IoT Advertising User Feedback 01

Please find below the consent section, which you are required to complete in order for us to work with your answers.

Your feedback is important in order to create a positive experience. Please fill this survey and let us know your thoughts (your answers will be anonymous).

Your email address is required only to compensate you with a voucher for your time and effort. Should you wish to be provided with the findings they can be emailed to you once the research is complete.

*Required

1. Email address *		

PARTICIPATION INFORMATION SHEET

Title of Study: MSc Interaction Design and Computing (PMMGM01F)

Project: Dissertation - Creating Positive User Experiences For Audiences Of Proximity Marketing And Pervasive Advertising

Researcher: Andrew Keats.

Supervisor: Ashif Tejani

You have been invited to take part in a usability/user experience study I am conducting on Internet-of-Things triggered smartphone advertising experiences.

I want to give you a little more information about what you are about to undertake and give you time to ask any questions or give any feedback you might have both before and after the experiement. I am asking you for your opinions & insight regarding novel forms of mobile advertising interaction and how those experiences could be made as positive as possible. Our goal is to record your responses to the following experiments and find out what you like or dislike about them; as well as this we'd like to gauge your attitudes towards the characteristics and limitations of these experiences, and suggestions for improvement. This in turn will feed into how to improve upon the ideas and find the best solution. Finding out more about your thoughts will help us better understand user experience problems and how we can develop an improved experience.

You are to be presented with 8 experiments, each lasting a 1 or 2 minutes followed by a the rest of the questionnaire for you to provide feedback.

The 8 experiments will all start with the same scenario of a simulated transaction with a vending machine that prompts an advertising interaction to begin on a smartphone. The smartphone will be provided for the purposes of the experiment.

I will record the data you provide and will make notes, then compare your responses from the questionnaire amongst other data.

This research is being undertaken as part of my studies for the MSc Interaction Design and Computing programme and specifically as part of my Dissertation at the University of Westminster.

In summary, the study involves you:

Interacting with 8 user experience experiments, toalling between 8 and 16 minutes. Completing one questionnaire that takes approximately 8 to 16 minutes to complete.

Please note:

- There is no right or wrong answer. If you have any questions, comments or become confused while you are answering the questions, please indicate. If you ever feel that you are lost or cannot complete a question that you have been given, also indicate this below.
- Please always keep in mind that we are not testing you, but we are gathering information about the

experiences. We want and need your honest feedback about the experiences!

- Your participation in this research is entirely voluntary.
- You have the right to withdraw at any time without giving a reason.
- You have the right to ask for your data to be withdrawn as long as this is practical, and for personal information to be destroyed.
- Your responses will be made anonymous, and will be kept confidential unless you provide explicit consent to do otherwise.
- No individuals would be identifiable from any collated data.
- All computer data files will be encrypted and password protected. The researcher will keep files in a secure place and will comply with the requirements of the Data Protection Act.
- If you wish, you can receive information on the results of the research. Please indicate on the consent form if you would like to receive this information.

The researcher can be contacted by email (w1663560@my.westminster.ac.uk).

If you have a complaint about this research project you can contact the Dissertation Supervisor, Ashif Tejani by e-mail (<u>A.Tejani@my.westminster.ac.uk</u>) or by telephone (0207 911 5000 ext. 64513).

Thank you for your participation.

2. Are you happy to proceed? * Tick all that apply.	
I have read the participation sheet and am able to take part in the resear	ch.
Feedback for experiment #1 laving experienced experiment #1, your feedback on it is much appreciated.	
3. I found the experience enjoyable * Mark only one oval.	
Completely disagree Somewhat disagree	
Slightly disagree Slightly agree	
Somewhat agree Completely agree	
4. If you enjoyed any part(s) in particular, please describe what you enjoyed	l:
5. I found the experience annoying * Mark only one oval.	
Completely disagree	
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11. I found the experience to be persuasive * Mark only one oval.	
Completely disagree	
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Completely agree	
12. If you found any particular part(s) persuasive,	please describe what:
13. The experience connected me with the brand? Mark only one oval.) *
Completely disagree	
Somewhat disagree	
Slightly disagree	
Slightly agree	
Somewhat agree	
Completely agree	
14. If you found any part(s) in particular, connecte	ed you with the brand, please describe what:
15. I found the experience easy to use * Mark only one oval.	
Completely disagree	
Somewhat disagree	
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L6. If you	found any part(s) in particular, difficu	t to use, please describe wh
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26. I found the experience interesting * Mark only one oval.	
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Somewhat agree	
Completely agree	
27. If you found any particular part(s) interesting, please describe	what:
28. I found the experience to be persuasive * Mark only one oval.	
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Slightly disagree	
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Completely agree	
29. If you found any particular part(s) persuasive, please describe	what:
30. The experience connected me with the brand? * Mark only one oval.	
Completely disagree	
Somewhat disagree	
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Somewhat agree	
Completely agree	

