Title of Research Subject Pool: Kellogg eLab

IRB Subject Pool Number: STU00009026

Investigator: John Johnson

Supported By: This research is supported by Kellogg School of Management

Key Information about this research subject pool:
The following is a short summary of this research subject pool to help you decide whether to take part.

The purpose of this subject pool is to help researchers at Kellogg School of Management conduct research on a wide range of topics, examining social perceptions, decision-making processes, consumer preferences, and economic behavior.

You will be asked to complete a demographic survey to register to be a member of a database of participants who can be asked to participate in future Human Intelligence Tasks (HITs) run by the Kellogg School of Management at Northwestern University. You will be selected to participate in future Kellogg research studies based on your responses to the initial demographic survey. Some questions are optional; however, the more questions you answer, the more opportunities you will have to be contacted about future research.

We expect that you will be in this subject pool for as long as you wish to participate in online mTurk-based studies through Kellogg School of Management.

The primary risk of participation is maintaining data privacy. The research HITs offered through mTurk should pose no physical or emotional risk (short or long term) to those participating. A description of any increased risk for a specific research study will be provided before your start.

The main benefit of participation is advancing social science research conducted by researchers at Kellogg School of Management.

Why am I being asked to take part in this research subject pool?
I am asking you to take part in this research subject pool because you are at least 18 years of age and have an active Amazon mturk account.

What should I know about a research subject pool?
- Whether or not you take part is up to you.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- Your decision will not be held against you.

If you say that “Yes, you want to be in this research,” here is what you will do
Participation in this research will involve completing HITs through mTurk, often in the form of simple online surveys.
What happens if I do not want to be in this research or if I say “Yes”, but I change my mind later?
You can decide not to participate in this research or you can start and then decide to leave the research at any time and it will not be held against you. To do so, simply exit the survey. Any data already collected will not be saved.

What happens to the information collected for the research?
Efforts will be made to limit the use and disclosure of your personal information to people who have a need to review this information. We cannot promise complete secrecy. Organizations that may inspect and copy your information include the IRB and other representatives of this institution.

This survey is being hosted by Amazon mTurk and involves a secure connection. Terms of service, addressing confidentiality, may be viewed at https://www.mturk.com/worker/participation-agreement.

Upon receiving results of your survey, any possible identifiers will be deleted. You will be identified only by a unique subject number. Your email address will be stored separately from your survey data, and is only being collected for payment purposes. All information will be kept on a password protected computer only accessible by the research team. The results of the research studies in which you participate as a result of membership in this subject pool may be published, but your name will not be used.

What else do I need to know?
If you agree to take part in this research subject pool and its subsequent research studies, you will be compensated at the market Mechanical Turk rate of $0.10 per minute ($6.00 per hour).

Who can I talk to?
If you have questions, concerns, or complaints talk to the investigators at Elab-expadmin@kellogg.northwestern.edu.

This research has been reviewed and approved by an Institutional Review Board (“IRB”). You may talk to them at (312) 503-9338 or irb@northwestern.edu if:

- Your questions, concerns, or complaints are not being answered by the research team.
- You cannot reach the research team.
- You want to talk to someone besides the research team.
- You have questions about your rights as a research participant.
- You want to get information or provide input about this research.

Consent
If you want a copy of this consent for your records, you can print it from the screen.
If you wish to participate, please click the “I Agree” button and you will be taken to the survey.
If you do not wish to participate in this subject pool, please select “I Disagree” or select X in the corner of your browser.