

Department of Psychology Participant Information Sheet

Does Advertising Truly Represent the LGBTQ+ Community? An Analysis of Intersectionality and Consumer Responses to LGBTQ+ Advertising.

You have been invited to take part in this study for my MSc dissertation in the Psychology of Advertising. Before you agree to participate, please take the time to read the following information carefully and decide whether or not you wish to take part.

What is the purpose of the study?

I am a Masters student (Psychology of Advertising) who is interested in researching LGBTQ+ portrayals in mainstream advertising, and consumer responses to such ads. Your participation in this study is completely voluntary.

What does the study entail?

The study comprises of one interview, within which you will be asked a series of questions regarding your views on prosocial advertising, specifically concerning LGBTQ+ depictions. You will also be shown three short adverts during the interview and questions will be asked about your attitudes towards the advertisements and the brands associated with them. This interview will last approximately 45 minutes and will be held over Microsoft Teams or in person where applicable. You will additionally be asked for some basic information about yourself, including your age, gender and LGBTQ+ community status; all of which are optional to answer. This information will allow us to report the general characteristics of our sample. The interview will be recorded, transcribed and anonymised for use in my dissertation report. The un-anonymised recording will be stored in a separate Lancaster University OneDrive folder in line with General Data Protection Regulation, which only the researcher and study supervisor will have access to. When the study is completed, all recordings will be deleted.

Confidentiality and Risks

Your participation in this study is entirely voluntary and confidential. You may choose to withdraw from the interview at any moment with no adverse consequences. If you wish to withdraw your data, you may contact myself or my project supervisor and there will be no adverse consequences. You will have 14 days to withdraw your data. Your answers may be used in my final report as quotes, however you will be given a pseudonym to ensure confidentiality is maintained. Additionally, any identifying information discussed in the interview will be left out of the written report to protect confidentiality. Furthermore, only the researcher and study supervisor will have access to the recording. If at any point you feel uncomfortable about anything which is raised within the interviews please remember that you do not need to answer any questions asked.

Who can I contact if I have any questions or concerns?

The researcher on this project is Layton Edgington, who can be contacted on the following email address: r.edgington@lancaster.ac.uk

The primary project supervisor is Leslie Hallam, who is a lecturer in the Psychology

Department at Lancaster University. He can be contacted at: l.hallam@lancaster.ac.uk

If you have any queries or concerns about your experiences, or wish to talk to someone who is not associated with the current project, please contact the head of the Psychology Department at Lancaster University, who can be contacted by the following email:

psychology.hod@lancaster.ac.uk

For further information about how Lancaster University processes personal data for research purposes and your data rights please visit our webpage:

www.lancaster.ac.uk/research/dataprotection

Please read the following statements and select a response that applies:

I wish to continue with my participation

I do not wish to continue with my participation





Participant Consent Form

Does advertising truly represent the LGBTQ+ community? An analysis of ad intersectionality and consumer responses to LGBTQ+ advertising.

Please fill in the following sections:

Name

Age

Participant code (given
by researcher)

Email address

Do you consider yourself to be a member of
the LGBTQ+ community?

Yes

No

Prefer not to say



Which term best describes your LGBTQ+ membership?

Lesbian

Gay

Bisexual

Transgender

Queer

Intersex

Asexual

Pansexual

Other

Prefer not to say

How would you label your gender?

Female

Male

Non-binary

Gender-fluid

Other

Prefer not to say





Please read the following statements and select all the boxes indicating that you give informed consent for the study. If you do not agree to participate, please exit the survey.

I agree to participate in this research

This participation is entirely voluntary and of my own free will

I have had the opportunity to ask the researcher questions

I understand that I can withdraw from the interview at any point, without reason and without adverse consequences

I have been given full information about the study and have read the participant information sheet

I have been given the researcher's contact information

I understand that my interview will be recorded and that any identifying data collected will be anonymised during transcription in order to maintain my confidentiality

I understand that if I wish to contact the head of the psychology department about this research, that they can be emailed at psychology.hod@lancaster.ac.uk

