Guidelines for Completing the Student Research Proposal Form

Please refer to the assessment guidelines of the specific module this proposal is being assessed for, as there may additional requirements.

The purpose of the Student Research Proposal Form is to ensure that the investigation you are commencing is appropriate in terms of scope and ethics, and in particular to assess the risk of your research to you and anyone taking part in it. Before submitting please ensure that you have read Arden University Ethics Policy, any relevant ethical code for your discipline and you have read this guide fully. For example, if your project is in the area of psychology then you should read the BPS's Code of Human Research Ethics.

Under no circumstances should the recruitment of participants begin until written approval (usually by email) is received.

If your investigation involves the use of human participants, you MUST append at the end of the file:

(a) Participant Information Sheet and Consent Form
(b) Any materials used (see later section)
(c) Debrief Sheet

You can do this by first creating them in separate documents, and then by choosing:

Insert > *Object* > *Text from File…*

And then by finding and selecting the relevant file (see Figure 1).

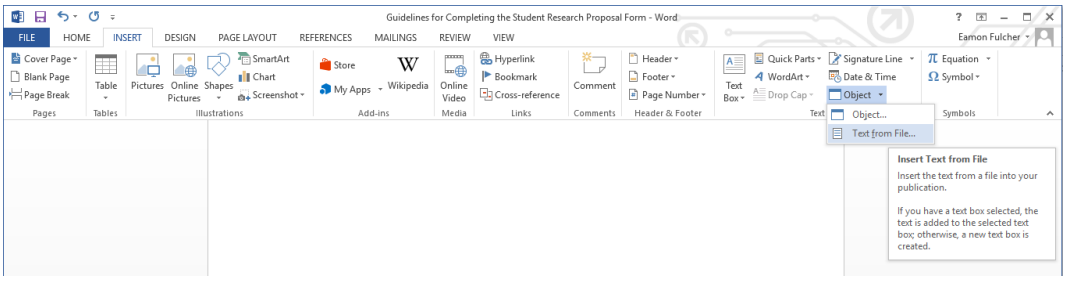

Figure 1. Items to select for inserting a file into an MS Word document.

Approval Process

At least TWO tutors (from a panel of assessors, NOT including you supervisor or module tutor) will assess this form in order to decide whether

a) no ethical approval is required
b) ethical approval is required and the the proposed research is low risk
c) ethical approval is required and the proposal requires further evaluation.

In the case of (a) the investigation may then commence (e.g., you may begin recruiting participants).

In the case of (b) you will be notified by email when your proposal is approved.

In the case of (c) you will be notified that your proposal is going to be reviewed by the Ethics Panel. There are three possible outcomes from the Ethics Panel:

(i) the proposed investigation is approved as it is
(ii) the proposed investigation is approved subject to at least one recommendation
(iii) changes to the proposal are required and the proposal needs to be resubmitted.

Students will be notified by email of the outcome of the Panel. See Figure 2 for an overview of the process.

If you are submitting this proposal as part of an assessment please see the assessment guidelines, which will override what is stated in this guide. The normal procedure is to first submit your completed form to your supervisor or module leader for their initial feedback, they will need to ensure that you have completed it appropriately. Once your final version is ready, please email the form to dissertations@arden.ac.uk and NOT via iLearn. If your assignment guidelines state that it should be submitted via iLearn then please do do.

