

Information and consent form

Which Map Inspires You More to Invent Your Own Story?

Place and time:

3 September – 18 December 2026
Zentralbibliothek Zürich, Turicensia Lounge,
Zähringerplatz 6, 8001 Zürich

The study can also be accessed online through a study link during the same period.

Contact person if you have any questions:

Katharina Henggeler (khenggel@ethz.ch), ETH Zurich

Data Protection Officer ETH Zurich:

Tomislav Mitar (tomislav.mitar@sl.ethz.ch)

What is investigated?

This experiment investigates the impact of different map styles on viewers' impressions and imaginative responses.

Who can participate?

Visitors who can understand the question and the study information and can make their own voluntary choice may participate. No specialist knowledge of maps, cartography, fantasy literature or graphic design is required.

Children and adolescents should participate only when they understand what they are being asked to do and understand that participation is optional.

Each person should participate only once.

What will I be asked to do?

You will be shown two maps side by side and asked:

Which map inspires you more to invent your own story?

You participate by selecting one of the two maps. There is no correct or incorrect answer. We are interested only in your personal impression.

Participation takes only a few seconds.

Is participation voluntary?

Yes. Participation is entirely voluntary.

You may decide not to participate by leaving the installation without selecting a map. There is no disadvantage or penalty for not participating.

Can I later ask to remove my choice?

No. Your choice is recorded when you select one of the two maps. Because no individual response record or identifying information is retained, it is not possible to identify or remove your choice after submission.

What risks and benefits can I expect?

No foreseeable risks beyond the ordinary use of the exhibition display are expected.

There is no direct personal benefit. However, you may find it interesting to compare your choice with the current distribution of previous responses. By participating, you contribute to research on how maps can support imagination, discussion, and participation.

Will I be compensated?

No. Participation is unpaid.

What data is collected from me?

Only the total number of selections per week for each map is recorded and stored. No participant-specific response is recorded.

How is data stored and protected?

The aggregated weekly vote totals are stored on ETH servers. Access is restricted to the responsible research team.

Data collection will end on December 18, 2026. The data will be retained until January 2032 and will then be deleted or permanently archived. Because identifying information is not collected and no individual response records are retained, the stored research data are anonymous from the outset.

The installation and its technical infrastructure will be configured so that the research choices cannot be linked to IP addresses, device identifiers, system logs or other identifying technical information.

How will the results be used and published?

The results may be used in scientific publications, presentations, reports, teaching materials and documentation relating to the exhibition or research project. No conclusions about identifiable individuals can be drawn from the data or from any publication. Anonymised data may be published for further use, for example in a scientific data repository.

Who is funding the study?

The study is conducted as part of the ETH research project [CARTISTIC](#) and funded by ETH Zurich.

Who reviewed the study?

This study was reviewed and approved by the ETH Zurich Ethics Committee under application number 26 ETHICS-285.

Complaints office

The secretariat of the ETH Zurich Ethics Committee is available to help you with complaints in connection with your participation in the study. Contact: ethics@sl.ethz.ch or 0041 44 632 85 72.

Consent Procedure

Consent is provided electronically. No name or signature is collected. The following statement is displayed directly above the two map-selection buttons:

Choosing a map means that you consent to participate in this study.

Participation is anonymous and voluntary; you may leave without answering. Only the total votes for each map are stored. No personal information, individual response records or timestamps are retained. Anonymous results may be published. No foreseeable risks are expected.

Participants then select a map by clicking on a button.

A QR-Code and link to this document are also shown.