

CONSENT FORM June 2022

Project Title: **Advancing Communication through Signage and Wayfinding**

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Introduction

By participating in this survey, you are taking part in a research project— *Advancing Communication through Signage and Wayfinding* — conducted by a team of researchers and accessible signage experts. Wayfinding is the ability to effectively navigate a space using the visual, audible, or physical cues around you (e.g., signage pointing towards a destination). Our goal is to test how well current design standards for signage are working and suggest improvements to make them more accessible. Your participation in this research is entirely your choice.

You are eligible to take this survey if you are 18 years of age or older and speak English. At any time during the survey, you can choose to end your participation. There will be no impact if you decide to stop the survey at any point. The information below tells you about what is involved in the research, what you will be asked to do and about any benefit, risk, inconvenience or discomfort that you might experience.

You should discuss any questions you have about this study with the research assistants present. Please ask as many questions as you like. If we are unable to answer a question at this time or if you have questions later, please contact us by email at peach@dal.ca.

What is this study about?

For this study, the research team will be installing new signs in areas of [the B-Building on Sexton campus](#) in downtown Halifax. The survey asks members of the public to share their feedback on the signage provided in the space. While onsite, members of the research team will also be recording observations about how participants interact with the signs to see how user-friendly they are. The results of this survey will contribute to a report provided to Accessibility Standards Canada that will inform accessible signage legislation at municipal, provincial and federal levels.

What does the survey involve?

This survey will ask you questions about the appearance, style, location, and content of the signage. The survey also asks some questions about you, including your age and types of disabilities you may experience.

Once you have signed this consent form, the survey can be completed on paper with the assistance of a research assistant, if you like. However, if you would prefer to fill out the survey in a digital format, please return this form to a research assistant and ask them to help you locate a QR code to access the online version of the survey.

All information you provide to us will be collected anonymously through an online, hard-copy, or oral survey.

You will not be required to provide any identifying details, such as your name or email address.

Your responses will be securely stored on the lead researcher's computer. Paper responses will be stored in a locked cabinet in the lead researcher's office. Only the research team will have access to your responses. The data will be kept for one year following the end of this study, and will be deleted after that time. Although anonymous, and you and your answers will never be linked, we still need your consent.

If you experience any challenges with communicating your survey responses, please do not hesitate to let a research assistant know and they will be happy to help you. Please refer to the schedule at peachresearch.ca/signage-testing to learn when research assistants will be onsite.

Can I withdraw from the study?

Your participation in this research is entirely your choice. You may stop participating at any time during the survey. Once you submit your completed survey, we will not be able to remove the information you provided because the surveys are completed anonymously, and we will not be able to identify your responses.

Anticipated Risks and Benefits

All locations for this research are public places for daily use. By visiting these locations, you are accepting what level of risk you would typically accept when travelling to and visiting any other public place. Participants are responsible for their own travel to and from the sites. We do not anticipate any abnormal risks associated with participation in this study. Only grouped information will be presented in reports and presentations/lectures; it will not be possible to single out your responses.

We will not be providing any monetary compensation for participation. This research is being conducted with the hope that it will lead to the implementation of meaningful and useful accessible wayfinding design in future public spaces. Therefore, you may feel some personal satisfaction from the knowledge that your participation in this survey is contributing to the improvement of national standards for accessibility. The findings from this research may also be presented at conference proceedings or lectures.

What if I require further information?

We are happy to talk with you about any questions or concerns you may have about your participation in this research study. Please feel free to speak to the research assistants in front of you. If the research assistants are unable to answer a question at this time or if you have questions later, please contact peach@dal.ca.

If you have any ethical concerns about your participation in this research, you may contact Research Ethics, Dalhousie University at ethics@dal.ca and reference **REB file # 2022-6018**