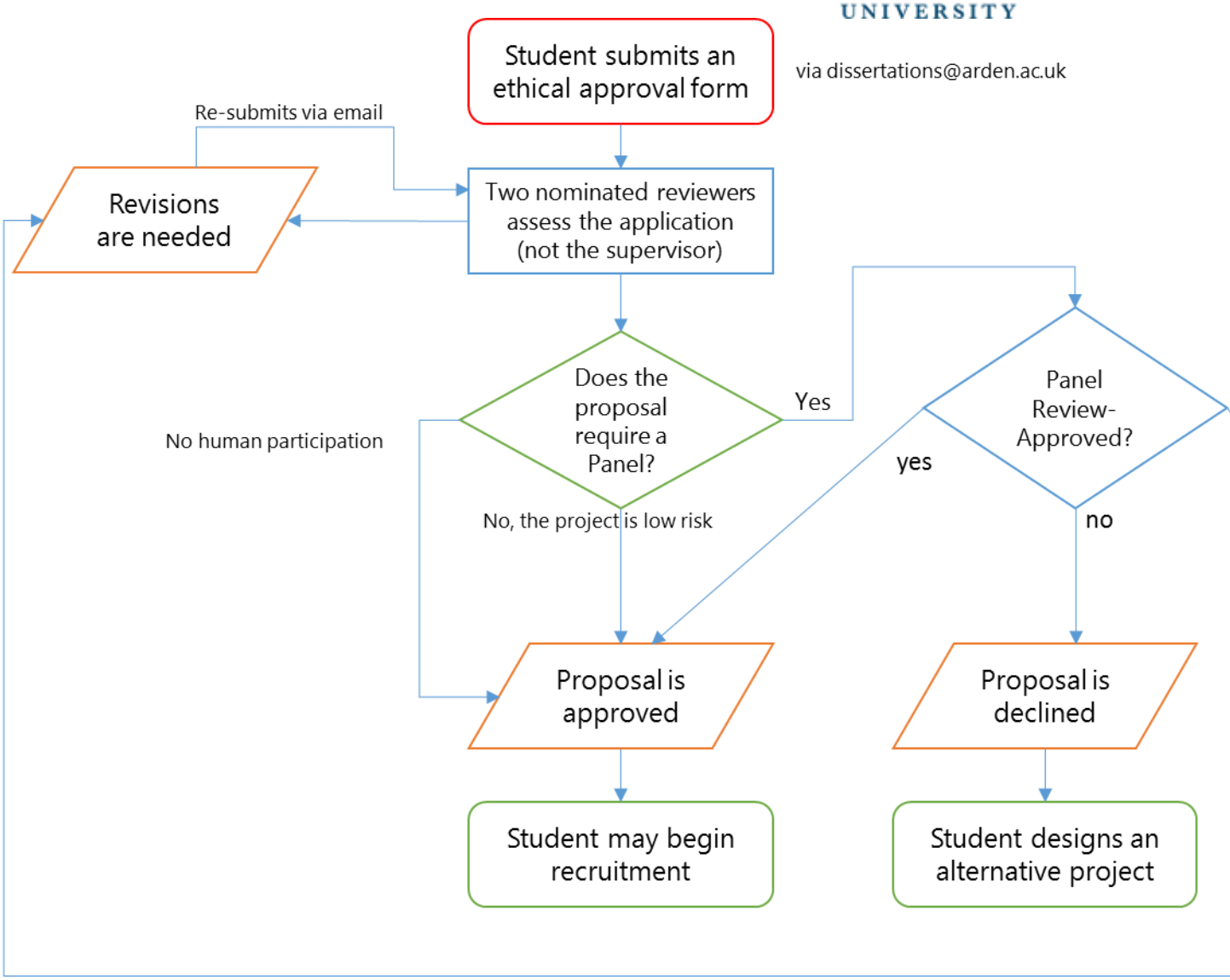

Figure 2. Flow chart of the ethical approval process

How to Complete Each Section of the Form

Guidelines are given for each section. To help clarify what is expected in each answer, examples of completed forms are given in the appendices (one example, is a completed form where there are no human participants, one example where the risks are deemed low, and another where

the risk is not obviously low but may require reviewing by the Panel). These have been adapted from real submissions by real students.

Section 1. Please include all necessary details that would allow your tutor to contact you.

Section 2. *Level* refers to the academic level (e.g., BSc runs on levels 4, 5, and 6, while MSc is at level 7). Include the module name and the module code. If this is submitted as your advanced research project then indicate the name of your supervisor, otherwise enter the name of the module leader.

Section 3. Enter the current title of the project, which may or may not be the definitive title of the report that you finally submit. If you change the name of the title, there is **no** need to resubmit this form. Please enter the main aims and objectives of the proposed investigation – there is no need for a theoretical analysis. The goal will be to understand the area in which the research is pitched.

