**MOS 4999E- HONORS THESIS (CONSUMER BEHAVIOR)**

DATE.

**Student:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ UWO ID# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Supervisor Dr. Mark Cleveland, *Dancap Private Equity Professor in Consumer Behavior***

**ETHICS PROTOCOL, Fall 2016**

As per the 4999E outline,

**ETHICS PROTOCOL*.*** *A written ethics review protocol will be reviewed and graded by the faculty supervisor. This protocol will consist of a brief description of the procedural aspects of your proposed thesis study, followed by a detailed consideration of how ethical research concerns will be treated. All students are required to hand in an ethics review protocol (even if the research has been approved by other ethics review boards). The ethics protocol* ***MUST*** *be approved prior to any data collection and is worth 10% of your final grade in the course*.

In assessing your ethics protocol, I took the following points into consideration:

**Timeline** to submission (*meeting deadlines, responsiveness to feedback from supervisor and ethics board*):

|  |
| --- |
| Comments: |

**Quality of writing** (*grammar, structure, flow, etc.*):

|  |
| --- |
| Comments: |

**Comprehensiveness** (*completeness, rigor*):

|  |
| --- |
| Comments: |

**Novel intellectual contribution** (*research question/objectives, theory, methodology*):

|  |
| --- |
| Comments: |

**Ethics Protocol Grade** (*out of 100%*):  **%**

|  |
| --- |
| **Overall comments and next steps:** |

SUPERVISOR(S’) SIGNATURE:

STUDENT’S SIGNATURE:

DATE: