

Informed Consent Form

Introduction

You are being asked to participate voluntarily in the research project on best pedagogical practices described below. You are encouraged to take your time in making your decision. It is important that you read the information that describes the study. Please ask the study researcher or staff to explain any words or information you do not clearly understand.

Why is this study being done?

You have been asked to participate in a study examining your educational experiences in an ACUE-enhanced flipped and inclusive classroom.

Approximately three hundred participants (over 18 years old) will be enrolling in this study. You are being asked to participate in the study because you met the sampling criteria. If you decide to take part in this study, your involvement will last about 20 minutes to complete the questionnaire.

What is involved in the study?

If you agree to participate in this study, the research team will be asked to complete the questionnaire. However, your identity will be protected and will not be reported by linking you to your educational experiences in the classroom.

What are the risks and discomforts of the study?

There are only minimal known or anticipated risks or discomforts associated with participation. Your privacy and confidentiality might be minimally affected.

Are there benefits to taking part in this study?

You are not likely to benefit from taking part in this study. This research may help us understand ACUE pedagogy's effectiveness in higher education institutes.

What are my costs?

There are no direct costs.

Will I be paid to participate in this study?

You will not be compensated for taking part in this study. However, you will receive extra points (10 points) as a reward. Additionally, all participants will be entered into a raffle to win one of twenty US\$5 Amazon e-gift cards. The e-gift card will be sent to winning email addresses.

What other options are there?

You have the option not to take part in this study. No penalties will be involved if you choose not to participate in this study. Extra points will not affect your standing and grade in this class. Alternative 10 points can be given for non-participant.

What if I want to withdraw or am asked to withdraw from this study?

Taking part in this study is voluntary. You have the right to choose not to take part in this study. If you do not participate in the study, there will be no penalty or loss of benefit. If you choose to take part, you have the right to skip any at any time. However, we encourage you to talk to a research group member so that they know why you are leaving the study. If there are any new findings during the study that may affect whether you want to continue to take part, you will be told about them. The researcher may stop your participation without your permission if they think being in the study may cause harm.

Who do I call if I have questions or problems?

You may ask any questions you have now. If you have questions later, you may contact Dr. Kenneth C. C. Yang at +1(915) 747-6517 and cyang@utep.edu If you have questions or concerns about participating as a research subject, don't hesitate to contact the UTEP Institutional Review Board (IRB) at (+1-915-747-6590) or irb.orsp@utep.edu.

What about confidentiality?

Every effort will be made to keep your information confidential. Your personal information may be disclosed if required by law. Your participation in this study is confidential. None of the information will identify you by name. All records will be entered with an assigned case identification number that cannot be associated with you. No individual information will be released in the presentation and publication of the survey results. Only aggregate data will be reported to ensure the anonymity of your participation. The results of this research study may be presented at meetings or in publications; however, your name will not be disclosed in those presentations. Every effort will be made to keep your information confidential. Your personal information may be disclosed if required by law. Organizations that may inspect and copy your research records for quality assurance and data analysis include, but are not necessarily limited to: The sponsor or an agent for the sponsor, Department of Health and Human Services, and UTEP Institutional Review Board.

Because of the need to release information to these parties, absolute confidentiality cannot be guaranteed. The results of this research study may be presented at meetings or in publications; however, your identity will not be disclosed in those presentations. The researcher will maintain all records in a secured and locked UTEP location and will be used only for research purposes. No other people will have access to these records. Your questionnaire responses and identities will only be available to the P.I. and his research team. The data will be destroyed five years after the publication of the research findings.

Mandatory reporting

If information is revealed about child abuse or neglect, or potentially dangerous future behavior to others, the law requires that this information be reported to the proper authorities.

