Consent Form

The following survey is a research study. The purpose of the research is to assess the usability of a client website. This will be accomplished through a survey. As a participant, you will be asked to perform several tasks within the bounds of this website, as well as answer several questions about the site, and provide basic demographic information. This process will take approximately 15-20 minutes of your time. The researchers will then analyze the information you and other participants provide, in order to determine what to recommend to the owner of the website as far as positive and negative aspects of the website design.

There are no significant risks associated with this study. You will be viewing images and text on a computer screen, attempting to complete tasks, and answering questions. Mental effort will be required, which may prove taxing for some. Typing and mouse clicking will also be required, which can be taxing for some. There is a potential risk for mild frustration if the tasks or questions become difficult for some participants.

There will be no direct benefits of this study for you. The potential benefits are mostly for the owner of the website. They will learn what features work and don’t work from the perspective of a user of their website. Additionally, the researchers are students, and will benefit by learning how to design and implement an effective study, and how to collate and analyze the data associated with the study.

We will be using a survey hosting site, polldaddy.com, for the purposes of this study. This will maintain the anonymity of your survey answers. Your basic demographic data will be collected with the survey, and sent anonymously to the researchers. Polldaddy.com ensures that your information stays private, both when you enter it, and when it is transmitted to us. Thus, the research team will have your survey answers and demographic data, but not know your identity, or any unique identifying information.

There is the potential, given the small size of the sample group, that if a member of the research team knows you personally, your demographic data may offer a clue to your identity. To avoid this, and protect confidentiality, the team members that contact the majority of the participants will not be the same person that analyzes and collates the data. Some risk is inevitable, as every research member is required to administer at least one survey, but the risk will be minimized by having a single team member analyze the data. Additionally, any identities inferred by the research team will not be disclosed or documented in any way, so external identification will not be possible. The survey have a reasonable chance of full confidentiality.

You have the right at any time to withdraw your consent, with no repercussions or negative consequences. You have the right to refuse to answer any particular question, and a decline to answer option will be available on each question. However, it is important that you attempt to answer as many questions as possible in the survey section for the data to be accurate. If three or more “decline to answer” options are chosen, your survey data will be inadmissible. You may stop the survey at any time, and decline to participate.

For any questions with regards to the survey, your participation, this form, any other questions about your rights, the procedures used in collecting and examining the data you provide, the security of your data, or any further questions about the study, please email Joanna Averch, at [Joanna\_averch@hotmail.com](mailto:Joanna_averch@hotmail.com).

Thank you for your attention and participation. Please sign below to acknowledge that you have read and consent to the above information. Your signature indicates that you understand and consent to the study procedures outlined above.

Printed Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_