

Consent Form

Principal Investigator:

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Purpose of the Study.

You are invited to participate in a research study, where you will be asked to judge a variety of logos.

What to Expect.

If you choose to participate, you will complete an online survey in which you will view logos and answer related questions. The survey will take approximately 30 minutes to complete.

- Your responses will be recorded anonymously.
- You may exit the survey at any time by closing your browser window.

Voluntary Participation. Your participation is completely voluntary. If you choose not to participate or decide to withdraw at any time, there will be no penalty or loss of benefits. The alternatives to participation in this study are to simply not participate.

Potential Risks and Benefits.

- Risks: There are no significant risks associated with this study. Risks involved in participating in this study may include feelings of frustration, fatigue, or boredom. If you feel uncomfortable, you are free to stop at any time.
- Benefits: While there are no direct benefits to you, your participation will help researchers gain insights into psychology.

Confidentiality.

Your responses will remain anonymous and will be used for research purposes only. No personally identifiable information will be collected. All data will be securely stored and may be used in academic publications in a de-identified form. However, as with all research, there is the possibility of loss of confidentiality. We will ensure that information is identified by a

study number, database maintained in the PI's office, and research records kept confidential.

Compensation. You will be compensated at a rate of \$6 for full completion of the survey.

Questions or Concerns. If you have any questions about this study, you may contact the researcher at r7zheng@ucsd.edu. If you have concerns about your rights as a research participant, you may contact UCSD Human Research Protection Program at 858-246-HRPP (858-246-4777).

Consent

By selecting "I Agree" below, you confirm that:

- You have read and understood the information above.
- You are at least 18 years old.
- You voluntarily agree to participate in this study.