

PLAIN LANGUAGE STATEMENT AND CONSENT FORM

To Mechanical Turk panel member and potential participant

Plain Language Statement

Date: XX.XX.210X

Full Project Title: The impact of sport goods' social responsibility on consumers' assessment

Principal Researcher:

Student Researcher: -

Associate Researcher(s):

Dear MECHANICAL TURK panel member,

We would like to invite you to undertake the following survey. MECHANICAL TURK has distributed this survey on our behalf and we have not been provided any personal or contact details.

This study is being conducted by, students at YOUR University. The survey seeks to assess your attitudes towards alternative types of shoes with various attributes. Your response will assist in understanding how consumers assess shoes and other products. We will also ask you some questions about your attitudes to the product and other factors that might influence purchase decisions.

You will be asked to complete a survey that will take approximately 5 minutes to complete. Within this survey you will be shown a picture and description of a shoe (which may or may not exist in reality).

There are no 'right' or 'wrong' answers to the survey. Please answer according to what is true for you with regard to your opinions and behaviour. Your participation in this study is entirely voluntary and you may withdraw (that is, leave the online survey) at any time. There are no risks associated with your participation. The survey data will be aggregated and supplied to the researchers in an electronic format such that it will be completely anonymous and we cannot identify individual participants.

Your completion and submission of the survey will be taken as an indication that you consent to participate in the survey. Given the anonymous nature of the research, once you submit your response there is no way for us to withdraw your data, should you wish. As the data will be supplied in electronic format, no hardcopies will be kept of your survey responses.

This study has been approved by the YOUR University's Human Research Ethics Committee. If you have any complaints about any aspect of the project, the way it is being conducted or

any questions about your rights as a research participant, then you may contact: The Manager, YOUR University Ethics@YOURUniversity.edu. Please quote project number XXXXXX.

The results of the research will be presented at academic conferences and published in journals. On the last page of the survey you are given the opportunity to provide your email address, if you would like us to send you a summary of the results at the end of the study. You can of course contact me directly at Student@YourUniversity.edu if you have any additional questions on the research or would like us to send you a summary of the results at the end of the study.