Total: /35

Team Research Proposal (15%)

This form is to be submitted by your team to your instructor, and the proposal must be approved, prior to the start of data collection.

Team Name: Et al.

Title of Research Project: Slang and Its Effects on Perceived Intelligence

1. **Briefly state the purpose of your study in one sentence. (1 mark)**

   "The purpose of our study is to understand if there is a correlation between the use of slang during an (audio) presentation and the perceived intelligence of the presenter."

2. **Literature Review (10 marks).**

   See Attachment "Literature Review"

3. **Describe the intended participant groups in this study. (3 marks)**

   Inclusion: Participants who are registered with the SONA system, participants with access to devices with audio.

   Exclusion: Participants who are not registered with the SONA system, participants without access to devices with audio.

   Ideally 50 participants (25 slang experimental group, 25 non-slang control group)

4. **Describe the method(s) of recruiting participants. (1 mark)**

   Et al. intends to use just the psychology pool research system of KPU, aka SONA. There were no other strategies of recruitment used.

5. **Describe any potential benefits to the participant that could arise from his or her participation in the proposed research. (1 mark)**

As we are recruiting through SONA, the benefit would be a 0.5% bonus credit awarded to the participant after completion of the study and the understanding of the true purpose of our research project at the end during the debriefing.

6. **Will the study involve any potential risks to the participants? (1 mark)**

There is no risk to participating in this study per the criteria defined by the TCPS. Additionally, the slang phrases used have been selected carefully in order not to offend anyone.

7. **Describe your informed consent procedures. (2 marks)**

Informed consent will be obtained electronically on SONA, prior to their access to the survey.

RESEARCH ETHICS BOARD

Consent Form

Title of Research Project: Perception of Language

Principal Investigator(s): Shayna Minosky, Instructor, KPU
Student Co-Investigator(s): Elizhane Ordillano, Devin Dosanjh, Sunaina Ajit Kumar, Zsalve Salazar, Fadel Cheaib.

Application # 2022-24 CBR

Voluntary participation:
Your participation in this research project is completely voluntary. You have the right to withdraw from the research study at any time. Even if you do not want to join the study or if you withdraw from the study, you will still receive the same quality of instruction. Your decision also will not jeopardise your grades or studies. By consenting to participate in this research study, you have not waived your rights to legal recourse in the event of research related harm. You should ask the principal investigator listed below any questions you may have about this research study. You may ask him/her questions in the future if you do not understand something that is being done. The investigators will share with you any new findings that may develop while you are participating in this study.

This consent form explains the research study you are being asked to join. Please review this form carefully and ask any questions about the study before you agree to join. You may also ask questions at any time after joining the study. See below for persons to contact.

Shayna Minosky - Primary Investigator - shayna.minosky@kpu.ca
Elizhane Ordillano- elizhane.ordillano@email.kpu.ca
Devin Dosanjh - devin.dosanjh@email.kpu.ca
Sunaina Ajit Kumar - sunaina.ajitkumar@email.kpu.ca
Zsalve Salazar - zsalve.salazar@email.kpu.ca
Fadel Cheaib - fadel.cheaib@email.kpu.ca

Purpose of Research Project: To investigate the relationship of language and presenter.

Procedures: Participants will be presented with a three-minute audio clip. Afterwards, they will be prompted to answer a survey of five questions. Demographic questions will be collected at the end, strictly for statistical analysis only.

Risks of harm/Discomforts/Inconvenience: No perceived risks at this time.

Benefits [including compensation if any]: Participants will be awarded 0.5 credits towards a psychology course of their choosing.

Alternatives to Participation for Similar Benefits: Contact the Psych Lab for alternatives to participation at spsychlab@kpu.ca (Surrey) or rpsychlab@kpu.ca (Richmond). The alternatives might be other research projects or a summary of a research article.

Confidentiality: Per SONAs terms and conditions, all data that are collected from the site is stored on servers located in Montreal. Off-site backups are stored on servers in Toronto. The data remains in Canada and is never transferred to the US or other countries. As for confidentiality, it is guaranteed to a certain extent, but as we are using a digital platform, the IT staff and other administrators could potentially access the information.

Persons to Contact:
If you have any other questions about the study, you should contact the principal investigator, Dr. Shayna Minosky of the Psychology Department at shayna.rusticus@kpu.ca. If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the KPU Research Ethics Board at reb@kpu.ca or 604-599-3163.

Once you have read this document, indicate if you give your consent to participate in the study. You should print a copy of this consent for your records.

___ I GIVE my consent to participate

____ I DO NOT GIVE my consent to participate

8. **How do you plan to handle the requirement of confidentiality <u>AND</u> anonymity (2 marks)**

Per SONAs terms and conditions, all data that are collected from the site is stored on servers located in Montreal. Off-site backups are stored on servers in Toronto. The data remains in Canada and is never transferred to the US or other countries. As for confidentiality, it is guaranteed to a certain extent, but as we are using a digital platform, the IT staff and other administrators could potentially access the information.

