

*NRlabs Neuropolitics Research
School of Social and Political Science
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PARTICIPANT INFORMATION SHEET

Thank you for kindly considering taking part in this research study. We are most grateful for your time and for your interest in our research. In this short document we provide further details about our study and other relevant information. Please read this information carefully.

Why is the research being carried out?

Understanding human behavior relating to social media has become important, and more and more academic research is devoted to this issue. We are going to investigate how people perceive and understand information on social media which is an increasingly common medium of communication with others. Simulating online communication via computer based experimental environments, our study aim is to develop an in-depth understanding of the functioning of the social brain during human communication.

Can anyone participate in the study?

Sometimes we will choose only particular groups to participate in specific studies, for example – only men or only women, only younger or older people or people from different parts of the UK, Europe or the rest of the world.

What am I going to do in this study?

Once you arrive in the lab, we will provide a short introduction to the study, and you will be given a consent form to sign. We will then introduce the computer space in our lab to you where you will perform a self-paced reading-based interactive experiment for about 1 hour.

How long does it take?

You will arrive in the NRlab 10 minutes before you start the experiment session. During this time you will also be given detailed instructions. Then the experiment will take up to 1 hour.

Compensation

You will receive £10 out of pocket expenses for participation in this study.

Confidentiality

All data gathered from the study are anonymised, stored and processed using computers and, after the study is completed, will be copied onto a permanent record which might be studied again at a later time. Information gathered during your participation, once anonymised may also be shared in a public data repository to allow further research to be conducted. In this case, individuals cannot be identified from the data. We adhere to strict laws that will safeguard your privacy at every stage.

Voluntary participation

Your participation in this study is completely voluntary. There is no penalty for not participating. There is no penalty either if you choose not to answer any part of our questionnaires but we will not be able to use your data provided for the study.

Will it be possible for me to withdraw from the study at anytime if I wish?

Of course you do not have to take part in this study, and you may withdraw from it at any time. We are, however, very grateful to you for offering to help us and, if you are willing, you may be asked to come back for extra experiments. You will be debriefed following your participation in the experiment (if desired).

Who to contact if you have questions about the study:

Sujin Hong, Research Fellow, University of Edinburgh, sujin.hong@ed.ac.uk. Tel: 0131 650 6632.

Professor Laura Cram, Principal Investigator, University of Edinburgh, laura.cram@ed.ac.uk. Tel: 0131 651 5571.

Who to contact about your rights as a research participant in the study:

School Research Director, School of Social and Political Science, University of Edinburgh:
ssps.research@ed.ac.uk