**INFORMED CONSENT TO PARTICIPATE IN RESEARCH**

**Title of Project: (\_\_\_\_\_\_)**

**Sponsor: (\_\_\_\_\_\_\_)**

**Principal Investigator(s):** Dr. Tongzhe Li (University of Guelph, FARE)

You are being invited to participate in a research study. Please read the information below and ask any questions you may have before you decide whether or not to participate. The study will take approximately (\_\_\_) minutes. If you choose to participate, you will be asked to make some decisions on an iPad and complete a survey.

**Requirements:**

* 18+
* Proficient in English
* Additional requirements will be included as and if applicable on a study-by-study basis

**WHAT IS THE PURPOSE OF THIS STUDY?**

The purpose of this study is to (information applicable to the specific study will be included here). Upon completion of the decision-making experiment, you will be asked to take an exit survey. This survey asks you to provide standard demographic information.

**WILL YOU BE PAID FOR PARTICIPATING IN THIS STUDY?**

For lab studies: Yes, you will receive $(\_\_\_\_) for attending your scheduled session, as well as $(\_\_\_\_) for completion of the experiment and the post-experiment survey. Additionally, you will earn from $(\_\_\_\_) from the results of the experiment’s tasks, for a maximum possible compensation of $(\_\_\_). Upon receipt of your payment, you will be required to sign your signature as proof that you received the payment.

For field studies: Yes, you will receive $(\_\_\_) CAD for participation in this study. Further, you will have the opportunity to bid for (\_\_\_\_). If you successfully bid on the product of choice, you will be able to purchase the item at a randomly drawn experimental price.

**HOW WILL CONFIDENTIALITY BE MAINTAINED?**

For lab studies: The confidentiality of your records will be protected to the extent permitted by law. All your decisions in today’s study will be anonymized. Your name and email will only be accessible by members of the research team and be used for scheduling and to provide you with your payment. Identifiers will be retained until the end of the study on an encrypted USB key. Afterwards, it will be permanently removed. All members of the research team are bound by confidentiality agreements.

For field studies: At the end of the experiment, if you are one of the winners of either product of choice: (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_), your contact information (i.e., name, address, email, and phone number) will be collected and provided to (insert name of product provider, if applicable). This will only be to provide your product of choice later; they will not have access to the study data. Your contact information is not linked to your responses or demographic information. This information will only be retained up until you receive your product, afterwards, it will be deleted. It will be secured on an encrypted USB key. Confidentiality involves the promise that research results will not be tied to a person’s name, address, or occupation and that no one could reasonably identify a person in a written report. All members of the research team are bound by confidentiality agreements.

**WHAT WILL THE DATA FROM THIS STUDY BE USED FOR?**  Anonymized data will be analyzed and published in academic journals. This data will be kept indefinitely. Additionally, the findings will be presented at academic conferences and potentially be reported by the media.

**DO YOU HAVE TO TAKE PART IN THIS STUDY?**

Taking part in this research study is entirely voluntary. If you choose to take part, you have the right to stop at any time prior to completion by notifying the attending researcher(s) and leaving the research space. Please note, all steps within the experiment (excluding the post-experiment survey and demographic questions) are mandatory and cannot be skipped. If you do not want to answer any of the questions, you will need to withdraw from the study. Your decision to stop participation, or not to participate, will not influence current or future relationships with the University of Guelph or the FARE Lab. Upon completion of this study, you have the right to request that your data be withdrawn from data analysis up until your session’s end time. If you would like to do so, please notify attending researchers. After this point, all data will be anonymized, and it will not be possible to withdraw your data.

**WHAT ARE THE POSSIBLE BENEFITS AND RISKS?**

There are no direct benefits from participating in this study or (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) anticipated from participation in this study. The research team does not expect your participation in this study to expose you to any risks or discomforts different from those you would encounter in daily life.

**WHAT HAPPENS IF YOU WITHDRAW FROM THE STUDY?**

In order to receive FULL incentive (\_\_\_\_\_), you must complete the experiment and the post-experiment questionnaire. You will be paid in full at the end of the experiment. If you withdraw for any reason, you will receive only the attendance compensation ($\_\_\_\_). Upon completion of this study, you have the right to request that your data be withdrawn from data analysis up until your session’s end time. If you would like to do so, please notify attending researchers. After this point, all data will be anonymized, and it will not be possible to withdraw your data. If you choose to participate but withdraw without completing the study, you may request that any decisions you have made up until this point not be included in the dataset or analysis.

**WHO SHOULD YOU CALL IF YOU HAVE QUESTIONS OR CONCERNS?**

This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants. If you have any questions regarding this study, please contact the FARE Lab research team at [farelab@uoguelph.ca](mailto:farelab@uoguelph.ca). At the end of this study, you may request information regarding the purpose and results of the study by sending an email to [farelab@uoguelph.ca](mailto:farelab@uoguelph.ca). A summary of the study will be mailed to you upon its completion (in several months’ time).

If you have questions regarding your rights and welfare as a research participant in this study (#\_\_\_\_\_), please contact: Manager, Research Ethics; University of Guelph; reb@uoguelph.ca; (519) 824-4120 (ext. 56606).

**Your participation in this experiment means that: 1) you are at least 18 years old; 2) you have read and understand the information given in this form; 3) you have asked any questions you have about the research and the questions have been answered to your satisfaction; and 4) you accept the terms in the form and volunteer to participate in the study. You do not waive any legal rights by agreeing to take part in this study.**

**BY PARTICIPATING IN THIS EXPERIMENT SESSION, YOU ARE DEMONSTRATING YOUR CONSENT TO PARTICIPATE IN THIS STUDY.**

**For lab studies only, maybe removed on a case-by-case basis: It is suggested that you save and/or print a copy of this consent form to keep for your records. Thank you for your participation.**