

Office for Research

Institutional Review Board for the  
Protection of Human Subjects

THE UNIVERSITY OF  
**ALABAMA**  
R E S E A R C H

February 29, 2012

Elizabeth Maxwell  
College of Communication and Information Sciences  
Box 870172

Re: IRB#: 12-OR-079 "Twitter Motivations Thesis Research"

Dear Ms. Maxwell:

The University of Alabama Institutional Review Board has granted approval for your proposed research.

Your application has been given expedited approval according to 45 CFR part 46. Approval has been given under expedited review category 7 as outlined below:

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies

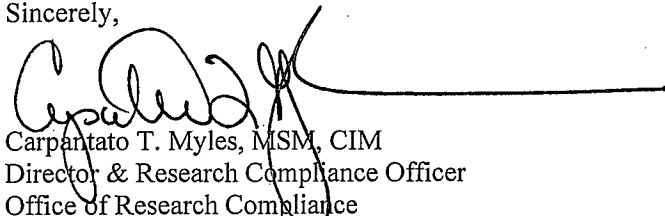
Your application will expire on February 28, 2013. If your research will continue beyond this date, complete the relevant portions of the IRB Renewal Application. If you wish to modify the application, complete the Modification of an Approved Protocol Form. Changes in this study cannot be initiated without IRB approval, except when necessary to eliminate apparent immediate hazards to participants. When the study closes, complete the appropriate portions of the Request for Study Closure form.

Please use reproductions of the IRB approved stamped consent forms to obtain consent from your participants.

Should you need to submit any further correspondence regarding this proposal, please include the above application number.

Good luck with your research.

Sincerely,



Carpentato T. Myles, MSM, CIM  
Director & Research Compliance Officer  
Office of Research Compliance  
The University of Alabama



## Consent form

You are invited to take part in a study. This study is called "Twitter Motivations." Elizabeth Maxwell, a Masters student at the University of Alabama, is conducting the study. Dr. Horsley, assistant professor in the Advertising and Public Relations Department at the University of Alabama, is supervising the research. The researcher is not receiving any payment for the research being conducted.

The purpose of this research study is to explore what motivates people to use the social network Twitter during a natural disaster. The researcher hopes to help emergency services and other companies that use social networks understand what motivates individuals to use Twitter during natural disasters.

There will be about 400 other participants who will complete this study. You have been invited to take this survey because you were in Tuscaloosa or a student at the University of Alabama during April 2011. You must be 19 or older to participate. If you meet the criteria and agree to be in this study you will complete an online survey that questions your motivations to use Twitter. The survey takes approximately 15 minutes.

The survey will not cost you anything. The researcher is not responsible for providing compensation to students. Some participants may receive class credit for their participation if their teacher has agreed to assign credit and informed them about the class credit opportunity. If you are unsure if your instructor is giving class credit for participation, please ask your instructor.

The survey will be available online. This allows you to take the survey wherever you feel comfortable so that your privacy will be protected. Your results will remain confidential. The data will be reported in aggregate form. Participants who are receiving class credit will be asked to include their name, and class information. This information will be momentarily linked to results, but will only be used for reporting class credit to instructors. After the information has been reported, it will be removed from the results. The alternative to being in this study is to not participate. Participation is voluntary. There are no foreseen risks involved, but if at any point during this study you become uncomfortable with the information or any of the questions asked you may opt out of the survey without penalties.

The University of Alabama Institutional Review Board ("the IRB") is the committee that protects the rights of people in research studies. The IRB may review study records from time to time to be sure that people in research studies are being treated fairly and that the study is being carried out as planned.

If you have questions, concerns, or complaints about the study right now, please ask them. If you have questions, concerns, or complaints about the study later on, please contact Elizabeth Maxwell at 205-563-1459 or [emarie.maxwell@gmail.com](mailto:emarie.maxwell@gmail.com). You can also contact Dr. Suzanne Horsley at 205-348-8304 or [horsley@apr.ua.edu](mailto:horsley@apr.ua.edu).

UNIVERSITY OF ALABAMA IRB  
CONSENT-FORM APPROVED: 2/29/12  
EXPIRATION DATE: 2/28/13

If you have questions about your rights as a person in a research study, call Ms. Tanta Myles, the Research Compliance Officer of the University, at 205-348-8461 or toll-free at 1-877-820-3066.

You may also ask questions, make suggestions, or file complaints and concerns through the IRB Outreach website at [http://osp.ua.edu/site/PRCO\\_Welcome.html](http://osp.ua.edu/site/PRCO_Welcome.html) or email the Research Compliance office at [participantoutreach@bama.ua.edu](mailto:participantoutreach@bama.ua.edu).

After you participate, you are encouraged to complete the survey for research participants that is online at the outreach website or you may ask the investigator for a copy of it and mail it to the University Office for Research Compliance, Box 870127, 358 Rose Administration Building, Tuscaloosa, AL 35487-0127.

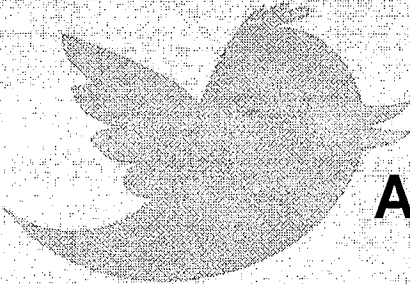
I have read this consent form. I have had a chance to ask questions. I agree to take part in it.

“Yes, I agree; I wish to begin the study” (Continue) to start the study.

Or

“No, I do not agree; I do not wish to participate” to not participate.

UNIVERSITY OF ALABAMA IRB  
CONSENT FORM APPROVED: 2/29/12  
EXPIRATION DATE: 2/28/13



# Twitter Motivations

Are you a UA student 19 or older?

**You are invited to take a survey.**

The purpose of the survey is to explore your use of Twitter during a natural disaster. Results will help emergency agencies to be more helpful during future disasters.

The survey can be found at  
<http://bit.ly/xOMyXJ>

Available between  
March 1st -April 6th

Allow 15 minutes for survey taking.



Questions or Comments?

Contact

Elizabeth Maxwell at [emarie.maxwell@gmail.com](mailto:emarie.maxwell@gmail.com)

UA IRB Approved Document

Approval date: 2/29/12

Expiration date: 2/28/13

Social Media Recruitment

**Social media invitations**

Facebook:

Are you a student at the University of Alabama and 19 years or older? If so please take this survey <http://bit.ly/xOMyXJ> about your motivations to use Twitter. This survey is for my thesis research. After taking the survey, feel free to share with your classmates. Thank you for your consideration.

Twitter (140 characters or less):

Are you a student at UA and 19 years or older? If so please take a moment to complete this survey for my thesis research <http://bit.ly/xOMyXJ>

UA IRB Approved Document  
Approval date: 2/29/12  
Expiration date: 2/28/13