

# **INFORMED CONSENT DOCUMENT OLD DOMINION UNIVERSITY**

**PROJECT TITLE:** Visual Attention to Signals in Crowdfunding Decisions

## **INTRODUCTION**

The purposes of this form are to give you information that may affect your decision whether to say YES or NO to participation in this research, and to record the consent of those who say YES. This study, Visual Attention to Crowdfunding Signals: An Eye-Tracking Experiment, conduct in the room 2019 (Hudgins Transitional Entrepreneurship Lab) in Strome College of Business.

## **RESEARCHERS**

John B. Ford, Professor of Marketing, Old Dominion University, USA

Mehrdad Alikhani, Ph.D. Student in Business Administration, Strategic Management, Old Dominion University, USA

Farinoosh Zarinmakan, Ph.D. Student in Business Administration, Marketing, Old Dominion University, USA

## **DESCRIPTION OF RESEARCH STUDY**

Several studies have been conducted looking into the subject of what factors influence backers' funding decisions in crowdfunding environments. None of them have used the eye-tracking method to explain the neurocognitive process through which these factors work, specifically how creator and crowd signals capture visual attention to shape cognitive processing and influence investment intentions.

If you decide to participate, then you will join a study involving research of how people make decisions when viewing crowdfunding websites. The study will use the computer's webcam to estimate your gaze position as you are shown four different simulated crowdfunding webpages, one after another. Your task is to view each webpage while the eye-tracking application records which parts of the page you look at. If you say YES, then your participation will last for 5 - 10 minutes at the room 2019 (Hudgins Transitional Entrepreneurship Lab) in Strome College of Business. Approximately 50 of other adult participants will be participating in this study.

## **INCLUSIONARY/EXCLUSIONARY CRITERIA**

You should have completed a pre-screening questionnaire confirming you are above the ages of 21, have normal or corrected-to-normal vision, and are comfortable using a computer with a functioning webcam. To the best of your knowledge, you should not have any visual impairments that are not corrected by glasses or contact lenses, nor any medical condition that could affect your concentration or eye movements, that would keep you from participating in this study.

## **RISKS AND BENEFITS**

**RISKS:** If you decide to participate in this study, then you may face a risk of minimal discomfort, such as eye strain from looking at the computer screen or boredom from the repetitive nature of the task. Some participants may also feel uncomfortable knowing that their eye movements are being tracked by the computer's webcam. The researcher tried to reduce these risks by keeping the study duration short (approximately 5-10 minutes), ensuring all data collected is anonymized, and clarifying that the webcam is only used to estimate gaze position and not to record your face for identification purposes. And, as with any research, there is some possibility that you may be subject to risks that have not yet been identified.

**BENEFITS:** There are no direct benefits of participating in this study. The results of this study have the potential to expand entrepreneurs's knowledge related to the crowdfunding campaign design.

## **COSTS AND PAYMENTS**

The researchers want your decision about participating in this study to be absolutely voluntary. You will receive no payment for your time or to help defray incidental expenses associated with participation (e.g., parking, travel).

## **NEW INFORMATION**

If the researchers find new information during this study that would reasonably change your decision about participating, then they will give it to you.

## **CONFIDENTIALITY**

The researchers will take reasonable steps to keep private information, such as your demographic questionnaire answers and the eye-tracking data collected via the webcam, confidential. The researcher will remove identifiers from all identifiable private information collected. All data will be anonymized to protect your identity, and the webcam will only be used to estimate gaze position, not to record your face for identification purposes. The results of this study may be used in reports, presentations, and publications; but the researcher will not identify you. Of course, your records may be subpoenaed by court order or inspected by government bodies with oversight authority.

### **WITHDRAWAL PRIVILEGE**

It is OK for you to say NO. Even if you say YES now, you are free to say NO later, and walk away or withdraw from the study at any time. Your decision will not affect your relationship with Old Dominion University, or otherwise cause a loss of benefits to which you might otherwise be entitled. The researchers reserve the right to withdraw your participation in this study, at any time, if they observe potential problems with your continued participation.

### **COMPENSATION FOR ILLNESS AND INJURY**

If you say YES, then your consent in this document does not waive any of your legal rights. However, in the event of harm, injury, or illness arising from this study, neither Old Dominion University nor the researchers are able to give you any money, insurance coverage, free medical care, or any other compensation for such injury. In the event that you suffer injury as a result of participation in any research project, you may contact the responsible project investigators, Mehrdad Alikhani at 757-735-8504, Farinoosh Zarinmakan at 757-309-1332, or Dr. John B. Ford at 757-683-3587, Dr. Tancy Vandecar-Burdin the current IRB chair at 757-683-3802 at Old Dominion University, or the Old Dominion University Division of Research and Economic Development at 757-683-3460 who will be glad to review the matter with you.

### **VOLUNTARY CONSENT**

By signing this form, you are saying several things. You are saying that you have read this form or have had it read to you, that you are satisfied that you understand this form, the research study, and its risks and benefits. The researchers should have answered any questions you may have had about the research. If you have any questions later on, then the researchers should be able to answer them:

Mehrdad Alikhani: 757-735-8504  
Farinoosh Zarinmakan: 757-309-1332  
Dr. John B. Ford: 757-683-3587

If at any time you feel pressured to participate, or if you have any questions about your rights or this form, then you should call Dr. Tancy Vandecar-Burdin, the current IRB chair, at 757-683-3802, or the Old Dominion University Division of Research and Economic Development, at 757-683-3460.

And importantly, by signing below, you are telling the researcher YES, that you agree to participate in this study. The researcher should give you a copy of this form for your records.

<b>Subject's Printed Name &amp; Signature</b>	<b>Date</b>
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### **INVESTIGATOR'S STATEMENT**

I certify that I have explained to this subject the nature and purpose of this research, including benefits, risks, costs, and any experimental procedures. I have described the rights and protections afforded to human subjects and have done nothing to pressure, coerce, or falsely entice this subject into participating. I am aware of my obligations under state and federal laws, and promise compliance. I have answered the subject's questions and have encouraged him/her to ask additional questions at any time during the course of this study. I have witnessed the above signature(s) on this consent form.

<b>Investigator's Printed Name &amp; Signature</b>	<b>Date</b>
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