### Generation Z Comparative Study

### Informed Consent Document

You are asked to participate in a research study. Scientists do research to answer important questions which might help change or improve the way we do things in the future. This consent form will give you information about the study to help you decide if you want to participate. We ask that you read this form and ask any questions you may have before agreeing to be in the study.

**Who are the Researchers?**

The study is being conducted by Corey Seemiller, Associate Professor in Leadership Studies in Education and Organizations at Wright State University and Meghan Grace, Consultant at Plaid, LLC.

**Why is This Study Being Done?**

This purpose of this study is to uncover characteristics, outlooks, and behavioral preferences of those in Generation Z (born 1995-2010), with specific attention to capturing comparative data between those born 1995-2001 and those born 2002 and later.

You were selected as a possible participant because you are an undergraduate student in a college or university or member of an organization comprised of young adults.

**Taking Part in this Study is Voluntary**

This study involves completing an anonymous online survey. You can skip any questions that make you uncomfortable and can stop the survey at any time.

**What Will Happen During the Study?**

You will be asked to complete an anonymous online survey about your characteristics, outlook, and behavioral preferences related to a number of issues. The survey includes both forced choice and open-ended questions.

**What Topics are Covered in the Survey?**

* Racial or ethnic origins
* Political opinions
* Religious or philosophical beliefs
* Health data
* Sex life/orientation information

**How Long with the Survey Take?**

The survey will take approximately 20 minutes to complete.

### What are the Risks of Taking Part in the Study?

There are no known risks, greater than those ordinarily encountered in daily life, associated with this project.

### What are the Potential Benefits of Taking Part in the Study?

There are no direct benefits to you. More broadly, this study may provide insight about characteristics, outlooks, and behavioral preferences of Generation Z and may help in learning ways to enhance intergenerational dynamics.

### Will I Receive my Research Results?

We do not plan to share any of results with you.

**Will I be Paid to Participate in the Research?**

You will receive no payment for participating in this study.

**How Will my Information Be Protected?**

The information you give in the study will be anonymous. This means that your name will not be collected or linked to the data in any way. Survey data will be collected and stored indefinitely in the password-protected online survey platform, Qualtrics, which is GDPR compliant.

The research team works to ensure confidentiality to the degree permitted by technology. It is possible, although unlikely, that unauthorized individuals could gain access to your responses because you are responding online. However, your participation in this online survey involves risks similar to a person’s everyday use of the internet. If you have concerns, you should consult the survey provider privacy policy at https://www.qualtrics.com/privacy-statement/.

**Will My Information Be Shared With Others or Used for Research in the Future?**

The information collected through this survey is anonymous. The anonymous data will be shared with your institutional representative as well as your country liaison. However, any information which could identify you by demographic indicators will be removed before any data is shared.

Results of this study may be presented at conferences, and/or published in journals, books, and the popular media. Data may be used in future research and/or shared with future researchers for studies related to Generation Z, youth, and teens, as well as other topics associated with the intent of this research.

Data collected will not be used for decision-making or profiling of any individual.

**Who Should I Call with Questions?**

If you have questions about the research study itself, please contact Corey Seemiller, the Principal Investigator at 937-775-3280 or corey.seemiller@wright.edu. If you have questions about your rights as a research volunteer or would simply like to speak with someone other than the research team about concerns regarding this study, please contact the IRB at (937) 775-4462 or [irb-rsp@wright.edu](mailto:irb-rsp@wright.edu). All reports or correspondence will be kept confidential.

**Statement of Consent**

If you agree to participate in this research, please click “I consent to participate in this study.” If you do not agree to participate in this research, please click, “I wish to exit this survey.” If you choose to consent to participate, the date and time of your consent will be recorded.