

**Informed Consent**

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

**Information**

You are invited to participate in a research study. You will be asked to respond to a number of questions and also to download an app to your smartphone and/or install a plugin on your web browser. The initial questionnaire portion of the study will **take about 30 minutes**. After installing the app or plug in you will be prompted once each day to answer a short series of questions which will take about **1 minute**. You will do this for **90 days**. We are interested in how people use social media, Amazon, and streaming services. The app and/or web plugin will automatically capture this information. The information will not contain any details other than the **amount of time** you spend on a given social media platform, or watching a streaming service such as Netflix. **You can withdraw from the study at any time without any penalty (see Participation section below), and if you have any questions or concerns you can contact the researchers.** Prior to installing the app and/or plugin that will monitor your usage, you will complete several personality questionnaires. Although the research cannot be fully explained at this time, a complete explanation will be provided at the conclusion of your participation today. The questionnaires should take about 30 minutes and the daily reports about 90 minutes total (1 minute \* 90 days), for a total of 2 hours, so you will receive 2.0 research credit(s) for your participation.

**Risks and Benefits**

You will earn 2 research credits 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 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 daniel.j.wilson@gmail.com. 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. You may withdraw from the study at any time without penalty or loss of benefits to which you are entitled. If you want to withdraw during the study, let the researcher know. If you would like to withdraw your data after completing the study, please also get in touch with the researcher. **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. Note that these random IDs will be associated with the consent forms so that your data/informed consent can be matched, if necessary, such as when you wish to withdraw your data.

**Consent to Participate**

I have read and understand the above information. I have received a copy of this form. I agree to participate in this study.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

I agree to have my data made available on a research database, which will be accessed by the scientific and psychological academic community. I am aware that any information of my data will not include personally identifiable information.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_