

Department of Economics – Rutgers University, New Brunswick

CONSENT TO TAKE PART IN RESEARCH

TITLE OF RESEARCH: Strategic Decisions & Market Behaviors Study

Principal Investigator: Andrew Gates (M.A., M.S., M.M.S., Economics PhD Candidate)

This online consent form is part of an informed consent process for research, and it will provide information that will help you decide whether you want to take part in the research. It is your choice whether to take part or not. Ask questions if there is anything in the form that is not clear to you. If you decide to take part, instructions at the end of the document will tell you what to do next. Your alternative to taking part in the research is not to take part in it.

Who is conducting this research and what is it about?

You are being asked to take part in research conducted by Andrew Gates who is a PhD candidate in the Dept. of Economics. The purpose of this research is to compare predictions about markets (businesses and potential consumers) to information generated by real people in simulating certain decisions. What we learn could help us understand some trends in industries like technology, finance, and brewing. We anticipate several thousand participants will answer questions for this study, with potentially up to 10,000 participants in total. Data analysis will only focus on averages and large-scale outcomes, with no analysis of individualized data.

What will I be asked to do if I take part?

In this study you will be asked to play a series of brief decision-making games where you imagine being a business owner or consumer making a strategic decision, such as selling a business or purchasing a product. Specific numbers will be provided with context, which will be varied across different rounds of the study so that the averages of each round can be compared and analyzed to draw insights about decision-making in this hypothetical scenarios. The questions will take about 1-5 minutes to complete.

What are the risks and/or discomforts I might experience if I take part in the research?

Breach of confidentiality is a risk of harm, but a data security plan is in place to minimize such a risk. Also, some questions may make you feel uncomfortable. If that happens, which is very unlikely, you can skip those questions or withdraw from the research altogether. If you decide to quit at any time before you have finished the questions then your answers will NOT be recorded. All questions are a simple multiple choice format. No questions involve “freeform” text and no responses will be analyzed on the individual level because the study is solely concerned with aggregate large scale outcomes.

Are there any benefits to me if I choose to take part in this research?

It is possible that there are no direct benefits to you for taking part in this research, except being paid. You will be contributing to knowledge about the microeconomics of preferences in markets and game theory predictions of decision-making in multiplayer situations and how this relates to industry behaviors.

Will I be paid to take part in this research?

You will be paid directly through Prolific, at a rate of least \$16 per hour using the platform’s standard default process and timing, to take part in this research. Some versions of the study may offer a small amount of additional “bonus” compensation according to an objectively measured performance metric specific to that version of the study questions. This bonus compensation would be calculated according to a specific mathematical formula that is applied equally for all subjects. The additional compensation would be implemented through Prolific’s standard process and added onto the base pay.

How will information about me be kept private or confidential?

We will use Prolific to collect and record responses. We will not have any way to access information that can identify you or other participants (except for Prolific ID) as is standard practice on the platform and the default format for all of its data collection. We will not use or store your Prolific ID or analyze any individualized information in this study. All efforts will be made to keep your responses confidential, but total confidentiality cannot be guaranteed. The study abides by all Prolific and Rutgers University rules and policies, which are designed for your protection. There will be no attempt to scrutinize individual answers or identify you in any way. The study only involves multiple choice questions and does not include open responses ("free form text answers") or other data collection that could identify you or other participants. No information that can identify you will ever appear in any presentation or publication.

What will happen to information I provide in the research after the research is over?

Responses may be used or distributed to investigators for other research without obtaining additional informed consent from you.

What will happen if I do not want to take part or decide later not to stay in the research?

Your participation is voluntary. If you choose to take part now, you may change your mind and withdraw later. In addition, you can choose to skip questions that you do not wish to answer. If you do not click on the 'submit' button after completing the form, your responses will not be recorded. However, once you click the 'submit' button at the end of the form, your responses cannot be withdrawn as we will not know which ones yours are.

Who can I call if I have questions?

If you have questions about taking part in this research, you can contact the Principal Investigator:

Andrew Gates, Department of Economics – Rutgers University, New Brunswick (848) 932-7363

If you have questions, concerns, problems, information or input about the research or would like to know your rights as a research participant, you can contact the Rutgers IRB/Human Research Protection Program via phone at (973) 972-3608 or (732) 235-9806 OR via email irboffice@research.rutgers.edu, or you can write us at 335 George Street, Liberty Plaza Suite 3200, New Brunswick, NJ 08901.

Please print out this consent form if you would like a copy of it for your files.

If you do not wish to take part in the research, close this website address. If you wish take part in the research, follow the directions below.

By beginning this research, I acknowledge that I am 18 years of age or older and have read and understand the information. I agree to take part in the research, with the knowledge that I am free to withdraw my participation in the research without penalty.

Click on the "I Agree" button to confirm your agreement to take part in the research.