



CONSENT FORM

Participant Identification Number for this study:

Title of Project: How effective is Affective Data Visualisation used in marketing?

Name of Researcher(s): Ziyue Zhang

Academic Supervisor: Greg McInerny

Please initial all boxes

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. ☐
2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my medical, social care, education, or legal rights being affected. ☐
3. I understand that data collected during the study, may be looked at by individuals from The University of Warwick, from regulatory authorities, where it is relevant to my taking part in this study. I give permission for these individuals to have access to my data. ☐
4. (Optional consent only to be required in interview:) I understand that with and only with my consent, an audio record will be taken, and verbatim quotations can be used in future research. ☐
5. I am happy for my data to be used in future research. ☐
6. I agree to take part in the above study. ☐

_____ Name of Participant	_____ Date	_____ Signature
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_____ Name of Person taking consent	_____ Date	_____ Signature
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