

## Exploring the Impact of Personality on Food Preferences: Recruitment Message

### **Subject: Invitation to Participate in Food Preferences and Personality Survey**

You are receiving this email to invite you to participate in a research survey conducted by students at the University of Calgary. The purpose of this survey is to gather data on individuals' perspectives regarding whether their preferred food flavours (sweet, salty, savoury, spicy, sour, bitter) may correlate with personality types (introvert, extrovert, or ambivert), and to explore the nature of those correlations. We are seeking responses from individuals of all ages to ensure a diverse data set.

Your participation in this survey is entirely voluntary and completely anonymous. This survey consists of 11 short questions that will help us determine your perspective on the impact of technology becoming a main learning resource in schools, as well as gather intel securely and safely. It should only take a few minutes to complete.

If you have any questions, please feel free to contact our team using any of the following email addresses: [ava.sawers@ucalgary.ca](mailto:ava.sawers@ucalgary.ca), [jenessa.entz@ucalgary.ca](mailto:jenessa.entz@ucalgary.ca), [alice.thwaites@ucalgary.ca](mailto:alice.thwaites@ucalgary.ca), [alisha.sajjad@ucalgary.ca](mailto:alisha.sajjad@ucalgary.ca), and [jaiveer.toor@ucalgary.ca](mailto:jaiveer.toor@ucalgary.ca).

We would be happy to assist you and answer any questions.

You can review the consent form here: [w DATA 201 Consent Form.docx](#)

Thank you for considering our invitation to participate!

Sincerely,

Ava Sawers, Alisha Sajjad, Jenessa Entz, Jaiveer Toor, and Alice Thwaites

### Shortened Recruitment Message for Discord/Socials:

Hi everyone! This is a quick 11-question survey to determine potential correlations between food preferences (e.g. sweet, spicy, savoury) and personality types (introvert, extrovert, and ambivert). It should only take a few minutes to complete, and your responses would be super helpful! Here is a link to our consent form which will lead you to the survey:

[w DATA 201 Consent Form.docx](#)