

## **Informed Consent Form for “Color and Cognition”**

The University of North Florida invites you to participate in this experiment “Color and Cognition” if you are 18 years of age or older. The experiment will take approximately 40 minutes. You will be asked to answer a survey referring to basic demographic information. Then, you have to fulfill a short visual test. Following these, you’ll work on three tasks.

The goal of this study is to investigate the meaning and use of colors on display and their application in warning systems. This is a fairly new field of research, and not much is known about it so far. While participating, you may benefit by learning about yourself, and if your instructor allows it, you may also be eligible to receive extra credit points for your participation. Please check with your course instructor to determine this and other means of obtaining extra credit.

It is important for you to know that you will not be judged in any way during the experiment. All answers will be kept confidential, and all information will be kept in a locked cabinet in the researcher’s lab. Furthermore, your name on this sheet of paper will not be connected to any of the data collected during your session. You will be assigned a code that will be used to mark survey data, and this code will not be connected to you in any way. There is only minimal risk for this experiment, i.e. experiences in this study are similar to routine experiences in daily life. If you have any questions about this experiment, feel free to contact Dr. Christoph Dominik Güss by phone: (904) 620-1634 or e-mail: [dguess@unf.edu](mailto:dguess@unf.edu). If you have questions about your rights as a volunteer in this research project, please contact Dr. Katherine Kasten, UNF Institutional Review Board, (904) 620-2498. If you need help, feel free to contact the Counseling Center. During Spring and Fall, the hours of operation of the UNF counseling center are as follows: Monday and Thursday from 8:00 a.m. to 7:00 p.m. Tuesday, Wednesday and Friday from 8:00 a.m. to 5:00 p.m. The UNF Counseling Center is located in Bldg 2, Founders Hall, Room 2300, 1 UNF Drive, Jacksonville, FL 32224-2645. The phone number is 904-620-2602.

Participation in this experiment is completely voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. If you feel uncomfortable, you may discontinue participation at any time for any reason without penalty or loss of benefits. If you choose to participate, please write your name and sign below.

Potential participants who are color-blind should not take part in this study because being able to distinguish colors is a vital requirement for the experiment. Participants with impaired color visualization would also adversely affect the results and therefore violate the principle of beneficence.

Thank you for your participation in this experiment.

I, (write legibly in block) \_\_\_\_\_, agree to participate in the “Color and Cognition” experiment.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Experimenter: \_\_\_\_\_ Date: \_\_\_\_\_