Cover letter for questionnaires

The same informed consent data should be included in the survey. No signatures are used, but a statement is added to the effect that participation in the survey signals agreement.

Example:

Dear Sir/Madam,

I am a Master’s student in the Graduate School of Technology Management, University of Pretoria.

My research titled …. is about ….

My study aims to ….

The purpose of this questionnaire is …

You were chosen as a respondent because …

Your participation is voluntary and you can withdraw at any time without penalty. Throughout the survey your privacy will be protected and your participation will remain confidential. I do not wish to analyse data individually and all the data will be transferred to a computer programme to analyse the entire group. This means that you are assured of anonymity.

If you agree to participate, please complete the survey that follows this cover letter. It should take about … minutes of your time at the most. By completing the survey, you indicate that you voluntarily participate in this research. If you have any concerns, please contact me with the detail provided below.

Researcher name

Email

Phone

Question 1:

By selecting the "Yes" option I hereby voluntarily grant my permission for participation in this anonymous survey. The nature and the objective of this research have been explained to me and I understand it.

I understand my right to choose whether to participate in the research project and that the information provided will be handled confidentially. I am aware that the results of the survey may be used for academic publication.

□ Yes

□ No