

School of Psychology

Information Form

Brand perception in the Ultimatum Game: Objectification or Personalization ?

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Introduction

I am an undergraduate fourth year Honours psychology student at the University of Glasgow carrying out my dissertation research. You are being invited to take part in a study about individuals perception of brands trustworthiness. It is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully.

What is the purpose of the study?

The aim of this experiment is to investigate the behavioural correlates of brands perception. To our knowledge, no other study in the past has compared interaction between brands or people in an economic setting, nor has used the paradigm of the ultimatum game to investigate it. Therefore, we aim at bridging the conceptual gap between brands, objects and humans, investigating whether human beings tend to interact with brands in the same way they would interact with an object, or by ascribing it human-like traits and thus treating it as a human being.

Procedure

The study is split into two main blocks, each lasting around 15 minutes. The first part of the experiment involves making indirect ratings of trustworthiness towards brands or human faces.   
The second part of the experiment is an adjusted version of the Ultimatum Game in which, should you agree to participate, you will play against a brand, a human being or a computer. The two blocks must be completed at least 24 hours apart. If you decide to take part, you will be sent a link after 24 hours and a reminder to complete the second block of the experiment. It is crucial that you understand how important it is to collect data for the whole study and therefore commitment is highly appreciated.

Participant’s Rights

Your participation in this project is entirely voluntary. You are not obliged to take part and should you agree to participate, you can withdraw from the study at any time during the project. If you do not wish to participate you do not have to provide any explanation and you will not be contacted again. Moreover, if you agree to take part, your name and any of your personal details will not be recorded and the information collected will not be disclosed to third parties. Your answers to the tests will be used for the purpose of this study only. It is assured that your anonymity will be kept throughout the research.

What are the advantages of taking part?

You can take part in the experiment from the comfort of your house or your office, as it is developed on an online platfrom. Moreover, you might find the subject matter important, or be interested in our findings.

What are the disadvantages?

This study takes some of your time of which you are not being paid for.

What happens now?

If you are interested in taking part in the study you are asked to read the attached consent form and give your consent by pressing the button “I Agree” .  
Remember that you can withdraw from the project at any time and that your data will be kept anonymous. After you agree to the consent form, you will receive more detailed instructions regarding the procedure and the experiment will begin.

What will happen to the results of the research study?

The results are part of my dissertation project for my final year as a Honours Psychology student. They will also be available for you in case you would like to see them.

Who can I contact if I want more information?

If you wish to know more about the study and/or a summary of the anonymised group results please feel free to contact me at the following e-mail address.

Contact info:

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