

STANFORD UNIVERSITY Research Information Sheet

Protocol Director: *Samuel Goldberg*

Protocol Title: A study on online behaviors and preferences

IRB Use Only

Approval Date: July 1, 2024

Expiration Date: Does Not Expire

IRB# 70020

DESCRIPTION: You are invited to participate in our research study on online behaviors and preferences. You will be asked to complete a survey. We are going to ask you some questions about your browsing habits online, how much you might expect to be compensated to use (or be willing to pay for) specific software tools, and your beliefs about what data firms collect online. You will be compensated \$3 for completing this survey, in its entirety, which should take 10-15 minutes to complete. Upon completion you may be eligible to participate in the second stage of our research study. If you are deemed eligible, we will provide you with additional information and compensation.

TIME INVOLVEMENT: It will take approximately 10 minutes to complete the survey.

RISKS AND BENEFITS: There are limited risks associated with this study. Study data will be stored securely, in compliance with Stanford University standards, minimizing the risk of confidentiality breach. The benefits which may reasonably be expected to result from this study are *greater awareness of your preferences online*. **We cannot and do not guarantee or promise that you will receive any benefits from this study.**

PAYMENTS: You will receive \$3 upon completing the survey. Our survey includes attention checks, if the you fail the attention checks you will be ineligible to participate in the second stage of the study.

PARTICIPANT'S RIGHTS: If you have read this form and have decided to participate in this project, please understand your **participation is voluntary** and you have the **right to withdraw your consent or discontinue participation at any time without penalty or loss of benefits to which you are otherwise entitled. The alternative is not to participate.** You have the right to refuse to answer particular questions. The results of this research study may be presented at scientific or professional meetings or published in scientific journals. Your individual privacy will be maintained in all published and written data resulting from the study.

In accordance with scientific norms, the data from this study may be used or shared with other researchers for future research (after removing personally identifying information) without additional consent from you.

CONTACT INFORMATION:

Questions: If you have any questions, concerns or complaints about this research, its procedures, risks and benefits, contact the Protocol Director, **Professor *Samuel Goldberg* (sggold@stanford.edu)**

Independent Contact: If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-2480 or toll free at 1-866-680-2906, or email at irbnonmed@stanford.edu. You can also write to the Stanford IRB, Stanford University, 1705 El Camino Real, Palo Alto, CA 94306.

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