

School of Psychology



PARTICIPANT INFORMATION STATEMENT AND CONSENT FORM

Study of Consumer Choice

1. What is the research study about?

You are invited to take part in this research study. The research study aims to investigate how consumers utilise information from online product reviews when choosing between products online. You have been invited because you accepted our HIT on Amazon Mechanical Turk.

2. Who is conducting this research?

The study is being carried out by the following researchers: Ashton Wisken (Honours Student), Peggy Wei (Research Assistant); and Prof. Brett Hayes (Chief Investigator/Supervisor), School of Psychology, University of New South Wales.

Research Funder: This research is being funded by the Australian Research Council.

3. Inclusion/Exclusion Criteria

Before you decide to participate in this research study, you should meet the following criteria:

- Be registered on Amazon Mechanical Turk and have achieved Master Worker status.

4. Do I have to take part in this research study?

Participation in this research study is voluntary. If you do not want to take part, you do not have to. If you decide to take part and later change your mind, you are free to withdraw from the study at any stage.

5. What does participation in this research require, and are there any risks involved?

If you decide to take part in the research study, we will ask you to answer some demographic questions. You will then be presented with some hypothetical product reviews. On each trial you will see two products and be asked to rate your preference for the products based on the reviews.

We don't expect this research to cause any harm. However, you may skip any written or verbal questions if you wish. Please let the researchers know if you need any assistance for any reason.

6. Total participation time

In total, participation in this study will require around 5-10 minutes to complete. This will include a one-time session, to be completed online.

7. Recompense to participants

You will receive \$2.00 USD as recompense for your participation.

8. What are the possible benefits to participation?

We cannot promise that you will receive any benefits from this study, but we hope to use the findings from this study to better understand how people use the information from online reviews to make economic decisions. Hopefully, in the future, the data we collect in this study can contribute to a larger body of work which can be used to influence the development of an ideal, online, commercial environment that helps consumers to make statistically optimal economic decisions.

9. What will happen to information about me?

The information that you give us will be kept for 5 years after the project's completion. We will store information in electronic form on a secure server in the Mathews Building, UNSW Sydney.

Your information will only be used for research purposes only, the content of which will be reported in the Honours-level thesis of one of the researchers.

10. What if I want to withdraw from the research study?

If you do consent to participate, you may withdraw at any time. You do not have to give any reason for withdrawing. However, if you withdraw before completion of the study you will not be able to claim payment through Mechanical Turk.

Your decision not to participate or to withdraw from the study will not affect your relationship with UNSW Sydney or Amazon Mechanical Turk. If you decide to withdraw from the research study, the researchers will not collect additional information from you. Any identifiable information about you will be withdrawn from the research project.

11. What should I do if I have further questions about my involvement in the research study?

If you require further information regarding this study or if you have any problems which may be related to your involvement in the study, you can contact the following member/s of the research team:

Research Team Contact Details

| | |
|-----------------|--------------------------------|
| Name | Ashton Wisken |
| Position | Investigator / Honours Student |
| Email | a.r.wisken@student.unsw.edu.au |

What if I have a complaint or any concerns about the research study?

If you have a complaint regarding any aspect of the study or the way it is being conducted, please contact the UNSW Human Ethics Coordinator:

Complaints Contact

| | |
|----------------------------|--|
| Position | UNSW Human Research Ethics Coordinator |
| Telephone | + 61 2 9385 6222 |
| Email | humanethics@unsw.edu.au |
| HC Reference Number | HREAP-C File Number, as relevant. |