You are invited to participate in a study entitled “Understanding the privacy implications of online behavioral advertising”. This study is being conducted by Kee Shen Quah and Dr Michael Bailey in the Computer Science Department of the University of Michigan, Ann Arbor.

Bob and Betty Beyster Building
2260 Hayward Ave
Ann Arbor, MI 48105
734-2278410

The purpose of this study is to understand the behaviors of online advertising companies in the wild, as well as the technological mechanisms supporting online advertising today. Your participation in our study will contribute to a better understanding of how online advertising companies collect and use tracked user data in delivering targeted advertisements to users. We estimate that it will take about a minute of your time to label the set of images or flash video advertisements that will be displayed to you should you choose to participate. You are free to contact the investigators at the above address and phone number to discuss the survey.

Risks to the participants are considered minimal. There are no costs for participating. You will be paid for each HIT you complete, but will not otherwise benefit from participating. An anonymized version of your Mechanical Turk account information will be kept while we collect data for tracking purposes only. A limited number of research team members will have access to the data during data collection. This information will be stripped from the final dataset and will not be published in any form.

As we collect the ads in an automated manner, we are unable to screen all the ads before it is shown to you. For pornographic ads, we explicitly avoid visiting adult sites in our data collection process to reduce the chances of downloading an ad promoting adult content. However, it is still possible for other topics such as tobacco or alcohol related ads to be displayed.

Your participation in this study is voluntary. You have the right to withdraw from participation at any time without any penalty. If you wish to withdraw from the study or have any questions, you may contact the investigator listed above.

If you have any questions, please email Kee Shen Quah at qks@umich.edu.