

Informed Consent Form

The purpose of this research is to investigate how people respond to new service providers. We are doing marketing research for a new automobile insurance company. You will be viewing and evaluating a website through which this company plans to provide estimates to potential customers. The student for whom you are volunteering is the only one who will know that you have participated in this study, and your responses will be completely anonymous; your questionnaires will be coded with a random participant number. Up to 80 people will be participating in this study. There is no physical or psychological risk. The only cost to you is the time you spend online during the study (30 minutes). In return for the time you spend completing the survey, the student will be given 1 activity credit.

If you wish to acquire the results of the entire study or have questions about participants' rights, please contact Dr. Sandra Carpenter, Department of Psychology, Morton Hall 335, The University of Alabama, Huntsville, AL, USA, 35899, (256) 824-2319. If you consent to participate please fill in the spaces provided below. You may discontinue participation at any time by exiting the website. There are no negative consequences of such discontinuation, except not receiving participation credits.

Name (print) _____ Date _____

Parent/Guardian Signature _____ Psychology Professor _____

Expires October 19, 2013