



ADULT CONSENT FORM PRINCETON UNIVERSITY

TITLE OF RESEARCH: *Affiliate Marketing Study*

PRINCIPAL INVESTIGATOR: Marshini Chetty

PRINCIPAL INVESTIGATOR'S DEPARTMENT: Department of Computer Science, Princeton University

Key information about the study:

Your informed consent is being sought for research. Participation in the research is voluntary.

The purpose of the research: *In this study, participants will be using the Chrome Extension called AdIntuition. AdIntuition is a Google Chrome extension that alerts YouTube users when they watch a video containing a sponsorship. An influencer may endorse a product on social media, but it can be unclear if they were paid to endorse the product or if they genuinely endorse it without any incentive. The purpose of this research project was to automatically detect and disclose sponsored content to relieve users of the uncertainty about endorsements. We are interested in determining how prevalent affiliate marketing content is, what types of videos affiliate marketing content is associated with, and using the data to improve the extension further.*

The expected duration of the subject's participation: *2 months*

The procedures that the subject will be asked to follow in the research: *The subject will not be asked to follow any procedures. Instead, we are simply interested in how they use the extension naturally. After downloading the extension, no extra work is required of the participant.*

The reasonably foreseeable risks or discomforts to the subject as a result of participation: *There is a very small potential for a data breach. In the unlikely event that our secure server is compromised, an attacker will have access to the collected data should the participant agree to share their information. However, the attacker will likely be unable to infer the participant's individual browsing patterns because there is no personally identifiable information. Despite our best efforts to limit the personal data that is associated with a participant, it is possible under some very rare circumstances that an intelligent attacker with access to all of the data could infer who the participant is. Participants can remove their data from the database at any time using the deletion functionality in the settings page.*

The benefits to the subject or to others: *AdIntuition lets the user know when affiliate marketing content is present in a YouTube video. This takes the guessing game out of what videos have affiliate marketing and which ones do not, making it clear when a YouTuber's endorsement of a product is not authentic.*

Alternative Procedures: *There are no alternative procedures that might be of direct benefit to you. Participants are free to decline tracking in the Settings page of the extension.*

Additional information about the study:

Confidentiality:

All digital data will be only be shared between the authorized researchers using a password protected AWS account. All data will be collected and stored using coded identifiers that allow linking a participant's responses but do not connect to his/her identity. If we write a report or article about this research project, your identity will be protected to the maximum extent possible.

Compensation:

Not Applicable

Who to contact with questions:

Principal investigator:

Marshini Chetty

35 Olden Street Princeton NJ 08540

Email: marshini@princeton.edu

If you have questions regarding your rights as a research subject, or if problems arise which you do not feel you can discuss with the Investigator, please contact the Institutional Review Board at:

Assistant Director, Research Integrity and Assurance

Phone: (609) 258-8543

Email: irb@princeton.edu

Summary:

I understand the information that was presented and that:

My participation is voluntary.

Refusal to participate will involve no penalty or loss of benefits to which I am otherwise entitled.

I may discontinue participation at any time without penalty or loss of benefits.

I do not waive any legal rights or release Princeton University or its agents from liability for negligence.