

-----Original Message-----

From: Ethics.Committee@webhost02h.leeds.ac.uk [mailto:Ethics.Committee@webhost02h.leeds.ac.uk]

Sent: 12 November 2014 12:46

To: Anna Madill

Subject: Ethics form decision

Anna Madill
Institute of Psychological Sciences
University of Leeds
Leeds LS2 9JT
12-Nov-2014

Dear Anna Madill,

Title of study: Understanding manga readers and producers from an Anglophone perspective

Ethics reference: 14-0249

I am pleased to inform you that the above research application has been reviewed by the IPS Research Ethics Committee and has been approved.

Please note that this approval only relates to the particular version of documentation supplied in this specific application (ref no: 14-0249; date approved: 12-Nov-2014). If you wish to make any amendments to the approved documentation, please note that all changes require ethical approval prior to implementation.

Please note: You are expected to keep a record of all your approved documentation, as well as documents such as sample consent forms, and other documents relating to the study. This should be kept in your study file, which should be readily available for audit purposes.

You will be given a two week notice period if your project is to be audited. There is a checklist listing examples of documents to be kept which is available at <http://ris.leeds.ac.uk/EthicsAudits>

Yours sincerely,

IPS Research Ethics Committee
(Chair: Donna Lloyd)

UNIVERSITY OF LEEDS RESEARCH ETHICS COMMITTEE APPLICATION FORM ¹



UNIVERSITY OF LEEDS

Please read each question carefully, taking note of instructions and completing all parts. If a question is not applicable please indicate so. The superscripted numbers refer to sections of the [guidance notes](#), available at www.leeds.ac.uk/ethics. Where a question asks for information which you have previously provided in answer to another question, please just refer to your earlier answer rather than repeating information.

To help us process your application enter the following reference numbers, if known and if applicable:

Ethics reference number:	
Grant reference and/ or student number:	

PART A: Summary

A.1 Which Faculty Research Ethics Committee would you like to consider this application? ²

- Arts and PVAC (PVAR)
- Biological Sciences (BIOSCI)
- ESSL/ Environment/ LUBS (AREA)
- MaPS and Engineering (MEEC)
- Medicine and Health (Please specify a subcommittee):
 - Leeds Dental Institute (DREC)
 - Health Sciences/ LIGHT/ L IMM
 - School of Healthcare (SHREC)
 - Medical and Dental Educational Research (EdREC)
 - Institute of Psychological Sciences (IPSREC)

A.2 Title of the research ³

Understanding manga readers and producers from an Anglophone perspective

A.3 Principal investigator's contact details ⁴

Name (<i>Title, first name, surname</i>)	Professor Anna Madill
Position	Professor
Department/ School/ Institute	School of Psychology
Faculty	Medicine and Health
Work address (<i>including postcode</i>)	School of Psychology, University of Leeds, LS2 9TJ
Telephone number	0113 343 5750
University of Leeds email address	a.l.madill@leeds.ac.uk

A.4 Purpose of the research: ⁵ (Tick as appropriate)

Research

Educational qualification: ***Please specify:***

Educational Research & Evaluation ⁶

Medical Audit or Health Service Evaluation ⁷

Other

A.5 Select from the list below to describe your research: (You may select more than one)

- Research on or with human participants
- Research with has potential significant environmental impact.⁸ If yes, please give details:

- Research working with data of human participants
 - New data collected by questionnaires/interviews
 - New data collected by qualitative methods
 - New data collected from observing individuals or populations
 - Research working with aggregated or population data
 - Research using already published data or data in the public domain
- Research working with human tissue samples⁹

A.6 Will the research involve any of the following: ¹⁰ (You may select more than one)

If your research involves any of the following an application must be made to the National Research Ethics Service (NRES) via IRAS www.myresearchproject.org.uk as NHS ethical approval will be required. There is no need to complete any more of this form. Contact governance-ethics@leeds.ac.uk for advice.

- Patients and users of the NHS (including NHS patients treated in the private sector)¹¹
- Individuals identified as potential participants because of their status as relatives or carers of patients and users of the NHS
- Research involving adults in Scotland, Wales or England who lack the capacity to consent for themselves¹²
- A prison or a young offender institution in England and Wales (and is health related)¹⁴
- Clinical trial of a medicinal product or medical device¹⁵
- Access to data, organs or other bodily material of past and present NHS patients⁹
- Use of human tissue (including non-NHS sources) where the collection is not covered by a Human Tissue Authority licence⁹
- Foetal material and IVF involving NHS patients
- The recently deceased under NHS care
- None of the above

You must inform the Research Ethics Administrator of your NRES number and approval date once approval has been obtained.

If the University of Leeds is not the Lead Institution, or approval has been granted elsewhere (e.g. NHS) then you should contact the local Research Ethics Committee for guidance. The UoL Ethics Committee need to be assured that any relevant local ethical issues have been addressed.

A.7 Will the research involve NHS staff recruited as potential research participants (by virtue of their professional role) or NHS premises/ facilities?

- Yes No

If yes, ethical approval must be sought from the University of Leeds. Please note that NHS R&D approval is needed in addition, and can be applied for concurrently: www.myresearchproject.org.uk. Contact governance-ethics@leeds.ac.uk for advice.

A.8 Will the participants be from any of the following groups? (Tick as appropriate)

Children under 16 ¹⁶ inadvertently if they have contributed publically available on-line material that is relevant to this research and the researcher has no access to the age of the person posting material on-line. The demographic who are interested in manga, and the particular genre focused on in this research, does include adolescents but under 16s are not deliberately sampled and will be excluded from actively recruited participants

Adults with learning disabilities ¹² As above, but not deliberately targeting adults with learning disabilities and am open to interview contributions if consent can also be obtained from a parent or adult carer and this person can be present throughout the interview.

Adults with other forms of mental incapacity or mental illness As above.

Adults in emergency situations

Prisoners or young offenders ¹⁴

Those who could be considered to have a particularly dependent relationship with the investigator, e.g. members of staff, students ¹⁷ I may recruit through university societies (e.g., the Japan Society or Manga and Anime Society so it is possible that some participants are taught by me but I would not always know and the research is not linked to their psychology courses.

Other vulnerable groups

No participants from any of the above groups

Please justify the inclusion of the above groups, explaining why the research cannot be conducted on non vulnerable groups.

It is possible that some data in the public domain (e.g., internet material) relevant to this research has been generated by individuals under the age of 16 years, or otherwise vulnerable, and I would be in no position to know. I have a recent, clear enhanced CRB check.

A Criminal Record Bureau (CRB) check will be needed for researchers working with children or vulnerable adults (see www.crb.gov.uk)

A.9 Give a short summary of the research ¹⁸

*This section must be completed in **language comprehensible to the lay person**. Do not simply reproduce or refer to the protocol, although the protocol can also be submitted to provide any technical information that you think the ethics committee may require. This section should cover the main parts of the proposal.*

I am conducting research on readers and producers of manga (Japanese comics). I have a grant from the British Academy to study the manga texts themselves. This ethics application is to extend this research to the readers and producers. I am requesting ethical approval to research a number of different sources of material. (1) material which is already publically available, e.g., internet posts, blogs, fan-sites and through twitter (only spontaneous twitter tweets will be used as data, i.e., the researcher will not become involved or contribute to twitter interaction for the purposes of data collection); (2) my observations and experiences of fan events such as manga and anime conventions; (3) interviews with readers and producers which could include face-to-face, skype, telephone, e-mail interviews. Data will be in the form of text, including transcripts of interviews, and I will use a variety of qualitative methods of analysis. Participants are likely to be young adults but some individuals will be older. Where I am involved in generating data through personal contact,

participants will be at least 16 years old. Although the topic of investigation could range over many types of manga and related material my central genre of interest is 'YAOI' or 'Boys' Love' (BL). This is a well known sub-genre of manga that has a relatively large, young female fan base. It is an erotic genre and so potentially a sensitive and delicate topic of investigation. I will contact potential participants through notices in appropriate places such as shops that sell manga, create a face-book page and information page linked to my academic website, by word of mouth, through direct e-mail and twitter contact, through fan-sites and online information sources, and through conferences and conventions. I will also contact university societies and other groups to advertise my research and recruit participants.

A.10 What are the main ethical issues with the research and how will these be addressed? ¹⁹

Indicate any issues on which you would welcome advice from the ethics committee.