31.	If you found any part(s) in particular, connect	ed you with the brand, please describe what:
32.	I found the experience easy to use * Mark only one oval.	
	Completely disagree	
	Somewhat disagree	
	Slightly disagree	
	Slightly agree	
	Somewhat agree	
	Completely agree	
33.	If you found any part(s) in particular, difficult	to use, please describe what:
34.	What was the best part of the experience? (Optional)	
35.	What was the worst part of the experience? (Optional)	

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42. If you found any particular part(s) engaging, please describe what:
43. I found the experience interesting *
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45. I found the experience to be persuasive * Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Somewhat agree Completely agree

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The experience connected Mark only one oval.	me with the brand?) *		
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51.	. What was the best part of the experience? (Optional)	
52.	. What was the worst part of the experience? (Optional)	
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5პ.	. Do you have any suggestions for improvement? (Optional)	
	eedback for experiment #4 ving experienced experiment #4, your feedback on it	s much appreciated.
54.	. I found the experience enjoyable * Mark only one oval.	
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	Somewhat disagree	
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	Somewhat agree	
	Completely agree	
55.	. If you enjoyed any part(s) in particular, please d	escribe what you enjoyed:

56. I found the experience annoying <i>Mark only one oval.</i>	*
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Completely disagree	
Somewhat disagree	
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Somewhat agree	
Completely agree	
57. If you were annoyed by any part((s) in particular, please describe what annoyed you:
58. I found the experience engaging Mark only one oval.	*
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59. If you found any particular part(s	engaging, please describe what:
60. I found the experience interestin Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Somewhat agree	g *
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Completely agree	Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Completely agree	e brand? *

66. I found the experience easy to use * Mark only one oval.	
Completely disagree	
Somewhat disagree	
Slightly disagree	
Slightly agree	
Somewhat agree	
Completely agree	
67. If you found any part(s) in particular, difficult	to use, please describe what:
68. What was the best part of the experience? (Optional)	
69. What was the worst part of the experience? (Optional)	
70. Do you have any suggestions for improvemen	nt?
(Optional)	

Feedback for experiment #5 Having experienced experiment #5, your feedback on it is much appreciated.

71. I found the experience enjoyable * Mark only one oval.	
Completely disagree	
Somewhat disagree	
Slightly disagree	
Slightly agree	
Somewhat agree	
Completely agree	
72. If you enjoyed any part(s) in particular, pleas	e describe what you enjoyed:
73. I found the experience annoying *	-
Mark only one oval.	
Completely disagree	
Somewhat disagree	
Slightly disagree	
Slightly agree	
Somewhat agree	
Completely agree	
74. If you were annoyed by any part(s) in particu	ar, please describe what annoyed you:
75. I found the experience engaging * Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Somewhat agree	

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I found the e	xperience in	teresting *				
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81. The experience connected me with the brand?	*
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Completely agree	
82. If you found any part(s) in particular, connected	ed you with the brand, please describe what:
83. I found the experience easy to use * Mark only one oval.	
Completely disagree	
Somewhat disagree	
Slightly disagree	
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Somewhat agree	
Completely agree	
84. If you found any part(s) in particular, difficult	to use, please describe what:
85. What was the best part of the experience? (Optional)	

