

Explanation of the general research field of study

[EXPLAIN BRIEFLY IN LAY TERMS THE GENERAL FIELD OF RESEARCH AND WHY IT IS INTERESTING. AVOID SCIENTIFIC TERMS/JARGON E.G. SUBJECT, PARTICIPANT, CONDITION, MANIPULATION, DECEPTION].

Detailed description of the study

[EXPLAIN BRIEFLY IN LAY TERMS TODAY'S STUDY AND WHY IT WAS WORTHWHILE TO PARTICIPATE. DESCRIBE THE DIFFERENT CONDITIONS, WHETHER THERE WAS DECEPTION AND OR MANIPULATION (WHY DECEPTION/MANIPULATION WAS NECESSARY), AND THE KIND OF RESULTS THAT YOU EXPECT. AVOID SCIENTIFIC TERMS/JARGON E.G. SUBJECT, PARTICIPANT, CONDITION, MANIPULATION, DECEPTION]

You can find more information about the study here: [MENTION ONE OR TWO PUBLICATIONS ABOUT THIS KIND OF RESEARCH]

If you have further questions, you can contact: [YOUR NAME AND E-MAIL ADDRESS IN CASE OF QUESTIONS]

[FOR ALL INSEAD STUDIES] ABOUT INSEAD

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Short bio of the researcher [COPY AND PASTE INFORMATION ABOUT RESEARCHER]