

Understanding manga from an anglophone perspective

Researcher:

Professor Anna Madill,
University of Leeds, UK

Academic website:

http://medhealth.leeds.ac.uk/profile/1300/400/anna_madill

Research website:

<https://leeds.academia.edu/AnnaMadill>

Ethics: 14-0249, **date:** 12th Nov 2014



Email:

a.l.madill@leeds.ac.uk

Hello! I am an academic at the University of Leeds conducting research into manga, manga readers, and manga producers. In particular, I am interested in **Boys' Love/YAOI/shōnen-ai**. I have a grant from the British Academy to study the manga texts themselves and would like to extend this research by talking to manga readers and producers. This information sheet explains why the research is being carried out and what it involves.

What is the purpose of this study?

The purpose of this research is to further understanding of readers and producers of manga, particularly YAOI, from an Anglophone perspective. Commercially translated original Japanese manga is increasingly popular across the world but there is little or no research about readers and producers in the English-speaking world.

Why have I been invited to take part?

If you are at least 16 years old, fluent (enough) in English, and a reader and/or producer of manga, particularly of YAOI, I would like to invite you to take part in this research because you will be able to tell me about your manga-related interests and activities. If I am asking you to do an interview almost immediately after approaching you about this research in person (e.g., at a convention), I need to be sure that you are at least 18 years old.

Do I have to take part?

No – it is entirely up to you whether or not you take part. If you are interested in taking part in the study, I will go through this information sheet with you to make sure that you fully understand what is involved, including the conditions of consent. You can ask me any questions you want about the study before you decide. If you would like to take part, you can decide if you would like to sign a consent form or just record your consent at the beginning without having to give a signature (e.g., verbally at the beginning of an audio-recorded interview). Giving consent does not mean that you have to do anything that you do not want to do. You can end the interview at any time, do not have to answer anything that I ask, and can contact me to take your interview out of the research at any time up to publication without having to give a reason. It may be difficult for me to remove your contribution from a report that has been accepted for publication so, if you do change your mind about contributing to this research, please try to let me know sooner rather than later – thanks!

What does the study involve?

The study involves taking part in a recorded discussion – a research interview - with me about your manga-related interest and activities, particularly YAOI. I have a list of questions but I am happy for you to tell me about your experiences and opinions in your own way. The interview may be an audio-recorded face-to-face interview, but some interviews may be done by Skype, telephone, or through e-mails. Interviews may be one-to-one or may be conducted in a group. The interview may be very short or may last an hour or more depending on how much time you have and where it is conducted. Usually our contact will be just the one interview, but if you would like to contribute further I am happy to discuss this with you. I anticipate asking about how you got interested in manga and how you pursue this interest, to tell me about your favourite YAOI mangakas

and favourite YAOI publications, and your thoughts about the content of YAOI (including its sexual content), and your opinion about how YAOI is received in the English-speaking world.

Where will the research be done?

If our discussion is conducted on-line, on the telephone, or by e-mail there is a lot of flexibility when this can be done and we will come to an agreement about this together. If the interview is face-to-face, this may have been pre-arranged e.g., if it is a group interview with a university society. On the other hand, I may have approached you personally at an event and we may just do an interview straight away or agree to meet somewhere later to conduct the interview. In this case, because I am not giving you a lot of time to think about taking part, I need to be sure that you are at least 18 years old. For privacy and for a clear audio-recording, it is helpful if we do the interview somewhere that is reasonably quiet but, given that we probably won't know each other very well, it is probably also appropriate that the location is a public one. We will agree a time and location together.

What about confidentiality?

Audio-recording of the interviews will be kept on a private and secure university computer, locked with a username and password. Audio-recordings will be typed up into a transcript. This may be done by a person other than the researcher. If this is the case, the transcriber will keep the content of the interview confidential and will not hold onto any of the material after completing the transcription. Effort will be made so that you will not be identifiable in the transcripts or other material, such as e-mails, used for analysis. For example, potentially identifying details will be omitted and pseudonyms (false names) will be used. I will ask your consent to use quotes from our recorded discussions in reports of the research but you should not be identifiable from these quotes. If you chose to sign a consent form, I will keep this in safe and confidential storage. If I share data for analysis with other researchers, they will only have access to the anonymised version of our discussions and, if required, know only very general information about you (e.g., approximate age, mode of recruitment, etc.).

There are some limits to confidentiality in all research activity. I may be obliged to alert relevant authorities if a participant reveals involvement in any serious criminal activity, intention to harm themselves or others, or if I have good reason to suspect that the participant is at serious risk of harm from others. If this is the case, I may tell you that I intend to seek advice and will, at the earliest opportunity contact a relevant person such as the Chair of my School Ethics Committee. However, I can reassure you that my research does not actively seek such information and, if I think you may be about to disclose something along these lines during the interview, I will remind you of my obligations.

Are there any risks in taking part?

I do not expect there to be any significant risks in taking part. However, some topics related to this research may be sensitive. For example, some manga, including YAOI, have erotic themes and some manga on the internet may contravene international/UK copyright and sexual content/obscenity laws. I would like to ask your opinion on these kinds of topics but you can decline this line of questioning without having to give a reason and I will, of course, respect your wishes.

Are there any benefits in taking part?

Although it is not the primary purpose of the research, taking part may be interesting and it might be good to know that you are promoting the understanding of a phenomenon that has the potential to be misrepresented or misunderstood in mainstream culture.

Ethics

The ethical guidelines for this research have been set out by the British Psychological Society code of ethics. These guidelines include ethical principles such as making sure you know what will happen and are happy to take part, explaining that you can stop the interview at any time, and protecting your identity. If you have any complaints about my contacting you, or about anything that happens in the interview, please contact Dr Donna Lloyd who is the Chair of the Ethics Committee in the School of Psychology, University of Leeds who will be happy to discuss what action to take (d.m.lloyd@leeds.ac.uk).

Thank you for considering taking part in this study. Anna