86.	i. What was the worst part of the experience? (Optional)	
87.	7. Do you have any suggestions for improvement (Optional)	?
	eedback for experiment #6 ving experienced experiment #6, your feedback on it	is much appreciated.
88.	8. I found the experience enjoyable * Mark only one oval.	
	Completely disagree	
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	Slightly agree	
	Somewhat agree	
	Completely agree	
89.	. If you enjoyed any part(s) in particular, please o	lescribe what you enjoyed:
90.	I found the experience annoying * Mark only one oval.	
	Completely disagree	
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	Somewhat agree	
	Completely agree	

I found the experi		ng *				
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	ound the experience to be persuasive * ark only one oval.	
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	Completely agree	
97. If yo	you found any particular part(s) persuasive, pleas	e describe what:
	ne experience connected me with the brand? * ark only one oval.	
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99. If yo	you found any part(s) in particular, connected you	ı with the brand, please describe what:
	ound the experience easy to use * ark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Somewhat agree	
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103. What was the worst part of the experience? (Optional)	101.	. If you found any part(s) in particular, difficult t	o use, please describe what:
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(Optional) Feedback for experiment #7	104	Do you have any suggestions for improvemen	1 ?
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	Fe	edback for experiment #7	
			it is much appreciated.
105. I found the experience enjoyable *	105	I found the experience enjoyable *	
Mark only one oval.	100.		
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-				any par	t(s) in par	ticula	r, ple	ase d	escrit	Je Wile		
-				any par	t(s) in pai	ticula	r, ple	ase d	escrit	oc wiii	,	
		I the exp	perience (ticula	r, ple	ase d	escrit	oc wiic	,	
		I the exp	val.	engagin		ticula	r, ple⊹	ase d	escrit	oc wiic		
		I the exp nly one o	oval. ely disag	engagin ree		ticula	r, ple	ase d	escrit	oc wiic		
		I the exp nly one o Complet Somewh	oval. ely disagn nat disagn	engagin ree		ticula	r, ple	ase d	escrit	oc wiic		
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111.	I found the experience interesting * Mark only one oval.
	Completely disagree
	Somewhat disagree
	Slightly disagree
	Slightly agree
	Somewhat agree
	Completely agree
112.	If you found any particular part(s) interesting, please describe what:
113.	I found the experience to be persuasive * Mark only one oval.
	Completely disagree
	Somewhat disagree
	Slightly disagree
	Slightly agree
	Somewhat agree
	Completely agree
114.	If you found any particular part(s) persuasive, please describe what:
115.	The experience connected me with the brand? * Mark only one oval.
	Completely disagree
	Somewhat disagree
	Slightly disagree
	Slightly agree
	Somewhat agree
	Completely agree
	_

	_	
found the experience easy to use *		
Mark only one oval.		
Completely disagree		
Somewhat disagree		
Slightly disagree		
Slightly agree		
Somewhat agree		
Completely agree		
you found any part(s) in particular, difficu	t to use, please describe what:	
r you round any part(s) in particular, difficu	t to use, please describe what:	
What was the best part of the experience? Optional)	t to use, please describe what:	
What was the best part of the experience?	t to use, please describe what:	
What was the best part of the experience?	t to use, please describe what:	
What was the best part of the experience? Optional)	t to use, please describe what:	
What was the best part of the experience?	t to use, please describe what:	
What was the best part of the experience? Optional) What was the worst part of the experience?	t to use, please describe what:	

