**Study Title:** Personality and Life experiences

**Researcher(s):** Dr. Claire Hart (researcher), Dr. Sylwia Cisek (researcher), Natalie Berry (PhD research student), Simranpreet Singh, and Charley Coppard (final year undergraduate project students).

**Ethics/ERGO no: 63180**

**Version and date: Version 1, 15/03/2021**

*You are being invited to take part in the above research study. To help you decide whether you would like to take part or not, it is important that you understand why the research is being done and what it will involve. Please read the information below carefully and if you have any questions before taking part, please contact Natalie Berry at* [*nb9g14@soton.ac.uk*](mailto:nb9g14@soton.ac.uk)*.*

**What is the research about?**

We are researchers from the School of Psychology at the University of Southampton, UK. We want to check how personality affects different life experiences, including consumerism. This study was approved by the Faculty Research Ethics Committee (FREC) at the University of Southampton (Ethics/ERGO Number: 63180).

**What will happen to me if I take part?**

This online study involves completing a series of personality questionnaires, a written task, and a consumer decision task. We will ask you to write a few paragraphs on a given topic and during the consumerism task, you will be asked to make decisions about a variety of consumer products. The whole study will take approximately **25 minutes** to complete.

Participation in this study is fully voluntary and you have the right to withdraw at any time with no penalty by simply closing the web page.

**Why have I been asked to participate?**

You have been asked to take part because you have expressed an interest in this study via **Prolific/Efolio**. You have confirmed that you have secure internet access, you are over the age of 18, and you are fluent in English.

We are aiming to recruit around 400 participants for this study.

**What information will be collected?**

The questions in this survey include demographic information (e.g., participant’s age, gender identity, ethnic origin, employment status). Various aspects of personality will be measured via a series of questionnaires and your consumer preferences will be examined. All data collected will remain anonymous.

Any results will only be published in aggregated form, i.e., it is not possible to identify any one person’s responses to the questionnaires.

**What are the possible benefits of taking part?**

Data from this study will provide valuable information to researchers about how personality affects consumer decisions.

You will receive the following monetary reimbursement for your participation: £2.20 via the Prolific platform/ 5 credits via efolio (for students).

**Are there any risks involved?**

There are **no significant risks** involved in this study beyond those you would encounter in everyday life.  We recommend that you complete the survey in private so that you feel able to be open and honest.

We have tried to ensure that the questions in this study do not cause any distress.  However, it is not uncommon to experience some anxieties or concerns when completing questionnaires.  If participating in this survey raises any issues for you, we recommend that you contact [www.samaritans.org](http://www.samaritans.org).

**What will happen to the information collected?**

All information collected for this study will be stored securely on a password protected computer and backed up on a secure server. In addition, all data will be anonymised, and it will not be possible to identify personal data from anyone taking part. Only the research team and responsible members of the University of Southampton will have access to the raw data for monitoring purposes.

Once all data have been collected and any identifying data has been deleted, the anonymised data will be stored on the Open Science Framework.

Any results will only be published in aggregated form, i.e., it is not possible to identify any one person’s responses to the questionnaires.

The information collected will be analysed and written up as part of the researchers’ dissertations.

**What happens if there is a problem?**

In an unlikely situation where you are unhappy about any aspect of this study and would like to make a formal complaint, you can contact the Head of Research Integrity and Governance, University of Southampton, on the following contact details: Email: [rgoinfo@soton.ac.uk](mailto:rgoinfo@soton.ac.uk), phone: + 44 2380 595058.

Please quote the Ethics/ERGO number above. Please note that by making a complaint you might be no longer anonymous.

More information on your rights as a study participant is available via this link:

<https://www.southampton.ac.uk/about/governance/participant-information.page>

**Thank you for reading this information sheet and considering taking part in this research.**

Please check this box to indicate that you have read and understood information on this form,

are aged 18 or over, speak fluent English, identify as either male or female, and agree to take part in this survey.