



School of Psychology and Clinical Language Sciences
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Study: What factors affect the identification of swear words?

PARTICIPANT INFORMATION SHEET

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We would be grateful if you could assist us by participating in our online study 'What factors affect the identification of swear words?'

What will I be asked to do?

In the experiment you will be presented with two wordsearch puzzles, one at a time, and required to find 15 words hidden within each, as fast as you can, within a 4-minute period. The 15 words within each puzzle are made up of swear and non-swear words. As a break between the two puzzles, you will play the classic arcade game Tetris for 4-minutes. After completing the second word search puzzle, you will be asked to outline any search strategies used and fill in a short demographics questionnaire. The experiment should take no longer than 15 minutes. Taking part in this study is completely voluntary; you may withdraw at any time without having to give any reason by simply closing your internet browser window. If you have any questions before starting the study, please contact the experimenter listed above via email.

Who can participate in this study?

You can participate in this study if you are over 18 years old and a native English speaker. This is defined as someone born in, or having moved to before the age of 2, a country where English is the first language. If you do not meet either of these requirements, please withdraw from the study.

Are there any benefits to taking part?

Participants completing the study through the University of Reading's SONA recruitment system can earn 0.5 credits upon completion of the study. Participants recruited from outside of SONA can enter a draw to win a £50 Amazon Gift Card. The draw for gift card will be made once all data has been collected later in the summer.

Are there any risks or disadvantages to taking part?

This study measures how easily swear words grab your attention compared to other positive and negative words presented at the same time. As a result, the word search tasks (outlined earlier) include the use of written swear words. The swear words used have been specifically chosen to ensure they can illicit the required effect without being overly offensive. No racial or ethnic slurs are used, and all swear words are acceptable within a 12A rated movie. If, however, you are uncomfortable with offensive language we would advise you not to take part.

What will happen to my data/how will it be protected?

Your data will be kept anonymous, confidential, and securely stored, with only a randomly assigned ID identifying it. The final dataset collected from this study will be preserved and made available in anonymised form, so that data can be re-used by others. This dataset will contain the mean number of words found, the mean reaction time, and demographic information of each participant. No identifiable information will be contained within this dataset.

Who can I contact about data privacy and storage?

The organisation responsible for protection of your personal information is the University of Reading (the Data Controller). Queries regarding data protection and your rights should be directed to the University Data Protection Officer at imps@reading.ac.uk, or in writing to: University of Reading, Information Management & Policy Services, Whiteknights House, Pepper Lane, Whiteknights, Reading , RG6 6UR.

The University of Reading collects, analyses, uses, shares, and retains personal data for the purposes of research in the public interest. Under data protection law we are required to inform you that this use of the personal data we may hold about you is on the lawful basis of being a public task in the public interest and where it is necessary for scientific or historical research purposes. If you withdraw from a research study, which processes your personal data, dependant on the stage of withdrawal, we may still rely on this lawful basis to continue using your data if your withdrawal would be of significant detriment to the research study aims. We will always have in place appropriate safeguards to protect your personal data.

As part of consenting to take part in this study, you will be asked if you are happy to be contacted about future research. This is entirely optional; you can still take part in the study even if you do not wish to be contacted in the future about other studies. Additionally, if you agree to be contacted but later change your mind, you can be removed from the list by emailing the study supervisor – Prof. Philip Beaman (c.p.beaman@reading.ac.uk).

You have certain rights under data protection law which are:

- Withdraw your consent, for example if you opted in to be added to a participant register
- Access your personal data or ask for a copy
- Rectify inaccuracies in personal data that we hold about you
- Be forgotten, that is your details to be removed from systems that we use to process your personal data
- Restrict uses of your data
- Object to uses of your data, for example retention after you have withdrawn from a study

Some restrictions apply to the above rights where data is collected and used for research purposes. You can find out more about your rights on the website of the Information Commissioners Office (ICO) at <https://ico.org.uk>. You also have a right to complain the ICO if you are unhappy with how your data has been handled. Please contact the University Data Protection Officer in the first instance.

Who has reviewed this study?

This application has been reviewed by the School of Psychology and Clinical Language Sciences Research Ethics Committee and given a favourable ethical opinion for conduct (####-###-##; expiry date: ##/##/####).

Where can I get more information/who I can contact about this study?

If you have any questions or concerns about the study, please contact Alastair Bird – a.d.bird@student.reading.ac.uk – before continuing. Please only start your participation in this study once all your questions have been answered to your satisfaction.

Thank you for taking part in our study.