

Plain Language Statement – *Look at Me* podcast series

School of Ecosystem and Forest Sciences



Project

The influence of short films and podcasts on audience connection with nature and pro-environmental behaviour

Prof. Kathryn Williams (Responsible Researcher)

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Thank you for your interest in participating in this research project. Please take the time to read this information carefully. You may ask questions about anything you don't understand or want to know more about. Your participation is voluntary. If you don't wish to take part, you don't have to. If you begin participating, you can also stop at any time.

What is this research about?

The purpose of this research is to explore how podcasts about the environment and natural world influence the thoughts, feelings, and actions of listeners.

What will I be asked to do?

Should you agree to participate, you will be asked to complete an online survey before listening to any of the podcast episodes. You will then be asked to listen to each episode (6 in total) after they are released and complete an online survey for each episode after doing so. This will occur over the course of 6-8 weeks. Approximately ten weeks after all the episodes have been released and you have listened to and completed the survey for the final episode, you will be sent a final online survey for completion. In all you will be asked to complete 8 short online surveys.

What are the possible benefits?

The benefits of participating in this research include the opportunity to have your voice heard and share your views on a topic that you may find interesting. This research may also provide the benefit to society of identifying new and more effective ways of communicating about nature, allowing storytellers to craft more compelling narratives.

What are the possible risks?

Overall there are minimal risks of participating in this study. If at any time you are not comfortable answering the surveys, you may decline to answer. At any time, you are able to withdraw from the research process.

Do I have to take part?

No. Participation is completely voluntary. You are able to withdraw at any time.

Will I hear about the results of this project?

It is intended that the project outcomes will be made public via publishing in academic journals and through online sources such as rememberthewild.org.au. A summary of outcomes will be made available to participants on request.

What will happen to information about me?

Your privacy and confidentiality will be maintained during and after your participation in this research. Survey data will be stored in digital formats via a password protected file on a password protected computer.

Is there any potential conflict of interest?

The student researcher is also the managing director of Remember The Wild and involved in the production of the podcast series. As such it may be perceived to be of benefit for the student researcher to purposefully prove the effectiveness of these episodes. To ensure the student research remains objective, they have undergone strict integrity training. Furthermore, all data collected and analysed will be accessible to the responsible researcher who has no ties to the aforementioned organisation.

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Where can I get further information?

If you would like more information about the project, please contact the researchers; Kathryn Williams [kjhw@unimelb.edu.au], or Christopher McCormack [chris.mccormack@rememberthewild.org.au].

Who can I contact if I have any concerns about the project?

This research project has been approved by the Human Research Ethics Committee of The University of Melbourne. If you have any concerns or complaints about the conduct of this research project, which you do not wish to discuss with the research team, you should contact the Manager, Human Research Ethics, Research Ethics and Integrity, University of Melbourne, VIC 3010. Tel: +61 3 8344 2073 or Email: HumanEthics-complaints@unimelb.edu.au. All complaints will be treated confidentially. In any correspondence please provide the name of the research team or the name or ethics ID number of the research project.