Study Title: Appearance First Impression Dataset

Principal Investigator: Jialou Wang

# Participant Information Sheet

You are being invited to take part in this research study. Before you decide it is important for you to read this leaflet so you understand why the study is being carried out and what it will involve. Reading this leaflet, discussing it with others or asking any questions you might have will help you decide whether or not you would like to take part.

**What is the Purpose of the Study**

The aim of the study is to create a new dataset of appearance first impression dataset. This data will be used to research the relation between human appearance and first impression formation.

**Why have I been invited?**

You have been invited because you are over the age of 18.

**Do I have to take part?**

You are under no obligation to take part in the study and you are free to withdraw at any point. You will not experience any loss of benefit or penalty if you choose not to participate.

**What will happen if I take part?**

You will be present 20 pairs of human images, you are asked to indicate your preference for first impression traits, at the end of survey we will ask about your age and gender. All data collected in this research will be stored on a secure personal hard drive. The survey will take 3 minutes in average, 7 minutes is allowed in maximum.

**What are the possible disadvantages of taking part?**

Participating will involve no physical or psychological discomfort/exertion.

**What are the possible benefits of taking part?**

This study hopes to identify the relation between human appearance and first impression formation. You opinion will be a valuable part of the research. You will receive 0.50 USD through Amazon Mechanical Turk service.

**Will my taking part in this study be kept confidential and anonymous?**

Yes. We will not collect any data that can identify you

**How will my data be stored,and how long will it be store for?**

All data collected will be stored on the University U drive, which is password protected. All data will be stored in accordance with University guidelines and GDPR.

**What categories of personal data will be collected and processed in this study?**

As directed by the EU’s General Data Protection Regulation, we are not collecting any personal data.

**Who is organizing and funding the study?**

This study has not received any funding.

**Who has reviewed this study?**

The study and its protocol have received full ethical approval from the Department of Engineering and Environment

**What are my rights as a participant in this study?**

Participation is entirely voluntary and you may withdraw at any time within the next <1> month.

Contact for further information: Researcher email: jialou.wang@northumbria.ac.uk Supervisor email: honglei.li@northumbria.ac.uk

Name and contact details of the Data Protection Officer at Northumbria University: Duncan James (dp.officer@northumbria.ac.uk).