



Ryerson University
Consent Agreement

You are being invited to participate in a research study. Please read this consent form so that you understand what your participation will involve. Before you consent to participate, please ask any questions to be sure you understand what your participation will involve.

TITLE OF THE STUDY

“An exploration of audience expectations in live sport video game streamcasts vs. live traditional sport linear broadcasts and the analysis of consumption motivations”

INVESTIGATORS

This research study is being conducted by Assistant Professor Laurel Walzak and undergraduate research assistant Matthew Vocino from the Faculty of Communication & Design, RTA School of Media at Ryerson University.

If you have any questions or concerns about the research, please feel free to contact:

Assistant Professor Laurel Walzak
RTA School of Media
Director, Global Experiential Sports Lab, The Catalyst
Rogers Communication Centre
80 Gould St, Toronto, ON M5B 2M7
lwalzak@ryerson.ca,
416 435 2003

PURPOSE OF THE STUDY

The purpose of this study is to determine the audience expectations of a live esports sport video gaming (SVG) broadcast compared to that of a live traditional sport broadcast. At the same time, the study will look to determine what the implications to the fan expectations are if the motivation scale for sports consumption (MSSC) scale is applied to the esports, sport video

gaming genre, fan. In order to find answers to our two areas of focus, 200 Ryerson Undergraduate students between the age of 17-26 will participate in this study.

WHAT YOU WILL BE ASKED TO DO If you volunteer to participate in this study, you will be asked to do the following things:

- Attend a simulated live esports and a traditional broadcast situation in The Catalyst (2nd floor, Rogers Communication Centre, 80 Gould St) **or** participate by watching both broadcasts remotely
- Review and sign the consent form.
- Watch and experience both broadcasts.
- After watching the broadcasts, participants will be asked to answer an online survey. Participants will be asked to provide their gender, age, year of study, and country of origin. Also, participants will be asked to self-identify their fan type from a provided list and will answer questions about the broadcast.
The entire process will take approximately 90 minutes.

Research findings will be made available to participants as findings will be posted on GXSLab.com.

POTENTIAL BENEFITS

By participating in this study, an individual may benefit from learning about esports, and as well, may become interested in watching or playing esports in the future.

I cannot guarantee, however, that you will receive any benefits from participating in this study.

WHAT ARE THE POTENTIAL RISKS TO YOU AS A PARTICIPANT

Individuals participating in our research face low risk. However, after watching the esports or traditional sports broadcast, they may feel a heightened sense of social anxiety. In order to mitigate this risk, individuals will have the option to terminate the research experiment immediately if they begin to feel anxious during their participation. While not very likely, there is also the possibility of eye strain as individuals will be required to watch 40 minutes of content. In order to further minimize this risk, short breaks will be allowed at the request of the participants.

CONFIDENTIALITY

In order to maintain confidentiality, the study will be conducted in a private office in The Catalyst. This private location will ensure that individuals privacy is kept and that their ID will not be seen when they present it to the lead researcher.

All forms of identifiable data, such as signed consent forms, will be stored in a locked cabinet in Professor Walzak's private office in The Catalyst. All other data will be stored on Google Drive. Only Laurel Walzak and Research Assistant Matthew Vocino will have access to the data. Hard copies of consent forms will be shredded once scanned and online to minimize risks. Data will be stored for 18 months.

INCENTIVES FOR PARTICIPATION

In appreciation of your time, you will be entered into a draw where you can win one of 5 \$50 dollar gift cards. Once all participants have entered their tickets into the draw, we will randomly draw five winning tickets and will contact the winners.

VOLUNTARY PARTICIPATION AND WITHDRAWAL

Participation in this study is completely voluntary. You can choose whether to be in this study or not. If any question makes you uncomfortable, you can skip that question. You may stop participating at any time and you will still be given the incentives and reimbursements described above. If you choose to stop participating, your data will be deleted by default upon withdrawal, unless you provide explicit consent for us to include your data.

Your choice of whether or not to participate will not influence your future relations with Ryerson University or the investigators Assistant Professor Laurel Walzak and Matthew Vocino involved in the research.

Dissemination

Our findings will be disseminated at the 2019 Sport and Society Conference in June 2019 at Ryerson University, at workshops, through an RTA esports course and in journal publications.

QUESTIONS ABOUT THE STUDY

If you have any questions about the research now, please ask. If you have questions later about the research, you may contact:

Assistant Professor Laurel Walzak
RTA School of Media
Director, Global Experiential Sports Lab, The Catalyst
Rogers Communication Centre

80 Gould St, Toronto, ON M5B 2M7

lwalzak@ryerson.ca, 416 435 2003

This study has been reviewed by the Ryerson University Research Ethics Board. If you have questions regarding your rights as a participant in this study, please contact:

Research Ethics Board

c/o Office of the Vice President, Research and Innovation

Ryerson University

350 Victoria Street

Toronto, ON M5B 2K3 416-979-5042

rebchair@ryerson.ca

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CONFIRMATION OF AGREEMENT

Your signature below indicates that you have read the information in this agreement and have had a chance to ask any questions you have about the study. Your signature also indicates that you agree to participate in the study and have been told that you can change your mind and withdraw your consent to participate at any time. You have been given a copy of this agreement. You have been told that by signing this consent agreement you are not giving any of your legal rights.

Name of Participant (please print)

Signature of Participant

Date