

Information sheet for research design project “UV Feedback & Social Influence Study”

1. Introduction

You are invited to take part in a research study conducted by Kexin Qin, a master’s student in the Department of Industrial Design at Eindhoven University of Technology (TU/e). This study explores how people from different cultural backgrounds respond to daily sun protection feedback for the scalp, written in either a peer-like (casual) or professional (formal) tone. The study aims to understand how communication preferences may be influenced by cultural values—especially views on authority and hierarchy (also called *power distance*). Each message is prompted and created using artificial intelligence (ChatGPT4.0) and designed based on Social Cognitive Theory.

This study will help us learn whether people with different cultural backgrounds interpret and respond to these feedback styles and motivational strategies differently, and whether the intended meaning of the messages comes across as expected. Insights from this research may improve how future health communication tools are designed to be more supportive and culturally appropriate.

Participation is completely voluntary. You can withdraw at any time without consequences, and you are not required to answer any questions you’re uncomfortable with. Your responses will be handled confidentially and used solely for academic purposes.

2. What Will Participation Involve? If you agree to take part, you will:

- Fill out a **Pre-Study Intake Form** (Day 1, approx. 2 minutes)
- Receive **daily UV feedback messages** on scalp protection (Days 1–8)
- Complete **Daily Reflection Questions** each day (approx. 5–10 minutes)
- Complete a **Post-Test Questionnaire** (Day 8, approx. 10 minutes)

Feedback will be delivered via Microsoft Teams in two styles: one representing peer tone, the other professional. You will reflect on which tone felt more motivating, supportive, and trustworthy.

Example Daily Reflection Questions:

- Which message motivated you more to act today?
- Which message makes you feel more like something you could try?
- Which message felt more emotionally reassuring or supportive?
- Which message felt more socially encouraging?

3. Who Are We?

- **Researcher:** Kexin Qin, TU/e Master student (Industrial Design)
- **Supervisor:** Dr. Yuan Lu, TU/e
- **Contact:** k.qin@student.tue.nl
- **Privacy Contact:** privacy@tue.nl | dataprotectionofficer@tue.nl

4. What Data Will Be Collected?

Type of Data	Purpose	Retention
Email address	Contact for reminders & follow-up	Deleted after study
Age, nationality	Group analysis for cultural & personal relevance	3 months
Daily reflections & ratings	To understand tone preference and engagement	3 months

All data will be stored securely on TU/e systems within the European Economic Area. After 3 months, your data will be deleted or anonymized.

5. Rights & Data Usage You may:

- Withdraw at any time
- Request access, correction, or deletion of your data
- Decline to answer specific questions

Your anonymized data may be reused in future research that aligns with the goals of this project.

6. Ethics & Approval This study has been reviewed and approved by the Ethics Review Board of the Department of Industrial Design at TU/e.

***** Scroll down for the form *****

Consent form for participation by an adult

By signing this form, I confirm:

1. I have enough information about the research project from the separate information sheet. I have read it and I had the chance to ask questions, which have been answered to my satisfaction.
2. I take part in this research project voluntarily. There is no explicit or implicit pressure for me to take part in this research project and I understand I can stop my participation at any moment, without explaining why. I do not have to answer any question I do not want to answer.
3. I know my personal data will be collected and used for the research, as explained to me in the information sheet.

Furthermore, I consent to the following parts of the research project:

4. I consent to my personal data, such as answers I gave during the research, to be used by the researcher in publications and/or in presentations – without including my name.

YES ☒ NO ☐

Name of Participant: Matin Maskitou

Date May 29, 2025

Signature:

