

You are being asked to participate in a voluntary research study. The purpose of this study is to understand human’s ability to identify website brands. Participating in this study will involve (1) reading a brief introduction and provide your informed consent to participate; (2) completing a survey where you will be expected to look at various logos resembling well-known website brands. The whole survey will take about 8 minutes.

Risks and Benefits

There are no risks beyond those in everyday life related to participating in this research. However, if you don’t feel comfortable looking at screenshots of commonplace website logos, you should not participate. Your participation will be invaluable to this research, the results of which can provide a deeper understanding of human ability to identify website brands. Through this survey, participants will acknowledge more kinds of website logos and thus improve their capability of fake website perceptions.

Principal Investigator Name and Title: Gang Wang, Associate Professor

Department and Institution: Department of Computer Science, UIUC

Contact Information: gangw@illinois.edu

What procedures are involved?

The study will be conducted via an online survey. You will be looking at images resembling the logos of various websites, and ask to answer some questions. This research will be performed online at Prolific. You can only participate once. Each survey will last about 8 minutes.

Will my study-related information be kept confidential?

Faculty, staff, students, and others with permission or authority to see your study information will maintain its confidentiality to the extent permitted and required by laws and university policies. The names or personal identifiers of participants will not be published or presented.

Will I be reimbursed for any expenses or paid for my participation in this research?

Each participant will receive about \$1.5 to compensate their time to participate in the study. You will receive the full payment if you complete and return the questionnaire. Otherwise, no payment will be made. If you decide to withdraw your data after returning the questionnaire (by messaging gangw@illinois.edu), we will remove your response. In that case, you can still keep the full payment given your time invested into the study.

Can I withdraw or be removed from the study?

If you decide to participate, you are free to withdraw your consent and discontinue participation at any time. Your participation in this research is voluntary. Your decision whether or not to participate, or to withdraw after beginning participation, will not affect your current or future dealings with the University of Illinois at Urbana-Champaign.

Will data collected from me be used for any other research?

Your de-identified information could be used for future research without additional informed consent.

Who should I contact if I have questions?

Contact the researcher Gang Wang at 217-244-1008 or gangw@illinois.edu if you have any questions about this study or your part in it, or if you have concerns or complaints about the research.

What are my rights as a research subject?

If you have any questions about your rights as a research subject, including concerns, complaints, or to offer input, you may call the Office for the Protection of Research Subjects (OPRS) at 217-333-2670 or e-mail OPRS at irb@illinois.edu. If you would like to complete a brief survey to provide OPRS feedback about your experiences as a research participant, please follow the link [here](#) or through a link on the OPRS website: <https://oprs.research.illinois.edu/>. You will have the option to provide feedback or concerns anonymously or you may provide your name and contact information for follow-up purposes.

Please print this consent form if you would like to retain a copy for your records.

I have read and understood the consent form above. I certainly that I am 18 years or older. By clicking the "I AGREE" button to enter the survey, I indicate my willingness to voluntarily take part in this study.

☐ I AGREE, I wish to take part in this study.

☐ I DISAGREE, I do not wish to take part in this study.

Survey Procedure

This is a classification task. You will be first asked if you know (i.e., you are familiar with) a given brand. Then, you will be shown an image, and asked if such an image resembles the brand mentioned at the beginning.



Do you know the brand **Netflix** ? (Please do not look up the logo.)

- ☐ Yes, I know it and visit it often.
- ☐ Yes, I know it, but I do not use it often.
- ☐ No, I have never heard of it.



Does this logo resemble the brand (from 1 to 5 where 1 is "not resemble" and 5 is "resemble")?

