

Developing a socially-engaged Internet art practice Information Letter to Participants

2 Bradford Street,
Mt Lawley
Western Australia 6050
Telephone 134 328

Dear Participant,

I am currently conducting a research project at Edith Cowan University in Western Australia. This research is being undertaken as part of the requirements of a Masters degree in the School of Communications and Arts.

CRICOS 00279B

ABN 54 361 485 361

This research project entitled- *“Developing a socially-engaged Internet art practice”* aims to develop a socially-engaged network of creative practitioners that are able to intervene within a virtual space while communicating concepts and artworks utilising the Internet and Chroma Key technology. This special effect method of layering two images or video streams together removes a background from the subject. Participants are asked to use this technique to interact and utilise the backdrop of their choice in a way necessary to communicate and realise their ideas.

Voluntary participation

This information letter is an invitation to participate in this research project. Participation is voluntary and no explanation or justification is required if you choose not to participate. No disadvantage or penalty will result in choosing not to participate. Personal contacts of the researchers with creative backgrounds between the ages of 18 to 65 are being selected to initially participate.

Project details

Participants are invited to:

1. Create electronic media artworks utilising Chroma key compositing technology.
2. Share created artworks to the projects Website at alphachannel.com.
3. Choose to have their worked screened at a forthcoming exhibition organised by the researcher, planned to commence on the 4th of March 2015.
4. Utilise a chroma keyed or green-screen environment to live stream a proposed concept to a public television screen in the Northbridge Piazza, proposed to be held on the 13th of March 2015. This process is similar to the technology utilised in broadcasting live weather reports. The proposed concept for the live stream may be realised through performance, direction, installation, 3D modeling, sound or any appropriate media that is suitable for a chroma keyed backdrop.

All submissions to the research project must abide by the following content guidelines, restricting the posting of inappropriate material.

- A. You shall be solely responsible for your own content and the consequences of submitting and publishing your content on this website.
- B. All media sources used to produce artworks must not infringe on the Copyright Amendment Act 2006.
- C. All content must have the necessary licenses, rights, consents, and permissions to publish the content.
- D. Participants must adhere to the terms and conditions of the third party Internet video service being utilised.
- E. Nudity or media containing sexual content is not permitted. No content that is deemed gratuitously graphic is acceptable.
- F. Graphic or gratuitously violent content is not permitted.
- G. Content expressing acts such as predatory behavior, threats, harassment, intimidation, privacy invasion and inciting others to commit violent or racist acts is not permitted.
- H. Content involving children under the age of 18 is not permitted.
- I. If an individual, other than the owner of the media, is recorded on a type of media, a “Deed of Release by Performer” form is required to be signed by that individual.

Artworks may be developed independently, utilising the participants own equipment or by means of an already established room containing the necessary equipment in the researchers studio, located at-
Edith Cowan University,
2 Bradford Street,
Mt Lawley, 6050,
Building 5, Room 5.139.
This room is available upon request of the participant.

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Once a participant has completed an artwork utilising this technology, they have the opportunity to upload the artwork in video or image format to the website of the project. This website acts as a database to the project, providing a central access point to all submitted artworks. Once the media is uploaded to the website the participant has the opportunity to supply a summary of the work.

If a participant has submitted work to the website before the opening of the forthcoming exhibition, planned to commence on the 4th of March 2015 and they have consented to their work being included in the exhibition. The artwork will be displayed in a televised loop as a projection in the gallery space. The artworks that gain permission to be displayed in the exhibition will be screened in chronological order of submission date. If contact details are unavailable for an individual whom has contributed artwork the submitted media will not be shown at the exhibition.

No inconvenience or discomfort will be imposed on participants. If an individual decides to participate in the research project it is at a time convenient to them and to an extent that they feel comfortable. Submission of artwork is at the preference of the participant, no participant will be encouraged or pressured to finish or submit works of art at any time.

Potential benefits

This opportunity for participants provides a possible channel to disperse their work and concepts within an alternative art context, creating the possibility of extensive viewership online. The benefits of this digital network are that it is not location specific, giving access to global audiences. This opportunity has the potential to provide a further practical understanding of how digital art networks function.

Information and data collection

All media content that is developed and recorded independently by the participant, this includes: video, images and audio is the sole responsibility of that participant. Where a participant chooses to utilise recording equipment organised by the researcher, only the participant and the researcher will have access to that master recording and the recordings will only be utilised to contribute artwork and documentation to the project. The researcher will make no duplicates of any media. If a participant is recorded on a form of media a “Deed of Release by Performer” form is required to be signed by that participant. If an individual participant withdraws consent once a recording has already been made the media will be destroyed in all possible cases.

Participants need to be aware that data collected incidentally from external sources from Internet services such as Google Analytics and YouTube is the responsibility of the individual using that service and that by registering an account with online services you agree to their independent terms and conditions of service.

Confidentiality

By choosing to participate in this research project participants accept that the information received directly will be kept confidential, and that the identity of participants will not be disclosed without consent. This does not extend to the use of third part Internet services where the researchers have no authority to the information provided.

The information participants provide will be used to investigate the productive ways in which artists can work with information communication technologies. All information directly received will be stored for duration of 5 years secured on a password protected external hard disk in a locked cabinet. After 5 years the information will be destroyed. During the 5 year period the chief investigator and supervisor will have access to this information. Participants should be aware of the legal limits to confidentiality in all cases.

Results of the research project

Along with this project taking form as an artwork, the research outcomes of this project will be discussed as part of a Masters thesis and oral presentation. The results obtained during the research will not include any information that may identify individual participants, unless consent has been obtained.

Results from this study will be provided to participants on request by oral presentation.

Further use of information and data

Information and data collected from participants will be used for this research project only.

Withdrawing Consent

Participants are free to withdraw their consent to further involvement in the research project at any time. By withdrawing from the research project participants acknowledge that artworks that have been produced and submitted will be removed from the projects web page and not used in any way towards the research project. However, any electronic data the participant has administrative power over will be unable to be deleted by the researcher and the participant will be solely responsible for the removal of that data. For example, a participant may upload a media artwork to their own personal YouTube account, no individual besides the owner of that account has administrative access to its content, in these cases it is the responsibility of the participant to remove that data.

Research Approval

The Edith Cowan University Human Research Ethics Committee has approved this research.

Consent

Should you wish to participate in this project, please submit a signed Informed Consent Document.

Contacts

If you have any questions or require any further information about the research project, please contact:

Chief Investigator

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If you have any concerns or complaints about the research project and wish to talk to an independent person, you may contact:

Research Ethics Officer

Edith Cowan University
270 Joondalup Drive
JOONDALUP WA 6027
Phone: (+61 8) 6304 2170
Email: research.ethics@ecu.edu.au

Yours sincerely,

Steven Tapping

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