



ADULT CONSENT FORM
PRINCETON UNIVERSITY

TITLE OF RESEARCH: Understanding Uber's Personalized Pricing Algorithms (IRB #19357)

PRINCIPAL INVESTIGATORS: Jonathan Mayer (jonathan.mayer@princeton.edu), Aleksandra Korolova (korolova@princeton.edu)

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PRINCIPAL INVESTIGATOR'S DEPARTMENT: Department of Computer Science & School of Public and International Affairs

Key information about the study: Your informed consent is being sought for research. Participation in the research is voluntary.

The purpose of the research:

This project aims to understand how Uber sets prices for rides and how those prices may differ between users.

The expected duration of the subject's participation:

We will direct you to upload your Uber data (which will have been emailed to you by Uber in phase 1 of the study) to our custom website. This will take you approximately 5 minutes.

The procedures that the subject will be asked to follow in the research:

Uber should have sent you a data download link to the email address associated with your Uber account. If it has not, you will request the data download. You will then upload your data to our custom website.

The reasonably foreseeable risks or discomforts to the subject as a result of participation:

We are asking you to upload your Uber ride history. We will automatically delete extraneous files and any personally identifying information such as names, birthdays, and phone numbers. Access to these files will be limited to IRB-approved researchers and we will make no effort to re-identify participants on the basis of the limited information we do collect.

The benefits to the subject or to others, e.g., society that may reasonably be expected from the research:

Policymakers are interested in regulating personalized pricing, but because the pricing algorithms aren't public, it's difficult to understand how tech companies set prices. By participating in the study, you will contribute to a better understanding of Uber's pricing practices, informing policymaking and future research.

Confidentiality:

Your data will be kept private, and we will not publish any identifiable information in any reports. All data will be stored on password-protected computers and databases protected with multi-factor authentication, where data is encrypted both in transfer and at rest. Only members of the research team will have access to your data.

Compensation:

You will be paid \$10 through Prolific to upload your personal Uber data. This is in addition to the payments for the initial survey and the phase 1 passive data collection which you have already completed.

Who to contact with questions:

Reach out to the research team at rideshare.delivery.study@gmail.com with any questions. If you have questions regarding your rights as a research subject, or if problems arise which you do not feel you can discuss with the Investigator, please contact the Institutional Review Board at:

Phone: (609) 258-8543

Email: irb@princeton.edu

Summary:

I understand the information that was presented and that:

- My participation is voluntary.
- Refusal to participate will involve no penalty or loss of benefits to which I am otherwise entitled.
- I may discontinue participation at any time without penalty or loss of benefits.
- I do not waive any legal rights or release Princeton University or its agents from liability for negligence.

Do you consent to participating in this research?