				_			
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	nck for experimental experiment			n it is mud	ch appre	ciated.	
	d the experienc	e enjoyable	*				
Mark c	nly one oval.						
	Completely disa	gree					
	Somewhat disa	gree					
	Slightly disagre	е					
	Slightly agree						
	Somewhat agre	е					
	Completely agr	ee					
3. If you	enjoyed any pa	rt(s) in partio	cular, pleas	e describ	e what <u>'</u>	you enjoye	ed:
3. If you	enjoyed any pa	rt(s) in partio	cular, pleas	e describ	e what y	you enjoye	ed:
3. If you	enjoyed any pa	rt(s) in partio	cular, pleas	e describ	e what y	you enjoye	ed:
3. If you	enjoyed any pa	rt(s) in parti	cular, pleas	e describ	e what y	you enjoye	ed:
l. I found	enjoyed any pa			e describ	e what y	you enjoye	ed:
l. I found	d the experienc	e annoying *		e describ	e what y	you enjoye	ed:
4. I found	d the experienc	e annoying *		e describ	e what y	you enjoye	ed:
4. I found	d the experience only one oval. Completely disa	e annoying * agree gree		e describ	e what y	you enjoye	ed:
4. I found	d the experience only one oval. Completely disassomewhat	e annoying * agree gree		e describ	e what y	you enjoye	ed:
4. I found	d the experience only one oval. Completely disasses Somewhat disasses Slightly disagree	e annoying * agree gree e		e describ	e what y	you enjoye	ed:
4. I found	d the experience only one oval. Completely disasses Sightly disagree Slightly agree Somewhat agree	e annoying * agree gree e		e describ	e what <u>y</u>	you enjoye	ed:
4. I found	d the experience only one oval. Completely disasses Somewhat disasses Slightly disagree	e annoying * agree gree e		e describ	e what y	you enjoye	ed:
4. I found Mark of the control of th	d the experience only one oval. Completely disasses Sightly disagree Slightly agree Somewhat agree	e annoying * agree gree e					
4. I found Mark of the control of th	d the experience only one oval. Completely disasses Sightly disagree Slightly agree Somewhat agree Completely agr	e annoying * agree gree e					
4. I found Mark of the control of th	d the experience only one oval. Completely disasses Sightly disagree Slightly agree Somewhat agree Completely agr	e annoying * agree gree e					
4. I found Mark of the control of th	d the experience only one oval. Completely disasses Sightly disagree Slightly agree Somewhat agree Completely agr	e annoying * agree gree e					

126.	6. I found the experience engaging * Mark only one oval.	
	Completely disagree	
	Somewhat disagree	
	Slightly disagree	
	Slightly agree	
	Somewhat agree	
	Completely agree	
127.	7. If you found any particular part(s) engaging, p	ease describe what:
128.	3. I found the experience interesting * Mark only one oval.	
	Completely disagree	
	Somewhat disagree	
	Slightly disagree	
	Slightly agree	
	Somewhat agree	
	Completely agree	
129.	e. If you found any particular part(s) interesting,	please describe what:
130.	O. I found the experience to be persuasive * Mark only one oval.	
	Completely disagree	
	Somewhat disagree	
	Slightly disagree	
	Slightly agree	
	Somewhat agree	
	Completely agree	

31. If y	ou i																		
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32. The <i>Ma</i>		perier		nnec	ted	me v	with	the b	orand	ነ? *									
		Comp	etely	disag	ree														
	$\overline{}$	Some	what d	isagr	ee														
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		Some																	
	\leq	Comp	etely a	agree	<u> </u>														
33. If y	, ou i	ound 	any p	art(s)	in p	oarti	cula	r, coi	nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
									nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	ound		xperie						nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	ound ark or	the e	xperie	nce	easy				nnec	ted	you	with	the	bra	nd,	plea	se des	scribe	wha
34. I fo	ound ark or	the e	xperie e oval.	n ce	easy				nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	ound orark or	the e	xperie e oval. etely o	nce disagnisag	easy				nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	ound ound	the e	xperie e oval. detely (what d	nce disagr isagr gree	easy				nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	ound ound	the e aly one Comp Some Slightl	xperie e oval. etely o what d y disa	nce disagrisagree e	easy				nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	bund ark or	the e only one Comp Some Slightl	xperie e oval. letely o what d y disa y agre	nce disagrisagrisagree e	easy ree ee				nnec	ted	you	with	the	bra	nd,	pleas	se des	scribe	wha
34. I fo	bund ark or	the e only one Comp Some Slightl Slightl Some	xperie e oval. etely o what d y disa y agre what a etely a	nce disagrisagree e gree	easy ree ee	/ to	use [•]	*										scribe	wha
34. I fo	bund ark or	the e only one Comp Some Slightl Slightl Some	xperie e oval. etely o what d y disa y agre what a etely a	nce disagrisagree e gree	easy ree ee	/ to	use [•]	*										scribe	wha
34. I fo	bund ark or	the e only one Comp Some Slightl Slightl Some	xperie e oval. etely o what d y disa y agre what a etely a	nce disagrisagree e gree	easy ree ee	/ to	use [•]	*										scribe	wha

