



New York University

A private university in the public service

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Parental/Guardian Permission Form for Department Pool Participants Earning Credit

Your child, _____, is invited to take part in a study named Advertisements. The study is designed to learn more about the various factors that make advertisements effective. It is being conducted by Saaid A. Mendoza who is the principal investigator, as part of his graduate training. The faculty sponsor of this work is Prof. David M. Amodio, Department of Psychology.

His/her participation will take about 30 minutes and he/she will receive 0.5 credits.

If you give permission for your child to be in this study, he/she will be asked to: provide his/her impressions of advertisements. He/she will also fill out some short questionnaires. Your child's participation will take about 30 minutes, and he or she will receive 0.5 credits for laboratory participation towards the course research requirement. When your child completes the study, a thorough verbal and written explanation of it will be given to him/her.

There are no known risks associated with your child's participation in this research beyond those of everyday life. Although your child will receive no direct benefits for participation in this study, it may make him or her more aware of how knowledge is discovered in psychology and help the investigator better understand the various factors that make advertisements effective.

Taking part in this study is voluntary. Not taking part or withdrawing after the study has begun will not affect your child's grade or academic standing in any way. If your child withdraws at any time, he or she will still receive the 0.5 credits offered for taking part. Your child has the right to skip or not answer any questions he or she prefers not to answer.

Confidentiality of your child's research records will be strictly maintained by using only random codes. The data from the study will be kept until 5 years after publication, as recommended by the American Psychological Association, and then destroyed by shredding it.

If there is anything about the study or taking part in it that is unclear or that you do not understand, if you have questions or wish to report a research-related problem, you may contact the principal investigator, Saaid A. Mendoza, at 212-998-7899, saaid.mendoza@nyu.edu, 6 Washington Place, Room 760, or the faculty sponsor, Prof. David M. Amodio, at 212-998-3875, david.amodio@nyu.edu, 6 Washington Place, Room 782. For questions about your child's rights as a research participant, you may contact the University Committee on Activities Involving Human Subjects (UCAIHS), NYU, (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

