



You are invited

to join a research study
sponsored by Google
to help shape the
future of how Americans
use the internet.

Your participation is important.

Will you please join us?



Inside: answers to questions you may have



Google needs your help.

And you will be rewarded for your participation.



You have been selected to participate!

Your household was chosen at random to represent thousands of other families like yours across America. Google sponsors the Screenwise Panel to gather data from people like you to help better understand how Americans use media and devices. Google has partnered with GfK, a leading research firm, to conduct this important study.

Exactly what is the Screenwise Panel?



- The Screenwise Panel is made up of a randomly selected group of households across the U.S. that have been chosen to help in this important research.
- By collecting information about how households use the internet, Google engineers can learn how our society uses technology, and how our habits are changing.

How is the information collected?



- You will receive a high-speed, state of the art router to connect to your internet provider. The router can be easily installed by you or someone in your household. We can also help walk you through each step over the phone, or arrange for a technician to come to your home and install it for you.
- You will also be asked to download and install applications on your computers and mobile devices.

What will Google™ do with the information they collect?

- Screenwise will gather information on your household's internet usage, like the time of day you use the internet and the websites visited.
- The data collected from you and others will be combined.
- This information will provide a better understanding of how people use the internet. Google will use that information to improve our online experiences.

Is my privacy protected?



- Google and GfK take your privacy and personal information very seriously.
- All the information gathered from your household will be kept completely confidential.
- Voice conversations are not collected, and are not part of this Screenwise research.
- To see our privacy policy, please go to www.screenwisepanel.com.

What do I get for participating?



You, and everyone in your household ages 13 or older who participates, will be compensated for taking part in this research effort. Here is what you will get:

Receive \$20 immediately:

Simply go to www.screenwisepanel.com and enter the code on the letter that came with this brochure. If you qualify and sign up, we will give you a \$20 reward.

Receive \$100 bonus:

After you are qualified to join the Screenwise Panel, install the wireless router, and set up at least one computer in your home, you will earn \$100.

Receive up to \$45 each month:

Enroll your computers, smartphones, or tablets to receive as much as \$45 monthly. Each member of your household who participates can earn up to \$45 each month, too.

What are the eligibility requirements for the Screenwise Panel?



- You must live in the U.S.
- The primary individual who enrolls your household must be 18 years old or older, and other household members who participate must be 13 years old or older.
- You must own a computer, smartphone, or tablet.
- Internet access is required for all participants.

Where can I learn more?



If you have further questions or have lost your code, please contact us at 1-855-206-3342 or send us an email at info@screenwisepanel.com.

How do I sign up?



1. Go to www.screenwisepanel.com
2. Enter the code in the letter that arrived with this brochure.
3. Complete the online questionnaire to see if you qualify. When you sign up, you will receive a \$20 reward.



SCREENWISE PANEL