

## Informed Consent: Focus Groups

This is a study about the meaning of words that may be used in advertising. If you agree to take part in this research, you will be shown words one at a time and then asked to discuss what each word means to you.

These discussions will take place in a group setting. Your participation in this research is completely voluntary. You can refuse to answer any question. You will not be individually identified and your opinions will be combined with other participants' opinions to give our client an understanding of what people think about the meaning of these words. Your answers and information will be kept private to the extent allowable by law.

The discussion sessions will be audio recorded and transcribed. We will use audio recordings and transcriptions solely for the purpose of reporting the results.

The discussions will last about 90 minutes. You will be reimbursed \$\_\_\_\_\_ for your time. If you have any questions about this study, please contact the study director, Dr. Alec Ulasevich at 202-420-2028 or via e-mail (alec.ulasevich@ipsos.com)

Signature

Date

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Name (please print)

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