

Internet Appendix A35: Humour (i.e. not to be taken too seriously!)

Figure A35.1 Illustrative Pitch Template Example about Mickey Mouse

Pitcher's Name	Robert Faff	FoR category	Humour	Date Completed	16/5/15
(A) Working Title	"Mickey Mouse & Climate Change"				
(B) Basic Research Question	Whether and to what extent Mickey Mouse is responsible for climate change?				
(C) Key paper(s)	MacFarlane, S., (2014), "Will the Real Mickey Mouse please stand up?", Disney Comics 76, 1-18. Duck, D., Simpson, H. and Bunny, B., (2015), "Theory and Empirical Evidence from the Inside: Cartoon Characters Unite", Disney Comics 77, 106-131. Hanna, W. and Barbera, J., (2013), "Global Warming and Cartoons: Evidence from the Studio", Disney Comics 75, 435-456.				
(D) Motivation/Puzzle	Mickey Mouse is such an innocuous cartoon character - but does he have a sinister side? Anecdotal evidence suggests that he does? How can this be so? It is a puzzle : on the one hand he is so well loved over the generations, but on the other hand now his climate-related actions are being called into question.				
THREE	Three core aspects of any empirical research project i.e. the " IDioTs " guide				
(E) Idea?	The basic idea is to take a direct approach: to see if the sinister side of Mickey Mouse can be discovered by interviewing his friends. Why don't we just ask Minnie, Donald and Goofy? There is theoretical tension here that we can exploit: conspiracy theory predicts no affect, whereas the theory of Always Looking for Real Mickey (ALRM) predicts that he is the driver of climate change.				
(F) Data?	Interview outcomes, transcripts and other incidental research materials – including archives of old Mickey Mouse comics, movies and audio recordings.				
(G) Tools?	Interview and qualitative techniques. Interview protocol. Mixed methods and triangulation.				
TWO	Two key questions				
(H) What's New?	No one has ever questioned Mickey Mouse 's motives, ethics or his influence – particularly, with reference to subtle ways that he may be affecting climate. No one has ever thought to (or been brave enough) interview his friends and ask the hard questions. This is path-breaking stuff.				
(I) So What?	The truth about Mickey Mouse is important. If the evidence supports his innocence in regard to climate change, then Mickey can walk the streets safely once more. He can take his rightful place in Disney folklore and continue to appear in cartoons as a star. However, if the evidence shows that he is guilty, then we have ask what are his motives – why? Can Mickey rehabilitate and change his ways before it is too late? What can we learn as a society about his fall from grace? Is there a message to censors and the regulators of cartoon design and media? The future success of the entire animation industry is potentially at stake.				
ONE	One bottom line				
(J) Contribution?	This is potentially the most important piece in the puzzle for the climate change debate, since the publication of the famous "hockey stick" paper. It certainly might go a long way in turning the tide against the now famous "97%" statistic.				
(K) Other Considerations	<p>We might need to collaborate with the Disney corporation? For example, they might be willing to fund some the research expenses. But will such funding compromise the perceived independence of the research? Likewise, seeking support from the strong climate change activists might also threaten the perceived independence. Other neutral sources need to be sought.</p> <p>Target journal: Disney comics is the obvious target outlet. However, is this journal of sufficiently high academic quality to justify investment in the project? Perhaps not?</p> <p>Ethics clearance will be needed. Indeed, there will be a sensitive case required here as the reputation of an iconic cartoon figure is at stake. This may also prove to be a deal breaker.</p> <p>The honesty of the interviewees will be a potential issue. How can we be sure that the likes of Minnie, Donald and Goofy will answer our questions truthfully? We can offer some degree of anonymity, but this will undermine other potential strengths in the research design. We need to be concerned about the trade-offs of the research design. Will this issue of honesty and lack of independence be a deal breaker?</p> <p>Competitor risk is low, since no one else is brave enough to tackle this research question. Climate change debate will not go away easily, so there is low obsolescence risk. No result risk is an issue - but it is worth the effort.</p>				