RESEARCH INFORMATION AND CONSENT FORM

What is this project about?
I am doing a study of how young children respond to educational TV programming.

Who can do it?
Any 3- to 4-year-old who is fluent enough in English to talk to us can do it.

What would you and your child have to do? We would show your child a clip from Daniel Tiger’s Neighborhood. This is an educational program suited for this age. Afterward, we’d ask questions about the content and assess reactions. We’d like to video-tape the session. Your child could stop participating at any time, if he or she wanted. In addition, it would be very helpful if you could fill out the background information sheet attached to this consent form!

As part of the study, we have a “tea party” in which we give children up to five teddy grahams and a Hershey’s chocolate kiss (they may bring some more kisses home). If your child has allergies to either of these foods, please do not have him or her participate.

How long will it take and where would it be?
The session would last about 30 minutes. If this was sent home with your child from their preschool, it would take place there. If not, it would take place at the Center for Communication Research. The background sheet takes about 10 minutes to complete.

How will our confidentiality be protected? Neither your name nor your child’s name will be written anywhere in their answers, nor would any names be included in any presentation of the results. Portions of the video tapes may be used for educational presentations, but your child’s face would not appear (we tape from behind). Tapes will be stored on campus for seven years, per university policy. Your name is not written on the background information sheet, which will be stored separately from the consent form.

To thank your family for their help, we’d like to give each child who participates either $10 cash or a $10 gift card to Barnes & Noble Bookstore (your choice). In addition, each parent who completes the background information sheet would get an additional $10.
Are there any benefits or risks to you or your child?
There are no direct benefits or risks to you or your child for doing the study.

WHOM SHOULD I CONTACT IF I HAVE QUESTIONS? If you have questions about the study you should contact me, Professor Louise Mares at (608) 263-2350 or through email at mares@wisc.edu. I am the Principal Investigator for this study. The title of the study is “Children’s Responses to Daniel Tiger’s Neighborhood.” If you have more questions, or want to talk with someone about your family’s rights when taking part in a research study, you should contact the Education Research and Social & Behavioral Science IRB office at (608) 263-2320.

Thank you so much for thinking about this!

Marie-Louise Mares
Associate Professor,
Department of Communication Arts,
University of Wisconsin-Madison

By signing this form it tells me that you have read this consent form, that you had a chance to ask questions, and that you are okay with having your child take part in this study.

PLEASE FILL OUT THIS FORM IF YOU GIVE CONSENT FOR YOUR CHILD TO BE IN THE STUDY

Name of Parent ______________________  Name of Child _______________________________

Parent's signature __________________  Date __________________

I agree to let my child be video taped. Please initial __________________

Please indicate if you want your child to get a gift card to Barnes & Noble bookstore or cash

   card   cash

BACKGROUND SHEET: If you’re okay with answering the background questions, please sign and give the date again:

Signature:  Date: