

BUS 230: Business and Economics Research and Communication
Informed Consent Statement
Instructor: James Murray

Purpose: The purpose of an informed consent statement is to introduce potential human participants to your research project, and then to ask their permission to participate prior to beginning data collection.

Learning Outcomes:

- LO-2: Recognize and use the appropriate techniques to collect or use survey data to address a research problem.
- LO-2A: Recognize the ethical responsibilities of conducting human subjects research.
- CBA LO-5A: Demonstrate an awareness of social and ethical responsibilities
- CBA LO-5B: Recognize the importance of standards of ethical business conduct

Directions: Write an informed consent statement for your research project. You will be administering an electronic survey to UW-L students by e-mail, and your e-mail message asking students to participate will be the informed consent statement. Therefore, keep the following in mind:

- Keep the message brief and clear. No one wants to read a long e-mail from someone they don't know. If you have a long, wordy message, then students will likely not take your survey.
- Pay careful attention to the first few sentences. In the first two or three sentences, make it clear that you are a BUS 230 student conducting a research project, tell them what the project is about, and tell them you are asking them to participate by taking a short survey.
- Keep it professional.
- Near the end of the message, tell the students that if they have any questions they may contact you or your BUS 230 instructor. Provide your contact information, and mine: Dr. James Murray, at *jmurray@uwla.edu*.

Remember that an informed consent statement should include all of the following:

1. Statement of the purpose of the research.
2. Description of how the information will be collected from the subjects (i.e. you are asking them to participate in a survey).
3. A description of the risks involved, and proper assurances against risks if appropriate. This likely amounts to you assuring the participants that their responses will remain confidential, and that you will only report aggregate statistics based on the entire sample. Also describe here that their participation is completely optional, that they may discontinue the survey at any time, and that their choice to participate in the survey will remain confidential and not reflect negatively on them.
4. Possible benefits from participating in the research. Students taking your survey are likely not to receive any direct benefit. If so, state one or two benefits of your research project that benefits students as a whole.

Conclude your informed consent statement with a "Thank you" for participating in the survey, and a statement that if they agree to participate, to click on the link below (there will be a link to your survey at the bottom of the e-mail).