The central material I am researching is an erotic genre of manga and the participants (readers and producers of this material) will be largely young adult females. (1) When I generate material for analysis through personal contact I will ask participants to confirm that they are at least 16 years of age. (2) I will warn potential participants that I may ask them questions linked to the sexual content of manga, their interest in and response to this material, and clarify that they are under no obligation to provide answers to this line of questioning. (3) It is the norm for fans of manga to use a pseudonym when communicating about their interests and for mangaka (author-artists) to use pen-names. Moreover, given the erotic nature of this manga, some may feel embarrassed about their interest in it. Therefore it seems appropriate to request that, instead of always obtaining signed informed consent from participants, that I give the option of recording consent at the beginning of interviews completely anonymously. So, for example, if it is an audio-recorded interview I request ethical approval to state each consent question (see consent sheet) and take a verbal consent from the participant before commencing the interview; if it is a Skype or e-mail interview I request a similar format of recording consent via that mode of data collection rather than attempt always to obtain a signature. Offering these alternative modes of recording consent (1) actually offered better protection of the participant's anonymity in circumstances in which this may be of crucial importance to the participant, (2) may often be the only practical solution to recording consent when I am not meeting the participant face-to-face and (3) is less intrusive and invasive than requesting a signature. Each participant will be given an information sheet and a copy of the consent questions to keep, or if I am unable to transfer a copy personally or electronically, will be made available on the internet (for example, through the researcher's academic webpage) for external access, scrutiny, and download by potential participants.

PART B: About the research team

B.2 Other members of the research team (eg co-investigators, co-supervisors) ²¹

Name (<i>Title, first name, surname</i>)	n/a
Position	
Department/ School/ Institute	
Faculty	
Work address (<i>including postcode</i>)	
Telephone number	
Email address	

Part C: The Research

C.1 What are the aims of the study? ²² (Must be in language comprehensible to a lay person.)

The aim of the research is to understand manga (Japanese comics) readers and producers from a UK perspective. In particular, I am interested in the readers and producers of the erotic sub-genre known as YAOI or Boys' Love (BL). Japanese products have a huge impact on youth sub-cultures world-wide and as yet there have been no studies on the fan base of YAOI/BL in the UK.

C.2 Describe the design of the research. Qualitative methods as well as quantitative methods should be included. (Must be in language comprehensible to a lay person.)

It is important that the study can provide information about the aims that it intends to address. If a study cannot answer the questions / add to the knowledge base that it intends to, due to the way that it is designed, then wasting participants' time could be an ethical issue.

I will analyse material from a number of different sources: (1) publically available material from the internet and from twitter (only spontaneous twitter tweets will be used as data, i.e., the researcher will not become involved or contribute to twitter interaction for the purposes of data collection); (2) my observations from attending relevant events, such as manga and anime conventions; (3) individual and group interviews conducted face-to-face, by skype, through e-mail and on the telephone. I will recruit through attending relevant events, through making my research interests known at relevant outlets and through creating a face book page about the research, and contacting relevant individuals through their publically available contact details where relevant. Data will be in the form of text, including interview transcripts. I will use a variety of qualitative methods to analysis this material including forms of thematic and theoretically informed textual analysis.

C.3 What will participants be asked to do in the study? ²³ (e.g. number of visits, time, travel required, interviews etc)

In the aspects of the research in which I recruit participants, I will request an interview. The format of the interview will be convenient to the participant and could be through skype, by e-mail, telephone, or face-to-face. If the interview is verbal, I will obtain consent to audio-record the interview. If relevant, and if the participant consents, there may be longitudinal element to the research and several interviews may be conducted with a participant over a period of time. However, in the main, I would anticipate participants contributing only one interview. If participants are willing to take part in follow-up data collection this will involve the clarification of existing topics of conversation and not new lines of questioning. If I wish to pursue a new line of investigation I will submit a new ethics application. The length of the interview is open to negotiation. Some may be very short – a matter of minutes. Others may be longer than an hour. Most interviews will be conducted one-to-one, but some participants may be interviewed in small groups. I anticipate that, if any travel is required, I will travel to the relevant venue as the researcher, most of which will be public fan events or meetings.

C.4 Does the research involve an international collaborator or research conducted overseas: ²⁴

(Tick as appropriate)

Yes No

If yes, describe any ethical review procedures that you will need to comply with in that country:

Describe the measures you have taken to comply with these:

Include copies of any ethical approval letters/ certificates with your application.

