

APPENDIX E: INVITATION TO PARTICIPATE AND PLAIN LANGUAGE STATEMENT

E.1 INVITATION TO PARTICIPATE

The screenshot shows a web browser window titled "Reward offered for new survey - 619906115 - Windows Internet Explorer provided by Research Now". The address bar shows the URL: <http://intranet/ProjectSubEmailPreview.aspx?SubProjectID=429050>. The browser's Favorites bar includes "Free Hotmail" and "Web Slice Gallery".

The main content of the page features the "Valued Opinions" logo at the top right, accompanied by a photograph of a family (a man, a woman, and a child) in a scenic landscape. Below the image, the text reads:

Hi Tomoyo,

We have a new survey available for you to take. If you qualify and complete the survey you will receive 3.00.

Please click here to start the survey

If you have problems accessing our survey please copy and paste the link at the bottom of this email into your browser.

HOTMAIL USERS: Please copy and paste the URL into a new browser window.

PLEASE NOTE, if you need to copy and paste the link please do not forget to copy the entire link including the z=XXX. If the link is on more than one line, please make sure you reform it into one complete line when you paste it into your browser.

Thanks for your help.

Kind regards

Alex
The Valued Opinions Team

On the right side of the page, there is a summary box with the following information:

- Survey topic:** Social Research
- Reward for qualification and completion:** \$3.00
- Survey length:** 16 - 20 minutes
- Available until:** Friday 9th July or until we reach our target number of completed interviews.

Below this box, there are "Useful tips":

- Found this survey in your junk folder?
- Don't miss out on receiving your surveys. Add the Valued Opinions ADDRESS to your address book.

At the bottom of the page, there is a "SURVEY LINK:" section with the following URL:

<http://www.valuedopinions.com.au/survey/VOP28061007254381AS/enter.asp?z=AG2E4CAF561AEF35B6CF9B919518BE77635502A838654C54790694AC67D395FAB1>

The browser's status bar at the bottom shows "Done" and "Local intranet".

E2. OPENING SURVEY PAGE



istart



Business Conduct: Public Opinion Survey

This survey is designed to find out what the Australian public thinks about competition and business behaviour. We want to know your opinion about whether certain behaviour should be treated as criminal and what penalties should apply. This survey is being conducted by researchers at the Melbourne Law School, University of Melbourne and is funded by an Australian Research Council Discovery Project research grant.

The researchers will receive only an anonymous version of your survey, without your name or any other identifying information. If you would like to read more details about what you will be asked to do in this survey, how your confidentiality will be protected or how you can contact the researchers involved in this Project please [click here](#).

You have been invited to participate in this survey because the researchers believe it is important to find out the views and opinions of ordinary Australians on these issues. Participating in this survey is entirely up to you. You may change your mind about participating up until the point that you submit your response.

We appreciate your time and effort in completing the survey and value your opinions. Participating in this survey will involve you answering some background questions about you (e.g. your age group, your education, your occupation and your income), reading some short stories about business conduct and then indicating your views about that conduct. Some of the questions may take time to read and consider before you answer and we appreciate your time and care in answering them. We expect that it will take approximately 15-20 minutes to complete the survey. Some people may take longer however, especially if they want to take the opportunity to explain their views or add extra comments.

I HAVE READ AND UNDERSTAND THIS INFORMATION

istart2

If you have any questions or concerns about this research, you can contact the research team by email by [clicking here](#). The lead researcher is Associate Professor Caron Beaton-Wells. The research has been approved by the University under HEAG Application no. 1033170.1. If you still have concerns about the Project you may contact the Executive Officer, Human Research Ethics, The University of Melbourne ph: 03 8344 2073, fax: 03 9347 6739.

We recommend you review and print our contact information. Please [click here](#) to print.

E3. PLAIN LANGUAGE STATEMENT



Who is conducting this Project?

This Project is being conducted by Associate Professors Caron Beaton-Wells and Christine Parker of Melbourne Law School, the University of Melbourne; Associate Professor Fiona Haines of the School of Social and Political Sciences, Faculty of Arts, the University of Melbourne; and Professor David Round, Centre for Regulation and Market Analysis, School of Commerce, the University of South Australia. The research assistant is Janette Nankivell. The Project is funded by the Australian Research Council.

What is involved in agreeing to participate?

Participating in this survey will involve you answering some background questions about you (e.g. your age group, your education, your occupation and your income), reading some short stories about business conduct and then indicating your views about that conduct. In some questions we will give you some alternatives to choose from. In some questions we will also give you the opportunity to explain your views to us and say anything else you think we should know about.

