

INFORMED CONSENT FORM for RESEARCH

Title of Study: Acquiring creative ideas from the crowd

Principal Investigator: Pradeep Kumar Murukannaiah

What are some general things you should know about research studies?

You are being asked to take part in a research study that will take up to one hour of your time. Your participation in this study is voluntary. You have the right to be a part of this study, to choose not to participate or to stop participating at any time. The purpose of this research study is to increase our understanding on the process of acquiring ideas from the crowd. You are not guaranteed any personal benefits from being in a study. Research studies also may pose risks to those that participate. In this consent form you will find specific details about the research in which you are being asked to participate. If you do not understand something in this form it is your right to ask the researcher for clarification or more information. A copy of this consent form will be provided to you upon request. If at any time you have questions about your participation, do not hesitate to contact the researcher(s) named above.

What is the purpose of this study?

This study seeks to understand the process of crowdsourced ideas generation. Specifically, we seek to understand how human factors, specifically personality and creativity, influence the idea generation task. This understanding will help simplify the crowdsourcing process for requesters and make crowdsourced work enjoyable to workers.

What will happen if you take part in the study?

If you agree to participate in this study, you will be asked to complete (1) a demographics survey (2) a brief personality and creativity survey and (3) a survey to generate ideas on a specific domain.

Risks

There are minimal risks to this study. You should know, however, that the information you provide is not anonymous in that your ID on the crowdsourcing platform may provide identifiable information.

Benefits

This study will advance our knowledge gamification strategies during hypothesis generation.

Confidentiality

The information in the study records will be kept confidential. Data will be stored securely in a password protected account on a server. No reference will be made in oral or written reports which could link you to the study. You will at no time be asked to provide your name in the study. Your ID will be deleted after verifying your responses to the survey and making a payment.

Compensation

For participating in this study you will receive a USD 2 to USD 5 via the crowdsourcing platform. Payment is contingent upon providing thoughtful, quality data. The researcher will determine the quality of the data.

What if you have questions about this study?

If you have questions at any time about the study or the procedures, you may contact the researcher, Pradeep Murukannaiah, at pkmvse@rit.edu.

What if you have questions about your rights as a research participant?

Contact Heather Foti, Associate Director of the HSRO at (585) 475-7673 or hmfsrs@rit.edu if you have any questions or concerns about your rights as a research participant.

Consent To Participate Online Form

We will provide a check box with the following text in an online form. The subject can proceed only if they check the box.

“I have read and understand the information in informed consent form. I will receive a copy of this form if I ask for one. I agree to participate in this study with the understanding that I may choose not to participate or to stop participating at any time without penalty or loss of benefits to which I am otherwise entitled. I understand that by clicking to proceed with the study, I agree to consent to these terms.”