ticket designer

Information Sheet

By choosing to use the ticket designer website (https://ticket-designer.designinformatics.org/), you are being invited to take part in a research study. Before you decide if you would like to participate, it is important for you to read this leaflet so you understand why the study is being carried out and what it will involve. Reading this leaflet and asking any questions you might have will help you decide whether or not you would like to take part.

Who are we?
We are researchers in 'Creative Informatics' at the University of Edinburgh, exploring the future of data-driven technologies in the creative industries. We work across the creative sector in Edinburgh to support and develop research and innovation to identify the opportunities and challenges in working with digital technologies. This study is led by Dr. Chris Elsden, a Chancellor's Fellow in Service Design, based in Design Informatics, at the University of Edinburgh. It is part of a research programme on Creative Transactions, led by Dr. Chris Elsden, University of Edinburgh. The project is funded through a British Academy / Leverhulme Trust Small Research Grant: 'What is a Ticket? Reimagining Online Economies for New Creative Transactions in the Performing Arts' (SRG20\200572).

What is the purpose of this study?
This research project is about the future of ticketing and payment for performance, art and live events. In light of both the pivot to online events during lockdown, and the emergence of new financial and data-driven payment technologies, we're examining how new approaches to ticketing can produce new relations and business models between artists, venues and audiences. Inspired by new digital economies on online platforms such as Twitch, with programmable currencies and multiple payment options (from subscriptions and gifts, to tip jars and 'pay what you want'), we're designing and building a prototype for a data-driven ticket, called the ticket designer.

What is the ticket designer for?
The ticket designer is a research prototype. The ticket designer is not a traditional ticketing system itself, but a discovery tool, to help artists, venues and audiences to create and explore new kinds of tickets.

Ticket designers can use a mix of templates, conditions and actions to create, save and share a unique ticket, each with its' own unique rules. Anyone can use the ticket designer to create a customised ticket. For example, you could build a ticket that listens to your Spotify, a ticket that lets you choose the setlist, or even a ticket that earns you money. We've built this tool to explore and collect new ideas about how what people value and how we pay for live events. As more people create tickets, we're building a library of different conditions and actions that will help us imagine the future of ticketing.

We will use the ticket designer in various events and workshops to explore the future of ticketing. The first event will be an improv comedy show, in partnership with Glasgow Improv Theatre, taking place on August 26th, 2021 – 'Whose Ticket is it Anyway?'.

How will the tickets be used?
All tickets created will be published anonymously on the ticket designer website, and available for others to view and explore. Users may also share a unique link to tickets they have created or viewed on the site. We hope this will produce a rich library of tickets, and inspire people to think about what tickets could do in the future.

Any tickets published before August 26th, may also be selected as a prompt for short scenes for an online, improv show by Glasgow Improv Theatre, called 'Whose Ticket is it Anyway?'.

Tickets will remain visible after the show, and new tickets may still be created and shared.

Who do you want to use the ticket designer?
The ticket designer is for anyone interested in live events, ticketing and performance. We hope a wide range of people will use this tool, including both the general public, and those working directly in the live events and ticketing industry.

What will I be expected to do?
Taking part in this research and using the ticket designer is entirely voluntary. You can watch the associated show 'Whose Ticket is it Anyway' via Twitch, without using the ticket designer.

However, if you would like to use the ticket designer, we invite you to:

- Create an account, and consent to taking part in this research
- Edit different templates to create one or more tickets of your own.
- Explore and share other's tickets from the library
- Produce tickets that may be used as a prompt by the improv team at 'Whose Ticket is it Anyway?'
- Please be kind. The ticket designer will not support hate speech or offensive language.
- Report any tickets to us that may be offensive, and these will be removed from view and moderated.

The show 'Whose Ticket is it Anyway' will take place publicly on Twitch, and be recorded. Audience members may choose to participate via a chat interface.

When you create your account, we will also ask if you're happy to be contacted about future research. If you consented to this, we may contact you after the show, to ask you about your experiences of the ticket designer, and any feedback you may have for us.

We do not anticipate any specific risks to you taking part in this study.

Will you be compensated for doing this?
There is no financial compensation for taking part in this study. However, we hope the use of the ticket designer, and the accompanying show 'Whose Ticket is it Anyway?' offers an enjoyable and thought provoking experience for you.

Confidentiality and data
Any information gathered during this study will be treated confidentially. None of your data will be available to anyone beyond the research team.

The ticket designer website collects the following information:
- Email address
- All tickets created
- Date and time of ticket creation

All data we collect will be handled according to our Creative Informatics research ethics audit, available in full here: https://zenodo.org/record/3967216

By creating a ticket designer account, and using the website, you are providing consent for this data collection.

In summary, your information will be stored in a secure way, and you can have access to it if you wish. You can also get in touch with us at any time and ask for your data to be deleted. Your participation in this research will be entirely anonymous, and your identity will not be revealed at any point or in any subsequent publications.

As an academic research project, we have a number of ways in which your data might be used and stored. Specifically:

Data that includes your personally identifiable information might be:
- On a secure encrypted hard drive for up to ten years
- On a secure University of Edinburgh data management portal for up to ten years
- Used in developing and publishing the findings of the research, only if we have your express consent for this.

Anonymised data, from which your personally identifiable information has been removed, might be:
- Used and quoted by the University of Edinburgh in developing and publishing the findings of the research
- Stored on a secure University of Edinburgh data management portal indefinitely, subject to review every 3 years.

Use of results
The information gathered as a result of this study will be used in several ways.

Primarily it will directly inform our design and prototyping process for a new kind of ticket. Your participation will also contribute to a research report and academic papers on the future of ticketing.

We hope this will be directly relevant and useful to many working in the performing arts and events sector.

Will you be able to change your mind about taking part?
You can pause, or stop using the ticket designer at any time. You can delete any individual tickets you have created and these will be removed from our database. If you wish to withdraw from the research entirely, you can delete your account, and remove your data.

You may also contact us after the study and ask us to withdraw your data from the study if it has not yet been anonymised.

What happens next?
By creating an account and using the ticket designer, you indicate your consent to take part.

If you would like to contribute tickets to the show 'Whose Ticket is it Anyway', then please create your tickets before August 26th, 2021.

If you have any questions at all concerning the research, you can contact the project lead Dr. Chris Elsden (chris.elsden@ed.ac.uk).

If you have any concerns about this research, and wish to contact someone independent from the project, you can contact Dr. Rachel Harkness (r.j.harkness(at)ed.ac.uk), responsible for research ethics at ECA.