HIT Preview

Consent

In this HIT, you will be shown several elements of a brand's identity, including a logo, a description of the brand, and/or text from the brand's website. You will then be asked to evaluate the brand through a series of questions.

We will not collect any personally identifiable information during this task.

By accepting this HIT, you agree to answer these questions accurately, and consent to your responses being used as part of research on brand identity.

Instructions: Below, we will show you a firm's logo, along with two textual descriptions of the firm. The first is a description of the firm's brand identity, taken from the firm's website. The second is a third party description of the firm. You will then be asked a series of questions about the firm,