

Online Information Sheet

Version 3 – 47291.A2 (20.08.2021)

Welcome to the “Personality and Consumerism” survey!

Thank you for visiting this survey page. This survey has been approved by the Ethics Committee at the School of Psychology, University of Southampton, UK (Ref. 47291.A2).

Before deciding whether to participate, please read the following information. You will need to indicate that you have understood this information before you can continue. You must also be aged over 18 years of age to participate. By checking the box at the bottom of this page and clicking ‘Continue’, you are consenting to participate in this survey.

Investigators

Natalie Berry (PhD Research Student), Dr Sylwia Cisek (researcher), Dr Claire Hart (researcher),
School of Psychology, University of Southampton, UK.

About the Study

We are recruiting participants who are 18 or over, speak fluent English, and identify as either male or female.

The aim of this study is to investigate whether and how different personality dimensions effect our decisions when purchasing a variety of products.

We are requesting your participation in an online survey, which will take about 20 minutes to complete, and will ask questions about **yourself, your personality and then you will be asked to make consumer choices.**

You should complete the study when you are **alone at your computer** and your responses cannot be overseen. Please take your time to respond to the questions thoughtfully and openly. Remember that **there are no right or wrong answers** – so feel free to provide completely **honest** responses.

Risks and Benefits

There are **no significant risks** involved in this study beyond those you would encounter in everyday life. You may find that some of the questions are quite personal, but you may leave any questions blank that you would prefer not to answer. We do 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.allaboutcounseling.com or www.samaritans.org

You may **benefit** from participating because at the end you will learn about our specific research aims, as well as what scientists currently know about these topics. You will also be told where to go for more information on this area of psychology. In addition, you will contribute to psychological science and our understanding of how people go about their everyday lives. Finally, as a thank you for taking part in this study, you (FOR NON-STUDENTS) can choose to be entered into a **prize-draw** that will give you an opportunity to win £25 (or equivalent), (FOR STUDENTS) will receive **4 research credits** for participating.

Anonymity

Your email address will only be used to contact you for the specific purpose of the prize draw. It will not be shared with any third parties, and will be stored in a separate location to your questionnaire responses. These email addresses will be deleted after the prize draw winner is selected. 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.

Contact

If you have any questions or concerns about the study, you may contact Natalie Berry (nb9g14@soton.ac.uk)

Data Protection Privacy Notice

The University of Southampton conducts research to the highest standards of research integrity. As a publicly-funded organisation, the University has to ensure that it is in the public interest when we use personally-identifiable information about people who have agreed to take part in research. This means that when you agree to take part in a research study, we will use information about you in the ways needed, and for the purposes specified, to conduct and complete the research project. Under data protection law, 'Personal data' means any information that relates to and is capable of identifying a living individual. The University's data protection policy governing the use of personal data by the University can be found on its website (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>).

This Participant Information Sheet tells you what data will be collected for this project and whether this includes any personal data. Please ask the research team if you have any questions or are unclear what data is being collected about you.

Our privacy notice for research participants provides more information on how the University of Southampton collects and uses your personal data when you take part in one of our research projects and can be found at

<http://www.southampton.ac.uk/assets/sharepoint/intranet/Is/Public/Research%20and%20Integrity%20Privacy%20Notice/Privacy%20Notice%20for%20Research%20Participants.pdf>

Any personal data we collect in this study will be used only for the purposes of carrying out our research and will be handled according to the University's policies in line with data protection law. If any personal data is used from which you can be identified directly, it will not be disclosed to anyone else without your consent unless the University of Southampton is required by law to disclose it.

Data protection law requires us to have a valid legal reason ('lawful basis') to process and use your Personal data. The lawful basis for processing personal information in this research study is for the performance of a task carried out in the public interest. Personal data collected for research will not be used for any other purpose.

For the purposes of data protection law, the University of Southampton is the 'Data Controller' for this study, which means that we are responsible for looking after your information and using it properly. The University of Southampton will keep identifiable information about you for 10 years after the study has finished after which time any link between you and your information will be removed.

To safeguard your rights, we will use the minimum personal data necessary to achieve our research study objectives. Your data protection rights – such as to access, change, or transfer such information - may be limited, however, in order for the research output to be reliable and accurate. The University will not do anything with your personal data that you would not reasonably expect.

If you have any questions about how your personal data is used, or wish to exercise any of your rights, please consult the University's data protection webpage (<https://www.southampton.ac.uk/legalservices/what-we-do/data-protection-and-foi.page>) where you can make a request using our online form. If you need further assistance, please contact the University's Data Protection Officer (data.protection@soton.ac.uk).

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. Data may be made available on the Open Science Framework, naturally this will be all anonymous.

In consenting, I understand that I am not waiving any legal claims, rights, or remedies. I also understand that data collected as part of this research project will be kept confidential and that published results will maintain that confidentiality. I finally understand If I am unhappy about any aspect of this study and would like to make a formal complaint, I can contact the Head of Research Integrity and Governance, University of Southampton, on the following contact details: Email: 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 taking the time to read the Information Sheet and taking part in our 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.