



TEDS Research Centre  
Dept. Box No. P083  
Freepost LON7567  
London SE5 8YZ

Tel: (0800) 317 029

Email: [teds-project@kcl.ac.uk](mailto:teds-project@kcl.ac.uk)

## Fashion, Food and Music Survey Information Sheet

We would like to invite you to participate in a study about preferences for various fashion styles, foods and music genres. This sheet will provide you with important information about what the study involves. If anything is unclear, or for more information, please contact the TEDS team.

### ***What is the study about?***

People vary widely in their preferences for fashions, foods and music, and the origins of these different preferences are often unclear. Conducting this study in TEDS will allow us to explore the sources of these differences and their relationships with other traits.

### ***What does the study involve?***

The study consists of a short series of questionnaires. You will be asked for some relevant background information such as your height and weight, and then will be asked to rate your preferences for a variety of different fashion styles, foods, drinks and genres of music. The entire study is conducted online at the TEDS website, and should take around 10-15 minutes to complete.

If you would like to participate, please go to <https://studies.teds.ac.uk/join/prefsqnr> and enter your login ID (from your invitation) when prompted. You will also be asked for your preferred email address, so that we can send you your rewards (see below for details).

If possible, it is best to do the whole study in a single session. If this is not possible or your session is interrupted, you can log in again later, but you may lose some of your progress.

Please don't use your browser's navigation buttons (e.g., Back or Refresh) during the study, as this could cause some of your progress to be lost. If you have any technical problems, please try closing your browser and logging in again, or using a different browser.

The study website is designed for desktop and laptop computers, but should also be compatible with most mobile devices. Some questions involve looking at photos, however, so it would be best to avoid using a device with a small screen.

### ***Rewards***

To say thank you for taking part, we will send you (by email) a £10 Love2reward flexecode voucher, which can be used at a wide range of websites (Amazon, iTunes, Lovefilm, etc.). You and your twin will also be entered into a prize draw to win **a pair of iPad Minis** – so your chances of winning are doubled if both you **and** your twin participate! The rewards are only available if you complete the whole study.

**The deadline for participating in the study is Sunday 19<sup>th</sup> April.**

**Confidentiality**

All the information you provide is for research purposes only, and will be kept strictly confidential. TEDS data are sometimes used in future studies and shared with other researchers, but only anonymously, with all personally identifiable information removed. The results of the study will be published in peer-reviewed scientific journals.

It is entirely up to you whether or not to participate. If you choose not to, it will not affect your future involvement with TEDS. If you do participate, you can withdraw again at any time, without having to give a reason.

**Queries?**

If you have any questions, please do not hesitate to contact us by email, or call our freephone line (details above).