C.5 Proposed study dates and duration

Research start date (DD/MM/YY): _01/06/12_____ Research end date (DD/MM/YY): __open____

Fieldwork start date (DD/MM/YY): __01/07/12_ Fieldwork end date (DD/MM/YY): __open_____

C.6. Where will the research be undertaken? (i.e. in the street, on UoL premises, in schools) ²⁵

E-mail/online/Skype/telephone interviews will be conducted from my office or home. Face-to-face interviews will be conducted in a public place or mutually agreed venue. Public places will include fan conventions or group meetings such as university societies. I will not agree to a venue that I do not feel comfortable with – for example a private home when I do not already know the interviewee. Mutually agreed venues could include a private room or quiet place in a public building.

RECRUITMENT & CONSENT PROCESSES

How participants are recruited is important to ensure that they are not induced or coerced into participation. The way participants are identified may have a bearing on whether the results can be generalised. Explain each point and give details for subgroups separately if appropriate.

C.7 How will potential participants in the study be:

(i) identified?

Participants will be identified as manga/YAOI/BL readers and/or producers by their attendance at relevant meetings, relevant internet posts, publically available website information and twitter tweets, and by their making contact with the researcher who is known to be researching this topic.

(ii) approached?

I will approach participants at manga events and meetings, put up notices in relevant outlets (such as shops selling manga), contact individuals through publically available on-line sources (such as fan-sites and twitter tweets), and make my interests and professional contact details known on-line (for example through a research-oriented face book page).

(iii) recruited? ²⁶

If a potential participant confirms to the researcher that he/she is at least 16 years old, he/she will be given an information sheet and copy of the terms of consent – or, if more convenient, given the website at which this material can be found. If appropriate, the researcher will also give a verbal explanation of the research. Every potential participant will be given the chance to ask questions about the research and will have their questions answered. The research will only go ahead if the participant at least 16 years old and provides a record (written or audio-recorded) of their acceptance of the conditions of consent (see consent sheet). Special age restrictions apply to 'on-the-spot' data collection (see next section).

C.8 Will you be excluding any groups of people, and if so what is the rationale for that? ²⁷

Excluding certain groups of people, intentionally or unintentionally may be unethical in some circumstances. It may be wholly appropriate to exclude groups of people in other cases.

I will exclude from active data generation (such as interviews) participants under the age of 16 years since the material I am researching has sexual content and it does not seem viable to seek parental consent for participation or appropriate to be undertaking this particular study with individuals under 16 years old. It may be impossible for me to know the age of the individual generating relevant textual material on the internet or twitter so I will use my judgement to consider the appropriateness of including material for study obtained through such routes vis-à-vis the most likely age of the source. I will also exclude any individual 16 years or over who appear to be unable to give consent, for example, who is momentarily distressed or otherwise vulnerable or who appears to be under the influence of alcohol or drugs. I will follow the Mental Capacity Act rules for participants who fall under its remit. When I am requesting 'on-the-spot' consent for an interview and immediate, or very soon after, data collection, I will do so only with participants who are at least 18 years old. The standard setting for this research will be specific meetings for comics, manga, and anime fans such as fan conventions open only to individuals who have shown valid ID confirming that they are at least 18 years old. I will do my utmost to ensure that any individual from whom I collect data through 'on-the-spot' consent and interview is at least 18 years old and, if at all in doubt, will not undertake an interview.

C.9 How many participants will be recruited and how was the number decided upon? ²⁸

It is important to ensure that enough participants are recruited to be able to answer the aims of the research.

In principle, a single interview could generate sufficient material for a publishable in-depth case study. However, I intend to conduct several interviews. The total number depends on how easy it is to recruit and the resources I have to attend relevant events and to have interviews transcribed.

If you have a formal power calculation please replicate it here.

Remember to include all advertising material (posters, emails etc) as part of your application

My aim in the first stage of this research is to attend AMECON at the University of Keele in August 2012. This will not involve recruitment posters/e-mails. Subsequent recruitment drives may do so but these materials will have to be designed knowing the specific outlet at which they will be displayed and have not therefore been appended to this application. I request that this ethics application is considered as it stands and that I will submit additional materials designed for specific outlets and modes of recruitment as an ethics amendment as and when I reach these stages of research.

C.10 Will the research involve any element of deception? ²⁹ If yes, please describe why this is necessary and whether participants will be informed at the end of the study.

No

C.11 Will informed consent be obtained from the research participants? ³⁰

Yes No

If yes, give details of how it will be done. Give details of any particular steps to provide information (in addition to a written information sheet) e.g. videos, interactive material. If you are not going to be obtaining informed consent you will need to justify this.

