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Bauhaus-Universität Weimar

## Human Computer Interaction

### Questionnaire Consent Form

This is a study of attention attraction toward screen, conducted by **Hasibullah Sahibzada** because of his thesis research on Interactive Advertisement Vs. Traditional Advertisement. The purpose of this study is to help improve advertisement using existing technology. You are being requested to **answer** the questions in the interview and at the same time being **audio recorded** to assist us in the study.

The identities of all people who participate will remain anonymous and will be kept confidential. Identifiable data will be stored securely in a password protected computer account. Your participation is entirely voluntary and you may quite at any time from the study.

#### Contact Information About the Project

If you have any concerns about your rights as a research subject, you may contact directly Hasibullah Sahibzada at [Hasibullah.sahibzada@uni-weimar.de](mailto:Hasibullah.sahibzada@uni-weimar.de) or at phone # 015216967648.

Signature: -----