use recordings exclusively for data analysis purposes.

What are the risks of harm or discomforts I might experience if I take part in this research?

As with any interaction, there is a risk of mild psychological discomfort if the topic of conversation becomes stressful in any way. You can, however, choose not to answer any question I ask, so it is highly unlikely you will experience harm, or even mild psychological discomfort, from taking part in this study. Relatedly, because I'll be spending a lot of time with your family and asking many questions, you might get tired of answering questions. If this happens, tell me, and we'll take a break and/or I will ask fewer questions. In addition, because your family creates public-facing social media content, it is possible that someone who reads publications based on my research might figure out your and/or your family's identity. So, even though I will use pseudonyms, I cannot guarantee anonymity. There is also a slight risk of a data breach (as with any study). This is unlikely, however, as I will make every effort to protect your personal information by storing information that identifies you in my Rutgers University Box account: a cloud-based, password-protected application for securely storing digital files.

Are there any benefits to me if I choose to take part in this research?

It is possible that you may not receive any direct benefit from taking part in this study. It is also possible, however, that this will be a valuable opportunity to reflect on your social media content creation and to share your beliefs about and perspectives on family content creation, as well as the broader content creator industry, which may be instructive to those who read research publications based on the findings.

What are my alternatives if I do not want to take part in this research?

If you wish to participate in fewer than three days of observational visits (in other words, one or two visits), you may do so. Alternatively, if you do not wish to partake in any observational visits, you may elect to only participate in the interview. Should you elect to participate exclusively in the interview, I may conduct interviews via Zoom. You may also participate in observational visits without electing to be interviewed.

Will I receive the results of the research?

During the research process, I may share some of my observations and findings with you to see whether you agree with how I'm interpreting things. In addition, if you express interest in reading publications based on the research, I will share them with you.

Will there be any cost to me to take part in this research?

No. I am grateful for your willingness to welcome me into your daily lives, as well as to dedicate time to our interview.

Will I be paid to take part in this research?

Yes. For each one of the first three visits, families collectively receive \$50 per visit. This amount is distributed evenly between you as parent(s), who collectively receive a \$25 Amazon gift card in your name, and your child(ren), who collectively receive(s) a \$25 Amazon gift card in their name. One family member's decision not to participate or to withdraw does not affect how you will be compensated; in other words, your family will receive \$50 per visit, distributed evenly among parent(s) and child(ren), regardless of which family members are present during a particular visit. For example, if your child(ren) do(es) not wish to participate in a visit, your family will still receive \$50, distributed between parent(s) (\$25) and child(ren) (\$25).

Your family will also collectively receive \$50 for participating in interviews, regardless of the specific family members that are interviewed. In other words, regardless of whether every family member participates in interviews, or just one family member participates in one interview, the entire family receives \$50, distributed between parent(s) (\$25) and child(ren) (\$25).

If your family participates in more than three visits, I will enter your family into a raffle. If your family wins the raffle, you will win two additional Amazon gift cards: one for parent(s), worth \$62.50, and another for child(ren), worth \$62.50 (total: \$125).

How will information about me be kept private or confidential?

In resulting publications, I will refer to you and your family using pseudonyms that you may help to select, and I will potentially change or omit minor demographic details about you and/or your family, as well as minor details about your lives. I will make every effort to keep your family's personal information in your research record confidential, including referring to everyone with pseudonyms in your family's research record and linking your pseudonyms to your identity on a separate spreadsheet. I will keep all information, including recordings from my interviews and visits with your family, in my Rutgers Box account. I will destroy the spreadsheet containing links to identifiers no longer than seven years after data collection. I will store recordings for three years, after which time I will permanently delete them. As I plan to work with this dataset for some time, there is no plan to delete the rest of the data. Besides me, the only individuals who might have access to your family's recordings and research record are my advisor (Amy Jordan), whose information is included in this form, and other researchers with whom I may collaborate on future projects using this dataset (see below).

I cannot, however, guarantee confidentiality. It is possible that individuals who read publications based on my research might figure out the identity of you and/or your family because your family creates public-facing social media content, although I will do my best to obscure your identity. I may also share your

information, collected for this research, with the Rutgers University Institutional Review Board and Compliance Boards and the Office for Human Research Protections in the U.S. Dept. of Health and Human Services if requested by these entities.

I plan to transcribe recordings from this research using artificial intelligence (AI) software. I will carefully review the transcripts for accuracy by comparing them with the original recording. The Rutgers Institutional Review Board (IRB), which helps to ensure that research is conducted ethically and safely, has approved my use of AI software, and I will take every precaution to protect your data, as discussed above. Nevertheless, using third-party AI software always carries a minor risk of data breaches or the AI software provider's using information in ways I can't control.

What will happen to my information — data and/or recordings — collected for this research after the research is over?

I may use the information collected for other research that I conduct, including collaborative projects with fellow researchers, following the same processes described above for privacy and confidentiality, without obtaining additional informed consent from you. The researchers would be professionals who have undergone rigorous training in their fields.

What will happen if I do not wish to take part in the research or if I later decide not to stay in the research?

It is your choice whether to take part in the research. You may change your mind and withdraw from the research at any time. If you do not want to enter the research or decide to stop taking part, you will not be penalized, nor will you lose benefits to which you are otherwise entitled. You may also withdraw your consent for the use of data already collected about you, but you must do this in writing to Leah Cates (PI) at leah.cates@rutgers.edu before work deriving from the data has been published. Additionally, your/your family's participation may be discontinued if it appears that continuing in the study would not be in your/your family's best interest, even if you are willing to remain in the research.

Whom can I contact if I have questions?

If you have questions, concerns or complaints about the research, or if you wish for more information, you can contact the Principal Investigator (Leah Cates, Media Studies PhD student) at leah.cates@rutgers.edu. You may also contact my faculty advisor (Amy Jordan, Distinguished Professor) at a.jordan@rutgers.edu. If you have questions, concerns, problems, information or input about the research, or if you would like to know your rights as a research participant, you can contact the Rutgers Institutional Review Board (IRB)/Human Research Protection Program via phone at (973) 972-3608 or (732) 235-9806 or via email irboffice@research.rutgers.edu, or you can write to the IRB at 335 George Street, Liberty Plaza Suite 3200, New Brunswick, NJ 08901.

AGREEMENT TO PARTICIPATE

Participant Consent:

I have read this entire consent form, or it has been read to me, and I believe that I understand what has been discussed. All my questions about this form and this research have been answered. I agree to take part in this research.

Participant Name (Print): _____

Participant Signature: _____ Date: _____

Signature of Investigator/Individual Obtaining Consent:

To the best of my ability, I have explained and discussed all the important details about the research, including all the information contained in this consent form.

Investigator/Person Obtaining Consent Name (Print): _____

Signature: _____ Date: _____

Your signature on the below portion of this form allows me to record you during your research participation as described above (i.e., audio recording during in-person visits and interviews; audio and video recording during Zoom interviews). I will not use the recording(s) for any reason besides those stated above without your written consent.

AGREEMENT TO BE RECORDED

Participant Name (Print): _____

Participant Signature _____ Date _____

Investigator/Person Obtaining Consent Name (Printed): _____

Signature _____ Date _____