PARTICIPANT INFORMATION SHEET

Alcohol health warning messages

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You are being invited to take part in a research study. Before you decide, it is important for you to understand why the research is being done and what it would involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part and remember that your participation is voluntary.

What is the purpose of the study?

The aim of the present study is to assess drinkers’ responses to health warning included on alcohol containers.

Why have I been invited?

You have been chosen because you have enquired about our studies and requested to receive this further information after reading a summary of the research.

Do I have to take part?

It is up to you to decide whether or not to take part. If you do decide to take part you would be given this information sheet to keep and be asked to sign a consent form prior to any further procedures (excluding an initial online screening questionnaire). If you decide to take part you are still free to withdraw at any time and without giving a reason. A decision to withdraw at any time, or a decision not to take part, would not affect your future or be held against you in any way.

Am I eligible to take part?

In order to take part you should:

- Be aged between 18-40 years; please note you may be asked to provide identification as proof of age.
- Must be an alcohol drinker who drinks over the weekly guideline (more than 14 units per week).
- Must be a beer drinker.
- Have English as a first language or, in the view of the experimenter, be fluent to a near-equivalent standard.

You would not be able to participate on the day of testing if:

- The experimenter is unable to track your eyes;
- There is another factor which, in the view of the experimenter, renders you unsuitable for the study.
Participants who are ineligible on the testing day based on the criteria described above (other than failure to track eyes), would not be reimbursed or given course credit. Please read these criteria carefully to ensure that you are eligible.

Where is the experiment taking place?

Testing occurs at the School of Experimental Psychology, 12a Priory Road, Bristol. When you arrive, please make your way to the Tobacco and Alcohol Research Group, located on the 5th floor of the building.

What would I have to do?

- Participants would be asked to fill out an online screening questionnaire to make sure that they are eligible to participate in the study. Eligible participants would then be invited to take part in the study.
- The testing session would last for approximately 40 minutes.
- On arrival at the testing session, participants would read the information sheet and be given the opportunity to ask questions, after which they would read and sign the consent form.
- After this, participants would have to complete an online task.
- Participants would then complete the main eye-tracking phase of the experiment. This is a non-invasive procedure, but would require participants to sit still for approximately 15 minutes. Please arrive without wearing eye makeup. If possible, please wear contact lenses rather than glasses.
- After this, participants would have to fill out a series of online questionnaires.
- Following completion of these tasks, participants would be debriefed and given the opportunity to ask questions.

Participants would be reimbursed £7 for their time and expenses.

What are the possible benefits of taking part?

You would not directly benefit from taking part in this research study and your participation is voluntary. However, the information we get from this study may help us improve alcohol health warnings.

What if there is a problem?

Any complaint about the way you have been dealt with during the study or any possible harm you might suffer would be addressed.

If you are harmed by taking part in this research project, there are no special compensation arrangements. If you are harmed due to someone's negligence, then you may have grounds for legal action but you may have to pay for it. Regardless of this, if you wish to complain or have any concerns about any aspect of the way you’ve been approached or treated during the course of this study, please contact Dr. Olivia Maynard 0117 928 9943.

Would my taking part in this study be kept confidential?

Any personal information and research study documentation taken for this research study would remain confidential and would be available only to university research staff and government bodies which monitor whether research studies are performed properly.

What would happen to the results of the research study?

When the study has been completed, we would analyse the data we have collected and report the findings. This would be reported in an appropriate scientific journal or presented at a scientific meeting. You would not be identified in any way and if you would like a copy of the final paper, you may request this.
Your study data would be anonymised. This means that it would be given an identification number and any identifying information about you would be removed. Therefore, it would not be possible to identify you by name from any aspect of documentation or reporting for this research study.

At the end of the study your data would become “open data”. This means that it would be stored in an online database so that it is publicly available.

What is open data?

Open data means that data are made available, free of charge, to anyone interested in the research, or who wishes to conduct their own analysis of the data. We would therefore have no control over how these data are used. However, all data would be anonymised before being made available and therefore there would be no way to identify you from the research data.

Why open data?

Sharing research data and findings is considered best scientific practice and is a requirement of many funding bodies and scientific journals. As a large proportion of research is publicly funded, the outcomes of the research should be made publicly available. Sharing data helps to maximise the impact of investment through wider use, and encourages new avenues of research.

**Can I withdraw my study data after I have participated in the study?**

Yes. If you decide that you do not want your data to be used you can contact the study team and request that your data are withdrawn. You can do this up to one year after the study ends or up until the point the data are shared as “open data” (whichever comes first). At this point links between your identity and your anonymised data set would be destroyed, and therefore we would no longer be able to withdraw your data as we would no longer be able to identify which data set is yours.

**Who is organising and funding the research?**

The research is funded by Alcohol Research UK.

The Medical Research Council Integrative Epidemiology Unit at the University of Bristol which is supported by the Medical Research Council and the University of Bristol (MC_UU_12013/6).

Carlos Sillero-Rejon will be the study experimenter and Olivia Maynard is the lead researcher.

**Who has reviewed the study?**

The research has been reviewed by the University of Bristol online ethics committee and has been assigned the ethics code: 50761.

If you have any concerns related to your participation in this study, please direct them to the Faculty of Science Human Research Ethics Committee, via Liam McKervey (Liam.Mckervey@bristol.ac.uk, +44 (0) 117 928 7841).

**Who can I contact for further information?**

For more information, please contact Carlos Sillero.

[cs16092F@bristol.ac.uk](mailto:cs16092F@bristol.ac.uk)

*If you participate in this study you would be given a copy of this information sheet and a signed consent form to keep*