

The following information is provided as a sample informed consent form. Researchers also need to review the information related to the Institutional Review Board for Human Subjects on the University of Montevallo (HASRC).

Informed Consent

Title of Research: Advertising Research

Investigator: Jane Doe, Communications Major

Before agreeing to participate in this research study, it is important that you read the following explanation of this study. This statement describes the purpose, procedures, benefits, risks, discomforts, and precautions of the program. Also described are the alternative procedures available to you, as well as your right to withdraw from the study at any time. No guarantees or assurances can be made as to the results of the study.

Explanation of Procedures

You are being asked to participate in the research project to investigate the attitudes and perceptions of adults, between the ages of 20-30 years, toward Toyota Matrix advertising. Toyota Matrix is a passenger vehicle manufactured and marketed by the Toyota Motor Corporation. The approach of the research is exploratory focus groups. A focus group is a small group of people (about 8) who meet together and provide answers plus opinions to some questions asked by a group leader. You will be asked some questions about what you like in a car, give your opinion of certain car types and car advertisements, plus what you think of the Toyota Matrix. You will also complete a short survey that has 10 questions about yourself. Your focus group will meet in room 106 of Samford University Student Center on November 12, 200X at 5:30 pm. The focus group will be audio-taped and/or video-taped, and transcribed. The focus group will last approximately 1-1 ½ hours.

Risks and Discomforts

You will not be at physical or psychological risk and should experience no discomfort resulting from the research procedures.

Benefits

There are no direct benefits by participating in this focus group. However, this research is expected to yield knowledge about Toyota Matrix advertising and will be used to develop advertising strategies and/or materials to help position and promote the Toyota Matrix among adults between the ages of 20-30 years.

Alternative Procedures

If a person chooses not to participate, an alternative procedure is not necessary.

Confidentiality

All information gathered from the study will remain confidential. Your identity as a participant will not be disclosed to any unauthorized persons; only the researchers and Samford University IRB will have access to the research materials, which will be kept in a locked draw. Any references to your identity that would compromise your anonymity will be removed or disguised prior to the preparation of the research reports and publications. Audiotapes/videotapes will be destroyed or erased at the completion of the study. Your last name will not be used in the transcripts of the recording.

For IRB Use Only

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Informed Consent: Cont'd Matrix Advertising Research

Withdrawal Without Prejudice

Participation in this study is voluntary; refusal to participate will involve no penalty. Each participant is free to withdraw consent and discontinue participation in this project at any time without prejudice from this institution.

Participant's initials: _____

Investigator: Jane Doe, Communications Major

Costs and/or Payments to Subject for Participation in Research

There will be no costs for participating in the research. Also, participants will not be paid to participate in this research project. However, complimentary refreshments will be available to you during the focus group time.

Payment for Research Related Injuries

Although there are no risks of injury involved with this study, the University of Montevallo has made no provision for monetary compensation in the event of injury resulting from the research. In the event of such injury, the University of Montevallo will provide assistance in locating and accessing appropriate health care services. The cost of health care services is the responsibility of the participant.

Questions

Any questions concerning the research project and/or in the case of injury due to the project, participants can call Dr. John Que (faculty advisor for this project) at 205-726-XXXX. Questions regarding rights as a person in this research project should be directed to name (please place name of current IRB chairman here), University of Montevallo Institutional Review Board Chairman, Dr. John Burling, at 205-665-6444

Agreement

This agreement states that you have received a copy of this informed consent. Your signature below indicates that you agree to participate in this study.

Signature of Subject

Date

Subject name (printed)

Signature of Researcher

Date