## Title of research study: How does color affect neighborhood choice

## IRB Protocol Number: 24-0158

## Investigator: Damon Charles Roberts

***Key Information***

We are inviting you to participate in a study of how people choose where to live. This study is being conducted at the University of Colorado Boulder and your participation is voluntary. The study should take about 6 minutes and can be done from your computer.

***Purpose of the Study***

The purpose of the study is to examine what features of a neighborhood matter to people.While we know quite a bit about how practical information about a neighborhood matter to people, we know quite a bit less about how visual features of a neighborhood matter.

We expect that you will be in this research study for about 6 minutes.

We expect about 600 people will be in this research study.

***Explanation of Procedures***

You will be asked a number of demographic questions and some questions about your world views. After completing these questions, you will view an instruction screen telling you what to do next.

You will be randomly assigned to view information about a neighborhood as well as a real estate flyer for it.

The treatment you get will chosen by chance, like flipping a coin. Neither you nor the researcher will choose what treatment you get. You will have a one in three chance of being given each treatment. Neither you nor the researcher will know which treatment you are getting.

We cannot tell you everything about what we are doing in this study or why. However, a full explanation of the purpose of the research and procedures will be provided after you complete the study.

***Voluntary Participation and Withdrawal***

Whether or not you take part in this research is your choice. You can leave the research at any time and it will not be held against you.

The person in charge of the research study can remove you from the research study without your approval. Possible reasons for removal include taking longer than the maximum estimated time to complete the study (33 minutes).

If you decide to leave the research, you will not receive compensation from Prolific.

***Confidentiality***

Information obtained about you for this study will be kept confidential to the extent allowed by law. Research information that identifies you may be shared with the University of Colorado Boulder Institutional Review Board (IRB) and others who are responsible for ensuring compliance with laws and regulations related to research, including people on behalf of the Office for Human Research Protections. The information from this research may be published for scientific purposes; however, your identity will not be given out.

There are some things that you might tell us that we CANNOT promise to keep confidential, as we are required to report information like:

* Child abuse or neglect
* A crime you or others plan to commit
* Harm that may come to you or others

***Payment for Participation***

If you agree to take part in this research study, we will pay you $1.20 for your time and effort regardless of how long you take (6 minutes at the rate of $12.00/hour). Payments will be made through your Prolific account.

It is important to know that payment for participation is taxable income.

***Questions***

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at Damon.roberts-1@colorado.edu.

This research has been reviewed and approved by an IRB. You may talk to them at (303) 735-3702 or [irbadmin@colorado.edu](mailto:irbadmin@colorado.edu) if:

* Your questions, concerns, or complaints are not being answered by the research team.
* You cannot reach the research team.
* You want to talk to someone besides the research team.
* You have questions about your rights as a research subject.
* You want to get information or provide input about this research.

***Signatures***

Please click the “Agree to participate” button below if you **consent** to participate in this study. If you **do not consent** to participate in the study, please close the window and return to Prolific.

Agree to participate