

Carnegie Mellon University

Rewriting Product Reviews - Online Consent

This task is part of a research study conducted by [Prof. William Cohen and Rose Catherine Kanjirathinkal](#) at Carnegie Mellon University, Pittsburgh, PA, USA and is funded by [CMU Oath/Verizon InMind Collaboration](#).

Summary: In this study, you will be required to rewrite a product review in a form that is more like a suggestion or a recommendation. A review is a short paragraph of text describing what a person thought about an item. For example, it could be about their dinner at a restaurant or about a product that they bought online. You will be shown a review written by a user for an item. Your task is to read the review and rewrite it in a form that would resemble a suggestion or recommendation that someone would give to the user **before** s/he experiences that item.

For example, suppose that Alice wrote, "I loved the chicken wings at American Wings ! It was creamy and tangy." If we knew that Alice would be writing this review if she were to visit the American Wings restaurant, an ideal recommendation/suggestion to Alice **before** she decided to visit the American Wings restaurant would probably be of the form, "You will love the chicken wings at American Wings. It is creamy and tangy."

Purpose: The purpose of this research is to collect the rewritten form of user reviews, which can then be used to train a software model that can generate the rewritten form of the reviews as explanations or detailed recommendations, as shown in the example above. This research will prove useful in developing recommendation systems that can help users understand why they may like or dislike the product that is being recommended to them by the system and in personalizing each user's experience.

We will be releasing the rewritten form of the reviews to facilitate sharing of information and for the overall benefit of all researchers working in this research area.

Procedures: The participants will be provided with a review text. They would then need to rewrite it to look like a suggestion or recommendation. Rewriting a review takes approximately 5 minutes.

Participant Requirements: Participation in this study is limited to individuals of age 18 and older. They are also required to be sufficiently proficient in English. Participants must be located in the United States of America. This is due to the recent adoption of the General Data Protection Regulations (GDPR) in the European Union and other countries.

Risks: The risks and discomfort associated with participation in this study are no greater than those ordinarily encountered during other online activities.

Benefits: There may be no personal benefit from your participation in the study but the knowledge received may be of value to humanity.

Compensation & Costs:

For every review rewritten successfully and approved, you will be paid US \$0.80

There will be no cost to you if you participate in this study.

Future Use of Information and/or Bio-Specimens

No personally identifiable information about participants is collected in this study.

The collected set of rewritten reviews will be released, but it will not have any information that can identify which participant rewrote which review.

Confidentiality

The data captured for the research does not include any personally identifiable information about you. Your IP address will not be captured.

Your consent form will be stored in a secure location on Carnegie Mellon property and will not be disclosed to third parties. By participating, you understand and agree that the data and information gathered during this study may be used by Carnegie Mellon and published and/or disclosed by Carnegie Mellon to others outside of Carnegie Mellon. However, your name, address, contact information and other direct personal identifiers will not be mentioned in any such publication or dissemination of the research data and/or results by Carnegie Mellon. Note that per regulation all research data must be kept for a minimum of 3 years.

Right to Ask Questions & Contact Information

If you have any questions about this study, you should feel free to ask them by contacting (1) Principal Investigator [William W. Cohen, Professor, Machine Learning Department, School of Computer Science, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, USA. \(+1\) 412-268-7664, wcohen@cs.cmu.edu](#), or (2) Co-Principal Investigator [Rose Catherine Kanjirathinkal, Graduate Student, Language Technologies Institute, School of Computer Science, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, USA, rosecatherinek@cs.cmu.edu](#). If you have questions later, desire additional information, or wish to withdraw your participation please contact the Principal Investigator or the Co-Principal Investigator by mail, phone or e-mail in accordance with the contact information listed above.

If you have questions pertaining to your rights as a research participant; or to report concerns to this study, you should contact the Office of Research integrity and Compliance at Carnegie Mellon University. Email: irb-review@andrew.cmu.edu . Phone: 412-268-1901 or 412-268-5460.

Voluntary Participation

Your participation in this research is voluntary. You may discontinue participation at any time during the research activity. You may print a copy of this consent form for your records.