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

1. **Applicant Details**

|  |  |
| --- | --- |
| **1.1 Applicant name** | Natalie Berry |
| **1.2 Supervisor** | Dr Claire Hart, Dr Sylwia Cisek & Prof Constantine Sedikides |
| **1.3 Other researchers / collaborators (if applicable):** *Name, address, email* | N/A |

1. **Study Details**

|  |  |
| --- | --- |
| **2.1 Title of study** | How does our personality influence the clothes we buy? |
| **2.2 Type of project** (e.g. undergraduate, Masters, Doctorate, staff) | Doctorate |
| **2.4 Proposed start date** (must match date stated in ERGO) | 14/04/2022 |
| **2.5 Proposed end date** (must match date stated in ERGO) | 14/10/2022 |

|  |
| --- |
| **2.6 Briefly describe the rationale for carrying out this project and its specific aims and objectives.** |
| The aim of this study is to measure whether those who score higher on narcissism gain meaning in life through conspicuous consumption and to explore the motives underlying their purchase decisions. In previous studies, I have measured participants’ preference for symbolic products by asking them to choose between images/descriptions of two different versions (symbolic vs. utilitarian) of hypothetical products. These past studies have repeatedly found that narcissists prefer symbolic over utilitarian products. I want to extend this by examining their motivation for preferring symbolic products. Furthermore, the consumer tasks previously used involved making hypothetical choices of products to buy. In this present study, we are adopting a more ecologically valid approach by asking participants to think of an item of clothing they have bought recently and to state the motivations for buying this product. This study will help to determine what motivates narcissists’ preferences for symbolic products and whether purchasing and owning a symbolic product in turn provides a sense of meaning in life for them. |

|  |
| --- |
| **2.7 Provide a brief outline of the basic study design. Outline what approach is being used and why.** |
| This study will be completed online.  In Part 1, participants will be asked to fill in some demographic questions, some narcissism measures, and a measure of socially desirable responding (to control for possible biases in responding). Part 1 is estimated to take approximately 5 minutes to complete.  In Part 2, participants will be asked to think about a recent item of clothing they have bought and to use the text box to describe it in detail. They will also be asked to rate a series of questions about this item of clothing. Next, participants will be asked to rate their agreement with motivations for buying this item of clothing. This will be followed by a question that assess how meangingful the item of clothing makes them feel.  Finally, participants will be asked to complete the state version of the meaning in life questionnaire.  Attention check questions will be interspersed throughout the study.  Part 2 is estimated to take approximately 15 minutes to complete. |

|  |
| --- |
| **2.8 What are the key research question(s)? Specify hypotheses if applicable.** |
| **Hypothesis 1 – About the Product**  **H1** Those scoring higher in narcissism will describe their recently purchased item of clothing as being more symbolic (than practical) than those scoring lower in narcissism.  **Hypothesis 2 – Amount Spent**  **H2** Those scoring higher in narcissism will report spending a higher amount of money on their item of clothing than those scoring lower in narcissism.  **Hypothesis 3 – Meaning in Life**  **H3** Those scoring higher in narcissism will derive greater meaning in life via the purchase of their symbolic item of clothing (mediation analysis).  **Hypothesis 4 – Motives**  **H4** Various self-presentational motives (self-presentational, hedonic, personal satisfaction, rational-economic, comparison/rivalry) will mediate the positive relation between grandiose narcissism and symbolic product preference (Exploratory).  For the above hypotheses, I will also examine the breakdown of narcissism into its admiration and rivalry facets (Exploratory). |

1. **Sample and setting**

|  |
| --- |
| **3.1 Who are the proposed participants and where are they from (e.g. fellow students, club members)? List inclusion / exclusion criteria if applicable.** |
| Volunteers and students aged 18 or over, who speak fluent English and have access to the internet. |

|  |
| --- |
| **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).**  The study will be advertised on various online platforms, including Facebook, Instagram, Twitter, LinkedIn, and CallforParticipants.  We will also recruit students from the University of Southampton’s Psychology department using ‘efolio’.  We are seeking to recruit 400 participants. |
|  |

|  |
| --- |
| **3.3 Describe the relationship between researcher and sample. Describe any relationship e.g., teacher, friend, boss, clinician, etc.** |
| N/A |

|  |
| --- |
| **3.4 How will you obtain the consent of participants? (***please upload a copy of the consent form if obtaining written consent***) NB. Consent form is not needed for studies collecting data online.** |
| All participants will read the information and consent form and will have to indicate their agreement to take part in the study. |

|  |
| --- |
| **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?** |
| N/A |