1 (not resemble)	2 (probably not resemble)	3 (undecided)	4 (probably resemble)	5 (resemble)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

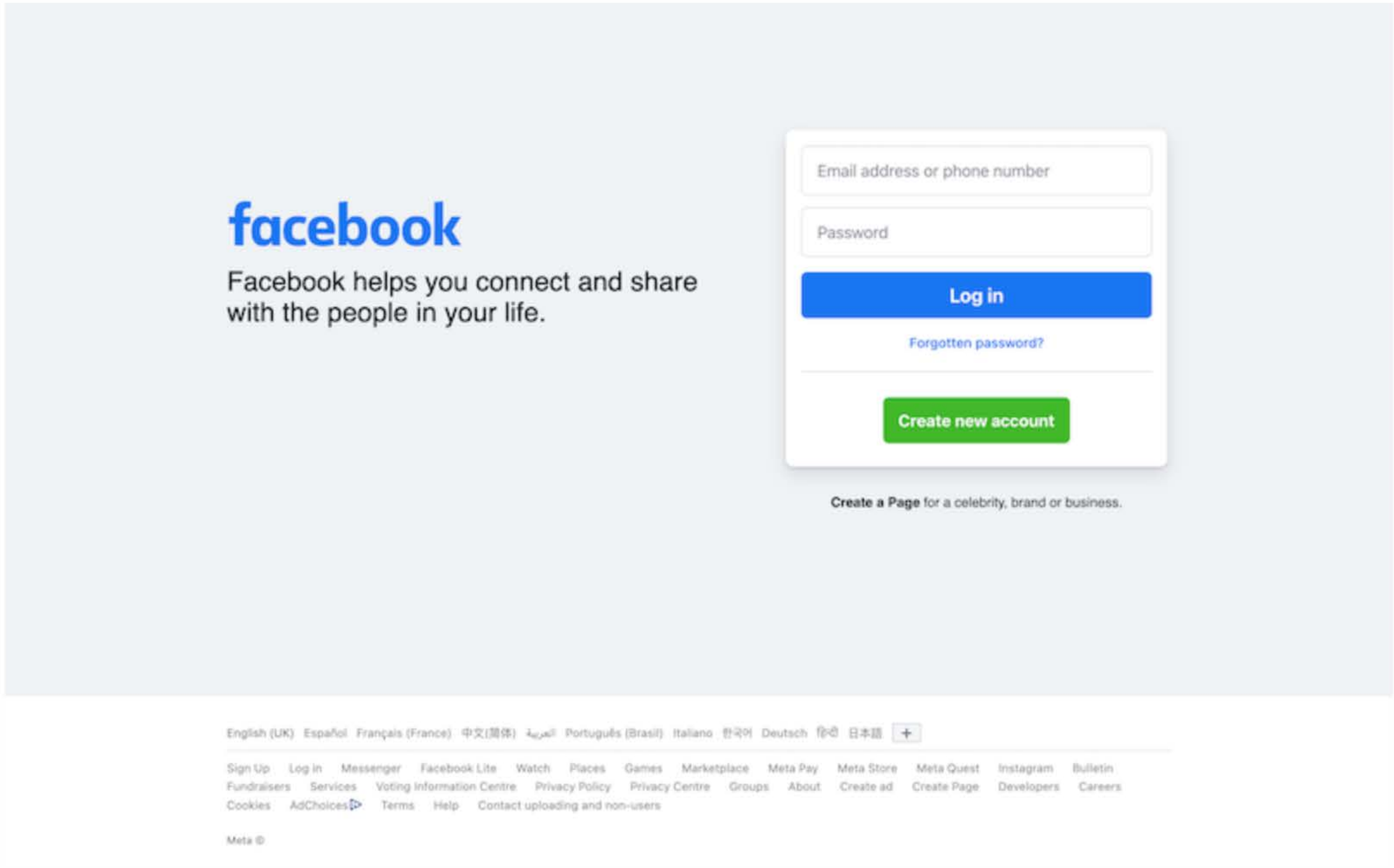
1/52 logos viewed so far



Is this a bank webpage?

☐ Yes

☐ No



Thanks for your participation!

Please click the button below to be redirected back to Prolific and register your submission.

