

Date: 7/05/2015



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My name is Stewart Todhunter and I am currently completing a Master of Philosophy at Bond University under the supervision of Dr. Penny De Byl. I am conducting a research investigation into interactivity and ebooks. Specifically, I'm interested in the subjective value placed on such digital objects. As part of this study, I will invite you to complete an online game designed to test the subjective value placed on virtual books.

Participation in this study is completely voluntary and you may withdraw at any time without risking any negative consequences. If you choose to withdraw your participation in this study, the information you have provided will be immediately destroyed. All the data collected in this study will be treated with complete confidentiality and not made accessible to any person outside of the three researchers working on this project. The information I obtain from you will be dealt with in a manner that ensures you remain anonymous. Data will be stored in a secured location at Bond University for a period of five years in accordance with the guidelines set out by the Bond University Human Research Ethics Committee.

It is anticipated that the data collected during this study will assist us in understanding touch screen user experience. Your participation in this study will enhance work towards ebook and mobile application development, as well as game development and online shopping.

If you would like to know anything further about this research, please contact myself at stewtodhunter@gmail.com.

Should you have any complaints concerning the manner in which this research is being conducted please make contact with –

**Bond University Human Research Ethics Committee, Bond
University Office of Research Services.**

Bond University, Gold Coast, 4229, Australia

Tel: +61 7 5595 4194 Fax: +61 7 5595 1120 email: ethics@bond.edu.au

We thank you for taking time to assist us with this research.

Yours sincerely,

Stewart Todhunter

Penny De Byl

A handwritten signature in black ink, appearing to be 'Stewart Todhunter', is written over the printed name. The signature is fluid and cursive, with a long horizontal stroke at the end.