

Research Participant Information and Consent Form

Title of the Study: Attitudes toward Team Nicknames & Logos in Sports

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Researcher: Adam Whalen (phone: 801-910-7420; email: adam.whalen@utah.edu)

Description of the Research

You are invited to participate in a research study about various sports teams' nicknames and logos. The purpose of this research is to investigate individual attitudes toward the use of Native American nicknames and logos in college sports. This study will include participants from a randomly selected sample of students, staff, and faculty at the University of Utah. All research will be conducted on the Internet using an online survey.

What Will my Participation Involve?

If you decide to participate in this research, you will be asked to complete an online questionnaire. Participation will require answering a series of questions and will last approximately 10 minutes.

Are There Any Risks to Me?

We do not anticipate any risks to you from participation in this study.

Are There Any Benefits to Me?

We do not expect any direct benefits to you from participation in this study.

How Will my Confidentiality be Protected?

While there will be publications as a result of this study, your name will not be used. Only group characteristics will be published.

Whom Should I Contact If I Have Questions

You may ask any questions about the research at any time. If you have questions about the research, you should contact the Principal Investigator, Sara Yeo, at 801-585-5918. You may also call the researcher, Adam Whalen at 801-910-7420. If you are not satisfied with the response of the research team, have more questions, or want to talk with someone about your rights as a research participant, you should contact the University of Utah IRB Office at 801-581-3655. You may also contact the Research Participant Advocate (RPA) by phone at (801) 581-3803.

Your participation is completely voluntary. If you decide not to participate or to withdraw from the study, it will have no effect on you. Selecting "Yes" below indicates you that you have read this consent form, had an opportunity to ask any questions about your participation in this research and voluntarily consent to participate.

I agree to participate in this study and have read the consent form.

Yes1
No.....2

[If “No” is selected, boot the individual to the end of the survey]

We are conducting a study on attitudes toward the use of nicknames and logos in college sports. People have all sorts of views about mascots, logos, and nicknames. We are asking randomly chosen people to answer questions about these issues to get an idea of what people think about them.

To ensure data quality and validity, **please do not visit other websites while reading and answering our survey questions.**

[SFCP] To begin, we would like to know how interested you are in certain sports, either college or professional. Please tell us how interested you are in...

Not at all interested 1	2	3	4	5	6	Very Interested 7
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[RANDOMIZE AND RECORD ORDER OF ITEMS 1-2]

- 1) College sports
- 2) Professional sports

[Randomize appearance of CSI and PSI]

[CSI] At the **college** level, please rate how interested you are in...

Not at all interested 1	2	3	4	5	6	Very Interested 7
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[Randomize Order of Items 1-6]

- 1) Football
- 2) Basketball
- 3) Baseball
- 4) Soccer
- 5) Hockey
- 6) Gymnastics

[PSI] At the **professional** level, please rate how interested you are in...

Not at all interested 1	2	3	4	5	6	Very Interested 7
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[Randomize Order of Items 1-6]

- 1) Football
- 2) Basketball
- 3) Baseball
- 4) Soccer
- 5) Hockey
- 6) Gymnastics

[SEF] We would also like to know how frequently you experience sporting events, such as **games, matches, or competitions**. Please tell us how frequently you...?

Never 1	2	3	4	5	6	All the time 7
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[RANDOMIZE THE ORDER OF ITEMS 1 THRU 4]

- 1) Attend a sporting event.
- 2) Watch a sporting event on television.
- 3) Listen to a sporting event on the radio.
- 4) Watch a sporting event online (e.g., streamed from a service such as NFL Gameday Package, MLB.TV, etc.).

[NAOA] Next, we're going to ask you some questions related to Native Americans. Please tell us how much you agree or disagree with the following statements.

Do not agree at all 1	2	3	4	5	6	Agree very much 7
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[Randomize order of the items 1-7]

- 1) Native Americans receive special privileges because of their race.
- 2) Native Americans are hard-working.
- 3) I am interested in Native American culture.
- 4) I am interested in Native American history.
- 5) Native American symbols make good logos.
- 6) Native American symbols make good mascots.
- 7) Native American traditions and beliefs are antiquated.

