

Title: High Impact E-cigarette Advertisement Features

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CONSENT TO TAKE PART IN RESEARCH

TITLE OF RESEARCH: High-Impact E-cigarette Ad Features

Principal Investigator: Julia Chen-Sankey, PhD, MPP

This online consent form is part of an informed consent process for research, and it will provide information that will help you decide whether you want to take part in the research. It is your choice whether to take part or not. Ask questions if there is anything in the form that is not clear to you. If you decide to take part, instructions at the end of the document will tell you what to do next. Your alternative to taking part in the research is not to take part in it.

Who is conducting this research and what is it about?

You are being asked to take part in research conducted by Dr. Julia Chen-Sankey who is an Assistant Professor in the Rutgers School of Public Health. The purpose of this research is to understand what features of e-cigarette marketing is influential in increasing positive product perceptions and use interests among young adults. We anticipate 3,000 participants will take part in the research.

What will I be asked to do if I take part?

If you agree to take part in this research, you will be asked to answer survey questions about your tobacco-use history, social environment of tobacco use, harm perceptions of tobacco, and willingness to use e-cigarettes. Afterward, you will view a series of e-cigarette ads with various marketing claims and features and answer questions about your intentions and perceptions of using the products shown in each ad. At the end of the survey, you will read a brief message about the potential harm of using e-cigarettes. The survey will take about 20 minutes to complete.

What are the risks and/or discomforts I might experience if I take part in the research?

Breach of confidentiality is a risk of harm, but a data security plan is in place to minimize such a risk. We will not ask sensitive questions. Your participation is completely voluntary. Your responses remain anonymous to us and will be used for research analyses only. Also, some questions may make you feel uncomfortable. If that happens, you can skip those questions or withdraw from the research altogether. If you decide to quit at any time before you have finished the survey your answers will NOT be recorded.

Additionally, you may feel uncomfortable when viewing tobacco marketing materials, but these ads are ones that could be encountered in daily life in stores and/or via marketing.

Are there any benefits to me if I choose to take part in this research?

It is possible that there are no direct benefits to you for taking part in this research. You will be contributing to knowledge about the impacts of tobacco marketing exposure.

Will I be paid to take part in this research?

You will be compensated with points (the equivalent of **\$5.28 USD per completed response**) that could be redeemed for cash per Qualtrics' policy. Please keep in mind that only those who are eligible based on their answers to the brief screening questions and who complete the remainder of the survey will receive compensation.

How will information about me be kept private or confidential?

All efforts will be made to keep your personal information in your research record confidential, but total confidentiality cannot be guaranteed. We will not receive any information that can identify you. We will download your anonymous responses to a secure file that requires a password to access. Only the Principal Investigator of this study will have access to the password.

This research is covered by a Certificate of Confidentiality from the National Institutes of Health. This means that the researchers cannot release or use information, documents, or samples that may identify you in any action or suit unless you say it is okay. They also cannot provide them as evidence unless you have agreed. This protection includes federal, state, or local civil, criminal, administrative, legislative, or other proceedings.

What will happen to information I provide in the research after the research is over?

Responses may be used or distributed to investigators for other research without obtaining additional informed consent from you.

What will happen if I do not want to take part or decide later not to stay in the research?

Your participation is voluntary. If you choose to take part now, you may change your mind and withdraw later. If you do not click on the 'submit' button after completing the form, your responses will not be recorded. However, once you click the 'submit' button at the end of the form, your responses cannot be withdrawn as we will not know which ones yours are.

Who can I call if I have questions?

If you have questions about taking part in this research, you can contact the Principal Investigator: Dr. Julia Chen-Sankey, Rutgers School of Public Health, 838-932-1855; jc.sankey@rutgers.edu.

If you have questions, concerns, problems, information or input about the research or would like to know your rights as a research participant, you can contact the Rutgers IRB/Human Research Protection Program via phone at (973) 972-3608 or (732) 235-9806 OR via email irboffice@research.rutgers.edu, or you can write us at 335 George Street, Liberty Plaza Suite 3200, New Brunswick, NJ 08901.

Please print out this consent form if you would like a copy of it for your files.

If you do not wish to take part in the research, close this website address. If you wish take part in the research, follow the directions below:

By beginning this research, I acknowledge that I am 18 years of age or older and have read and understand the information. I agree to take part in the research, with the knowledge that I am free to withdraw my participation in the research without penalty.

Click on the "I Agree" button to confirm your agreement to take part in the research.