

**THE CITY UNIVERSITY OF NEW YORK**

*Queens College  
Department of Sociology*

**CONSENT TO PARTICIPATE IN A RESEARCH STUDY**

**Title of Research Study:** Content Creation: An Exploratory Study

**Principal Investigator:** Joseph Nathan Cohen, Ph.D. (2007, Princeton)  
Associate Professor of Sociology

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You are being asked to participate in a research study because you have been deemed to be knowledgeable about some task, skill, process, or environmental factor that is pertinent to the operation of a content creation enterprise. **Note that all participants in this study must be at least 18 years old.**

**Purpose:**

The purpose of this research study is to better understand the techniques, organizational procedures and strategies, and operational environment of content creation enterprises.

**Procedures:**

If you volunteer to participate in this research study, you will be interviewed in person, via telephone, or via the Internet. We will ask you to answer questions about your personal views, idea, or experiences related to content creation or media enterprise administration. Such information might pertain to ideas, thoughts, or anecdotes might include, but are not limited to:

- The production of effective content (e.g., how to find guests, structure or organize segments or episodes, edit content)
- The organization and distribution of content (e.g., web site management, interaction with indexation services, service contractor engagement)
- The promotion of your enterprise
- The creation and administration of online or real world communities related to the enterprise
- Financing and managing money and legal considerations related to operations
- Beliefs about environmental factors that will influence the evolution of content creation, including political, economic, social, cultural, technological, and others.

**Key Information**

- You are being asked to answer questions about content creation and the creation business
- Doing so contributes to public knowledge on enterprise development and management
- We will request permission to record our interview, but you are free to refuse without consequence
- There is no compensation for participation
- Risks are minimal. You can request deletion of any or all of this interview's recordings. Your participation and your answers will not be released publicly without your consent.

### **Audio Recording**

We would like to record our interview. We will ask you if you consent to being recorded. We will not publicize these recordings without your consent. You may refuse to be audio recorded without consequence. If you do consent to an audio recording, you have the right to review the audio-recording taken as part of this research to determine whether they should be edited or erased in whole or in part.

### **Time Commitment:**

Your participation in this research study is expected to last for a total of 30 to 90 minutes.

### **Potential Risks or Discomforts:**

- The primary risk facing respondents is the possibility that they say something personally or professionally damaging that is subsequently publicized.
- You can refuse to answer any questions, and we will delete any recordings from our records at your request.
- You can refuse audio recording

### **Potential Benefits:**

- These materials will create publicly-accessible information that will help others develop effective enterprises, and help advance the medium.

### **Payment for Participation:**

You will not receive any payment for participating in this research study.

### **New Information:**

You will be notified about any new information regarding this study that may affect your willingness to participate in a timely manner.

### **Confidentiality:**

We will make our best efforts to maintain confidentiality of any information that is collected during this research study, and that can identify you , unless you consent otherwise. We will disclose this information only with your permission or as required by law.

We will protect your confidentiality by doing the following:

- **Interviews Records:** We not publicize field notes and audiotapes of our interviews, and we will not publicize your involvement in our project, without first receiving consent from you. We will keep all audio recordings and digital copies of our interview notes in an encrypted format that is stored in a password-protected folder on the City University of New York-sponsored storage medium.

The research team, authorized CUNY staff, and government agencies that oversee this type of research may have access to research data and records in order to monitor the research. Research

records provided to authorized, non-CUNY individuals will not contain identifiable information about you. Publications and/or presentations that result from this study will not identify you by name.

The information we collect from you as part of this study will not be used or distributed for future research.

**Participants' Rights:**

- Your participation in this research study is entirely **voluntary**. If you decide not to participate, there will be no penalty to you, and you will not lose any benefits to which you are otherwise entitled.

Your participation or non-participation in this study will in no way affect your employment

- You can decide to withdraw your consent and stop participating in the research at any time, without any penalty.

**Questions, Comments or Concerns:**

If you have any questions, comments or concerns about the research, you can talk to one of the following researchers:

Joseph Nathan Cohen, [joseph.cohen@qc.cuny.edu](mailto:joseph.cohen@qc.cuny.edu)

If you have questions about your rights as a research participant, or you have comments or concerns that you would like to discuss with someone other than the researchers, please call the CUNY Research Compliance Administrator at 646-664-8918 or email [HRPP@cuny.edu](mailto:HRPP@cuny.edu). Alternately, you can write to:

CUNY Office of the Vice Chancellor for Research  
Attn: Research Compliance Administrator  
205 East 42<sup>nd</sup> Street  
New York, NY 10017

**Agreement of Participant:**

You will be asked to give consent via email and orally in our recording session.

If you do not want to be audio recorded, you will be asked for consent via email from the study's Principal Investigator, Joseph Cohen ([joseph.cohen@qc.cuny.edu](mailto:joseph.cohen@qc.cuny.edu)), subject line: **CONSENT FOR CONTENT CREATOR STUDY**. It will ask you to choose one of the following:

- I agree to be audiotaped
- I do NOT agree to be audiotapes

You may respond by checking either box in that email, or by indicating your agree to be taped or not taped in the text of your email response. If you do agree to be recorded, then your assent will be confirmed in our interview session, in which you will be read this question:

*“Do you agree to be audiotaped in this interview in accordance with the policies described in the CONSENT TO PARTICIPATE IN A RESEARCH STUDY that I emailed to you, and is posted on our web site, at [www.sociocast.org/consent/interviews?](http://www.sociocast.org/consent/interviews?)”*

If you agree, you will be asked to answer, “I have read these terms and agree to be audiotaped”

If you do not agree, you will be asked to answer “I do NOT agree to be audiotaped”