

Consent

CONSENT FORM

PARTICIPANT INFORMATION Oklahoma State University

Title: Effects of the use of an animal in print ads on attention and attitudes toward advertising and the different information processing.

Investigator: Yun Chung Kim, Graduate Student from School of Media and Strategic Communications

Purpose: The purpose of this research is to examine the effect of animal advertising on consumers' attitude toward advertising, and attitude toward the ad, and identify how pet-ownership influences consumers cognitive processing when consumers are exposed to an animal advertisement. If you are under 18, you cannot be in this study.

What to Expect: This research study is administered online. Participation in this research will involve completion of two questionnaires. The first questionnaire will ask for an evaluation of a given advertisement and the second questionnaire will ask demographic questions. You don't need to complete each questions to move onto the next and you can skip the question that you don't want to answer. Also you may refuse to participate in any part of the study by simply closing the browser if you choose not to complete the survey.

After you have been seen the proposed advertisement about 30-60 seconds, you can't go back to the advertisement to re-information relevant to question. It should take about 5-10 minutes to complete.

Risks: There are no risks associated with this project which are expected to be greater than those ordinarily encountered in daily life.

Benefits: You will not directly benefit from your participation in this study. However, your participation in this study may contribute to the understanding advertising research from participant perspective, as well as learning about issues that influence audience perceptions of animal advertising.

Compensation: Your consent is being given voluntarily. You may refuse to participate in the entire study or any part of the study. You have the right to not answer questions you don't wish to answer. If you decide to participate in the study, you are free to withdraw at any time without any negative effect on you relations with Oklahoma State University.

Your Rights and Confidentiality: Your participation in this research is voluntary. There is no penalty for refusal to participate and you are free to withdraw your consent and participation in this project at any time, without penalty.

Confidentiality: All information about you will be kept confidential and will not be released.

To ensure this please do not enter your name, ID number, or any other identifying information on the study itself. Although the results of this study may be published, no information that could identify you will be included. Information about you will be kept confidential to the maximum extent allowable by law. All responses will be maintained by Yun Chung Kim and access to study data will be limited to the principal investigator.

- The data file containing survey responses will not identify your name and your IP address. All electronic data will be stored securely on a password-protected computer. Data will be stored for one year.
- The results of this study may be published or presented at professional meetings. All results of this study will be reported at a group level or anonymously so that no one will be able to identify a particular person.

Contacts: You may contact any of the researchers at the following addresses and phone numbers, should you desire to discuss your participation in the study and/or request information about the results of the study: Yun Chung Kim, MS student 313 Paul Miller Building, School of Media and Strategic Communications, Oklahoma State University, Stillwater, OK 74078 405-589-7543. If you have questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-3377 or irb@okstate.edu

If you choose to participate: Please, click NEXT if you choose to participate. By clicking NEXT, you are indicating that you freely and voluntarily and agree to participate in this study and you also acknowledge that you are at least 18 years of age. It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

Advertising Copy Testing

Thank you for participating in our study on advertising copy testing! Your participation will help researchers better understand the thoughts, feelings, and opinions college students have about advertising.

You are not obligated to complete the survey, and you may indicate this by closing the survey window.

Before you begin, we ask that you help minimize any distractions by shutting off your cell phone, any music you are listening to, and putting away any and all electronic devices (blackberry, ipod, etc.).

PLEASE READ ALL INSTRUCTIONS AND QUESTIONS CAREFULLY.

W/Animal

Now you can see an advertising below. Please take a look for 30 to 60 seconds and answer the following questionnaire.

You are **NOT** allowed to come back to the message again while you are answering the questionnaire.



**Good, Better, Best
Beyond the Best, MasterCard**

- Earn 20 miles per dollar on every purchase
- Get 30,000 bonus miles — just spend \$1,000 on purchases within the first 3 months
- No annual fee for the first year
- 5X points on gasoline and other purchases

Your forever companion
your weekly guide to life's adventures

MasterCard

Live the life you've imagined

Timing

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Page Submit: 0 seconds.

Click Count: 0 clicks.

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Your forever companion
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Live the life you've imagined

The advertisement features a MasterCard Touch Plus card in the bottom left corner. The card is silver with a Smart Pay chip and displays the number 5407 0723 5678 9012, the name KIM HANA, and the expiration date 07/12. The background is a bright blue sky with a sun and a large heart shape formed by clouds.

