



Digital Advertising and Commercial Conceptions of Attention Space
Information for Interview Participants

You have been invited to participate in a research project, *Digital Advertising and Commercial Conceptions of Attention Space*. I, Jacob Saindon, from the Department of Geography at University of Kentucky, am conducting this research. This research will contribute to my PhD dissertation.

The aim of this research project is to examine how advertising contributes to the contemporary 'attention economy' and the role of digital media in Americans' everyday lives. Specifically, I am investigating how 'attention' is understood and utilized by advertisers and marketers. I would like to discuss your understandings of 'attention' as it relates to your work in advertising/marketing, and particularly regarding the tools and technologies you use in your work.

I will not ask about, nor will you be expected to provide, any information about your employer or clients which are proprietary or otherwise sensitive.

You will not qualify for this study if you are under 18 years of age.

Participation in this research project will involve in an interview that takes approximately 70 minutes. This conversation will include 7 multi-part questions related to the planning and execution of advertising/marketing campaigns. The interview will be conducted as a video interview over Zoom or other teleconferencing software, or an audio interview by telephone.

Your participation in this research project is entirely voluntary. You are not required to answer any questions that you find objectionable. You can choose skip or not answer a question. If you agree to it, I would like to audio and video record our conversation. You can at any time decline to be recorded. The audio and video recording will only be used to provide an accurate record of the conversation. You are free to withdraw from this research project at any time, with or without reason. If you decide to withdraw from this research project, the information that you have already provided will not be included in the research project. There are no risks associated with the study, nor personal benefits from taking part in this study; however, you will contribute to a better understanding of the contemporary 'attention economy' and the role of digital media and advertising technologies.

I will make every effort to prevent anyone who is not on the research team from knowing that you gave us information, or what that information is. When I write about or share the results from the study, I will make every effort to ensure the

confidentiality of participants. I will not use your name in any publication that may result from this research. Furthermore, I will avoid utilizing any descriptions that may identify you.

I will make every effort to safeguard your data, but as with anything online, I cannot guarantee the security of data obtained via the internet. Third-party applications used in this study may have Terms of Service and Privacy policies outside of the control of the University of Kentucky.

Your information collected for this study will NOT be used or shared for future research studies, even if we remove the identifiable information such as your name and email address.

If you have questions, suggestions, or concerns regarding this study or you want to withdraw from the study contact Jacob Saindon, PhD student in the University of Kentucky, Department of Geography at jsaindon@uky.edu. I am a student being supervised in this research by Matthew W. Wilson, Professor in the Department of Geography at the University of Kentucky (matthew.w.wilson@uky.edu).

If you have any concerns or questions about your rights as a volunteer in this research, contact staff in the University of Kentucky (UK) Office of Research Integrity (ORI) between the business hours of 8am and 5pm EST, Monday-Friday at 859-257-9428 or toll free at 1-866-400-9428.

Thank you for considering participating in this study.