**[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiAxvrC7IvLAhWHyRQKHWKvAtMQjRwIBw&url=http://www.theguardian.com/education/2015/apr/24/warwick-students-angry-at-new-university-logo&psig=AFQjCNFrycuCRNkVUcT5YxmXgai1ROBNFg&ust=1456246880482606)**

**Participant Information Leaflet**

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| --- | --- |
| **Study Title:** | Comparison vs. decisions in binary choice |
| **Investigator(s):** | Dr. Charlotte Edmunds, Dr. Tim Mullett, Prof. Neil Stewart |

**Introduction**

You are invited to take part in a research study. Before you decide, you need to understand why the research is being done and what it would involve for you. Please take the time to read the following information carefully. Talk to others about the study if you wish.

Please ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

**Who is organising and funding the study?**

This study is funded by a grant from the UK Economic and Social Research Council – grant number ES/N018192/1.

**What is the study about?**

The aim of this research is to better understand how people choose between two options. We are interested in how people look at the two options and how that relates to their choice.

**What would taking part involve?**

We will ask you to come to the eye tracking laboratory in WBS once. First, we will ask you to give some basic demographic information about yourself (your age and gender). Then, you will be shown a series of pictures, one at a time and asked to use the mouse to rate how much you like the image. Finally, you will be shown a series of pairs of pictures, side by side. We will ask you use the mouse to choose which image you would prefer to have as a poster.

Whilst you are doing this we will use an eye tracker to measure where you are looking. The experimenter will set up and calibrate the eye tracker at the beginning of the experiment and then will check the calibration a few times during the experiment. To ensure the eye tracker can work as accurately as possible, we will ask you to remove mascara and sparkly eye makeup, and to keep your head in a chin rest.

The study will take no more than 45 minutes.

**What are the possible benefits of taking part in this study?**

There are no direct benefits to you, but we hope that this research will help us to understand how people determine the value of options and choose between them.

**What are the possible disadvantages, side effects or risks, of taking part in this study?**

There are no known possible side effects, risks or any discomfort associated with taking part in this study. If you feel discomfort at any point during the experiment, you can withdraw from the study at any time.

**Expenses and payments**

You will receive £10 for taking part in this study.

**Will my taking part be kept confidential?**

Yes. We will follow strict ethical and legal practice and all information about you will be handled in confidence.

Your data will be collected in person. Your data will be identified using a unique number and the information linking this number to your name will be kept in a separate location from the data. If your data forms part of a publication, your anonymised data will be made available to the wider research community via open source sharing facilities (such as the Open Source Framework).

**What will happen to the data collected about me?**

As a publicly-funded organisation, we have to ensure that it is in the public interest when we use personally-identifiable information from people who have agreed to take part in research. This means that when you agree to take part in a research study, such as this, we will use your data in the ways needed to conduct and analyse the research study.

We will be using information from you in order to undertake this study and will act as the data controller for this study. We are committed to protecting the rights of individuals in line with data protection legislation. The University of Warwick will keep information about you for 10 years after the study has finished.

Research data will be **pseudononymised** as quickly as possible after data collection. This means all direct and indirect identifiers will be removed from the research data and will be replaced with a participant number. The key to identification will be stored separately and securely to the research data to safeguard your identity. Therefore, it will be possible to withdraw your data for up to four months after completing the experiment.

**Data Sharing**

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. The University of Warwick has in place policies and procedures to keep your data safe.

This data may also be used for future research following review and approval by an independent Research Ethics Committee and subject to your consent at the outset of this research project.

Please refer to the University of Warwick Research Privacy Notice which is available here: <https://warwick.ac.uk/services/idc/dataprotection/privacynotices/researchprivacynotice> or by contacting the Information and Data Compliance Team at [GDPR@warwick.ac.uk](mailto:GDPR@warwick.ac.uk).

**What will happen if I don’t want to carry on being part of the study?**

Participation in this study is entirely voluntary. Refusal to participate will not affect you in any way. If you decide to take part in the study, you will need to sign a consent form, which states that you have given your consent to participate.

If you agree to participate, you may nevertheless withdraw from the study at any time without affecting you in any way.

You have the right to withdraw from the study completely and decline any further contact by study staff after you withdraw.

**What will happen to the results of the study?**

There is a possibility that the results of this study will be published in academic journals or presented to government policy makers. These results will be anonymized, and the identity of participants will not be revealed.

**Who has reviewed the study?**

This study has been reviewed and given favourable opinion by the University of Warwick’s Humanities and Social Science Research Ethics Committee (HSSREC).

**Who should I contact if I want further information?**

If you have any questions about any aspect of the study, or your participation in it, not answered by this participant information sheet, please ask the experimenter or contact:

Dr. Charlotte Edmunds, email: [Charlotte.Edmunds@wbs.ac.uk](mailto:Charlotte.Edmunds@wbs.ac.uk)

**Who should I contact if I wish to make a complaint?**

Any complaint about the way you have been dealt with during the study or any possible harm you might have suffered will be addressed. Please address your complaint to the person below, who is a senior University of Warwick official entirely independent of this study:

**Head of Research Governance**

Research & Impact Services

University House

University of Warwick

Coventry

CV4 8UW

Email: [researchgovernance@warwick.ac.uk](mailto:researchgovernance@warwick.ac.uk)

Tel: 024 76 522746

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer, Anjeli Bajaj, Information and Data Director who will investigate the matter: DPO@warwick.ac.uk.

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner’s Office (ICO).

**Thank you for taking the time to read this Participant Information Leaflet**