**Rochester Institute of Technology**

**INFORMED CONSENT**

### Title of Study:

Principal Investigator:

Faculty Advisor:

**What are some general things you should know about research studies?**

We invite you to take part in a research study*.* Your participation in this study is voluntary. You have the right to be a part of this study, to choose not to participate or to stop participating at any time without penalty. You are not guaranteed any personal benefits from participating in this study. If you don’t understand something in this form it is your right to ask the researcher for clarification or more information. A copy of this consent form will be provided to you. If at any time you have questions about your participation, do not hesitate to contact the researcher(s) named above.

**What is the purpose of this study?**

The purpose of the research study is to gain a better understanding of persuasive communication and how it relates to individual actions. We will analyze the way different communication styles affect our intentions. Specifically, we’re exploring the impact those styles have on changing intentions towards the use of energy resources in your home.

**What will happen if you take part in the study?**

Participants in this study will be asked to complete a survey one time with 15 questions and some basic demographic information. Some of the questions ask about your behavior around energy consumption and some expose you to messages related to energy saving and ask your opinion. We think the survey should take from 5 to 10 minutes. There are no right or wrong answers; we are just interested in your opinions. Your participation in this research is voluntary and it is your choice whether to participate or not. You may choose not to participate or to stop participating at any time without penalty or loss of benefits.

**Risks**

We don’t anticipate any risks to you if you participate, but there may be some we don’t know about.

**Benefits**

Knowledge gained from this study may help activists or other entities interested in the topic of sustainable energy consumption. There are no direct benefits for you.

**Confidentiality**

The information in the study records will be kept confidential. This means we will do our best to make sure only people connected with the research will see your data. Data will be stored securely on password protected servers and computers. Only the researcher and her advisor will have access to the data. The results will be presented together and demographic data will only be used to describe the group of people who provided information. None of your individual responses will ever be presented alone. The results of the study will be shared only for academic purposes and may be presented at conferences or in journal articles. In rare instances, there may be safety or compliance issues that arise and require authorized representatives of Rochester Institute of Technology, including members of the Human Subjects Research Office (HSRO) or Institutional Review Board (IRB), or federal officials to access research records that identify you by name.

**Future Use of Information**

Your data, even if identifying information is removed, will not be used or distributed for use in future research studies.

**Compensation**

Participants will not receive compensation.

**What if you have questions about this study?**

If you have questions at any time about the study or the procedures, you may contact the Principal Investigator. If you have other questions please contact the Human Subjects Research Office at hmfsrs@rit.edu.

**Please take a copy of this form with you.**