

Participant Consent Form

Study title: An investigation of attitudes towards the use of shock tactics in charity advertisement.

Participant number:

This form is to provide evidence of consent and agreement to participate in the study of attitudes held towards using shock tactics in the advertising of charities. Please read the following information and sign below to agree to take part in this study.

I have been provided with information of the experiment including its aims and what I am expected to do.

I have had the opportunity to ask questions and been given the researchers details for later reference if needed.

I am taking part in the study voluntarily and understand that I may withdraw at any time without reason or consequences – in the event of this; the data will be destroyed.

I understand that the information I give will be kept anonymous and will be used only for this study.

I have read and understood the above information, and agree to partake in this study as detailed.

Print name – Age:

Participant signature – Date –

Witnessed by researcher –

Contact details-

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