An information sheet and written conditions of consent will be provided in hard copy where possible and participants directed to a webpage containing this material when there is no face-to-face contact or possibility of sending it electronically.

I might take photographs at events. Where the event has a photograph-taking policy I will observe that policy. If I would like to have the option of using photographs to illustrate reports of the research I will discuss this with the people in the photographs and obtain their written consent for this use. Adrian Slater (University of Leeds solicitor) has given me a consent form for this purpose and has confirmed the suitability of the form I have amended for this research. I have appended this consent form to this application. Where I need to obtain this consent and receive it, I will ask individuals who are in the photo to sign two copies of the consent form – one for me and one to be kept by them.

If participants are to be recruited from any of potentially vulnerable groups, give details of extra steps taken to assure their protection. Describe any arrangements to be made for obtaining consent from a legal representative.

If a potential participant is (or appears to be) learning disabled I will follow the rules of the Mental Capacity Act.

Copies of any written consent form, written information and all other explanatory material should accompany this application. The information sheet should make explicit that participants can withdraw from the research at any time, if the research design permits. Sample information sheets and consent forms are available from the University ethical review webpage at http://researchsupport.leeds.ac.uk/index.php/academic_staff/good_practice/ethical_review_process/university_ethical_review-1.

C.12 Describe whether participants will be able to withdraw from the study, and up to what point (eg if data is to be anonymised). If withdrawal is not possible, explain why not.

Where data consists of publically available material, such as on-line posts or tweets, individuals will not be aware that their material is being used for research and will therefore not be able to withdraw from the research. In this case, every effort will be made to anonymise the material and to make it untraceable to its source. Tweets are not publically archived for more than a few days. However, with tweets and internet material I will attempt to avoid direct quotes and to modifying quotes in a small way that means that a search engine cannot be used to trace them. I will not name source websites or give identifying information about tweet sources. (All of this will be explained in publications stemming from this material). Where the researcher has personal contact with participants, they will be free to withdraw from the study at any time but warned that this may be impossible if material has already been accepted for publication. All material will be anonymised before analysis is conducted on it. I will remind participants at the end of the interview of their right to withdraw data at any time up to publication.

C.13 How long will the participant have to decide whether to take part in the research? ³¹

It may be appropriate to recruit participants on the spot for low risk research; however consideration is usually necessary for riskier projects.

Where possible, interview participants will be given at least 24 hours after receiving the information sheet, or website details containing this information, before deciding whether or not to take part in this research. However, I request permission to recruit participants on the spot and to conduct interviews, with consent, there and then when I am attending relevant events for the purposes of research. Potential participants will be attending these events, such as manga and anime conventions, because of their interest in relevant material, their willingness to make their interest public, and implicitly their willingness to talk about their interests – although, of course, I will not take for granted their willingness to talk to a

researcher. I seek ethical approval to use my judgement as an experienced researcher to approach individuals at relevant events to inquire about their potential willingness to take part in an interview about their interest in manga, particularly YAOI/BL, and, if they seem potentially willing, to talk through the information sheet and conditions of consent. If they agree to an interview, I will then give them the option of audio-recording consent and undertaking the interview straight away or at an agreed time later. Every participant taking part in such an interview will be given a hard copy of the information sheet and conditions of consent to take away with them. If they later change their mind about releasing the material for research purposes they will be able to contact me (by e-mail) to do so.

C.14 What arrangements have been made for participants who might not adequately understand verbal explanations or written information given in English, or who have special communication needs?

³²(e.g. translation, use of interpreters etc. It is important that groups of people are not excluded due to language barriers or disabilities, where assistance can be given.)

Unfortunately, due to resource constraints all participants must be fluent in English. If a participant is, or appears to be learning disabled, I will follow the rules of the Mental Capacity Act.

C.15 Will individual or group interviews/ questionnaires discuss any topics or issues that might be sensitive, embarrassing or upsetting, or is it possible that criminal or other disclosures requiring action could take place during the study (e.g. during interviews/group discussions, or use of screening tests for drugs)? ³³

Yes No

If Yes, give details of procedures in place to deal with these issues

The topic forming the basis of the interview is the interviewee's interest in, and/or production of, manga and, in particular, a genre of erotic manga. This may be an embarrassing subject and may involve the participant discussing intimate and personal aspects of their lives. This will be made clear in the information sheet and, where possible, verbally prior to participants consenting to interview. It will also be made clear that the participant is under no obligation to answer any particular line of questioning and is free to leave the interview at any time without giving a reason. In essence, the context of the research will facilitate participation only when this feels comfortable for the participant and when the interview is underway – whether individual or group interview – every participant will have personal control over the level of disclosure with which they are happy. There will also be plenty of time to withdraw an individual contribution if, on reflection, the participant feels uncomfortable with their material being used for research purposes.

