

Dear Colleagues and Industry Leaders,

This email is to inform you of the Survey for Industry and Academic Professionals' Perceptions of Color Preferences in Web Design 2.0. You are invited to participate in a research project conducted through the University of Northern Iowa. The University requires that the following information is provided to help you make an informed decision about whether or not to participate.

The research project is designed to investigate color preferences for web design and how it impacts industrial or academic practices. The first stage of the project previously obtained color preference information from over 200 participants of varying academic levels. The second stage of the project seeks to obtain feedback and comments on these results. If you choose to participate in the current research you will first review the results from stage one (posted on line at [http://www.uni.edu/gciowa/color\\_research](http://www.uni.edu/gciowa/color_research)) and then complete an online survey (<http://neamh.cns.uni.edu/~cmcgee/>) describing your perceptions of the color preferences. Participation in this project will take approximately 10 minutes to review the results from stage one and complete the survey.

There are no risks foreseen to participation to the study. Participation is completely voluntary. You can stop at any time with no penalty and do not have to answer any questions you do not want to answer. You will receive no direct benefits for participating in the study.

Information obtained during the study which could identify you will be kept confidential; however there is a limit to the confidentiality that can be guaranteed due to the technology itself. All data collected will be held on a secure server at the University of Northern Iowa. The summarized findings with no identifying information may be published in The Electronic Document Systems Foundation (EDSF) [\[http://www.edsf.org/\]](http://www.edsf.org/) white paper.

For further information or concerns about the study please contact Dr. Carl Blue at (319) 273-2753 or the office of the IRB Administrator, University of Northern Iowa, at (319) 273-6148.

You must be 18 years of age or older to take part in this study. Completion and return of the survey implies that you have read the information stated above and consent to take part in the research. Please keep a copy of this message for future reference.

If you agree to participate in the study, please go to the following URL and review the results from stage one: [http://www.uni.edu/gciowa/color\\_research](http://www.uni.edu/gciowa/color_research)) and then complete the online survey (<http://neamh.cns.uni.edu/~cmcgee/>) describing your perceptions of the color preferences.

Thank you for your participation.