[NAKT] Here are a few statements about the relationship between the Northern Ute Tribe and the University of Utah. Of course, it is difficult to know the answers to all these questions, but could you please tell us for each statement whether you think it is true or false?

Definitely false 1	Likely false 2	Likely true 3	Definitely true 4	Don't know 9
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[Randomize order of items 1-6]

- 1) The University of Utah has a memorandum of understanding with the Northern Ute Tribe. **[T]**
- 2) Members of the Northern Ute Tribe have performed at University of Utah sporting events. **[T]**
- 3) The University of Utah offers a course outlining the relationship between the Northern Ute Tribe and the University. **[F]**
- 4) In 2005, the NCAA outlined a list of schools with potentially offensive Native American mascots. **[T]**
- 5) The University of Utah has been targeted by Native American tribes for its offensive nickname. **[F]**
- 6) Native American mascots are becoming more common among colleges and universities. **[F]**

[PLV] We'd now like to know about some things you, or others, might be interested in. Please rate how much you agree or disagree with the following statements.

Do not agree at all						Agree very much
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1	2	3	4	5	6	7
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[Randomize the order items 1-6]

- 1) Learning about the Northern Ute Tribe would be useful in my everyday life.
- 2) Raising on campus awareness about the Northern Ute Tribe would be valuable to students, faculty, and staff.
- 3) I am interested in learning about the history and practices of the Northern Ute Tribe.
- 4) People on campus are interested in learning about the history of the Northern Ute Tribe.
- 5) I would take a course about the relationship between the Northern Ute Tribe and the University of Utah.
- 6) It is important to understand the culture of the Northern Ute Tribe as a member of the University of Utah community.

[UofUNLC] Please also tell us how much you agree or disagree with the following statements.

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[RANDOMIZE AND RECORD ORDER OF ITEMS 1-4]

- 1) I am comfortable identifying as a “Runnin’ Ute”.
- 2) I am comfortable identifying with the Utes drum and feather logo.
- 3) It would harm the University of Utah to change the nickname “Runnin’ Utes”.
- 4) It would harm the University of Utah to change its drum and feather logo.

[BeSEP] Here are some statements about behaviors at sporting events. Please rate the following behaviors according to how acceptable you think these behaviors are in the context of a sporting event.

Not Acceptable						Totally Acceptable
1	2	3	4	5	6	7

[Randomize Item Order 1-5]

- 1) Wearing a Native American headdress.
- 2) Using a Native American Tomahawk Chop as a rallying tool.
- 3) Tribal Chanting and / or singing.
- 4) Wearing face paint that is similar to Native American markings.
- 5) Wearing Native American clothing.

[BeSES] We would also like to know how many of these behaviors you have seen at a **University of Utah sporting event**, if any. Please check all that apply.

[Randomize Item Order 1-5]

- 1) Individual(s) wearing a Native American headdress.
- 2) The imitation of a Native American Tomahawk Chop as a rallying tool.
- 3) Tribal chanting and / or singing.
- 4) Individual(s) wearing face paint that is similar to Native American markings.
- 5) People wearing Native American clothing.

[BeSEA] Now, please tell us if you have **personally** participated in any of these behaviors at a **University of Utah sporting event**. Please check all that apply.

[Randomize Item Order 1 thru 5]

- 1) Wearing a Native American headdress.
- 2) Using a Native American Tomahawk Chop as a rallying tool.
- 3) Tribal Chanting and / or singing.
- 4) Wearing face paint that is similar to Native American markings.
- 5) Wearing Native American clothing.