Please enter the details of the methodology so that the reader will understand fully the extent of the proposed tasks or questions that you propose to use in the research. The tutors may need to know the questions, materials, and tasks that you are intending to give to participants. Please create a section at the end of the form and list the questions, copies of any materials, and further details of any tasks. If the questions, materials, or tasks have been used in previous publications then there is **no** need to reproduce these (for example, if you are using the Beck Anxiety Inventory then this is a published test and you only need to provide the reference for it and you do NOT need to reproduce it in the form).

The start date is when the project should start, which is usually the moment you start recruiting participants (i.e., you make a request for participation). The end date is the final date which the project will be finished. The approval for the project is for testing between the start and end dates – the project should not go beyond this date (you will not be allowed to recruit beyond this date).

Section 4. This is a key question. A project that does **not involve human participation** is any form of desk research or analysis of existing text (e.g., newspaper article, television programme, analysis of secondary data, or any data from a previously published source). If your project does **not** involve human participants then enter *YES* in the text box marked *C*. You do not need to complete the remainder of the form. If you checked *B* because your study requires permission, then please answer question *4b*. You still need to submit the form as usual and it

will still be assessed by two reviewers. If it is determined that this statement is incorrect then you will be asked to amend the form and re-submit by emailing it to your tutor. If your study does indeed involve human participants then type *YES* in the text box marked *A*. You will then need to complete the rest of the form.

In sum, if your project involves **primary research with human participants** then you will need to say **YES to option A**.

If your research involves **secondary research**, that is, research on data already collected elsewhere then you say **YES to either B or C**.

Section 5. Enter information about the demographics of the sample you intend to recruit (e.g., 25 males and 25 females between the ages of 18). Please indicate how your participants will be recruited and whether there are incentives for participating (e.g., cash or tokens). You should also indicate the sample size and say how you arrived at that number. You will also need to indicate the personal details you will obtain from participants (e.g., their income, grades, address, and so on). Please also note question 6.8.

Section 6.

Please see Sections 2.2 and 2.3 of the Arden University Ethics Policy.

6.1. Note that an information sheet is required and should be included in this document. If it will not be possible to provide one you should indicate here. Note that we require informed consent – note the word *informed*, this means that potential participants must be given all necessary information about what they will be asked to do, the sorts of questions they will be asked, the sorts of material they will be exposed to and the sorts of responses you will be collecting. If you do not provide this information in your information sheet then they would not be able to provide informed consent. Please note question 6.10. Please read Section 3 of the Arden University Ethics Policy.

6.2 All participation should be through informed consent, so a signature is required to say that they have read the information sheet and agree to participate. Please include your consent form (this is usually included at the end of the information sheet). If for some reason you will be unable to obtain consent (e.g., you are studying comments on a live discussion board) please indicate here.

6.3 Participation should be voluntary. However, if for some reason it is mandatory please indicate here.

6.4 Participants should be able to withdraw from an investigation at any time and without penalty. If this will not be possible, please indicate here.

6.5 Participants should be allowed to omit any questions they feel uncomfortable answering. If you do not intend allowing them to do this please indicate here.

6.6 Data collected from participants should be kept confidential and anonymous. If there is some reason why this may not be possible, indicate here.

6.7 You should indicate if your investigation requires ethical approval from another organisation. Proof that the project has been approved by the external organisation will be required before approval from the Arden University Panel is given.

6.8 Indicate whether any of your sample will come from any of the vulnerable groups listed. If you will require participants from any of these groups then your proposal will need to be assessed by the Panel.

6.9 Please indicate whether data collection is dependent upon a person at another organisation (teacher, etc).

6.10 Deception involves the withholding of information about the study from the participant. This is especially important if the information might have deterred the participant from volunteering. Generally, deception will only be approved under certain situations and will be decided by the panel. Withholding information about the hypothesis is not regarded as deception provided the student is provided with a debriefing afterwards. Please include a debrief sheet at the end if the file if this applies to your study.

6.11 If the study involves discussion of sensitive topics (sexual behaviour, person information, illegal activity, and so on) or any materials (pictures, video, audio, and so on). Please include this information as text at the end of the file – you are NOT required to include images and so on but detailed descriptions of the material is preferred.

