Parental/Guardian Permission Form for “Marketing and Attitudes” Studies

Your child, ______________________, is invited to take part in two research studies named Usability Marketing and Attitudes and Opinions. The first study is designed to learn more about the marketing effectiveness of a product in order to improve its usability and the second study is simply a questionnaire asking about your opinions and attitudes about various topics. The research is being conducted by Sarah Helweg DiMuccio, who is a Graduate student at NYU. The faculty sponsor of this work is Professor Eric D. Knowles in the NYU Department of Psychology.

Your child will first take part in testing a new product that you are unlikely to have used before while being filmed, and give a review of the ease with which they were able to use the product. In the second study, your child will be asked to complete an online survey that asked about his or her opinions and attitudes on various topics. Your child’s participation will take about 1 hour or less, and he or she will receive 1 credit, accordingly. Your child can fulfill the course requirement in other ways besides participating in this or other studies.

There may be some minimal risks of slight anxiety as a result of your child’s participation in this study. There are no other known or anticipated physical or psychological risks. Although your child will receive no direct benefits for participating in this study, it may make your child more aware of how knowledge is discovered in psychology and help the investigator better understand the effectiveness of marketing products.

Taking part in this study is voluntary for your child. Not taking part or withdrawing after the study has begun will not affect your child’s grades or academic standing in any way. If your child withdraws from the study, your child will receive credit for the time completed. Your child has the right to skip or not answer any questions he/she prefers not to answer. When your child completes the study, a thorough verbal and written explanation of it will be provided.

Confidentiality of your child's research records will be strictly maintained by de-identifying the stored data and electronically deleting any personally identifying information. The de-identified data from the study will be kept at least 5 years after publication, as recommended by the American Psychological Association. De-identified data may also be posted online when research results are published.

If there is anything about the study or taking part in it that is unclear or that you do not understand, or if you have questions or wish to report a research-related problem, you may contact the principal investigator, Sarah DiMuccio, at (717) 254-7505 / shd266@nyu.edu, Jennifer Ra at (917) 349-7592 / hjr268@nyu.edu, or the faculty sponsor, Prof. Eric D. Knowles at (212) 998-7816 / eric.knowles@nyu.edu

For questions about your child’s rights as a research participant, you may contact the University Committee on Activities Involving Human Subjects (UCAIHS/IRB), New York University, (212) 998-4808 or ask.humansubjects@nyu.edu, 665 Broadway, Suite 804, New York, NY 10012.

You have received a copy of this permission document to keep.

Permission

________________________________________
Parent’s Signature

_____________________________________
Date

NYU
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APPROVED: 10/2/17 - 10/2/18