[Randomize the order of the next 3 blocks of questions, each school = one block]

[Note; the 7 point scale will be present within each set of questions]

[1/2 Answer the FS Block and the other ½ answer the CC Block; all answer the UU block. R will be randomly assigned to FS and CC block(s), with the order in which R sees the U and FS/CC blocks randomized as well]

[UUNNS] Please tell us how much you agree or disagree with the following statements **about the nickname “Runnin’ Utes.”**

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize order of items 1 thru 10]

- 1) It is racially sensitive.
- 2) It is disrespectful toward the physical characteristics of Native Americans.
- 3) It reflects Native American culture in a positive way.
- 4) It is sensitive to Native American beliefs.
- 5) It is sensitive to Native American symbols.
- 6) Most people think this nickname is racially sensitive.
- 7) Most people think this nickname is disrespectful towards the physical characteristics of Native Americans.
- 8) Most people think this nickname reflects Native American culture in a positive way.
- 9) Most people think this nickname is sensitive to Native American beliefs.
- 10) Most people think this nickname is sensitive to Native American symbols.

[UULS] Below you will see a University logo. **Keeping this logo in mind**, please tell us how much you agree or disagree with the following statements.



Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize Items 1 thru 10]

- 1) This logo is racially sensitive.
- 2) This logo is disrespectful toward the physical characteristics of Native Americans.
- 3) This logo reflects on Native American culture in a positive way.
- 4) This logo is sensitive to Native American beliefs.
- 5) This logo is sensitive to Native American symbols.
- 6) Most people think this logo is racially sensitive.
- 7) Most people think this logo is disrespectful toward the physical characteristics of Native Americans.
- 8) Most people think this logo reflects Native American culture in a positive way.
- 9) Most people think this logo is sensitive to Native American beliefs.
- 10) Most people think this logo is sensitive to Native American symbols.

[FSNNS] Please tell us how much you agree or disagree with the following statements **about the nickname "Seminoles."**

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize Items 1 thru 10]

- 1) It is racially sensitive.
- 2) It is disrespectful toward the physical characteristics of Native Americans.
- 3) It reflects Native American culture in a positive way.
- 4) It is sensitive to Native American beliefs.
- 5) It is sensitive to Native American symbols.
- 6) Most people think this nickname is racially sensitive.
- 7) Most people think this nickname is disrespectful towards the physical characteristics of Native Americans.
- 8) Most people think this nickname reflects Native American culture in a positive way.
- 9) Most people think this nickname is sensitive to Native American beliefs.
- 10) Most people think this nickname is sensitive to Native American symbols.

[FSLs] Below you will see a University logo. **Keeping this logo in mind**, please tell us how much you agree or disagree with the following statements.

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize Items 1 thru 10]



- 1) This logo is racially sensitive.
- 2) This logo is disrespectful toward the physical characteristics of Native Americans.
- 3) This logo reflects on Native American culture in a positive way.
- 4) This logo is sensitive to Native American beliefs.
- 5) This logo is sensitive to Native American symbols.
- 6) Most people think this logo is racially sensitive.
- 7) Most people think this logo is disrespectful toward the physical characteristics of Native Americans.
- 8) Most people think this logo reflects Native American culture in a positive way.
- 9) Most people think this logo is sensitive to Native American beliefs.
- 10) Most people think this logo is sensitive to Native American symbols.

[CCNNS] Please tell us how much you agree or disagree with the following statements **about the nickname "Catawba Indians."**

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize Items 1 thru 10]

- 1) It is racially sensitive.
- 2) It is disrespectful toward the physical characteristics of Native Americans.
- 3) It reflects Native American culture in a positive way.
- 4) It is sensitive to Native American beliefs.
- 5) It is sensitive to Native American symbols.

- 6) Most people think this nickname is racially sensitive.
- 7) Most people think this nickname is disrespectful towards the physical characteristics of Native Americans.
- 8) Most people think this nickname reflects Native American culture in a positive way.
- 9) Most people think this nickname is sensitive to Native American beliefs.
- 10) Most people think this nickname is sensitive to Native American symbols.

[CCLS] Below you will see a University logo. **Keeping this logo in mind,** please tell us how much you agree or disagree with the following statements.

