

Informed Consent Form

1. Research in Laboratory:

You are invited to participate in a series of experiments lasting around half an hour. Please read the following text, and ask any relevant question that comes to mind before agreeing to participate in the study.

The procedure of the research: The experiments consist of three tasks:

1. In the first task, you will be asked to describe and rate an experience from your past.
2. In the second task, you will be asked to taste and rate a food product.
3. In the third task, you will be asked to watch a short video, and answer questions related to the video.

Compensation: You will receive 20 NIS or half (0.5) a credit point in the marketing management course for your participation in the research.

Risks: We do not anticipate any particular risk due to your participation in the study, however, if any question makes you feel uncomfortable, you are free to skip it.

Participation in the study is voluntary: Your decision whether or not to participate in the study will not affect your relationship with the university in any way. If you decide to participate, you are free to stop at any point with no consequences other than not receiving the reward for participating in the experiment.

Confidentiality: Your identity will be kept anonymous. We will store your records as an electronic file using only your participant number. The results of the study will be reported aggregately for all subjects without any identifying information.

Questions and contact: At this point, please feel free to ask any question that comes to mind. The researcher leading this study is Dr. Nira Munichur. If you have any questions later, you can contact her at nira.munichor@biu.ac.il.

Statement of Consent: I read the information above, and received an answer to every question I asked. I agree to participate in the study.

Name _____

Signature _____

Date _____

2. Online Research:

Dear Participant,

Thank you for agreeing to participate in the study.

We are conducting the present study to learn about fundraising.

During the study, which lasts several minutes, you will be asked to answer questions regarding donation requests as part of crowdfunding platforms. The questions have no correct or incorrect answers. Please express your true thoughts.

We do not anticipate any particular risk due to your participation in the study. However, if any question makes you feel uncomfortable, you are free to skip it.

For your participation in the research, you will receive a bonus point in the Advanced Topics in Marketing course.

Participation in the study is voluntary and will not affect your relationship with the University in any way. If you decide to participate, you are free to terminate your participation at any point with no consequences other than not receiving the reward for participating in the trial.

Of course, your answers will remain anonymous and confidential, and your information will not be shared with anyone outside the research team. The data obtained from the study are stored as an electronic file with no identifying marks, and the results will be reported in an aggregated manner.

If you would like more information about the study, please feel free to contact the research team. The researcher leading this study is Dr. Nira Munichur. You can contact her at nira.munichor@biu.ac.il.

Do you agree to participate in this study (please mark)

- I agree
- I do not agree