Some of the questions may take time to read and consider before you answer and we appreciate your time and care in answering them. We expect that it will take approximately 15-20 minutes to complete the survey. Some people may take longer however, especially if they want to take the opportunity to explain their views or add extra comments.

Your anonymity

We will not be told your name or other details. The survey company will keep your name and other details separate from your response to the survey. The survey company will keep your name and other details confidential as set out in the agreement between you and the survey company, in accordance with privacy laws.

If you agree, can you change your mind later?

Participating in this survey is entirely up to you. You do not have to complete the survey if you start it. You may change your mind about completing the survey any time up until you click the button to submit your response at the end of the survey. Your survey will not have your name or other details to identify it and so it will not be able to withdraw your survey after you submit it.

What will happen to the answers you give in the survey?

We will receive and keep the data set from the survey. This consists of the number and pattern of answers that all of the people who participated in the survey gave to each question. This will allow us to analyse what the views across the general public are on each question.

How will information from the survey be made available to the public? Over the course of the Project, the results will be disseminated through articles, books and online publications.

Contacting the Project team?

If you have any questions, you are welcome to contact any of the research team to talk about the Project and ask any questions. You can contact us as set out below.

What if you have concerns about the Project?

We are happy to talk about any queries or concerns that you may have. You may contact the researchers as below.

You may also contact the Executive Officer, Human Research Ethics, The University of Melbourne ph: 03 8344 2073, fax: 03 9347 6739.

What if you would like more information about the Project?

There will be a link to take you to further information about this research project provided at the end of this survey. .

The researchers involved in this Project are:

- Associate Professor Caron Beaton-Wells, Melbourne Law School, The University of Melbourne 03 8344 1004 c.beaton-wells@unimelb.edu.au
- Associate Professor Fiona Haines, School of Social and Political Sciences, Faculty of Arts, The University of Melbourne 03 8344 9448 f.haines@unimelb.edu.au
- Associate Professor Christine Parker, Melbourne Law School, The University of Melbourne 03 8344 1093, c.parker@unimelb.edu.au
- Professor David Round, Centre for Regulation and Market Analysis, School of Commerce, The University of South Australia 08 8302 0760 David.Round@unisa.edu.au
- Janette Nankivell, Melbourne Law School, The University of Melbourne 03 8344 1023 janetten@unimelb.edu.au

We recommend you print this page in case you need to contact us later.

Yours sincerely

Associate Professor Caron Beaton-Wells
Associate Professor Christine Parker

E4. CLOSING SURVEY PAGE



i984

Thank you for completing this survey. We value your opinions.

This project is about new laws in Australia that have made cartel conduct (price fixing, market sharing, bid rigging and output restriction) a criminal offence. The responses in this survey will be used to determine what the Australian public thinks about the seriousness of cartel conduct, what the appropriate penalties are and what effect the new laws are likely to have on deterrence of such conduct. The responses will also help the researchers formulate recommendations about the implementation of the new laws and related policies. The research outcomes will be published in journals and other related sources and may be used in submissions to government about cartel conduct.

Your survey will have all of your identifying information removed by Valued Opinions who will then provide the researchers with only the answers you gave to the survey questions and not with your personal details.

If you are interested in finding out more about this research project you can visit the website at <http://www.cartel.law.unimelb.edu.au/>. A report of the results of this survey will be published on this website later in 2010.

What if you have concerns about the Project?

We are happy to talk about any queries or concerns that you may have. You may contact the researchers as below.

You may also contact the Executive Officer, Human Research Ethics, The University of Melbourne ph: 03 8344 2073, fax: 03 9347 6739 with any concerns.

The researchers involved in this Project are:

- Associate Professor Caron Beaton-Wells, Melbourne Law School, The University of Melbourne 03 8344 1004 c.beaton-wells@unimelb.edu.au
- Associate Professor Fiona Haines, School of Social and Political Sciences, Faculty of Arts, The University of Melbourne 03 8344 9448 f.haines@unimelb.edu.au
- Associate Professor Christine Parker, Melbourne Law School, The University of Melbourne 03 8344 1093, c.parker@unimelb.edu.au
- Professor David Round, Centre for Regulation and Market Analysis, School of Commerce, The University of South Australia 08 8302 0760 David.Round@unisa.edu.au
- Janette Nankivell, Melbourne Law School, The University of Melbourne 03 8344 1023 janetten@unimelb.edu.au

We recommend you print this page in case you need to contact us later. Please [click here](#)

When you wish to submit your survey click here.

Submit