6.12 to 6.15 Generally, the University will not approve the administering of such substances, or procedures for a student project.

6.16 The safety of the researcher is also of concern, so if you intend to take risks, please indicate. Risks include, interviewing people in their own homes, on the street, participant observation, and so on. See Section 2.2 of the Arden University Ethics Policy.

6.17 Any form of risk to participants from physical, psychological, social, legal, or economic is unacceptable and you need to declare here that the risks of these is very low.

Section 7. If you answered YES to any question in Section 6, you should provide the details in Section 7. One row in the table for each question you answered YES to.

Please submit your completed proposal form to *dissertations@arden.ac.uk*

Appendix 1: Completed section 3 and 4 of the form where NO DATA from human participants will be obtained directly.

RESEARCH ETHICS CHECKLIST

3. Proposed Research	
What is the title of the research? (can be a provisional title)	Patients' motivations and expectations for dental implants
What are the aims and objectives of the research (maximum: 250 words)?	
The objective of this research will be to explore patients' motivations and expectations for dental implants. The design of the study will involve a single-setting, qualitative interview study. Dental implants require special care and should not be treated in the same way as natural teeth. However, if patients do indeed believe that dental implants are just like natural teeth then this could be cause for concern if it leads them to treat them as such, and thereby not follow the recommended specialist care they require. (85 words).	
The research methodology (in as many words as are necessary)	
The method will involve **analysing data previously collected and published from interviews** conducted on patients who consulted a restorative dental practitioner with an interest in implantology about the possibility of replacing their missing teeth with dental implants. Interview transcripts will be subjected to thematic analysis to identify relevant themes. The interview data was collected anonymously and published in the British Journal of Dentistry.	
Start date of the investigation	
End date of the investigation	
Date on which this proposal was completed	

4. Declaration: **Please type the word YES in ONE of the following**		
A. This investigation will involve the collection of data from human participants		A
B. This investigation will NOT involve the collection of data from human participants but will require permission from an external organisation		B
C. This investigation will NOT involve the collection of data from human participants, though it may collect data about individuals from published matter (e.g., previously published interviews or behavioural data)	YES	C

Note the student **YES** in **Box C** so she submitted the form as it is

Appendix 2: Completed section 3, 4, 5 and 6 of the form where data from human participants will be obtained and the study is LOW RISK

RESEARCH ETHICS CHECKLIST

3. Proposed Research	
What is the title of the research? (can be a provisional title)	The effects of cognitive interview on the recall of 'criminal' faces
What are the aims and objectives of the research (maximum: 250 words)?	
The objective of this research is to examine the effects of using a holistic cognitive interview, compared to a cognitive interview, when using either Profit or Evofit facial composite programmes. When someone commits a crime often the first port of call for the police is to look for and interview witnesses. As part of these interviews, it is often the case that police will ask the witness for a description off the offenders face. The witness will then work with the police using a facial composite programme such as Profit or Evofit to construct a face as close to the witnesses memory as possible. Godden and Baddeley's (1975) paper, and subsequent research on the memory recall of divers, provided evidence to support the theory that memories are recalled better when the context in which the original memory was formed is recreated. For this reason, the police now conduct holistic cognitive interviews which try and recreate the original state, or context, when questioning witnesses (Fisher, Amador, Geiselman , 1989). In the past facial composite programmes such as Pro fit attempt to reconstruct faces by building it from scratch and focuses on specific feature processes. More recently, however, newer programmes such as Evofit use a template face and the facial composite evolves, with a focus on the global feature of the face (Frowd et al, 2009).	
The research methodology (brief overview)	
This research will be based around the participant's ability to remember and successfully reconstruct a photo of a person taken from the T.V. show 'Criminal Minds'. Participants will be asked, prior to starting the research, whether they have watched the show before. Participants will be randomly allocated to one of two conditions; no interview or holistic-cognitive interview. The participants who have NOT seen the show before will be shown a picture of the actor/actress from 'Criminal Minds' and allowed to look and study the face for one minute. The participants will then be randomly allocated into one of the conditions. Both will be asked to recall the face using the facial composite programme Pro-fit (a URL to the application will be provided), however only one of the group will take part in the holistic-cognitive interview. The 'interview' is a series of questions provided to them using Smart Survey online software. *Holistic Cognitive Interview Instructions*	

