

**University of Wisconsin - Madison**  
**Research Participant Information and Consent Form**

**Study Title:** Streaming Television Study

**Principal Investigator:** Jonathan Gray (Phone: 608-770-3480) (Email: [jagray3@wisc.edu](mailto:jagray3@wisc.edu))  
Annaliese Grant (Phone: 520-360-4359) (Email: [annaliese.grant@unlv.edu](mailto:annaliese.grant@unlv.edu))

**Description of the research**

You are invited to participate in a research study about how people watch television and how they find the television they watch. You have been asked to participate because your answers to our survey left us intrigued to ask more.

The purpose of the research is find out how the streaming television era generally, and how the pandemic specifically, have affected how people watch television and choose what to watch.

This study will include adult television viewers living in the United States. This research will be conducted via a video-conferenced call.

This is a collaborative study between the University of Wisconsin – Madison and the University of Nevada, Las Vegas.

**Recording information**

A video recording of your call will be made. These recordings will be used by the research team, solely for the purpose of transcription. The recordings will be kept until transcription is complete.

**What will your participation involve?**

If you decide to participate in this research, you will be asked to have a single video-conferenced interview with a member of the research team. Your participation will last approximately 30-60 minutes.

**Are there any risks to you?**

You might reveal personal, sensitive, or identifiable information when responding to us, and/or you might reveal illegal activity (downloading unpaid television content). We will remove all identifying information (including your name) from transcripts, deleting the recorded interviews thereafter, meaning a small risk exists should the data be breached in the interim, but all information will be stored on secure, password-protected computers.

**Are there any benefits to you?**

We don't expect any direct benefits to you from participation in this study.

**How will your confidentiality be protected?**

This study is confidential. Neither your name or any other identifiable information will be published.

Approved researchers at the University of Wisconsin-Madison, University of Huddersfield, and the University of Nevada, Las Vegas will have access to the data, but we will obscure and/or remove identifying information from our research records as soon as reasonably possible. Data will be password protected on a secure computer.

If you participate in this study, we would like to be able to quote you directly without using your name. Signing this consent form indicates your permission for us to do so.

**Whom should you contact if you have questions?**

You may ask any questions about the research at any time by contacting the Principal Investigator Jonathan Gray at 608-770-3480 or Annaliese Grant at 520-360-4359.

If you have any concerns about your rights as a research participant or have complaints about the research study or study team, call the confidential research compliance line at 1-833-652-2506. Staff will work with you to address concerns about research participation and assist in resolving problems.

If you decide not to participate or to withdraw from the study, you may do so without penalty.

If you consent to the above, please let us know. This will indicate that you have read this consent form, had an opportunity to ask any questions about your participation in this research and voluntarily consent both to participate and to us quoting you directly in publications without your name. You may wish to print this page now to retain a personal copy.