

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY
Informed consent form for participants of Research Project Involving Human Subjects

Title of the Project: Design: Encouraging sustainability through persuasion

Principal Investigator: Ron Kemnitzer

Co-Investigators: Yushi Yang

I. The Purpose of this Research/Project

The research is for a Master's Thesis for the M.S Architecture degree. The aim of this research is to study how to design information to persuade customers make sustainable purchasing decisions. In this user study, you are asked to evaluate the simulated prototype of an app and provide feedback on the functionality and usability of the app. Your feedback will be analyzed for the improvement of the application at a later stage of the design.

II. Procedures

The user study process will be video-recorded. You will be provided guidance by the researcher on the evaluation process. If you choose to participate in the evaluation activities and agree to be recorded by a camera, we will ask you to sign your name on the second page of the form indicating you agree with the informed consent document (this document). The evaluation process will take approximately 20 minutes.

III. Risks

Risks to you for participating in this study are minimal and will cause no harm.

IV. Benefits of the Project

You will probably not gain any direct benefits as a result of your evaluation activities, but the society will be benefited for this sustainable endeavor.

V. Extent of Anonymity and Confidentiality

We assure confidentiality to all participants. The document will be kept in a locked cabinet for 5 years and your name will not be released. At the end of the 5-year period, we will destroy the documents. Your name will not be associated with the content of this evaluation. Your name will not be recorded in combination with your data.

All data will be collected by the researchers only. No one other than the researchers will have access to your personal contact and identification data, unless it is aggregated first. All responses will be coded so as not to include the name of the participant. The information you provide will have your names removed. Samples of the video recordings or still images may be published only with the consent from participants.

This study is being conducted solely for educational and research purposes and the resulting data and interpretations will also be the part of the researchers' thesis for Master's degree. Consistent with these academic purposes, any results would be freely publishable.

VI. Compensation

There is no monetary compensation for participation.

VII. Freedom to Withdraw

Participation in the evaluation is voluntary and the decision about whether you wish to participate is strictly your own. You may discontinue participation at any time without penalty or loss of benefits to which you are otherwise entitled. Withdrawal from the evaluation activities will not result in any adverse effects.

VIII. Approval of Research

This research project has been approved by the Institutional Review Board for Research Involving Human Subjects at Virginia Polytechnic Institute and State University.

IX. Participant's Responsibilities

I voluntarily agree to participate in the evaluation. I have no restrictions to my participation in the evaluation.

X. Participant's Permission

I have read and understand the Informed Consent and conditions of this evaluation. All of my questions have been answered. I give consent to participate.

Name: _____

Signature: _____ Date: _____

By checking the box, I would like to give my consent to allow the recording video or still images published.

OR

By checking the box, I would NOT like to give my consent to allow the recording video or still images published.

Should I have any questions about the evaluation or its conduct, I may contact:

Investigator: Yushi Yang Email: yushi@vt.edu Phone: (540)577-6446
Faculty Advisor: Ron Kemnitzer Email: rkemnitz@vt.edu Phone: (540) 231-1222
Chair: David M. Moore Email: moored@vt.edu Phone: 540-231-4991