**HRP-503D - Protocol for Exemption Request**

**Version 2019-1**



**Protocol Title: Emotions and Ads**

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**Version Date: 1/14/21**

**(*Category 2*)** 45 CFR 46.104(d)(2) Research not regulated by the FDA that only includes interactions involving educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior (including visual or auditory recording) if at least one of the following criteria is met: (Please indicate which criteria applies)

(i) The information obtained is recorded by the investigator in such a manner that the identity of the human subjects cannot readily be ascertained, directly or through identifiers linked to the subjects;

(ii) Any disclosure of the human subjects' responses outside the research would not reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, educational advancement, or reputation; or

(iii) The information obtained is recorded by the investigator in such a manner that the identity of the human subjects can readily be ascertained, directly or through identifiers linked to the subjects, and an IRB conducts a limited IRB review to make the determination.

***This exemption category applies to research with minors ONLY if the research involves educational tests*** ***or the observation of public behavior when the investigator(s) do not participate in the activities being observed.***

1. **Describe the purpose of the study.** Our purpose is to understand the impact of emotional context on ad interactions and effectiveness. For example, are viewers more likely to watch happy ads placed within happy videos than sad ads placed within happy videos? To do this, we will select ads corresponding to different emotions (e.g., joy, sadness) to show users on YouTube and on an online survey platform like Amazon Mechanical Turk and record how they interact with the ad (e.g., view time).
2. **Describe the target population.** We will show ads to YouTube viewers and online survey respondents who are 18 years of age or older. We expect to reach 100,000-500,000 YouTube viewers and 500-5,000 survey respondents. The online experiment should take 10-60 minutes.
3. **Describe the location of the study.**

YouTube, online survey platform (e.g., Amazon Mechanical Turk, Prolific)

* 1. **Does this study include an international location?** Yes  No

**If yes, specify location:** Click here to enter text.

1. **Describe the procedures that will be used to recruit subjects.**

The survey is created using Qualtrics and will be posted to the online survey platform. Participation in the online experiment is voluntary and each participant will be explicitly asked to express his/her agreement to take part in the research. For YouTube, we record the interactions of viewers who watch the ads we advertise.

1. **Describe how subjects will provide consent (and/or research authorization) to participate in the study.**

For the online experiment, participants will fill out a computerized consent form. Subjects will check a box on the first page of the study containing the consent form to provide their consent.

1. **Describe the procedures that will be used to conduct the research. *(NOTE - If using enumerators, include the name of the agency, training provided to individuals at the agency, and the specific role in this research. If using a survey platform, name the platform.)***

We will build the video watching technology using a webapp, which will then be included in the Qualtrics survey. The survey will be provided to the online survey respondents. We will use a combination of Amazon Mechanical Turk and Prolific to obtain respondents. Viewers will watch pre-selected videos and ads and we will record how long they watch the ad for and whether they click on the ad link.

1. **If subjects’ identity can be readily ascertained directly or through identifiers linked to them, could any disclosure of their responses outside the research reasonably place them at risk of criminal or civil liability or be damaging to their financial standing, employability, educational advancement, or reputation?  Yes  No  NA**

**If YES –**provide the list of identifiers and describe how data will be secured to protect the privacy of subjects and maintain the confidentiality of the data, and, if applicable, the coding system that will be used.:

1. **If you are from Yale School of Medicine, School of Nursing, or another HIPAA covered entity (such as Psychology clinics) and wish to collect PHI without obtaining written HIPAA authorization, *–* a HIPAA waiver must be obtained. Describe why it would be impracticable to obtain the subject’s authorization for use/disclosure of this data:**