**Consent to Participate in a Research Study**

ONLINE SHOPPING SURVEY

Conducted by Carol Moser, University of Michigan; Dr. Sarita Yardi Schoenebeck, Ph.D, University of Michigan.

We invite you to participate in a research study about online shopping and impulse buying. We are interested in learning about how online shoppers try to resist making impulse buys online and what type of technology shoppers would like to have in order to help them resist impulse buying online.

You are in invited to participate because you indicated that you are an adult (18 years or older), living in the United States, who has shopped online before, and who would like to do less impulse buying online.

This survey is being conducted as part of a doctoral dissertation research project.

**Description of subject involvement**

If you agree to take part in the research study, we will ask you to complete an online survey. This will take about 10 minutes.

**Benefits**

Although you may not directly benefit from being in this study, others may benefit because this survey will give us a better understanding of how we can design apps and web tools to help consumers avoid impulse buying online.

**Risks and discomforts**

There is little risk associated with this study. Participating in this study is no more risky than other everyday activities.

**Compensation**

You will be entered into a lottery to win a $15 Gift Card for being in the study. You have a 1 in 10 chance of winning.

**Confidentiality**

We plan to publish the results of this study, but will not include any information that would identify you. There are some reasons why people other than the researchers may need to see information you provided as part of the study. This includes organizations responsible for making sure the research is done safely and properly, include the University of Michigan.

To keep your information safe, your survey response will be made anonymously. The only time you will be asked for personally identifiable information is if you are a lottery winner, in which case we will need an email address to send your gift card to. Email addresses will not be saved or linked to any survey responses you provide. The researcher will retain anonymous survey responses for up to five years.

**Voluntary nature of the study**

Participating in this study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time.

If you decide to withdraw early, the information or data you provided cannot be destroyed because it is not linked to you either directly or by code.

**Contact information**

If you have questions about this research, including your compensation for participating, you may contact Carol Moser at moserc@umich.edu or Dr. Sarita Schoenebeck at yardi@umich.edu or at (734) 764-8677.

The University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board has determined that this research is exempt from IRB oversight.

**Consent**

By clicking “Yes” below, you are agreeing to be in the study. Be sure that questions you have about the study have been answered and that you understand what you are being asked to do. You may contact the researcher if you think of a question later.

*I agree to participate in the study.*