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Description automatically generated**Department of Psychology**

**CONSENT FORM (Individual interviews)**

**Project Title:** Advertising, Behavioural Science and Ethics: perspectives on the commercialisation of cognitive biases

Name of Researcher: Rebecca Mitchell

Email: [r.s.mitchell@lancaster.ac.uk](mailto:r.s.mitchell@lancaster.ac.uk)

1**Please tick each box**

I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily

11I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. If I withdraw within 2 weeks of commencement of the study my data will be removed.

I understand that any information and verbatim quotes given by me may be used in future reports, academic articles, publications or presentations by the researcher/s, but my personal information will not be included.

I understand that my name/my organisation’s name will not appear in any reports, articles, or presentation

1without my consent.

I understand that interviews will be video/audio-recorded and transcribed and that data will be protected on encrypted devices and kept secure.

I understand that data will be kept according to University guidelines for a minimum of 3 years after the

end of the study.

I will receive a £10 Amazon Voucher for participation, that will be issued whether or not I choose to withdraw.

1By returning this attachment, I confirm that I agree to the above conditions and wish to take part in the study

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Name of Participant                      Date                                Signature

**I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.**

**Signature of Researcher /person taking the consent\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date**

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Description automatically generated**Department of Psychology**

**CONSENT FORM (Focus group)**

**Project Title:** Advertising, Behavioural Science and Ethics: perspectives on the commercialisation of cognitive biases

Name of Researchers: Rebecca Mitchell

Email: [r.s.mitchell@lancaster.ac.uk](mailto:r.s.mitchell@lancaster.ac.uk)

**Please tick each box**

1I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

1I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. If I withdraw within 2 weeks of commencement of the study my data will be removed. If I am involved in focus groups and then withdraw my data will remain part of the study.

1I understand that any information disclosed within the focus group remains confidential to the group, and I will not discuss the focus group with or in front of anyone who was not involved unless I have the relevant person’s express permission.

I understand that any information and verbatim quotes given by me may be used in future reports, academic articles, publications or presentations by the researcher/s, but my personal information will not be included.

1I understand that my name/my organisation’s name will not appear in any reports, articles, or presentation without my consent.

I understand that the focus group interview will be video/audio-recorded and transcribed and that data will be protected on encrypted devices and kept secure.

I understand that data will be kept according to University guidelines for a minimum of 3 years after the end of the study.

1I agree to take part in the above study.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_             \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name of Participant                      Date                                Signature

**I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.**

**Signature of Researcher /person taking the consent\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date**

