# Plain Language Statement

# Department of Computing and Information Systems

## ***Project: Idea Generation Study***

**Project Supervisor:** Prof. Ofir Turel

Email: [oturel@unimelb.edu.au](mailto:oturel@unimelb.edu.au)

**Additional Researchers:**

(PhD Student) Mike Zhuang Email: mike.zhuang@unimelb.edu.au

Dr. Shaanan Cohney Email: cohneys@unimelb.edu.au

### Introduction

### Thank you for your interest in participating in this research project. The following few pages will provide you with information about the project, so that you can decide if you would like to take part in this research. Please take the time to read this information carefully. At the end of the study you will be redirected to Prolific.

### What is this research about?

# The aim of the study is to investigate idea generation.

### What will I be asked to do?

### You will be asked to generate ideas for a category. You will also be asked to complete a survey. The entire study may take around 5-10 minutes.

### What are the possible benefits?

The research aims to increase understanding of how people generate ideas. Our results may lead to insights into how to improve idea generation. We cannot guarantee any specific individual benefit from the project. You will be paid $2 for completing the study.

### What are the possible risks?

# It is unlikely that you will be exposed to any physical or psychological distress by participating in this project. You may experience moments of frustration or arousal while working on the problems. However, you are not required to generate more or better ideas. You will still be paid regardless of how many ideas you write down.

### Do I have to take part?

No. Participation is completely voluntary. You are able to withdraw at any time. Your data will not be used if you withdraw early from the study.

### Will I hear about the results of this project?

The results of the project will likely be presented as part of a PhD thesis. It is also possible that the finding will be disseminated in a peer-reviewed journal and/or conference presentations.

### What will happen to information about me?

Data collected as part of this project will not be associated with any identifying information. Your Prolific ID will automatically be assigned and used to group your data. We have no way of tracing the ID to your personal identity. In any publication, information will be provided in a way so that no participants can be identified. Only group data will be shown.

All information gathered from participants will be kept securely. Electronic data will be password protected and stored on a database server. Only the primary researcher will have access to this data. The data will not include any personal identifying information. After completing the project, the data will be securely stored for five years at the University of Melbourne, after which the data will be destroyed.

### Where can I get further information?

If you would like more information about the project, please contact the researchers; PhD student Mr. Mike Zhuang (mike.zhuang@unimelb.edu.au)

Co-Supervisor Prof. Ofir Turel (oturel@unimelb.edu.au)

Co-Supervisor Dr. Shaanan Cohney (cohneys@unimelb.edu.au)

### Who can I contact if I have any concerns about the project?

This project has human research ethics approval from The University of Melbourne Project ID#28212. If you have any concerns or complaints about the conduct of this research project, which you do not wish to discuss with the research team, you should contact the Research Integrity Administrator, Office of Research Ethics and Integrity, University of Melbourne, VIC 3010. Tel: +61 3 8344 1376 or Email: [research-integrity@unimelb.edu.au](mailto:research-integrity@unimelb.edu.au). All complaints will be treated confidentially. In any correspondence please provide the name of the research team and/or the name or ethics ID number of the research project.