

Privacy Policy for online surveys

1. Title and Project Lead

Dear Participant,

You are invited to take part in a research study conducted under the project “**Perception of Historic Centres through Street View Images: A Pairwise Comparison Survey**”. The principal investigator is Prof. Elisa Conticelli (University of Bologna). Before deciding whether to participate, it is important that you have all the necessary information to join consciously and responsibly. We ask you to read this document and feel free to ask the researchers any questions you may deem appropriate.

2. Brief Description and Objectives

The primary objective of this project is to understand how people perceive and evaluate the quality of streets in Italian historic centres. To achieve this, researchers aim to collect and analyze the opinions of those who live in or visit historic centres. Participants are asked to compare photos to identify which areas appear more pleasant, safe, or vibrant.

3. What does participation involve?

Participation involves completing a short online questionnaire taking approximately 5 minutes. You will observe pairs of images randomly selected from a set of 200 Street View photos of the historic centres of Florence, Ravenna, Bologna, and Ferrara (50 images per city). For each pair, you will select the one that conveys a better feeling in terms of beauty, safety, or other perceptual dimensions. No technical knowledge is required; only your personal opinion based on your perception.

4. Benefits, Discomforts, and Potential Risks

Participation is voluntary and free of charge. There are no known risks or discomforts associated with this study.

5. Withdrawal from the Study

You have the right to withdraw your consent and stop participating in this study at any time, without notice or providing a reason.

6. Feedback on Results

You have the right to request information regarding the overall results and outcome of the research.

7. Anonymity Measures

Data processing will be conducted to ensure that individual responses cannot be linked back to any specific person. Results will be published in aggregate form, and individual quotes will never be traceable to specific participants.

8. Contact Information

For any information or clarification regarding this study, you may contact the researchers: Prof. Elisa Conticelli (elisa.conticelli@unibo.it) and Fangyu Chen (fangyu.chen2@unibo.it).

Informed Consent

The participant declares that he or she understands that:

- Participation is free, voluntary, and completely anonymous.
- The participant may discontinue the survey at any time without any consequences.
- There is no personal risk or financial compensation.