

**Informed Consent**

**Study on the Effects of Social Media and Online Advertising**

**Information**

You are invited to participate in a research study **conducted by researchers at the University of Toronto****. Feel free to save a copy of this consent form for future reference.** You will be asked to respond to a series of questionnaires. We are interested in gathering data on the usage of social media, online purchasing, and streaming media. The study should take 20 minutes, and you will receive $5.00.

**Risks and Benefits**

You will earn $5.00 for participating in this study. Other than this, there are no direct benefits to you. There is some risk of minor psychological or emotional discomfort from filling out these questionnaires. **If any question makes you feel uncomfortable or uncomfortable in any way, you are welcome to refuse to answer that question.**

**Confidentiality**

**All of your responses and data will be anonymous, and will be kept completely confidential. You will not place any identifying information on any questionnaires. All information/data will be given a random ID and therefore, will not contain any personally identifiable information. Your data will be accessible to qualified researchers, but your name will not be associated with any of your data, and all of the data you provide will be stored anonymously on secure, password-protected computers or on password-protected and encrypted servers. You are also free to withdraw from participation at any time, or to skip any questions that you do not feel comfortable answering. If you withdraw participation, all data associated with your participation will be destroyed. Any data containing identifying information or demographic information will be destroyed after 5 years. The results of this study may be reported in conference presentations and journal articles. Note, however, that the responses of individual participants will not be identified in any reports of this research; only aggregated data will be reported.**

**The research study you are participating in may be reviewed for quality assurance to make sure that the required laws and guidelines are followed. If chosen, (a) representative(s) of the Human Research Ethics Program (HREP) may access study-related data and/or consent materials as part of the review. All information accessed by the HREP will be upheld to the same level of confidentiality that has been stated by the research team.**

**Contact and Feedback**

**If you have questions at any time about the study or the procedures, you may contact the researchers, Cendri Hutcherson at c.hutcherson@utoronto.ca or (416) 287-7447, or Daniel Wilson at** [**danielj.wilson@mail.utoronto.ca**](mailto:hause.lin@mail.utoronto.ca)**.** **This study is conducted by Daniel Wilson, a graduate student supervised by Dr. Cendri Hutcherson at the Department of Psychology, University of Toronto, Scarborough Campus. The study has been reviewed and approved by the University of Toronto Research Ethics Board. If you have questions about your rights or treatment as a participant in this research project, please contact the University of Toronto’s Office of Research Ethics at ethics.review@utoronto.ca or (416) 946-3273.**

**Participation**

Your participation in this study is completely voluntary and you may withdraw from the study at any time. If you withdraw before completing the study, there is no penalty, but you will not be compensated because you will not receive a completion code (provided to you only after you have completed the study) that you will require to be paid via Amazon MTurk. However, if you decide to withdraw your data after completing the study, please email the researcher and s/he will withdraw your data—you get to keep your compensation in this case. **Note that your data will be removed from the study only if you request it (they will not be removed if you simply withdraw).**

**Uploading Data to Research Database**

In line with scientific practice and research transparency, the data we collect (responses and any coded data) will be made available on a research forum for open science practice (https://osf.io/). In addition, all uploaded information/data will be given a random ID and therefore, will not contain any personally identifiable information.

**Consent to Participate**

**I have read the above and agree to participate in this study**

**I disagree (this option will exit the survey)**

**Consent to have Data Uploaded to Research Database**

**I have read the above and agree to have my data made available on an online research database**

**I** **DO NOT want to have my data made available on an online research database**