Participants will be warned in the information sheet, and verbally where possible, that the researcher may be obliged to alert relevant authorities should the participant reveal involvement in any serious criminal activity, intention to harm themselves or others, or if the researcher has good reason to suspect that the participant, themselves, is at serious risk of harm from others. If this is the case, the researcher may tell the participant that she intends to seek advice and will, at the earliest opportunity contact a relevant person such as the chair of the ethics committee. However, the interview does not actively seek such information and the researcher may reiterate this warning during the interview.

The [information sheet](#) should explain under what circumstances action may be taken

C.16 Will individual research participants receive any payments, fees, reimbursement of expenses or any other incentives or benefits for taking part in this research? ³⁴

Yes No

If Yes, please describe the amount, number and size of incentives and on what basis this was decided.

RISKS OF THE STUDY

C.17 What are the potential benefits and/ or risks for research participants? ³⁵

There should be no significant risks for research participants in taking part. Some of the topics that will be discussed may be embarrassing, sensitive, or intimate but, as explained in the section above, the research is designed to facilitate participant disclosure only at the level at which individual participants feel comfortable. Although it is not the purpose of the research, participants taking part in an interview may benefit from discussing their experiences and interests with an informed and empathic listener and knowing that their contribution may help further understanding into a youth subculture that has the potential to be maligned and misrepresented in the mainstream.

C.18 Does the research involve any risks to the researchers themselves, or people not directly involved in the research? *Eg lone working* ³⁶

Yes No

If yes, please describe: _____

Most interviews will take place in public spaces or neutral locations such as a private room in a public building by appointment. The researcher will not agree to a location that she does not feel comfortable with. Interviews may take place in participants' homes but the researcher will only agree to this if she is already familiar with the participant and is comfortable with them. She will try and visit in daylight hours and will always let a responsible other person know where she has gone and when she is due back and telephone to let this person know that she is on her way home. If she is more than 30 minutes overdue she will telephone to confirm her whereabouts and new estimated time of return – and then confirm return home at this time.

Is a risk assessment necessary for this research?

Yes No If yes, please include a copy of your risk assessment form with your application.

Further information on fieldwork risk assessments is available at <http://www.leeds.ac.uk/safety/fieldwork/index.htm>.

DATA ISSUES

C.19 Will the research involve any of the following activities at any stage (including identification of potential research participants)? (Tick as appropriate)

Examination of personal records by those who would not normally have access

Access to research data on individuals by people from outside the research team

I am currently undertaking this research as an individual researcher. I would, however,

like to keep open the opportunity of analysing anonymised data with collaborators in the future. This is indicated in the information sheet and on the consent form.

- Electronic transfer of data
- Sharing data with other organisations
- Exporting data outside the European Union

√ Use of personal addresses, postcodes, faxes, e-mails or telephone numbers

Only by the researcher and mainly for the purposes of recruitment and data collection and will not be shared with others.

- Publication of direct quotations from respondents
- Publication of data that might allow identification of individuals to be identified
- Use of audio/visual recording devices
- FLASH memory or other portable storage devices

Storage of personal data on or including any of the following:

- Manual files

√ Home or other personal computers

Audio-recorded data may be held on my personal computer until transfer to safe storage on the University of Leeds secure N drive for a period of time while collecting data at a venue. I may also conduct e-mail discussions via my home computer or personal phone.

- Private company computers

√ Laptop computers

As above.

C.20. How will the research team ensure confidentiality and security of personal data? E.g. anonymisation procedures, secure storage and coding of data. ³⁷ You may wish to refer to the [data protection and research webpage](#).

