**ERGO II Ethics application form – Psychology Committee**

1. **Applicant Details**

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| **1.1 Applicant name** | **Natalie Berry, Ourania Malekkou, Eloise Haydon, Libby Burton, Laura Liddell** |
| **1.2 Supervisor** | **Dr Claire Hart** |
| **1.3 Other researchers / collaborators (if applicable):** *Name, address, email* | **Dr Sylwia Cisek** |

1. **Study Details**

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| **2.1 Title of study** | **Personality and Marketing** |
| **2.2 Type of project** (e.g., undergraduate, Masters, Doctorate, staff) | **Undergraduate and PhD** |

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| **2.3 Briefly describe the rationale for carrying out this project and its specific aims and objectives.** |
| Previous research has shown that narcissists engage in conspicuous consumption. But why? The aim of this study is to explore the relationship between narcissism and consumer behaviour. In particular, it explores whether narcissists derive meaning from their conspicuous consumption. To test this, we shall explore whether meaning in life (MIL) is diminished by blocking the ability to own a symbolic item vs not blocking the ability to own a symbolic item, that is, we shall manipulate the availability of products.   |  | | --- | |  | |

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| **2.4 Provide a brief outline of the basic study design. Outline what approach is being used and why.** |
| Participants will take part in an online study. Participants will be told that researchers at the University of Southampton are working with a new marketing company to examine how personality affects marketing decisions.  Part 1 – Participants will provide **demographic** information (e.g., age, gender identity, ethnic origin, employment status, income).  Part 2 - Participants will complete **personality measures**, presented in a random order:  · The balanced Inventory of Desirable Responding Short Form (BIDR-16) (My Feelings)  · Narcissistic Personality Inventory – NPI (My personality)  · Narcissistic admiration and rivalry questionnaire (My attitudes and behaviour)  · The hypersensitive narcissism scale – HSNS (My thoughts)  · Self-esteem (Thoughts about myself)  · Materialism (My values)  Part 3 - Participants will complete a **consumer decision task**. They will be asked to look through up to 15 paired products (based on pilot study data which is currently being collected. Note, depending on the pilot the number of products presented may be reduced) and rate how much they like each product and which product they would prefer to buy\*. Products have been tailored by gender identity, and thus which products will appear will be determined by which gender the participant identifies as. For example, participants will look at two different versions of a kettle. One will look flashier and more luxurious, whilst the other will look less flashy, but the description will suggest that it is more functional, utilitarian and better value for money than the flashy product. We would expect that those who score higher on narcissism would be more likely to choose the flashy product, regardless of its functional value, because of their conspicuous consumption tendencies (as shown in previous research).  \*The order in which the description and image is placed for each product will not be fixed, such that sometimes the description will be above the image and sometimes the image will be above the description.  Part 4 – **Manipulation – Product availability**: Participants will then be told that they have the opportunity to be entered into a prize draw to win one of the products featured in the study, courtesy of the marketing company. The products will be displayed all together on one screen and participants will be asked to select which product they would most like to win. On selecting the product half of the participants will be told that they have been entered into a prize draw to win that product (**product available condition**). The other half of participants will be told that their chosen product is not in stock (**product not available condition**) and that they will be entered into a draw to win an alternative prize.  Part 5 - Participants will complete a state MIL measure (My life).  Part 6 – Participants will complete a manipulation check and funnel debrief (asking what they think the study hypotheses are and if they have any suspicions about the study) before receiving a thorough debrief about the study, including a justification for the use of deception. |
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| **2.5 What are the key research question(s)? Specify hypotheses if applicable.** |
| Hypothesis 1.  (Main effect) Those scoring higher in narcissism will select more symbolic/flashy products than utilitarian/practical products in the consumer decision task (replication).  Hypothesis 2.  (Interaction) Those scoring higher in narcissism and exposed to the product unavailable condition will show lower MIL scores than those in the product available condition (novel). |

1. **Sample and setting**

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| **3.1 Who are the proposed participants and where are they from (e.g. fellow students, club members)? List inclusion / exclusion criteria if applicable.** |
| Participants will be recruited via Prolific. They must be over the age of 18, speak fluent English, and have access to the internet. Participants must identify as either a male or female in order to be assigned gender specific products which they must rate. |

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| **3.2. How will the participants be identified and approached? Provide an indication of your sample size. If participants are under the responsibility of others (e.g., parents/carers, teachers) state if you have permission or how you will obtain permission from the third party).** |
| Participants will be recruited via call for Participants. We will recruit 200 participants. |

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| **3.3 Describe the relationship between researcher and sample. Describe any relationship e.g., teacher, friend, boss, clinician, etc.** |
| There is no relationship between researcher and sample. |

