

Date: / /

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 or at phone # 015216967648.

Signature: -----