Letter of Information and Consent

Project Title: Cognitive Traits and Product Selection (125090)

Principal Investigator:
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Introduction:
You are invited to participate in a research study being conducted by researchers at the Richard Ivey School of Business about decision-making. The purpose of this letter is to provide you with the information required to make an informed decision regarding your participation in this research study.

Purpose of the Study:
The purpose of this study is to better understand factors that influence decision-making processes during product selection.

Duration:
This is an online study and we expect the study to take about 5 minutes to complete.

Procedures:
If you agree to participate in this study, you will choose from a selection of products and then answer some rating-type questions about your choice, as well as assessing certain cognitive traits.

Potential Risks and Discomforts:
There are no known or anticipated risks or discomforts associated with participating in this study.

Potential Benefits to Participants and/or Society:
You may not directly benefit from participating in this study but information gathered may provide benefits to society as a whole which include helping researchers and managers understand how to optimize consumer decision-making.

Participation and Withdrawal:
Your participation in this study is voluntary. You may decide not to be in this study. Even if you consent to participate you have the right to not answer individual questions or to withdraw from the study at any time. If choose to withdraw, you have the right to

request withdrawal of information collected about you. If you wish to have your information removed, please let the researcher know and provide your Prolific ID.

At the end of the survey, participants will be presented with a debriefing letter which provides more information about this study.

Confidentiality:
The researcher will keep any information collected as part of this study in a secure and confidential location for a minimum of 7 years. Your study data will be identified by a unique, anonymous Prolific ID and therefore no identifying information will be collected throughout the study. Anonymized study data may be retained indefinitely for future analyses. The outcomes of these surveys may be disseminated in a PhD dissertation as well as journal publications. The anonymized study data may also be made available on open access platforms (e.g. osf.io), to journals and/or other researchers for replication studies and/or to answer related research questions.

Delegated institutional representatives of Western University's and its Non-Medical Research Ethics Board may require access to your study-related records to monitor the conduct of the research in accordance with regulatory requirements.

Your survey responses will be collected through a secure online survey platform called Qualtrics. Western's Qualtrics server is located in Ireland and the Qualtrics privacy policy can be read here: https://www.qualtrics.com/privacy-statement/ . Please note that no data transmission over the internet can be guaranteed to be 100% secure.

Compensation for Participation:
You will be compensated $0.67 for your participation in this study, based on a 8 USD/hr wage.

Rights of Research Participants:
If you choose not to participate or to leave the study at any time it will have no effect on your position (e.g., academic or professional standing). You do not waive any legal right by consenting to participate.

We will give you new information that is learned during the study that might affect your decision to stay in the study.

Who to Contact with Questions:
If you have questions about this research study, please contact Dr. Rod Duclos (rduclos@ivey.ca) at Western University.

If you have any questions about your rights as a research participant or the conduct of this study, you may contact The Office of Human Research Ethics (519) 661-3036 or 1-844-720-9816, email: ethics@uwo.ca.

If you would like to receive a copy of any potential study results, please contact Dr. Rod Duclos at the email address shown above.

Consent:

Submission of this survey is indication of your consent to participate.

☐ I have read the letter of information, have understood the nature of the study and by moving ahead with the survey I am agreeing to participate. I retain the right to withdraw myself and data at any point.