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# Information Sheet and Consent Form

# Effects of text alignment on the legibility of Chinese-English bilingual signs

### Aim

The main aim of this study is to find out which alignment of the bilingual location names, left- or centred-aligned, performances better for sign legibility.

### Arrangements

In this study you will be shown several short video clips of someone driving towards a road sign and, for each one, will be asked to answer a question in the form of ‘what direction should be taken to destination xxx?’. You will need to read the question and find the answer by reading the signs you see in the video. When you have identified the direction, you will be able to make your response by pressing the direction on a computer keyboard.

The clips have a limited duration so please respond as soon as you can. You will be told your result (the time you took to answer and the accuracy of the answer) at the end of each video clip.

The instructions shown on the screen will guide you through each step, please use the appropriate key on the keyboard to indicate your response. The computer will record your answer and the time taken to answer automatically. There will be a few practice opportunities before the main study to help you to get used to the equipment.

The session is likely to take 5 to 10 minutes. There will be no break in the session but if at any time you wish to stop or pause the session you will be able to do so, without needing to explain why.

The study will be carried out at the Department of Typographic & Graphic Communication.

### Researchers

Jeanne-Louise Moys and Matthew Lickiss have supervised the project which was devised by Yuchan Zhang. Yuchan Zhang will also conduct the study session.

### Safety concerns

To conduct a participant task during the special period of COVID-19, everyone’s health and safety are particular concerned.

All items that you will touch during the task (including desk, chair, pen, consent form and keyboard) will be sterilised before you are involving in the task. You will be required to wear a mask though the whole test, including the researcher. Instant hand cleanser will be provided for you to use before and after their task. The door of the classroom will be kept open through the whole study to maintain air flow.

### Confidentiality

Purely for University records, you must supply your name and sign the consent form below. This information will be stored securely by the Department of Typography & Graphic Communication for five years.

The anonymised data from your responses will be stored separately using the secure, password protected storage space hosted by the University for the duration of Yuchan’s studies at Reading.

### Ethical review

This application has been reviewed by the University Research Ethics Committee and has been given a favourable ethical opinion for conduct.

# Project title: Effects of text alignment on the legibility of Chinese-English bilingual signs.

### Consent

This project has been reviewed by the University Research Ethics Committee and has been given a favourable ethical opinion for conduct.

Please use tick box after each statement to confirm it has been read and agreed to.

1. I have read and had explained to me by **Yuchan Zhang** on the accompanying Information Sheet relating to the project on: **The legibility of Chinese-English bilingual signs**. ☐

2. I have had explained to me the purposes of the project and what will be required of me, and any questions I have had have been answered to my satisfaction. I agree to the arrangements described in the Information Sheet in so far as they relate to my participation. ☐

3. I have had explained to me what information will be collected about me, what it will be used for, who it may be shared with, how it will be kept safe, and my rights in relation to my data. ☐

4. I understand that participation is entirely voluntary and that I have the right to withdraw from the project any time, and that this will be without detriment. ☐

5. I understand how the data collected from me in this study will be preserved, subject to safeguards and made available in the dissertation and related publications. ☐

6. I have had explained to me the eyesight, language background, driving experience and the age have an impact on reading bilingual signs, I confirm the following:

**- I have normal or corrected vision.**

**- I do not read Chinese.**

**- My first or second language is English.**

**- I am a driver.**

**- I am in the age range 25 to 55 years old.**

7. I have received a copy of this Consent Form and of the accompanying Information Sheet. ☐

Name: ………………………………………………………………………………

Signed: ……………………………………………...………………………………

Date: ………………………………………………………...………………………

### Contact details as above; or e-mail:

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