

**Attachment A: Consent Forms**

**A.1: Eye Tracking and Focus Group**

**A.2: Eye Tracking and Individual Interviews**

## Informed Consent Form (Eye Tracking and Focus Group)

<b>Identification of Project</b>	<b>Alternative Tobacco Product Study</b>
<b>Purpose</b>	The purpose of this research is to explore how tobacco product advertisements are perceived by current smokers.
<b>Procedures</b>	During the first part of the study, participants will examine different tobacco advertisements. They will be asked about their thoughts and opinions related to the advertisements and the tobacco product in the advertisements. The second part of the study will be a small group discussion about tobacco products and the advertisements that were viewed. The total time involved, including instructions, will be no more than 120 minutes.
<b>Confidentiality</b>	All information collected in this study will be kept secure to the extent permitted by law. I understand that the data I provide will be grouped with data others provide for the purpose of reporting and presentation and that my name will not be used. I understand that the session will be audiotaped and my computer usage (mouse clicks and where my eyes look on the screen) will be electronically recorded, but my face will not be videotaped. My voice and computer usage recording will not be played to others besides the research team without my written permission. The recordings will be kept in a locked cabinet and will be destroyed by December 31, 2015.
<b>Risks</b>	I understand that the risks of my participation are expected to be minimal in nature.
<b>Benefits, Freedom to Withdraw, &amp; Ability to Ask Questions</b>	I understand that this study is not designed to help me personally but that the investigators hope to gain a better understanding of how tobacco product advertisements are perceived by cigarette smokers. I am free to ask questions or withdraw from participation at any time and without penalty.
<b>Statement of Age of Subject</b>	I state that I am at least 18 years of age, in good physical health, and wish to participate in a program of research being conducted by the Tobacco Control Research Branch at the National Cancer Institute, Rockville, MD 20852.
<b>Contact Information of Investigators</b>	Annette Kaufman, PhD, MPH Program Director, Tobacco Control Research Branch, Behavioral Research Program, Division of Cancer Control and Population Sciences, National Cancer Institute Telephone: 240.276.6706  Email: kaufmana@mail.nih.gov

Printed Name of Research Participant \_\_\_\_\_

Signature of Research Participant \_\_\_\_\_

Date \_\_\_\_\_

**A.2: Informed Consent (Eye Tracking and Individual Interviews)**

<b>Identification of Project</b>	<b>Alternative Tobacco Product Study</b>
<b>Purpose</b>	The purpose of this research is to explore how tobacco product advertisements are perceived by current smokers.
<b>Procedures</b>	During the study, participants will examine different tobacco advertisements. They will be asked about their thoughts and opinions related to the advertisements and the tobacco product in the advertisements. The total time involved, including instructions will be no more than 1 hour.
<b>Confidentiality</b>	All information collected in this study will be kept secure to the extent permitted by law. I understand that the data I provide will be grouped with data others provide for the purpose of reporting and presentation and that my name will not be used. I understand that the session will be audiotaped and my computer usage (mouse clicks and where my eyes look on the screen) will be electronically recorded, but my face will not be videotaped. My voice and computer usage recording will not be played to others besides the research team without my written permission. The recordings will be kept in a locked cabinet and will be destroyed by December 31, 2015.
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Printed Name of Research Participant \_\_\_\_\_

Signature of Research Participant \_\_\_\_\_

Date \_\_\_\_\_