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W/Animal questions

In this section, you will be asked to rate your feelings of the advertisement after you have seen the advertisement. Please rate the extent to which your intention was met on a scale from the far left =very low to the far right = very high.

	Very Low	Low	Moderate Low	Neither high nor low	Moderate High	High	Very High
(Q1A) How much attention did you pay to the advertisement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q1B) How much did you concentrate on the advertisement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q1C) How involved were you with the advertisement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q1D) How much thought did you put into evaluating the advertisement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q1E) How much did you notice the advertisement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Q2A) Write down all the thoughts, ideas and feelings about the advertisement. (Open-ended question)

(Q3) Directions: In this section, your will be asked to rate your feelings about the advertisement in general. Please rate on a scale between the far left to the far right. For instance, for question (Q3A), if you think the advertisements was extremely bad for you, check on the far left , and if you think it was extremely good, check on the far right.

The advertisement was:

(Q3A) Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
(Q3B) Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
(Q3C) Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable

(Q4) Please rate your overall feeling toward the advertised brand (Mastercard), not the attitude toward the advertise product (the credit card). For instance, "the far left" indicates strongly disagree and "the far right" indicates strongly agree.

	Strongly Disagree	Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Agree	Strongly Agree
(Q4A) Using this advertised credit card is a good decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q4B) I think the advertised credit card is a satisfactory brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q4C) I think the credit card depicted in the ad has a lot of beneficial characteristics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Q4D) I have a favorable opinion of the advertised credit card.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Q5A) Please rate your knowledge of Mastercard as compared to the average person's knowledge of Mastercard.

One of the least Knowledgeable | | One of the most knowledgeable

(Q5B) Please, check the number that described your familiarity with Mastercard.

Not at all familiar | | Extremely familiar

(Q5C) In general, I know a lot of Mastercard.

Strongly Disagree | | Strongly Agree

(Q5D) Please rate of your level of knowledge about Mastercard.

Not knowledgeable | | Very Knowledgeable

(Q5E) I feel very knowledgeable about Mastercard.

Strongly Disagree | | Strongly Agree

Directions: In this section, your will be asked to rate your feelings about credit card in general.

Please rate on a scale between the far left to the far right. For instance, for question (Q6A), if you think the a credit card is extremely important for you, check on the far left , and if you think it was extremely unimportant, check on the far right.

(Q6A) To me, a credit card is:

Important | | Unimportant

(Q6B) To me, a credit card is:

Boring | | Interesting

(Q6C) To me, a credit card is:

Relevant | | Irrelevant

(Q6D) To me, a credit card is:

Exciting | | Unexciting

(Q6E) To me, a credit card:

Means nothing | | Means a lot to me

(Q6F) To me, a credit card is:

Appealing | | Unappealing

(Q6G) To me, a credit card is:

Fascinating | | Mundane

(Q6H) To me, a credit card is:

Worthless | | Valuable

(Q6I) To me, a credit card is:

Involving | | Uninvolving

(Q6J) To me, a credit card is:

Not needed | | Needed

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Click Count: *0 clicks.*

Demographics

(Q7A) What is your gender?

- Male
- Female

(Q7B) Do you have an experience of raising a dog?

- Yes
- No

(Q7C) How many years did you raise your dogs?

- Less than a year
- 1 year to 3 years
- 3 years or more

(Q7D) What is your class standing?

- Freshman
- Sophomore
- Junior
- Senior

(Q7E) How old are you?

(Q7F) What is your marital status?

- Single
- Married
- Separated
- Divorced

Thank you for completing this study! We have two final questions for you.

Have you completed any of these surveys or tasks before? If so, which ones?

Any other suggestions on this survey?

**This is the end of this survey. Your answers are very important to us.
Please click the button below to submit your responses.**

Thanks for participating in our study on decision making!

If you have questions about your rights as a research volunteer, you may contract Dr. Shelia Kennison, IRB Chair, 219 Corr North, Stillwater, OK, 74078, 405-744-1676 or irb@okstate.edu.

Researcher: Yun Chung Kim (yunck@okstate.edu), 405-589-7543 (US)