Do not agree at all						Agree very much
1	2	3	4	5	6	7

[Randomize Items 1 thru 10]



- 1) This logo is racially sensitive.
- 2) This logo is disrespectful toward the physical characteristics of Native Americans.
- 3) This logo reflects on Native American culture in a positive way.
- 4) This logo is sensitive to Native American beliefs.
- 5) This logo is sensitive to Native American symbols.
- 6) Most people think this logo is racially sensitive.
- 7) Most people think this logo is disrespectful toward the physical characteristics of Native Americans.
- 8) Most people think this logo reflects Native American culture in a positive way.
- 9) Most people think this logo is sensitive to Native American beliefs.
- 10) Most people think this logo is sensitive to Native American symbols.

Because we try to get responses and opinions from different people all across campus, we would like to ask you a few questions that help us to reach people of different ages, genders, and so on. Once again, these responses will be confidential and will only be used for academic research purposes.

V1. What is your position at the University of Utah?

- 1) Student
- 2) Staff

- 3) Faculty
- 9) Other [TEXTBOX]

[Contingency Question if “1” is selected, show V1A. If 2, 3, or 9 are selected skip to V2]]

V1A: What is your academic standing?

- 1) Undergraduate, First Year
- 2) Undergraduate, Second Year
- 3) Undergraduate, Third Year
- 4) Undergraduate, Fourth Year
- 5) Undergraduate, Five Years or more
- 6) Graduate, First Year
- 7) Graduate, Second Year
- 8) Graduate, Third Year or more
- 9) Doctorate, First Year
- 10) Doctorate, Second Year
- 11) Doctorate, Third Year or more

V2. What is the highest degree or level of schooling you have completed? If you are currently enrolled, please select the **highest degree you have received**.

[DROP DOWN MENU: CATEGORIES]

- 1) None
- 2) Kindergarten to 8th grade
- 3) Some high school, no diploma
- 4) High School graduate, diploma, or the equivalent (e.g., GED)
- 5) Some college credit, no degree
- 6) Trade / technical / vocational training
- 7) Associates Degree
- 8) Bachelor’s Degree
- 9) Master’s Degree
- 10) Professional Degree
- 11) Doctorate Degree

V3. With which gender do you identify?

- 1) Female
- 2) Male
- 9) Other [TEXTBOX]

V4. In what year were you born?

[DROP DOWN MENU: RANGE 1900-1998]

V5. Are you Spanish, Hispanic, or Latino?

- 1) Yes
- 2) No

V6. Please choose one or more races that you consider yourself to be.

- 1) White
- 2) Black
- 3) African-America
- 4) American Indian or Alaska Native
- 5) Asian
- 6) Native Hawaiian or Pacific Islander
- 9) Other [TEXTBOX]

V7. What is your annual household income?

- 1) Less than \$10,000
- 2) \$10,000 to \$19,000
- 3) \$20,000 to \$29,999
- 4) \$30,000 to \$39,999
- 5) \$40,000 to \$49,999
- 6) \$50,000 to \$59,999
- 7) \$60,000 to \$69,999
- 8) \$70,000 to \$79,999
- 9) \$80,000 to \$89,999
- 10) \$90,000 to \$99,999
- 11) \$100,000 to \$149,999
- 12) \$150,000 or more

V8. The terms “liberal” and “conservative” can mean different things to different people, especially depending on the kind of issue one is considering. In terms of **economic issues**, would you say you are...?

Very Liberal 1	Liberal 2	Somewhat Liberal 3	Moderate 4	Somewhat Conservative 5	Conservative 6	Very Conservative 7
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V9. Now, thinking in terms of **social issues**, would you say you are...?

Very Liberal 1	Liberal 2	Somewhat Liberal 3	Moderate 4	Somewhat Conservative 5	Conservative 6	Very Conservative 7
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V10. On a scale of 0 to 10, how much guidance does religion provide in your everyday life?

No guidance at all 0	1	2	3	4	5	6	7	8	9	A great deal of guidance 10
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V11. Do you consider yourself as belonging to any particular religious denomination?

- 1) Yes

2) No

[Contingency Question, Box Selection for 1-15, open Text for 16]

If yes, what is your religious denomination?

- 1) Catholic
- 2) Protestant
- 3) Jewish
- 4) Muslim
- 5) Mormon (Latter Day Saints)
- 9) Other

[Supply Text Box to fill in what their denomination is]