9. **Provide a description/citation of your materials. (5 marks)**

The research was conducted predominantly on SONA. The participants were subjected to a 3-minute audio recording and will be asked to answer a semantic differential scale after, consisting of 5 questions.

The non-slang (i.e. control group) audio script is as follows:

> "Good afternoon and I take this opportunity to thank you for participating in this study. Please listen carefully. For context, today we will be talking about fast fashion and how brands like Tik Tok and Instagram perpetuate the unforeseeable changes to the environment that fast fashion is partly responsible for.
>
> Fast fashion is described as the clothing industry's business model of replicating recent catwalk trends and high-fashion designs, mass-producing them at a low cost, and bringing them to retail stores quickly, while demand is at its highest. These trends are relatively harmless and foster individuality and artistic talent to those creating styles, however... This is creating a crisis that cannot be ignored. Due to Tik Tok and Instagram's algorithm promoting influencers who post every day, the hauls and fashion challenges do in fact require little to no time to film and are the primary cause of overconsumption. The consequence of fast fashion is the behemoth amount of textile waste that has accumulated. Landfills or solid waste management have doubled in density over the last twenty years. This could be due to multiple things, but research notes that the average American disposes of 81 pounds of clothes per year.

Why are they consuming and getting rid of their clothes in such volume you might ask? Impressionable teenagers buy clothes they see on the people they idolize. As the brands send trend packages i.e their clothes to be promoted by micro and macro influencers, at the same time for the trend to be established. Demand for these particular designs increases, and they are worn for the duration of the trend and then discarded as a new trend has been established. Trends become stale quickly so then clothes are disposed of to make room for new clothes. and do not appear to be fashioning old styles. There is an evident stigma of repeating clothes in videos or

school (seen as uncool or poor). They are quickly replaced with the new shiny, and this cycle continues. Trends that used to last 20 odd years, now only last 3 months.

This process of overconsumption and repeat business was proven by Shein's annual profit margins in 2019 and 2020, where they made 4.5 billion and 10 billion dollars respectively. It is the unfortunate truth that poorly made synthetic fibres that eventually and quickly end up in landfills take up to 200 years to break down, with over 100 billion new garments being manufactured per year. So once their consumers have grown up and had kids and their kids have had kids, the fibres of that dress can finally start to break down."

The slang version was modified appropriately.

The experimental and control group were randomly assigned the audio recordings. Participants who were subjected to the audio with slang would be the experimental group and the participants subjected to the audio without slang would be the control group. The survey questions in the semantic differential scale presented after the audio recording consisted of:

Audio clip was interesting.

Audio clip was well presented.

Speaker was intelligent.

Speaker was easy to follow.

I was distracted while listening to this audio clip.

Finally, participants answer a few demographic questions for classification purposes. (age, sex, ethnicity)

10. **Provide a description of the procedure/experimental manipulation (3 marks).**

The total survey time should be between 4 and 5 minutes depending on the reading speed of the participants.

Qualtrics will only present them with one of the two available audio clips and should presumably prevent them from taking the survey more than once so hearing both clips.

11. **Indicate the scale of measurement for your IV and DV(s) and the proposed analysis for analysing this data (i.e., t-test, ANOVA, chi-square; 3 marks)**

Dependent variable - Interval scale (Continuous data from semantic differential scale)

Independent variable - nominal scale (Binary info - audio with slang or without)

Analysis of data from qualtrics - T Test

Criteria for Minimal Risk

Minimal Risk is defined in the TCPS as follows: "if potential subjects can reasonably be expected to regard the probability and magnitude of possible harms implied by participation in the research to be no greater than those encountered by the subject in those aspects of his or her everyday life that relate to the research then the research can be regarded as within the range of minimal risk."

To further assess minimal risk, please complete the following checklist.

This research project involves:

- Research on sensitive topics that could cause distress to research participants
- Action research
- Deception (e.g. research in which some aspect of the procedure is deliberately misrepresented or withheld from the subject for experimental purposes)
- Recruitment via telephone, except by random digit dialing
- Database linkage where personal identifiers are being used to probabilistically link one or more existing databases with new databases or surveys
- Use of oral consent or passive consent
- Inclusion of research subjects/participants who are less than 19 years of age (unless these are confirmed Kwantlen students)
- Inclusion of research subjects/participants who are unable to be fully informed, such as those with mental disabilities or dementia
- Access to medical records
- Recruitment of patients by physicians or medical staff
- Surveys using online survey companies (e.g. Survey Monkey or Zoomerang) that analyze, store or process the data outside of Canada
- Any videotaping, photographing, or digital image recording, unless the images show no identifiable people or places
- Focus Groups in which personal, sensitive, or controversial issues are discussed

<u>Checking any of the above indicates research greater than minimal risk and therefore is not appropriate for this class project.</u>

None of the above criteria qualifies for our study, confirming our study to be that of minimal risk.