If required, as soon as possible audio-recordings, and other pre-anonymised data, will be transferred and held on the University of Leeds secure N drive and locked with a username and password. Transcribed and written data will be anonymised before analysis commences. Participants will not be identifiable in this material since pseudonyms will be used and potentially identifying material omitted or changed. If material is from the internet or twitter, I will attempt to modify direct quotes in publications to avoid sources being traced. Source website addresses will not be published. Direct quotes from interviews may be used in reports of the research but every effort will be made so that participants are not identifiable. Consent to use quotes in this way will be obtained from interview participants as a condition of taking part in the research. I will use a transcription service that I have used on several occasions which is very aware of confidentiality issues and which commits to the maintenance of participant confidentiality and to destroying all material after the transcript has been given to the researcher. If anyone else contributes to transcription they will be required to sign a confidentiality statement (see attached).

C.21 For how long will data from the study be stored? Please explain why this length of time has been chosen.³⁸

____20+____ years

The data will be historically interesting as a record of an evolving youth sub-culture, particularly since it relates to the novel development of young women's erotic culture. It is difficult to anticipate what else might be gleaned from the re-analysis of this material in the years to come.

NB: [RCUK guidance](#) states that data should normally be preserved and accessible for ten years, but for some projects it may be 20 years or longer.

Students: It would be reasonable to retain data for at least 2 years after publication or three years after the end of data collection, whichever is longer

CONFLICTS OF INTEREST

C.22 Will any of the researchers or their institutions receive any other benefits or incentives for taking part in this research over and above normal salary or the costs of undertaking the research? ³⁹

Yes No

If yes, indicate how much and on what basis this has been decided _____

C.23 Is there scope for any other conflict of interest? ⁴⁰ For example will the research funder have control of publication of research findings?

Yes No **If yes, please explain _____**

C.24 Does the research involve external funding? (Tick as appropriate)

Yes No **If yes, what is the source of this funding?** British Academy grant for a related study of the manga texts themselves that will support attendance at relevant meetings.

PART D: Declarations

Declaration by Chief Investigators

1. The information in this form is accurate to the best of my knowledge and belief and I take full responsibility for it.
2. I undertake to abide by the University's ethical and health & safety guidelines, and the ethical principles underlying good practice guidelines appropriate to my discipline.
3. If the research is approved I undertake to adhere to the study protocol, the terms of this application and any conditions set out by the Research Ethics Committee.
4. I undertake to seek an ethical opinion from the REC before implementing substantial amendments to the protocol.
5. I undertake to submit progress reports if required.
6. I am aware of my responsibility to be up to date and comply with the requirements of the law and relevant guidelines relating to security and confidentiality of patient or other personal data, including the need to register when necessary with the appropriate Data Protection Officer.
7. I understand that research records/ data may be subject to inspection for audit purposes if required in future.
8. I understand that personal data about me as a researcher in this application will be held by the relevant RECs and that this will be managed according to the principles established in the Data Protection Act.
9. I understand that the Ethics Committee may choose to audit this project at any point after approval.

Principal Investigator Signature of Principal Investigator

(This needs to be an actual signature rather than just typed. Electronic signatures are acceptable)

Print name:Anna Madill.....

Date: (dd/mm/yyyy): .10/11/14.....

Please submit your form **by email** to J.M.Blaikie@leeds.ac.uk or if you are in the Faculty of Medicine and Health FMHUniEthics@leeds.ac.uk. **Remember to include any supporting material** such as your participant information sheet, consent form, interview questions and recruitment material with your application.

Study: Understanding manga from a UK perspective

Dr Anna Madill, Institute of Psychological Sciences, University of Leeds

Draft interview schedule

Can you tell me how you came to be interested in manga?

How old were you when you first started reading manga?

What manga did you like to read at first?

Where did you get this manga (bought, borrowed, online)?

Did you share this interest with your friends?

How would you describe YAOI to someone who had never heard of it?

Can you let me how you came to be interested in YAOI?

How old were you when you first started reading YAOI?

Where do you get your YAOI (bought, borrowed, online)?

Do you share this interest with your friends?

Do you also read slash fiction?

Do you create YAOI manga yourself?

Do you consider yourself to be fujoshi?

What does this mean to you?

Who is your favourite YAOI mangaka?

What are some of her titles that you like?

What is it that you like about her work?

What is your favourite YAOI title?

Can you tell me a bit about this story?

Do you find yourself identifying with a particular character in the story?

What is it that you like about this story?

What kind of YAOI do you like best?

Particular kind of relationship?

Particular kind of seme or uke?

Level of explicitness?

Who do you think is the audience for YAOI manga in the UK?

How do you feel about male/female readers of YAOI?