This short survey aims to help the instructor learn more about your learning experiences in this course. Your responses will help improve this class. Your responses will also be anonymous, and the instructor will not be able to link your responses to your identity. To ensure 100% confidentiality, please do not include personal information in your responses. Please take a screenshot and send the screenshot image to cyang@utep.edu to receive 10 points extra points. Your email will also be entered in a raffle to win a US\$5 Amazon gift card. Thanks for your help in making this course better.

* Authorization Statement

I have read each page of this paper about the study (or it was read to me). I will be given a copy of the form to keep. I know I can stop being in this study without penalty. I know that being in this study is voluntary, and I choose to be in this study.

Autorizační prohlášení

Četl jsem každou stránku tohoto článku o studii (nebo mi byla přečtena). Dostanu kopii formuláře, kterou si nechám. Víím, že mohu přestat být v této studii bez trestu. Víím, že účast v této studii je dobrovolná, a rozhodl jsem se být v této studii.

- Yes. I agree to take part in this study [Ano. Souhlasím s účastí na této studii]
- No. I prefer not to participate [Thank you for considering] [Ne. Raději se nezúčastním [Děkuji za zvážení]
-

* I am completing this survey for the following course:

- NEW MEDIA ADVERTISING
- CONSUMER PSYCHOLOGY AND ADVERTISING
- OTHER: _____

*** My Academic Major:**

*** My Nationality:**

My University:

*** Please select the most appropriate option about your gender:**

- Male
- Female
- Intersex
- Prefer not to say

*** What is the highest level of school you have completed or the highest degree you have received?**

-
- Less than high school degree
- High school degree or equivalent

Some college but no degree

Associate degree

Bachelor degree

Graduate degree

* **What is your birth year: _____ (Please fill in the year you were born, not your actual age)**

* **On average, how much time have you spent on reading weekly slides and chapter/article for this course before our in-person class?**

On average, how much time have you spent on completely weekly assignment for this course?

* **Which platform(s) do you usually use to access course materials? (Select all that apply)**

Google Cloud Drive (online)

I Downloaded Zipped Files to My Own Computer and Read from My Computer (offline)

* **What are your overall learning experiences in this course so far? [Five stars mean BEST and most satisfactory and you would like it to CONTINUE, while one star means that you would like it to STOP in the class]**

Learning Objectives are Clearly Stated in Each Weekly Session



Learning Outcomes are Communicated to Students Weekly



Grading is Clearly Explained to Students



Grading is Transparent



Course Syllabus is Easy to Read



Course Syllabus Contains Sufficient Details



The Instructor Encourages Active Participation in the Classroom



The Instructor Foster a Civilized Classroom



Group Assignments are Used to Encourage Active Learning



The Instructor Uses Various Techniques to Encourage Active Learning



The Instructor Takes into Consider Students' Learning Differences



Course Folders is Well-Organized



Technology/Course Platform is Easy to Use



The Instructor is Available to Help Online or Offline



Course Slides is Easy to Understand



Assignments are Self-Explanatory



Embedded Links in the Slides to Videos and Documents Work Fine



Weekly Course Contents are too Long



Problem-Solving Tasks Help me Apply Many Abstract Concepts



Exit Assignment that Gives Students a Chance to Ask Questions



The Instructor Teaches Learning Skills in the Course



The Instructor Emphasizes Inclusivity and Diversity in the Classroom



The Instructor Helps Students to Develop Critical Thinking Skills



Teaching Materials are Inclusive



Teaching Materials are Relevant to My Own Experiences



- * **What would you like the Instructor to do to improve your learning experiences in this course?
Any more comments?**

- * **How satisfied are you with your team in completing group problem-solving tasks in class?**



Very Unsatisfied



Unsatisfied



Neutral



Satisfied



Very Satisfied

Thank you for taking the time to share your learning experiences in this course. To claim your extra points (10 points) or enter the raffle to win a US\$5 Amazon gift card by email, please screenshot and email the completion page to cyang@utep.edu. Do not include personal information in any part of the survey to protect your identity. Thanks again.

Ensure you take the screenshot before you click DONE to complete and exit the survey.