

Title of Research Study: A Study about Online Behavior

Principal Investigator: Guy Aridor, Marketing Department of Kellogg School of Management

Co-author: Sam Goldberg, Stanford Graduate School of Business

Supported By: This research is supported by the Marketing Department of Kellogg School of Management and Stanford Graduate School of Business.

Collaborating Institutions: Stanford Graduate School of Business

Key Information about this research study:

The purpose of this study is to understand the browsing behavior and attitudes of consumers on the Internet. The following is a short summary of this study to help you decide whether to be a part of this study. Information that is more detailed is explained later on in this form.

Based on your responses in the first part of the survey you will have the opportunity to be invited to a second part of the study, where you will have the opportunity to earn up to an additional \$30. You will be notified directly at the conclusion of the survey whether you will be invited or not. In order to be invited to the second stage of the study, it is required that you provide your email, that you use Google Chrome, and are willing to install a Chrome Extension. However, your compensation for the first portion of the study is not contingent on being invited to the second phase. The precise details of part two will be provided once you are invited to participate.

Why am I being asked to take part in this research study?

We are asking you to take part in this research study because you are over 18 years old and living in the United States.

How many people will be in this study?

We expect about 2000-5000 people will be in this research study.

What should I know about participating in a research study?

- Whether or not you take part is up to you.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- You must be an active user of Google Chrome to participate.
- Your decision will not be held against you.
- You can ask all the questions you want before you decide.

What happens if I say, “Yes, I want to be in this research”?

You will complete this Qualtrics survey about your privacy attitudes and possibly be invited to participate in the second part of this study.

Will being in this study help me in any way?

We cannot promise any benefits to you or others from your taking part in this research. However, possible benefits include greater awareness and understanding of data collection behaviors online.

Is there any way being in this study could be bad for me?

The first portion involves only completing this survey about your privacy attitudes and so has minimal risk apart from discomfort from answering these questions.

What happens if I do not want to be in this research, or I change my mind later?

Participation in research is voluntary. You can decide to participate or not to participate. If you do not want to be in this study or withdraw from the study at any point, your decision will not affect your relationship with Northwestern University or Stanford University.

You can leave the research at any time and it will not be held against you. However, you will receive no compensation if you do not complete the survey. We will not use your data for any purposes if you leave early.

How will the researchers protect my information?

The research takes place online. All data will be stored on a secure and credentialed server for which only the two authors will have access. All data analysis will take place on password-protected university laptops. The only identifiable information we will collect is email addresses in order to make payments.

Identifiable data will be hashed to a unique random ID the key will be stored securely on a credentialed server for which only the two authors will have access. All data will be held on a secure server and anonymized to protect your identity. We have built our extension to ensure the privacy of our participants is built in by design. Upon the completion of the study, any personally identifying information (i.e. your email address) will be deleted permanently.

Who will have access to the information collected during this research study?

Efforts will be made to limit the use and disclosure of your personal information, including research study records, to people who have a need to review this information. We cannot promise complete secrecy.

There are reasons why information about you may be used or seen by other people beyond the research team during or after this study. Examples include:

- University officials, government officials, study funders, auditors, and the Institutional Review Board may need access to the study information to make sure the study is done in a safe and appropriate manner.
- Collaborating researchers at other institutions who are involved with this study.

How might the information collected in this study be shared in the future?

We will keep the information we collect about you during this research study for study recordkeeping.

De-identified data from this study may be shared with the research community, with journals in which study results are published, and with databases and data repositories used for research.

Will I be paid or given anything for taking part in this study?

You will receive \$(3-9) dollars for completing the survey. You will potentially be able to earn up to \$30 additional as payment for your participation in the second stage of our study. The exact amount will depend on your survey responses and the procedure we use based on these responses, documented in the baseline survey. We will compensate you in the form of Amazon gift cards, unless your recruiting source (e.g., Northwestern or Stanford) has a direct system set up to send you payments.

Who can I talk to?

If you have questions, concerns, or complaints, you can contact the Principal Investigator Professor Guy Aridor online. behavior.study@kellogg.northwestern.edu

This research has been reviewed and approved by an Institutional Review Board (“IRB”) – an IRB is a committee that protects the rights of people who participate in research studies. You may contact the IRB by phone at 847-467-1723 or by email at sbsirb@northwestern.edu if:

- Your questions, concerns, or complaints are not being answered by the research team.
- You cannot reach the research team.
- You want to talk to someone besides the research team.
- You have questions about your rights as a research participant.
- You want to get information or provide input about this research.

If you want a copy of this consent for your records, you can print it from the screen.

If you cannot print the consent and would like a copy for your records, contact the Principal Investigator with the contact information above.

If you wish to participate, please click the “I Agree” button and you will be taken to the survey.

If you do not wish to participate in this study, please select “I Disagree” or select X in the corner of your browser.