How do you feel about straight/gay/lesbian readers of YAOI?

How do you feel about younger/older readers of YAOI?

What aspects of YAOI do you find shocking, if any?

Sometimes the relationships are incestuous – what do you make of this?

What do you feel about the way that female characters are portrayed?

Sometimes some of the characters look very young – what do you make of this?

What is your opinion of Shotacon?

Some YAOI may be illegal in the UK. How do you feel about this?

How important is YAOI to you?

What does it mean to you?

Thank you for taking part. I would just like to remind you that you can withdraw your contribution from this study at any time up to publication. You can do so by contacting me on my e-mail which is on the information sheet.

CONSENT FORM

Study title: Understanding manga from an anglophone perspective

The purpose of this form is to make sure that you are happy to take part in the research and that you know what is involved. If you are happy to sign this sheet, please also confirm each statement by putting your initials in the associated box. If you would rather give consent without signature, the researcher will ask you to confirm each of the following in the format in which the interview is being recorded (e.g., audio-recording) before starting. Ethics:xxxxxx, date:xxxxxxxxxxxx

I am 16 years or older (or 18 years or older if approached for interview 'on-the-spot')	
I have read the participant information sheet or had the content explained to me by the researcher	
I have had the opportunity to ask questions and to discuss the study	
I have received satisfactory answers to all of my questions	
I have received enough information about the study	
I understand that I am free to withdraw from the study at any time without having to give a reason but also that my contribution may be impossible to remove if it is in a report that has already been accepted for publication	
I understand that I am free to end the research interview at any time without having to give a reason	
I understand that I am free to choose not to answer a question without having to give a reason	
I agree to the interview being recorded (e.g., audio-recorded)	
I grant permission for my data to be shared with other researchers on the condition that my anonymity will be maintained	
I grant permission for extracts from the interview to be used in reports of the research (such as journal publications, conference presentations, and educational meetings) on the understanding that my anonymity will be maintained	
I agree to take part in this study	

Participant signature
Date
Name of participant
Researcher signature
Date
Name of researcher: Professor Anna Madill, University of Leeds

Confidentiality Statement for Transcribers

Ethics Committee, School of Psychology, University of Leeds

The British Psychological Society has published a set of guidelines on ethical principles for conducting research. One of these principles concerns maintaining the confidentiality of information obtained from participants during an investigation.

As a transcriber you have access to material obtained from research participants. In concordance with the BPS ethical guidelines, the Ethics Committee of the Institute of Psychological Sciences requires that you sign this Confidentiality Statement for every project in which you act as transcriber.

General

- I understand that the material I am transcribing is confidential
- The material transcribed will be discussed with no-one
- The identity of research participants will not be divulged

Transcription Procedure

- Transcription will be conducted in such a way that the confidentiality of the material is maintained
- I will ensure that audio-recordings cannot be overheard and that transcripts, or parts of transcripts, are not read by people without official right of access
- All materials relating to transcription will be returned to the researcher

Signed _____ Date _____

Print Name _____

Researcher Professor Anna Madill

Project Title Understanding manga from an anglophone perspective
Ethics:xxxxxx, date:xxxxxxxxxxxx

Consent Form – Photography

Name: Professor Anna Madill, School of Psychology, University of Leeds, UK

Email: a.l.madill@leeds.ac.uk

Ethics:XXXXXXX, date:XXXXXXXXXXXX

Location of photograph: TO BE COMPLETED ACCORDING TO VENUE

I - Professor Anna Madill - at a.l.madill@leeds.ac.uk would like to take your photograph (the “image(s)”). These image(s) are being taken for the purposes of accompanying and illustrating research I am conducting on manga, its readers, and producers. The image(s) may appear in reports of the research including journal articles, book chapters, conference presentations, seminars, and lectures.

Privacy - I want your permission to use the image(s) I have taken of you. If you wish to withdraw your permission please email me. I will not acknowledge you by name when I use the image(s) (most people prefer this) but may refer to you as a participant at TO BE COMPLETED ACCORDING TO VENUE.

Copyright – To allow me to freely use the image(s) I will have exclusive ownership over it/them. You agree to waive any rights you may have in the image(s).

You agree to the above

Your signature: _____ Date: _____

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:XXXXXX, **date:**xxxxxx



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 received a grant from the British Academy to study the manga 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 the English-speaking readers and producers.

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 Anglophone West.

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