



The labour of aesthetics in the hospitality industry

Dr. Catherine Connelly
DeGroote School of Business
McMaster University
Hamilton, Ontario, Canada
(905) 525-9140 ext. 23954
connell@mcmaster.ca
connellyresearch.com

Dr. Andrew Stevens
Faculty of Business Administration
University of Regina
Regina, Saskatchewan, Canada
306-585-4711
Andrew.Stevens@uregina.ca

Research assistants: Krista Schaffer, Mikaela Pariag, Jyllian Kaliciak

Research Sponsor: *Social Sciences and Humanities Research Council (SSHRC) Canada (#435-2021-0026)*

Purpose of the Study: We are interested in finding out what qualities managers and employers look for, hearing about good and bad past hiring decisions, and finding out whether people in charge of hiring have opinions about specific groups, such as workers from another country. This study also explores the racialized and gendered notions of aesthetic labour, and the expectations imposed on food service workers about how they need to look by employers and customers. We explore the labour and costs of maintaining appearances, and inquire further about how these rules function as systems of control.

What will happen during the study?

A member of our research team will ask you a small number of questions about the hiring process, investments into aesthetics and appearance, and other aspects of work in the food service and accommodations industry. The conversation will last approximately 30 minutes, or more if you prefer. A researcher will take handwritten notes, and if you agree, we would like to audio record the interview to make it easier to remember what you say. Interviews shall be transcribed and coded during the data analysis phase, but at no point will your name or identity be associated with quotes. *Confidentiality is important and shall be maintained throughout the whole process.*

Are there any risks to doing this study?

There are no known risks involved in participating in this study. However, you may feel uncomfortable talking about your views and experiences. You do not need to answer questions that you do not want to answer, and can stop the interview at any time. If you decide that the interview will take place online (via Zoom, Microsoft Teams, etc.), there are minimal risks associated with accidental unauthorized access to a videoconferencing session. However, all available measures shall be taken to ensure your privacy in accordance with university policies and best practices. We describe below the steps we are taking to protect your privacy (for example, you can use a false name and we promise to never reveal your identity or your company when we write our reports) and to mitigate the risk of a data breach with an online interview platform. Where a digital recorder is used (smart phone or conventional recording device), the interview shall be immediately stored on a secure computer and University-maintained server, and then deleted as soon as possible from the recording device. Similar protocols will be taken to secure the interview transcript.

Records of your participation in the study shall be deleted as soon as the research has concluded, findings published, and outcomes shared with participants.

Are there any benefits to doing this study?

Findings from this research may appear in scholarly and non-scholarly publications, media, conference presentations, and other professional outlets. We hope to learn more the time and money invested into the maintenance of workplace aesthetics, and the extent to which appearance and other aesthetic requirements function as a means of control.

Compensation or Reimbursement

As a small token of our gratitude for your participation, we will pay you \$25.00 for your involvement in the study. We would be very pleased if you could answer all my questions, but if you need to skip any questions or end the interview for any reason, then we will still compensate you.

Who will know what I said or did in the study?

We will never use your name or the name of the organization you might work for in our findings or in conversations with anyone. However, this information is sometimes identifiable through the stories we tell. Please keep this in mind through the interview.

Only members of the research team will have access to the information you provide. Information kept on a computer or cloud will be protected by a password.

If you decide that the interview will take place online (via Zoom, Microsoft Teams, etc.), you may choose to turn your camera off. We will also use a waiting-room feature to prevent unauthorized access to the session. We will ask you if we can record your interview. If you agree, we will use a digital audio recorder or the Zoom/Teams “record” feature in accordance with the University of Regina’s “Guidelines for Using Zoom”. Files will be secured on the researcher’s password protected computer and a University-maintained server, and deleted from separate recording devices (i.e., a smartphone used to record the interview, a dedicated recording device, etc.).

What if I change my mind about being in the study?

It is your choice to be part of the study. If you decide to participate, you can stop the interview for any reason, even after you consent to participate or part-way through. If you decide to withdraw, there will be no consequences to you. In cases of withdrawal, any data you have provided will be destroyed unless you indicate otherwise. If you do not want to answer some of the questions you do not have to, and you can still be part of the study and compensated for your time.

You can withdraw from this study up until three months following the interview, when we expect to be submitting our results to academic journals for publication.

How do I find out what was learned in this study?

We expect to have this study completed by approximately December, 2025. If you would like a brief summary of the results, please let the research team know how you would like it sent to you. We will also post a general summary of the findings on Catherine Connelly’s (connellyresearch.com) and Andrew Stevens’ (<http://migrantwork.ca/>) websites. Unless you stipulate otherwise, the team will keep your contact information in a secure file until the research project concludes.

Questions about the Study (University of Regina and McMaster University)

At the University of Regina

This project has been approved on ethical grounds by the University of Regina Research Ethics Board (REB file #2024-964). Any questions regarding your rights as a participant may be addressed to the committee through the Research Ethics Office at (Out of town participants can call collect: 306-585-4775 or research.ethics@uregina.ca), or Dr. Andrew Stevens (Andrew.stevens@uregina.ca).

At McMaster University

If you have questions or need more information about the study itself, please contact Catherine Connelly at: 905-525-9140 x 23954 or connell@mcmaster.ca.

This study has been reviewed by the McMaster University Research Ethics Board and received ethics clearance (File #7529). If you have concerns or questions about your rights as a participant or about the way the study is conducted, please contact:

McMaster Research Ethics Secretariat
Telephone: (905) 525-9140 ext. 23142
c/o Research Office for Administrative Development and Support
E-mail: ethicsoffice@mcmaster.ca

CONSENT

- I have read the information presented in the information letter about a study being conducted by Dr. Andrew Stevens of the University of Regina and Dr. Catherine Connelly of McMaster University.
- I have had the opportunity to ask questions about my involvement in this study and to receive additional details I requested.
- I understand that if I agree to participate in this study, I may withdraw from the study at any time or up until the results have been published.
- I have been given a copy of this form.
- I agree to participate in the study.

Signature: _____

Name of Participant (Printed) _____

1. I agree that the interview can be audio recorded.

... Yes.

... No.

2. ...Yes, I would like to receive a summary of the study's results.

Please send them to this email address (personal, not work email preferred) _____

OR

Please arrange for a summary of the study's results to be sent via password encrypted file.

... Yes / No

... No, I do not want to receive a summary of the study's results.

3. ... Yes, I would like to see a copy of the interview transcript before they are used in the study.

Please send them to this email address (personal, not work email preferred) _____

OR

Please arrange for a summary of the study's results to be sent via password encrypted file.

... Yes / No

... No, I do not want to receive a copy of the interview transcript for review.

4. I agree to allow the research team to keep my contact information in a database for use in future research projects.

... Yes.

... No.

4. I am satisfied receiving information regarding \$25 compensation (e-transfer, cash) via email.

.... Yes

.... No

If NO, please indicate how you would like to receive the compensation.
