



INFORMED CONSENT DOCUMENT

Project Title: Survey of Conservative Views of News Media Political Coverage

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You are being asked to participate in a project conducted through Western Kentucky University. The University requires that you give your signed agreement to participate in this project.

You must be 18 years old or older to participate in this research study.

The investigator will explain to you in detail the purpose of the project, the procedures to be used, and the potential benefits and possible risks of participation. You may ask any questions you have to help you understand the project. A basic explanation of the project is written below. Please read this explanation and discuss with the researcher any questions you may have. If you then decide to participate in the project, please sign this form in the presence of the person who explained the project to you. You should be given a copy of this form to keep.

- Nature and Purpose of the Project:** To study how political conservatives in the United State view political coverage in the news media.
- Explanation of Procedures:** In this survey, you will sort answers to a question about news media political reporting, based on your level of agreement with the answer. This survey requires sorting and resorting 42 items into categories. It should take 10-20 minutes.
- Discomfort and Risks:** There are no anticipated risks other than some cognitive strain in making fine decisions during the sorting process and potential discomfort in thinking through personal feelings about the news media.
- Benefits:** Benefits may include a better understanding of personal feelings about news media coverage. Each participant who completes the survey will receive \$10 through Amazon Mechanical Turk.
- Confidentiality:** All information about participants, or provided by participants, will be kept confidential. Email addresses, if provided, will be stripped from the data prior to analysis.
- Refusal/Withdrawal:** Refusal to participate in this study will have no effect on any future services you may be entitled to from the University. Anyone who agrees to participate in this study is free to withdraw from the study at any time with no penalty.

You understand also that it is not possible to identify all potential risks in an experimental procedure, and you believe that reasonable safeguards have been taken to minimize both the known and potential but unknown risks.

Your continued cooperation with the following research implies your consent.

THE DATED APPROVAL ON THIS CONSENT FORM INDICATES THAT
THIS PROJECT HAS BEEN REVIEWED AND APPROVED BY
THE WESTERN KENTUCKY UNIVERSITY INSTITUTIONAL REVIEW BOARD

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