

Electronic Informed Consent Document

Hi my name is Will Carle and I am a graduate student at the University of North Florida. We are conducting a research study on adapting web pages using analytics data in order to improve the way websites is redesigned to meet changing needs of the audience.

If you take part in this study, you will be asked to complete few simple tasks that involves navigating to pages on the UNF website, then fill out a short survey. We expect that participation in this study will take about 15 minutes of your time. Your responses will be completely anonymous. Only authorized personnel will have access to your responses. The researcher Will Carle will have access to your responses and both the UNF IRB and federal regulators can request access to responses if needed. However, we will not attempt to individually identify you and you will not be identified in any report or publication that comes from this research.

Although there are no direct benefits to or compensation for taking part in this study, others may benefit from the information we learn from the results of this study. Additionally, there are no foreseeable risks for taking part in this project. Participation is voluntary and there are no penalties for deciding not to participate, skipping questions, or withdrawing your participation. You may choose not to participate in this research without negatively impacting your relationship with UNF or your instructor.

If you have any questions or concerns about this study, please contact me (will.carle@ospreys.unf.edu/ 904-377-1597) or my professor, Dr. Umapathy (k.umapathy@unf.edu/ 904-620-1329).

If you have questions about your rights as a participant, you may contact the University of North Florida's Institutional Review Board Chairperson by calling (904) 620-2498 or by emailing irb@unf.edu.

Thank you for your consideration.

Sincerely,

William Carle

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Email: will.carle@ospreys.unf.edu

Dr. Karthikeyan Umapathy

Phone: (904) 620-1329

Email: k.umapathy@unf.edu

By selecting the "Yes, I Want to Participate (Begin)" button on the previous page you acknowledge that you have given consent to be a subject of this research and you are at least 18 years of age.