Email Form (Sample)

My fellow students and I enrolled in an online master’s program at UC Berkeley are conducting an experiment as part of our [Experiments and Causality](http://www.ischool.berkeley.edu/courses/datasci241) course. We are investigating the relationship between reading and personality types. We are inviting you as well as other participants around the country to participate in the experiment.

The experiment will require no more 30 minutes of your time. You will take an online personality test, read an article, and answer some questions in two questionnaires. Your privacy will be protected through the use of a unique id number.

Your participation will be greatly appreciated and very helpful to our success in this course.

Elevator Pitch (Sample)

My fellow students and I are investigating a relationship between reading and personality types. We are conducting an experiment and I would appreciate 30 minutes of your time to participate.