

Pride & Co: LGBTQ employees and the corporate sponsorship of Gay Pride

INTRODUCTION

You are being invited to take part in a research study. Before you decide whether or not to take part, it is important for you to understand why the research is being carried out and what it will involve. Please take time to read the following information carefully. If you have any questions about your involvement in this study, please contact the lead researcher, Sharif Mowlabocus, via email: s.j.mowlabocus@sussex.ac.uk

WHAT IS THE PURPOSE OF THIS STUDY?

This study explores the reasons LGBTQ people do (or do not) engage with Pride events via the organisations, companies and institutions they work for. Gay Pride events often rely on sponsorship from commercial organisations and these events can offer an opportunity for employers to show support for their LGBTQ employees, and the broader LGBTQ community. They also offer an opportunity for advertising and help to fulfil corporate social responsibility charters that many organisations invest in.

Much has been written about Pride, its evolving relationship with corporate sponsors, and its changing politics. However, nothing has been written about the LGBTQ employees who work for these sponsors. Nobody has offered these folk a voice. This is the aim of this study.

WHY HAVE I BEEN INVITED TO PARTICIPATE?

You have been invited to take part in this study because you either responded to an advertisement on Facebook or expressed your interest in the project via the project website. As stated on the Facebook advertisement and on the project website, this study is open to people who identify as Lesbian, Gay, Bisexual, Trans* or Queer and are currently or have recently been employed by a company that has a base in Northern California.

DO I HAVE TO TAKE PART?

It is up to you to decide whether or not you take part in this study and this information sheet is designed to help you make an informed decision about whether to take part or not.

There is no obligation to take part in this research. This research is not sponsored by your employer and your decision does not affect your employment.

If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent form. If you decide to take part you are still free to withdraw at any time prior to the interview and without giving a reason. You may also choose to withdraw from the study after your interview, provided you contact the lead researcher, Sharif Mowlabocus, within three months of your interview. You can contact Sharif by email at: s.j.mowlabocus@sussex.ac.uk

WHAT WILL HAPPEN TO ME IF I TAKE PART?

If you choose to take part, you will be invited to participate in a 1-2-1 interview with the lead researcher. This can take place in person or over Skype or FaceTime. You will be asked a series of questions and may also be asked to complete a short survey. This research only requires that you are interviewed once.

If you later choose to withdraw from this study, you can do so, providing you contact the researcher within three months of your interview date. Please contact the researcher by email at: s.j.mowlabocus@sussex.ac.uk

WHAT ARE THE POSSIBLE DISADVANTAGES AND RISKS OF TAKING PART?

One cost of this research is time and the interview can last between 60 and 90 minutes.

You might also be invited to talk about negative experiences in the workplace, including incidents where you have been discriminated against. You may be asked a question about this **but you are free to choose whether or not to talk about these negative experiences.**

WHAT ARE THE POSSIBLE BENEFITS OF TAKING PART?

There are several benefits to taking part in this study. Firstly, you will be able to share your views on the subject of Pride and your company's involvement in Pride. Secondly, your opinions and thoughts will contribute to research that will add to the ongoing conversation about Pride and its role in LGBTQ culture. Thirdly, you will have the opportunity to reflect upon your experiences of Pride and many participants find this kind of recollection an enjoyable experience.

WILL MY INFORMATION IN THIS STUDY BE KEPT CONFIDENTIAL?

This research takes confidentiality very seriously. **All** information collected about you and your employer will be kept **strictly confidential** (subject to legal limitations). This means the following:

1. Your signed consent form will be kept in a locked filing cabinet during the period of research and **destroyed three months after the research being completed.**
2. The recording of your interview will be stored on a cold storage hard drive (this means it is not connected to the Internet) and **permanently erased three months after the research being completed.**
3. The recording of your interview will only be shared with a transcription service. This transcription service handles sensitive and confidential medical records and uses encrypted methods for transferring data.
4. In any and all publications, research papers and conference presentations **your identity will remain anonymous.** You will be assigned a pseudonym and **any identifying information will be changed** so that you cannot be identified.
5. In any and all publications, research papers and conference presentations the name of **your employer will remain anonymous.** Pseudonyms will be used and **any identifying information will be changed** so that the company you work for cannot be identified.

WHAT SHOULD I DO IF I WANT TO TAKE PART?

If you choose to take part in the study, you should contact the lead researcher, Sharif Mowlabocus. You can do this in two ways:

- Via email at: s.j.mowlabocus@sussex.ac.uk. In this email you should state your name, your age and your willingness to take part in the research.
- Via the webform, available at: <http://sharifmowlabocus.com/apply-to-be-interviewed/>

WHAT WILL HAPPEN TO THE RESULTS OF THE RESEARCH STUDY?

The results of this research will form a chapter in a new book that explores different aspects of LGBTQ culture in the 21st century. The book will be available for purchase but if you would like a free copy of the chapter that your interview contributed to, you can inform the researcher of this at the time of the interview.

Any records relating to this research will be stored according to Sussex University's Master Records Retention Schedule: (<http://www.sussex.ac.uk/ogs/policies/information/recordsmanagementguidance>)

WHO IS ORGANISING AND FUNDING THE RESEARCH?

This research is being organised by Dr Sharif Mowlabocus, who is a member of the School of Media, Film and Music at the University of Sussex. The research is being funded by the University of Sussex.

WHO HAS APPROVED THIS STUDY?

This research has been approved by the Social Sciences & Arts Cross-Schools Research Ethics Committee (C-REC). The ethical review application number of the study (e.g. ER/SJM23/7).

CONTACT FOR FURTHER INFORMATION

If you have any questions about this study you may contact the lead researcher, Sharif Mowlabocus, via email at s.j.mowlabocus@sussex.ac.uk.

If you have any concerns about the way in which the study has been conducted, you should contact the Chair of the C-REC: c-recss@sussex.ac.uk.

INSURANCE

The University of Sussex has insurance in place to cover its legal liabilities in respect of this study.

THANK YOU FOR YOUR INTEREST IN THIS STUDY AND FOR TAKING THE TIME TO READ THIS INFORMATION SHEET.

13TH MAY 2019.