Think back to the face you saw. Can you get a good mental image? In any way you want, describe the face that you saw. In any order, just as much as you can remember.
What kind of face would you say he had in terms of personality?
How did you feel on the day you were shown the face?
What would the person sitting on the chair behind me have seen?
What can you remember about the café? Anything about the smell, light, sounds?
(Read back details of each feature sequentially, in the order: overall appearance, face shape, hair, brows, eyes, nose, mouth and ears.)

Can you tell me anything further about (specific feature)?

After the facial composites have been completed, separate, participants who have watched 'Criminal Minds' will be shown the facial composites and will be given a short time to name the character correctly.

Start date of the investigation	1 November 2016
End date of the investigation	1 July 2017
Date on which this proposal was completed	2 October 2016

4. Declaration: **Please type the word YES in ONE of the following**		
A. This investigation will involve the collection of data from human participants	YES	A
B. This investigation will NOT involve the collection of data from human participants but will require permission from an external organisation		B
C. This investigation will NOT involve the collection of data from human participants, though it may collect data about individuals from published matter (e.g., previously published interviews or behavioural data)		C

Note that the student typed **YES** in **Box A** so she needed to complete all sections of this form

5. Human Participants	
What are the main demographics of the sample? (e.g., age, gender, and so on)	Participants will be aged between 21 and 60 and come from all walk of life, with no specific screening criteria.
How will participants be recruited (e.g., from where and how will they be asked or invited)?	Participants will be students of Arden University who have volunteered to take part from adverts placed on the learning portal.

What will be the target sample size? (Indicate the numbers in any subgroups, such as number of males, number of females, etc)	I intend to recruit around 40 participants.
How was the sample size determined?	Looking at past research papers that have used the same or similar tests, I can see that 40 is sufficient to achieve statistical significance.

6. Key Question Checks:	**Type the word YES or NO**
6.1 Is there any reason why you cannot provide an information sheet?	NO
6.2 Is there any reason why participants will not be able to sign a consent form?	NO
6.3 Will participation be mandatory (and not voluntary)?	NO
6.4 Is there any reason why participants will not be able to withdraw at any time if they wish?	NO
6.5 Is there any reason why participants will not be able to omit any question that they don't want to answer or any part of the task that they do not wish to do?	NO
6.6 Is there any reason why the participants' data cannot be kept completely confidential?	NO
6.7 Is your research dependent upon ethical approval from another organisation?	NO
6.8 Will the investigation involve ANY of the following:	
• Children under 18	NO
• Adults who are unable to give consent for themselves	NO
• Prisoners	NO
• Young offenders	NO
• Anyone in a subordinate role to that of the researcher	NO
• Anyone who has a dependent relationship with the researcher (e.g., those in care homes, etc)	NO
• Other vulnerable groups	NO
6.9 Will the investigation require the co-operation of a gatekeeper to access participants (e.g., teacher, self-help group leader, nursing home director, parent or guardian)?	NO
6.10 Will deception be necessary (i.e., deliberate withholding of information that could have caused participants to decline to participate had they been given the information beforehand)?	NO
6.11 Will the investigation involve discussion or presentation of images or information of a sensitive nature (e.g., sexual activity, illegal activity, drug use, disturbing images, and so on)?	NO

6.12 Will drugs, placebos, food, alcohol, nicotine, vitamins, or other substances be administered to participants?	NO
6.13 Will the investigation involve invasive, intrusive, or potentially physically harmful procedures?	NO
6.14 Will blood or tissue samples be obtained from participants?	NO
6.15 Will pain or any discomfort for the participants be likely to result from the investigation?	NO
6.16 Will the **researcher** be exposed to any conditions that may be distressing or harmful or present any conceivable personal risk?	NO
6.17 Will participants face any risk (e.g., physical, psychological, social, legal, or economic) in taking part in this research?	NO

Appendix 3: Completed section 3, 4, 5 and 6 of the form where data from human participants will be obtained and the study is NOT low risk necessarily.

RESEARCH ETHICS CHECKLIST

3. Proposed Research	
What is the title of the research? (can be a provisional title)	The racial perceptions of skin tone using implicit memory in understanding skin bleaching
What are the aims and objectives of the research (maximum: 250 words)?	
The aim of this research is to gain an understanding of racial representations of skin colour, thus providing an insight into skin bleaching. In Asia light or fair skin represents beauty, youth and affluence as tanned skin is seen as a result of manual labour outside under the sun. However prior to this, one of the legacies of the European colonization of the New World is colorism which is a function of racism and social stratification. Colorism is related to race but different because racism discriminates based on race whereas this discriminates based on complexion. Previous meta analysis studies have suggested that there is a dramatic growth in whitening products in Asian markets over the past two decades and they are the best-selling product categories in the Asian beauty industry (Li et al, 2008). Also in these particular cultures, white skin is perceived as a sign of luxury and prestige. Asian celebrities with white to fair skin also connect their success with being fair (Malik, 2007). This present research uses a method introduced by Fazio, et al (1986), for examining the automatic activation of attitudes. This will lead to developing a test of how previous research has shown that individuals with a darker skin tone are more likely to move towards associating the lighter skin tone	

in a more positive light and to examine the contrary belief in western culture's desire for tanned skin and to show there is a growing trend for lighter skin in many parts of the world.
The research methodology (in as many words as are necessary)
This is online study where participants will be given a priming task using an online software. The first stage is to get participants to complete a questionnaire whereby they indicate their own ethnic background and what they themselves evaluate their skin tones to be, using a suitable measure. The questionnaire will also require them to rate ten photographs (all of which are female) in terms of attractiveness using a suitable rating scale. The next step is to run a practise session so the participants are able to familiarise themselves with the programme. There will be three phases for the priming task in which the first phase will involve obtaining a baseline measure. They will be indicated that they will need to press 'E' on the keyboard in reference for dark and 'I' will be in reference for 'light'. They then will be shown a combination in randomized order of three photographs of light faces and three photographs of dark faces. At each point they will be asked to indicate which one it is, using the given keys and this will ensure they know the general process. The next stage will involve the attribution words appearing briefly on the screen and before the photographs. There will be a total of 30 words with 15 being positively associated with dark skin and 15 negative. These words will stem from general stereotypical connotations that go with being a darker skinned person in comparison to a light skinned person, such words for example would be 'power' 'status' 'celebrity' etc. For the first set of trials, the negative attributions will proceed a dark photograph with the positive proceeding a light female photograph. In the next trial this will be switched to see whether the words had any effect on the speed of responses. The overall data will involve automatic recording of the speed of responses from the participants at each stage and this will generate suitable statistics to provide a basis for the aim of this study. All tests are controlled by the programme SuperLab 5.

Start date of the investigation	2 November 2016
End date of the investigation	3 July 2017
Date on which this proposal was completed	2 October 2016

4. Declaration: **Please type the word YES in ONE of the following**		
A. This investigation will involve the collection of data from human participants	YES	A
B. This investigation will NOT involve the collection of data from human participants but will require permission from an external organisation		B
C. This investigation will NOT involve the collection of data from human participants, though it may collect data about individuals from published matter (e.g., previously published interviews or behavioural data)		C

Note that the student typed **YES** in **Box A** so she needed to complete all sections of this form

5. Human Participants	
What are the main demographics of the sample? (e.g., age, gender, and so on)	Participants will be over 21, and all females. A range of ethnic backgrounds will be required, so 50% European and 50% Asian.
How will participants be recruited (e.g., from where and how will they be asked or invited)?	The participants will be studying any subject at Arden University asked to take part in this study will be completely voluntary with the study being an online survey.
What will be the target sample size? (Indicate the numbers in any subgroups, such as number of males, number of females, etc)	I will recruit 50 participants
How was the sample size determined?	Studies of similar types report effects sizes of around 0.6 (Cohen's d) and from this I have calculated that 50 is sufficient to obtain statistical significance.

