# Cardiff University Electronic Theses and Dissertations Publication Form

This form is to be completed by those choosing to make the full text of their work electronically available.

## Details of the Work

I hereby opt to deposit the following item in the digital repository maintained by Cardiff University, and/or in any other repository authorized for use by Cardiff University:

Author Name:	Meagan E Vaughan
Title:	Assessing the Effectiveness of the Mobile Plat- form for Market Research
Supervisor:	Wendy K Ivins
Department:	School of Computer Science and Informatics

This item is a product of my own research endeavours and is covered by the agreement below in which the item is referred to as "the Work".

## **Non-exclusive Rights**

Rights granted to the digital repository through this agreement are entirely non-exclusive. I am free to publish the Work in its present version or future versions elsewhere.

I agree that Cardiff University may electronically store, copy or translate the Work to any approved medium or format for the purpose of future preservation and accessibility. Cardiff University is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

## **Cardiff University Digital Repository**

I understand that work deposited in the digital repository will be accessible to a wide variety of people and institutions, including automated agents and search engines via the World Wide Web.

I understand that once the Work is deposited, the item and its metadata may be incorporated into public access catalogues or services, national databases of electronic theses and dissertations such as the British Library's ETHOS or any service provided by the National Library of Wales.

I understand that the Work may be made available via the National Library of Wales Online Electronic Theses Service under the declared terms and conditions of use (link or append). I agree that as part of this service the National Library of Wales may electronically store, copy or convert the Work to any approved medium or format for the purpose of future preservation and accessibility. The National Library of Wales is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

#### The Student's attention is particularly drawn to the following clauses.

#### I agree as follows:

- 1. That I am the author or have the authority of the author/s to make this agreement and do hereby give Cardiff University the right to make available the Work in the way described above.
- 2. That I have exercised reasonable care to ensure that the Work is original and, to the best of my knowledge, does not breach any laws including those relating to defamation, libel, copyright, data protection or any other intellectual property rights.
- 3. That I have, in instances where the intellectual property of other authors or copyright holders is included in the Work, gained explicit permission where appropriate for the inclusion of that material in the electronic form of the Work as accessed through an open access digital repository.
- 4. That Cardiff University does not hold any obligation to take legal action on behalf of the Depositor, or other rights holders, in the event of a breach of intellectual property rights, or any other right, in the material deposited.
- 5. That I will indemnify and keep indemnified Cardiff University from and against any loss, liability, claim or damage, including without limitation any related legal fees and court costs (on a full indemnity basis), related to any breach by myself of any term of this agreement.

## This form has been electronically submitted and confirmed on the 03/05/2013.