

## Example Informed Consent for an Anonymous Online Survey

**Study Title:** Online Shopping Attitudes

**Purpose of the Study:** You are invited to participate in a research study examining the attitudes and beliefs that people hold about different online shopping companies. You must be at least 18 years of age and have made an online purchase within the past 6 months to participate.

**Procedures:** If you choose to participate, you will answer some questions about your most recent online shopping experiences. You will also rate and compare different online shopping companies that you may or may not have purchased from in the past. The study is expected to take approximately 15 minutes.

**Potential Risks and Benefits:** It is unlikely that you will experience any risks or discomforts beyond what would be experienced in everyday life by participating. There are no specific benefits associated with participating.

**Compensation:** If you are currently enrolled in an introductory psychology course at Wittenberg University, you may be eligible to receive research participation credit that satisfies course requirements by participating in this study. Participants who wish to receive research participation credit will complete a separate research credit form after this study that is not connected to any information collected in this study. Alternative methods of earning research participation credit are available from introductory psychology course instructors.

**Confidentiality:** The data collected in this study are completely anonymous. No personally identifiable information will be collected and the information you choose to provide in this study cannot be connected back to you. Results from this study may be published or presented at research conferences, and the anonymous data and may be shared with other researchers through an online data repository.

**Voluntary Participation:** Your participation in this study is voluntary and you may choose to not participate or end your participation at any time without penalty.

**Questions or Concerns:** For questions regarding your rights as a participant in this research or IRB approval, contact Dr. Stephanie Little, Professor of Psychology, IRB Chair, at 937-327-7484, or by email at [slittle@wittenberg.edu](mailto:slittle@wittenberg.edu).

**Consent:** I have read and understand the above consent form. I certify that I am 18 years old or older. By clicking the "Next" button to enter the survey, I indicate my willingness to voluntarily take part in this study.