6. Key Question Checks:	Type the word YES or NO
6.1 Is there any reason why you cannot provide an information sheet?	NO
6.2 Is there any reason why participants will not be able to sign a consent form?	NO
6.3 Will participation be mandatory (and not voluntary)?	NO
6.4 Is there any reason why participants will not be able to withdraw at any time if they wish?	NO
6.5 Is there any reason why participants will not be able to omit any question that they don't want to answer or any part of the task that they do not wish to do?	NO
6.6 Is there any reason why the participants' data cannot be kept completely confidential?	NO
6.7 Is your research dependent upon ethical approval from another organisation?	NO
6.8 Will the investigation involve ANY of the following:	
• Children under 18	NO
• Adults who are unable to give consent for themselves	NO
• Prisoners	NO
• Young offenders	NO
• Anyone in a subordinate role to that of the researcher	NO

• Anyone who has a dependent relationship with the researcher (e.g., those in care homes, etc)	NO
• Other vulnerable groups	NO
6.9 Will the investigation require the co-operation of a gatekeeper to access participants (e.g., teacher, self-help group leader, nursing home director, parent or guardian)?	NO
6.10 Will deception be necessary (i.e., deliberate withholding of information that could have caused participants to decline to participate had they been given the information beforehand)?	NO
6.11 Will the investigation involve discussion or presentation of images or information of a sensitive nature (e.g., sexual activity, illegal activity, drug use, disturbing images, and so on)?	**YES**
6.12 Will drugs, placebos, food, alcohol, nicotine, vitamins, or other substances be administered to participants?	NO
6.13 Will the investigation involve invasive, intrusive, or potentially physically harmful procedures?	NO
6.14 Will blood or tissue samples be obtained from participants?	NO
6.15 Will pain or any discomfort for the participants be likely to result from the investigation?	NO
6.16 Will the **researcher** be exposed to any conditions that may be distressing or harmful or present any conceivable personal risk?	NO
6.17 Will participants face any risk (e.g., physical, psychological, social, legal, or economic) in taking part in this research?	NO

For each question where you have answered YES to, please provide a justification and details below. You must address all questions to which you answered YES to and ONLY those.

7. Details of Answers to Key Questions	
Question number	**Your justification and details**
6.11	The study involves the administering of a test about racial attitudes. The test is an implicit test which means that it can obtain a measure of the extent to which the test taker holds racial views. They may be concerned that this information is leaked to Arden tutors. No personal details such as addresses or medical information will be taken, the only information directly involved with the participants will be taking their ethnic background and also getting them to provide their own skin colour using a suitable scale. Also, there is

	increased importance to inform participants about the confidentiality of the data and that they can take the test completely anonymously – their identity will not be known even by the researcher. Participants are identified through unique id numbers only. Also participants may be offended or uncomfortable with rating faces of different races according to attractiveness. This will be overcome by explaining the nature of the study on the debrief sheet and giving the participants the right to withdraw before, during or after the study.

Information sheet, consent form, and debrief.

Participant Information Sheet

You are being cordially invited to take part in a research study. This study is being conducted as part of an undergraduate student research project at Arden University, UK. It is important that you fully understand what this study entails and the process before you decide to take part. Please allow time to read the following information carefully and if you have any questions, do not hesitate to ask. Thank you for taking time to read this.

Project Title: The racial perceptions of skin tone using implicit memory in understanding skin bleaching

The purpose of this study:

This study sets to investigate perception of human faces, especially attraction.

Why you have been asked to take part:

I am asking you to take part in this study as you have shown interest in my advert.

Do you have to take part?

Participation in this study is totally voluntary, and you are free to withdraw at any point and without giving a reason. If you have any questions as a result of reading this information sheet, you should ask the researcher before you start.

