

# Post-survey participant information sheet

**Title of Project:** The efficacy of fear versus hope-based messages in promoting individuals to support pro-environmental policies

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Please read the following information carefully and contact the student researcher if you have any further questions or concerns.

## **Purpose of the study:**

At the beginning of the survey, you were not given the full details of the purpose of the study. This was necessary in order to obtain unbiased or natural responses. You were told that this study “*aims to research the efficacy of different communication strategies for promoting public policies*”. The full purpose of this study is to research the efficacy of fear versus hope-based messages in promoting support for environmental policies. You were shown either a fear or hope-based video promoting an environmental bill. The follow-up questions aimed to measure your emotional state after watching the video and your intention to support the policies promoted in the video.

-----The following information is identical to the pre-survey participant information sheet-----

## **Do I have to take part?**

It is up to you to decide whether to take part or not; choosing not to take part will not disadvantage you in any way. If you do decide to take part you are still free to withdraw at any time and without giving a reason by closing this survey.

## **How your data will be collected and stored:**

Your responses are anonymous and all data will be stored in accordance with the UK Data Protection Act 2018 and the General Data Protection Regulation. No personal identifiable information was collected, and you will not be identifiable in any publications resulting from this study. You can withdraw from this study at any point by closing this survey and your data will not be stored.

## **Local Data Protection Privacy Notice**

The controller for this project will be University College London (UCL). The UCL Data Protection Officer provides oversight of UCL activities involving the processing of personal data, and can be contacted at [data-protection@ucl.ac.uk](mailto:data-protection@ucl.ac.uk)

This ‘local’ privacy notice sets out the information that applies to this particular study. Further information on how UCL uses participant information can be found in our ‘general’ privacy notice:

For participants in research studies, click [here](#)

The information that is required to be provided to participants under data protection legislation (GDPR and DPA 2018) is provided across both the ‘local’ and ‘general’ privacy notices.

The categories of personal data used will be as follows: **No personal identifiable data will be collected in this study.**

If you are concerned about how your data is being processed, or if you would like to contact us about your rights, please contact UCL in the first instance at [data-protection@ucl.ac.uk](mailto:data-protection@ucl.ac.uk).

**Raffle prize draw:**

After submitting your survey responses, you will have the option of entering a raffle prize draw for the chance to win a gift card with a value of up to 25£. If you choose to enter the raffle prize draw, Qualtrics (the survey platform) will collect the following personal data in order to enter you into the raffle and contact you in the case that you win:

- Name
- Email address

**This personal data is not collected or stored by the student researcher.** For more information on how the survey platform Qualtrics will store your personal data please consult the privacy notice on their website [here](#). Participating in the raffle prize draw is entirely voluntary and not participating will not affect your survey responses. If you do not wish to participate in the raffle prize draw you can close the window and your personal data will not be collected by Qualtrics.

Please discuss the information above with others if you wish or ask me if there is anything that is not clear or if you would like more information.

Thank you for reading this information sheet and for considering taking part in this research.