	What was the best part of the experience? (Optional)		
	(Οριισπαι)		
.37.	What was the worst part of the experience? (Optional)		
138	Do you have any suggestions for improvemen	t 2	
.00.	(Optional)	••	
Ο۱	verall feedback for all experime	nte	
	verall feedback for all experime		preciate
Hav		mparing them would be much app	oreciated
Hav	ring experienced all experiments your feedback co	mparing them would be much app	oreciated
Hav	ring experienced all experiments your feedback co	mparing them would be much app	preciated
Hav	I was comfortable with the interactions being Mark only one oval.	mparing them would be much app	oreciated
Hav	I was comfortable with the interactions being Mark only one oval. Completely disagree	mparing them would be much app	oreciated
Hav	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree	mparing them would be much app	preciated
Hav	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree	mparing them would be much app	oreciate
Hav	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree	mparing them would be much app	oreciate
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Completely agree	mparing them would be much app	
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Somewhat agree	mparing them would be much app	
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Do you have any thoughts on the the wireless	mparing them would be much app	
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Do you have any thoughts on the the wireless	mparing them would be much app	
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Do you have any thoughts on the the wireless	mparing them would be much app	
Hav 139.	I was comfortable with the interactions being Mark only one oval. Completely disagree Somewhat disagree Slightly disagree Slightly agree Completely agree Do you have any thoughts on the the wireless	mparing them would be much app	

141. I was comfortable with the interactions happening on a smartphone * Mark only one oval.
Completely disagree
Somewhat disagree
Slightly disagree
Slightly agree
Somewhat agree
Completely agree
142. Do you have any thoughts on the the smartphone element of the interaction? (Optional)
143. Overall, which was your most preferred experiment? * Mark only one oval. #1 #2 #3 #4 #5 #6 #7 #8
144. Why was this your most preferred experiment?

#1 #2								
#3 #4 #5								
#6 #7 #8								
Why was this you	r least pre	ferred ex	periment	:?				
Could you please Mark only one oval		xperimen	its in orde	er of pref	erence? *			
		xperimen Rank #2	nts in orde Rank #3	er of prefo Rank #4	e rence? * Rank #5	Rank #6	Rank #7	Ran #8
Mark only one oval Experiment #1	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		
Experiment #1 Experiment #2	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		
Experiment #1 Experiment #2 Experiment #3	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		
Experiment #1 Experiment #2 Experiment #3 Experiment #4	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		
Experiment #1 Experiment #2 Experiment #3 Experiment #4 Experiment #5	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		Ranl #8
Experiment #1 Experiment #2 Experiment #3 Experiment #4 Experiment #5 Experiment #6	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		
Experiment #1 Experiment #2 Experiment #3 Experiment #4 Experiment #5	<i>per row.</i> Rank	Rank	Rank	Rank	Rank	Rank		

Consent Form

Title of Study: MSc Interaction Design and Computing (PMMGM01F)

Project: Dissertation - Creating Positive User Experiences For Audiences Of Proximity Marketing And Pervasive Advertising

Researcher: Andrew Keats.

Ti	ick all that apply.
m	I have been given the Participation Information Sheet and/or had its contents explained to e.
	I have had an opportunity to ask any questions and I am satisfied with the answers given.
pr	I understand I have a right to withdraw from the research at any time and I do not have to rovide a reason.
	I understand that if I withdraw from the research any data included in the results will be emoved if that is practicable (I understand that once anonymised data has been collated into the datasets it may not be possible to remove that data).
	I would like to receive information relating to the results from this study.
	I confirm I am willing to be a participant in the above research study.
re	I note the data collected may be retained in an archive and I am happy for my data to be sused as part of future research activities. I note my data will be fully anonymised (if applicable).
Thank much	dback survey complete! Its so much for taking the time to take part in the research study. We hope it hasn't taken too of your time. Feel free to get in touch if you have any questions. Ind me a copy of my responses.
Powere	ed by Dogle Forms

149. Please check the following accordingly