What you will be asked to do:

Your participation in this study will entail completing an online questionnaire whereby you will be asked to rate 10 photographs in terms of attractiveness and also to indicate what your own skin tone is. Other details such as your ethical origin and age will also be required. After this you will be asked to use an online programme to undergo a priming task. This task will involve identifying, using certain keys on the keyboard, photographs that appear on the screen in relation to the words 'light' or 'dark'. In the second trial, prior to the photographs, there will be words that will appear on the screen, however you will be expected to carry on with the experiment and identify the photographs as light or dark. None of the words are offensive, and they relate to descriptions of people. The duration of this entire study will be around 15 minutes and after the experiment is finished you will be fully debriefed online. You should be prepared to look at the computer during this time, so if you get headaches looking at the computer screen then please don't participate.

The possible risks and disadvantages of taking part:

There are no risks involved in taking part and you will be fully debriefed online when the study has finished to ensure you have understood why all the specific details could not have been disclosed prior as not to affect the study outcome.

The benefits of taking part:

Whilst there may be no personal benefits to your participation in this study, other than finding it an interesting topic of research, the information you provide can contribute to future research being conducted in this area.

If something goes wrong:

To ensure that all participants are left content with how the study was conducted, you are free to email me or my project tutor.

Confidentiality and results of the research:

All data collected will be kept confidential and used for research purposes only. Please briefly examine the questionnaire and the information sheet before signing this consent form. Pressing *continue* represents your express consent to participate. All information collected via this project about you will will be identified through a participant code and no other information about you that could identify who you are (I do NOT request your email address or name).

Contact for further information:

If you have any questions/concerns, during or after the study, or wish to contact an independent person to whom any questions may be directed or further information may be sought from, please contact:

Researcher: xxxxxxx
Undergraduate student
Arden University
Email: xxxxxxxxx@arden.ac.uk

Supervisor: Dr Eamon Fulcher
Email: EFulcher@arden.ac.uk

Thank you for taking part and I hope you find the experience enjoyable.

The consent form will be part of the online quiestionnaire

CONSENT

For this study, we require the following:

1. You do NOT have diagnosis of dyslexia
2. You have normal or corrected-to-normal vision
3. You have a good command of the English language
4. You have read the Information Sheet explaining the study
5. You have a good idea about what is expected of you in this study
6. You understand that you can ask questions about the study after you have completed the experiment
7. You are free to withdraw from the study at any time
8. If you withdraw, you do NOT need to give a reason why

If ALL of the above apply and you fully and freely consent to participate in this study click *Continue*.

Debrief

This will also be given online at the end of the experiment.

Debrief:

Project Title- 'Investigating the racial perceptions of skin tone using implicit memory in understanding skin bleaching'

Thank you for your participation in this study.

Background Information

The main purpose of this study was to use an unobtrusive method which has provided to be popular by researchers in the past, in gaining an understanding of the general perception of skin colour. This was done to offer a possible reason as to why people from certain societies bleach their skin to get a fairer pigment.

The topic of skin bleaching proves to be a highly controversial and emotive subject as it stems from underlying historical and political issues. The concept of having 'white skin' in certain areas of this world has emerged as a central desideratum in promoting personal beauty, wealth and social status.

Due to the historical shifts, one of the legacies of the European colonization of the New World is **colorism** which is a function of racism and social stratification. Colorism is ‘‘the process of discrimination that privileges light skin people of colour over their dark skin counterparts. Colorism is concerned with actual skin tone, as opposed to racial and ethnic identity’’, Hunter (2007). Colorism is related to race but different because racism discriminates based on race whereas this discriminates based on complexion.

So in order to find out why this phenomenon is becoming increasingly popular, the method undertaken in this research study was chosen. This present research's technique stems from a now widely used procedure for examining attitudes implicitly – and without directly asking people. The procedure involves ‘priming’ and permits assessment of the extent to which certain attitudes are present. This technique has been used as a measure of racial attitudes. The test shows that in most cases, participants have a preference for people of their own race, and this is normal and NOT a sign of any negative racial bias. However, sometimes people show a preference for a different race, for various reasons.

This research project was undertaken as there appears to be very little knowledge in this area from studies conducted in western societies and it can be used to understand how racial stereotyping can cause these treatments to take place. What I am expecting is that Asian people will show an implicit preference for lighter skin in the context of assessing beauty and that European people will show an implicit preference for darker skin in the context of assessing beauty.

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