



Consent to Participate in Research Study

Decision-making Style Survey (HUM00102655)

Principle Investigator: Carol Moser, Doctoral Pre-Candidate, University of Michigan School of Information

Faculty Advisors: Dr. Sarita Schoenebeck, University of Michigan School of Information and Dr. Katharina Reinecke, University of Michigan School of Information

Why we are doing this research: We are trying to understand how people, specifically adults 18 years or older living in the US, differ in how they make decisions.

What you will have to do: We will ask you several questions about how you make decisions and also a few basic questions about you, like your age and gender. We will also ask you to select the chocolate bar you wish to receive if you are one of the lottery winners, along with a couple questions about your chocolate selection. One out of every ten participants will win the chocolate bar that they select and we will ship that chocolate directly to the address provided, free of charge. We will ask you for your shipping address so that we can mail you your chocolate bar if you are a winner. Your participation in this study is completely voluntary, and you may refuse to participate or withdraw from the study at any time by simply closing your web browser.

What you will get out of it: While you may not receive any direct benefit for participating, we hope that this study will contribute to our understanding of how people make choices online.

Potential risks: There are no risks anticipated in taking part in this study and you are free to leave at any time simply closing your web browser.

Confidentiality: Your responses will be kept anonymous. The identifiable information we collect from you (your name, shipping address, email address) will only be used to ship chocolate to you if you are a winning participant. Any identifiable information will be stored on a secure server and recorded separately from your survey responses, in order to keep your survey responses anonymous.

Data retention: We may store the anonymous data for use in future research.

Duration: Approximately 6 minutes.

To contact the researcher: If you have questions or concerns about this research, please contact Carol Moser, NQ 4413, 105 S. State St, Ann Arbor, MI 48109, moserc@umich.edu.

If you have questions about your rights as a research participant, or wish to obtain information, ask questions or discuss any concerns about this study with someone other than the researcher(s), please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 2800 Plymouth Rd. Building 520, Room 1169, Ann Arbor, MI 48109-2800, (734) 936-0933, or toll free, (866) 936-0933, irbhsbs@umich.edu.

By ticking this box you confirm that you have read and understood the above and agree to take part in this research. Your participation is voluntary and you are free to leave the experiment at any time by simply closing the web browser.

You must check the box to continue.