We are asking you to participate in a research study. This form is designed to give you information about this study. We will describe this study to you and answer any of your questions.

Project Title: Immersive Recommendation

What the study is about
The purpose of this research is to explore the feasibility of using email and social media data to recommend news and local events.

What we will ask you to do

We will ask you to participate in our recommendation experiment carried out in Cornell Tech Campus at New York City. You will use a HTTPS-only web app to complete the experiment. The experiment consists of three phases:

1. The web app will ask you to authorize the access to your Email, Facebook, and Twitter records over the past year. The industry standard: OAuth protocol will be used so that you do not need to share your password with us. These records will be used to generate recommendations. As soon as recommendations are generated, these records will be completely deleted, and the access to your accounts will be revoked before you proceed to the next step.
2. The web app will present a set of news articles and event information one at a time, selected from Medim.com and Meetup.com. You will be asked to indicate your preferences for each of the presented items on a 1-5 scale. These items are selected by different recommendation algorithms.
3. Finally, the web app will present and ask you to fill out a short survey about general news and event information consumption preferences.

Risks and discomforts
There is a small risk of loss of confidentiality from participating in this research.

Benefits

Note that there is no direct benefit to you.

Immersive Recommendation investigates the feasibility of using users' own diverse digital traces, including email and social media data, to infer what kinds of news and events a user will be interested. It is "immersive" as it learns users' interests from diverse personal data. This new recommendation model has the potential to infer a wider range of interests of a person and contribute to more personalized user experiences.

Payment for participation
You will receive compensation of $10.00 dollars for your time at the end of the study.

Privacy/Confidentiality

Please note that the data is being collected using Google, Facebook and Twitter. These companies are not affiliated with Cornell Tech. Google, Facebook and Twitter maintain their own privacy and security policies that can be found on each website. We will protect against loss of confidentiality by controlling accessibility of private data via encryption and deleting recorded data as soon as the individual meeting is over.

We will not retain any of the participants' email/social media records. Those records will be completely deleted as soon as the recommendations are generated, and the access to their email/social media accounts will be revoked immediately at the same time. What we will store are 1) the preferences indicated by you for each of the presented items, and 2) your survey responses. These data will be encrypted and stored anonymously in a secure server administered by the professionally trained personnel. These derived data will be retained for analysis for up to 24 months to support reporting on results.

All records will only be available to authorized researchers participating in this study and will not be provided to other third party organizations. We anticipate that your participation in this study presents no greater risk than everyday use of the Internet.

Please note that email communication is neither private nor secure. Though we are taking precautions to protect your privacy, you should be aware that information sent through e-mail could be read by a third party.

Taking part is voluntary

Your involvement is voluntary, you may refuse to participate before the study begins, discontinue at any time, or skip any questions/procedures that may make you feel uncomfortable, with no penalty to you, and no effect on your academic standing, record, or relationship with the university or other organization or service that may be involved with the research.

If you have questions

The main researchers conducting this study are Cheng-Kang Hsieh, a graduate student at UCLA and Longqi Yang, a graduate student at Cornell University. If you have any questions at the time of the study please let us know and we will address your concerns and questions. If you have questions later, you may contact Longqi Yang at ylongqi@cs.cornell.edu or at 607-379-5596. If you have any questions or concerns regarding your rights as a subject in this study, you may contact the Institutional Review Board (IRB) for Human Participants at 607-255-6182 or access their website at http://www.irb.cornell.edu. You may also report your concerns or complaints anonymously through Ethicspoint online at www.hotline.cornell.edu or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

You will be given a copy of this form to keep for your records.

Statement of Consent

I have read the above information, and have received answers to any questions I asked. I consent to take part in the study.

Your Signature   Date

Your Name (printed)

Institutional Review Board Cornell University
Approved: September 25, 2015
Expires: September 24, 2018

Signature of person obtaining consent   Date

Printed name of person obtaining consent

This consent form will be kept by the researcher for at least five years beyond the end of the study.