**Abbreviated Sample Class Project Consent Form**

Dear Participant,

You are invited to participate in a project conducted as part of the requirements for an analytics class in the Terry College of Business at the University of Georgia. For this project I will be doing choice based analysis to examine different features/brands of headphones. The research will be supervised by the course instructor: Dr. John Wurst.

The purpose of this research project is to help students learn more about analytical research methods. The information generated will not be used for academic research or publication. All information obtained will be treated confidentially.

In this survey, you will answer 16 questions for 3 different brands of earphones/headphones namely Beats, Bose and Sennheiser. Each question would contain different parameters for type, price and connectivity and you would be asked to choose 1 option.

The survey will take about 3 minutes to complete. You are free to withdraw your participation at any time should you become uncomfortable with it. If you have any questions or concerns, feel free to contact me at (706) 255-0387 or Ameya.j@uga.edu . I hope you will enjoy this opportunity to share your experiences and viewpoints with us. Thank you very much for your help.

Sincerely,

Ameya Jamgade, Rahul Potluri, Yan Yang, Tommy Zhu and Mark Aw

MBA Class 2017

Terry College of Business

The University of Georgia

For questions or problems about your rights please call or write: Chairperson, Institutional Review Board, University of Georgia, 612 Boyd Graduate Studies Research Center, Athens, Georgia 30602-7411; Telephone (706) 542-3199; E-Mail Address IRB@uga.edu.