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

|  |
| --- |
| **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.* |
| This online study will be carried out in two parts. Participants will only be allowed to complete the second part after a minimum of two days. They will be asked to provide their own email address and to create a 6 digit code so they can be emailed a link to the second part of the study.  On both occasions all participants will first read an informed consent form.  In Part 1, participants will be asked to complete demographic information and measures of personality, including the Narcissistic Personality Inventory (Raskin & Terry, 1988), the Narcissistic Admiration and Rivalry Questionnaire (NARQ; Back et al., 2013), the Hypersensitivity Narcissism Scale (Hendin & Cheek, 2013), and the Impression Management Scale from The Balanced Inventory of Desirable Responding Short Form (BIDR-16; Hart et al. 2015).  In Part 2, paricipants will be asked to spend a few minutes to think about an item of clothing they have bought for themselves recently, that they are glad they purchased, and that they have or intend to wear in public. They will be asked to use a text box to describe the item (e.g., how it looks, what material it is made from, what colour it is, where they will wear the item).  Participants will then answer questions about the product to decipher the degree to which the product is symbolic and/or practical. They will be asked to state how much they spent on the product via a subjective scale of 1 (Not very much) to 8 (A lot) and an objective measure (asked to state the exact amount). After this they will be asked whether the product was bought in a shop or online.  Participants will then be asked to rate the degree to which they agree with a range of motivations for buying their product, on a scale of 1 (Not at all) to 8 (Very much so).  Following this, participants will be asked to rate the degree to which they agree with the statement (This product gives my life a sense of meaning**),** on a scale of 1 (Not at all) to 8 (Very much so).  Participants will then complete the state measure of meaning in life (Steger et al. 2006).  The first part of this study is expected to take approximately 5 minutes (to be piloted). The second part of this study is expected to take approximately 15 minutes (to be piloted).  After Part 1, participants will be thanked for their participation and provided with a debrief. After 3 days, an email with a link to the Part 2 questionnaire and their unique code (that they will be asked to create in Part 1) will automatically be sent to the participant. Participants will be asked to enter their email and unique code. This code will be used to match participants data for Part 1 and Part 2 of this study. A second email will be sent to the participant one week after completing Part 1 if they have still not completed Part 2. On completion of both questionnaires, the participant will be compensated with 4 course credits (for students) or entered into a prize draw to win one of two £25 (or equivalent) Amazon vouchers (for non-students). |

|  |
| --- |
| **4.2 Will the procedure involve deception of any sort? If yes, what is your justification?** |
| No. |
|  |

|  |
| --- |
| **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 creating distress is not bigger than in everyday life. If completing the questionnaires raises any issues, we provide links to counselling services: [www.allaboutcounseling.com](http://www.allaboutcounseling.com) or [www.samaritans.org](http://www.samaritans.org). |

|  |
| --- |
| **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.** |
| N/A |

|  |
| --- |
| **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 |

|  |
| --- |
| **4.6 Please give details of any payments or incentives being used to recruit participants, if applicable:** |
| Participants will have the option at the end of Part 2 only to be entered into a prize draw to win one of two £25 (or equivalent) Amazon vouchers. Psychology students from the University of Southampton will receive 4 course credits for their time after completing both parts of the study. |

**5. Access and storage of data**

|  |
| --- |
| **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?** |
| I will need to collect email addresses of participants in order to invite them to the second part of the study, link the data from Part 1 and Part 2, and to enter the participants (non-students) into the prize draw. I will not use the information for anything other than these reasons. All email addresses will be deleted after prizes have been sent and received. Email addresses for participants who have not completed the second part of the study will be deleted after the second reminder email (which will be sent out one week after completing Part 1).  All data files will be kept in a password protected computer and anonymised. |

|  |
| --- |
| **5.2 How will personal data and study results be stored securely during and after the study. Who will have access to these data?** |
| All participant information will be stored on the private network of the university and will only be accessible to the researchers named on this document. Responsible members of the University of Southampton may be given access to the data about you for monitoring purposes and/or to carry out an audit of the study, to ensure that the research is complying with applicable regulations.  Once the study is complete, all data will be anonymised and these responses will be uploaded to the Open Science Framework in advance of publishing the work, for research transparency. |

|  |
| --- |
| **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**

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