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| **3.4 How will you obtain the consent of participants? (***please upload a copy of the consent form if obtaining written consent***) NB A separate consent form is not needed for online surveys where consent can be indicated by ticking/checking a consent box (normally at the end of the PIS). Other online study designs may still require a consent form or alternative procedure (for example, recorded verbal consent for online interviews).** |
| As the study is an online study the participant must read the Terms and Conditions and must consent by ticking the appropriate box. |

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| **3.5 Is there any reason to believe participants may not be able to give full informed consent? If yes, what steps do you propose to take to safeguard their interests?** |
| No. Deception is involved but the study is consistent with the cover story of exploring personality and marketing decisions. |

1. **Research procedures, interventions and measurements**

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| **4.1 Give a brief account of the procedure as experienced by the participant. Make it clear who does what, how many times and in what order. Make clear the role of all assistants and collaborators. Make clear the total demands made on participants, including time and travel.** *Upload copies of questionnaires and interview schedules to ERGO.* |
| The procedure is outlined is section 2.4. We anticipate that the study will take 25 minutes to complete (to be confirmed through further piloting). Copies of all questionnaires are attached. |

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| **4.2 Will the procedure involve deception of any sort? If yes, what is your justification?** |
| Participants will be told that the researchers are working closely with a marketing company to explore personality and consumer behaviour. We are not working with a marketing company but using this cover story allows us to manipulate product availability as the key manipulation in this study.  As part of this cover story, participants will be told during the study that they have the opportunity to be entered into a prize draw to win their chosen product. This allows us to block the ability to own certain products to see if MIL is negatively impacted. Instead, all participants will be told at the end of the study that they will all be entered into a prize draw to win one of two Amazon vouchers (worth £25 or equivalent).  Furthermore, for the consumer task, the descriptions of the products may not accurately describe the actual product. Participants will be debriefed afterwards on this issue. |

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| **4.3. Detail any possible (psychological or physical) discomfort, inconvenience, or distress that participants may experience, including after the study, and what precautions will be taken to minimise these risks.** |
| The risk of experiencing distress should not be exacerbated by partaking in the study. If completing the questionnaires raises any issues, we provide links to counselling services: [www.samaritans.org](http://www.samaritans.org). |

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| **4.4 Detail any possible (psychological or physical) discomfort, inconvenience, or distress that YOU as a researcher may experience, including after the study, and what precautions will be taken to minimise these risks. If the study involves lone working please state the risks and the procedures put in place to minimise these risks (**[**please refer to the lone working policy**](https://www.southampton.ac.uk/assets/sharepoint/intranet/hr/How%20to/Policy%20-%20Lone%20working.pdf)**).** |
| No discomfort expected. |

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| **4.5 Explain how you will care for any participants in ‘special groups’ e.g., those in a dependent relationship, are vulnerable or are lacking mental capacity), if applicable:** |
| N/A |

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| **4.6 Please give details of any payments or incentives being used to recruit participants, if applicable:** |
| Participants can choose to be entered into a prize-draw that will give them the opportunity to win one of two Amazon gift vouchers worth £25 each. |

**5. Access and storage of data**

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| **5.1 How will participant confidentiality be maintained? Confidentiality is defined as non-disclosure of research information except to another authorised person. Confidential information can be shared with those already party to it and may also be disclosed where the person providing the information provides explicit consent. Consider whether it is truly possible to maintain a participant’s involvement in the study confidential, e.g., can people observe the participant taking part in the study? How will data be anonymised to ensure participants’ confidentiality?** |
| Only members of the research team and responsible members of the University of Southampton may be given access to the data about the participants for monitoring purposes and to carry out an audit of the study to ensure that the research is complying with applicable regulations.  Participants will be asked to provide an email address if they wish to be entered into the prize draw. When invited to add an email address, participants will be redirected to a separate Qualtrics survey so that this will be stored in a separate location from the data of the main study.  The participants data will be anonymised so that their name is not associated with any of the data that they provide us, and their responses will be coded to reduce the risk of identification will be stored on our secure networks at the University of Southampton. Data will not be shared with anyone who is not associated with the project, and the emails will be deleted once the winner has been decided. |

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| **5.2 How will personal data and study results be stored securely during and after the study. Who will have access to these data?** |
| The data stored from this study (which has been programmed in Qualtrics) is password protected. Participants will be redirected to another questionnaire where they can enter their email address to enter the prize draw if they wish. All emails will be deleted once the winner has been decided. |

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| **5.3 How will it be made clear to participants that they may withdraw consent to participate? Please note that anonymous data (e.g. anonymous questionnaires) cannot be withdrawn after they have been submitted. If there is a point up to which data can be withdrawn/destroyed e.g., up to interview data being transcribed please state this here.** |
| The information/consent form will explicitly state this. |

**6. Additional Ethical considerations**

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| **6.1 Are there any additional ethical considerations or other information you feel may be relevant to this study?** |
| No |