



## Opening statement:

- You can begin an online/paper survey or questionnaire with a brief statement to introduce yourself, the research and how the data will be used.
- This helps to inform the participant and decide whether to continue.

## 1. Introduce the title and researcher

You are invited to participate in a research study titled [insert title].

This research is being conducted by [your name] from [course details] at Norwich University of the Arts.

## 2. Summarise the research topic

The research covers ... It aims to ...

## 3. Explain the participants' involvement

This survey/questionnaire will ask about ... [insert topic of questions; mention any sensitive topics].

The data will be anonymous and used to ...

Your contribution will help to ... [describe benefits].

## 4. Closing statements and consent

Your participation is voluntary, and you can withdraw at any time. By completing this survey/questionnaire, you are consenting to participate in this study.

If you have any questions, please email [researcher's name] at [student email address].

University of Massachusetts Amherst (2020) *Informed consent template*. Available at: <https://www.umass.edu/research/form/informed-consent-template-paper-survey-consent-paragraph> (Accessed: 5 June 2020).

University of St Andrews (2020) *Online surveys or questionnaires*. Available at: [www.st-andrews.ac.uk/research/integrity-ethics/humans/ethical-guidance/online-surveys-or-questionnaires/](http://www.st-andrews.ac.uk/research/integrity-ethics/humans/ethical-guidance/online-surveys-or-questionnaires/) (Accessed: 5 June 2020).