**Participant Information Sheet:**

**Understanding Online Political Advertising**

This research is funded by the Leverhulme Trust and led by the Department of Politics and International Relations at the University of Sheffield. This project has been approved by the University of Sheffield’s Ethics Review Committee. Before you decide to take part in this study, please read carefully the following information. Please contact us if there is anything that is not clear or if you would like more information.

**About This Survey**

Our research investigates how individuals perceive political adverts and media regulation. We are looking for general adult internet users based in the UK to answer a survey. In the survey, you will be asked a number of questions such as your demographic information and perceptions of political advertising. The survey would take no more than 30 minutes to complete.

**Voluntary Participation**

It is your decision whether or not to take part. If you wish to take part, you will be able to keep a copy of this information sheet and indicate your agreement to a consent form. You can still withdraw at any time by simply closing your browser. You do not have to give a reason and there will be no negative consequences.

**Your Data**

The data we obtained from you will not contain any personal information and will be stored in an anonymised form. Results of the research will be published in academic journals. You will not be identified in any report or publication. At the end of the study, this survey data will be made into “Open Data” and stored in an online database for public access.

**What is Open Data?**

Open data means that data are made available and free of charge to anyone interested in the research, or who wish to conduct their own analysis of the data. We will therefore have no control over how these data are used. However, as all data are anonymised, it is not possible to identify any personal information.

**Why Open Data?**

Establishing an open access to research data and findings is considered an optimal 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 are expected to be made publicly available. Sharing data helps to maximise the impact of investment through wider use and encourages new avenues of research.

**Contact**

If you have any questions then please contact Dr Tom Stafford of our research team by emailing [t.stafford@shef.ac.uk](mailto:t.stafford@shef.ac.uk). If you would like to raise any concerns about the project then please contact the head of the Department of Politics and International Relations, Professor Ruth Blakeley by emailing [r.blakeley@sheffield.ac.uk](mailto:r.blakeley@sheffield.ac.uk).