**Interview consent form**

*Please print out, sign and bring this form to the interview*

**Television framing of the 2014 Scottish independence referendum**

Funded by the ESRC Future Research Leaders scheme

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**The research project**

The aim of this project is to examine how the 2014 Scottish referendum was framed in the news coverage of the two main television channels catering for audiences in Central Scotland, BBC Scotland and STV. Framing here means the way this coverage addressed the question ‘what is the referendum about?’ – the research is not about issues of ‘bias’ or impartiality, nor about the portrayal of political actors or sides. The research methods consist of a content analysis of television coverage and interviews with journalists and executives at the two channels, campaigners and civil society organisations.

The interviews conducted as part of the project aim to explore how alternative frames (or ways of understanding what the referendum decision was about) were created in the interaction between journalists, media organisations and their sources during the campaign. They look at the factors that shaped the day-to-day reporting of the campaign, such as editorial processes, journalistic routines, dynamics within and between media, and media-source relationships. The interviews will contribute to a better understanding of how the key themes that frame a referendum campaign are identified by broadcasters, and what factors influence which frames become prominent in media discourse.

**How interview data will be used.**

Interviews will be audio recorded and then transcribed by the PI. Audio and text files will be stored digitally on the PI’s personal computer for 10 years and will be protected by password. Any back-ups will also be password-protected.

As required by the ESRC, research data generated through this project will be deposited to the UK Data Service (http: //ukdataservice.ac.uk) for archiving, preservation and future re-use by other researchers.

Excerpts from the interviews may be used in the reporting of findings. These reports will take the form of articles published in academic journals (open-access or subscription-based), book chapters, books, reports prepared for the organisations involved in the research, conference papers and presentations.

Participants may request for their contributions to be anonymised. In this case quotes from the interviews may still be used, but the interviewee will not be identified.

**Your participation**

You have been invited to participate in the study due to your key role in the referendum campaign, as a representative of a broadcaster, a campaign manager or a news source. Your insights will be invaluable for the outcome of this study. The interview will last between 30 minutes - one hour. You may request that any specific part of your contribution remains confidential. You can also decide not to answer any particular question. You may withdraw from the study by notifying the PI. In this case your contribution will be destroyed (if the interview has already taken place), but please notify the PI as soon as possible after the interview and no longer than 3 weeks later, to ensure that the contribution is not included in any presentation. The PI will email you a transcript of your interview so that you can check it for accuracy before it is analysed.

Thank you very much for taking the time to participate in the study. For any questions or problems, please do not hesitate to contact the PI at [marina.dekavalla1@stir.ac.uk](mailto:marina.dekavalla1@stir.ac.uk) . For more information on research ethics standards at Stirling University, please visit <http://www.goodresearchpractice.stir.ac.uk/ethics/index.php>.

Please tick as appropriate and sign below:

I have read and understood the above and I wish to participate in the study. **☐**

I agree that the transcript of the interview is deposited to the UK Data Service (ukdataservice.ac.uk) for archiving and use by other researchers. **☐**

I agree to be named as an interviewee and for quotations from my interview to be attributed to me in reports of the findings. **☐**

or

I wish that my name is not mentioned in any reports of the findings. **☐**

Name:

Date:

Signature: