

Information Sheet for Participant

Researcher: Toni Eagar

Study Topic: Fan – Hero relationships in the Discworld fan community

Study Description and Objective

You have been invited to participate in a research project that is being conducted by Toni Eagar, a researcher within the School of Management, Marketing and International Business at the Australian National University. The aim of the study is to gain a better understanding of the relationship between fans and their hero, Terry Pratchett. The knowledge gained could potentially inform consumer behaviourists and managers. The ultimate aim of this research is to increase the understanding of the effect of these relationships and interactions in developing a brand community.

Data Protection Confidentiality

The data provided by this interview will be stored by the researcher in electronic and hard copy storage media as securely as possible. The information provided will be maintained in strictest confidence to the maximum possible extent permitted by law. Every reasonable effort will be made to ensure that no information that identifies the individual will be published or disclosed to any other party without your prior permission. The transcript of the interview will not contain identifying information.

Consent

Participation in this study is entirely voluntary. The respondent may withdraw from the study at any time without providing reasons or comments. Please let me know if you do not wish to participate in my research.

It is not likely that there will be any psychological, health, social, economic or political risk for the participants, resulting from contributing to this research.

The researcher on this project is familiar with the national guidelines, the “National Statement on Ethical Conduct in Research Involving Humans” (1999)

Contacts

Any ethical issues of concern can be directed to the ANU Human Research Ethical Committee C/C Mrs Yolanda Shave, Human Ethics Officer, Research Services Office, 6125 7945 or email Human.Ethics.Officer@anu.edu.au.

Personal Details

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