**ASSENT TO PARTICIPATE IN RESEARCH STUDY**

**Contact Information:**

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My name is Marie Sorensen. I am a professor in the Psychology Department at Clark University.

I am asking you to take part in a research study because I want to understand how advertising affects students. If you agree, I will show you flashcards with company logos on them and ask you to name the company. I will also ask you some other questions. The whole thing will take about 15 minutes to complete.

You do not have to be in this study. It is perfectly fine if you do not want to participate, and your grades in school will not be lowered because you decided not to participate. Even if you start, you can stop at any time or skip any questions that you do not want to answer. You may ask me questions at any time.

If you decide to be in the study, I will not tell anyone else what you say or do in the study. Only I will see your answers, not your teacher or anyone at school. After we look at your answers and your classmates’ answers, we might publish them in a book or magazine. Your name will not be in those books or magazines. Your name will be replaced with a code number, and that number will be used when discussing your answers. Your answers and your classmates’ answers might be discussed at meeting with people like me who want to know how advertising affects students, but your name will never be mentioned or included. Signed forms will be stored in a locked file cabinet, separate from your answers, which will be stored on a password-protected computer.

Signing here means that you have read this form, or have had it read to you, and that you are willing to participate in this study. It also means that you have received a copy of this form.

Signature of Student

Student’s Printed Name

Signature of Investigator

Date

**This study has been approved by the Clark Committee for the Rights of Human Participants in Research and Training Programs (IRB).  Any questions about human rights issues should be directed to the IRB Chair, Robert Johnston (508) 751-4619 or** **rjohnston@clarku.edu****.**

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