

INFORMED CONSENT FORM

Research Project Title:

Exploring Trust Concerns in mCommerce

Ethics Application Number:**Investigators:**

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Carman Neustaedter, SIAT, Simon Fraser University
778-782-9034, carman_neustaedter@sfu.ca

The Simon Fraser University Research Ethics Board has approved this research study.

This consent form should give you the basic idea of what the research is about and what your participation will involve. If you would like more detail about something mentioned here, or information not included here, you should feel free to ask the investigator(s). Please take the time to read this carefully and to understand the information.

Purpose:

The purpose of this study is to identify trust mechanisms that both hinder and promote mCommerce activities, which will be helpful in communicating requirements for successful user designs in the future.

Participant Recruitment and Selection:

To be recruited for this study, you should be comfortable reporting on your mCommerce behaviours and routines as well as sharing your feelings on trust, and other constructs related to mCommerce.

What will I be asked to do:

The data collection will be done an interview and an e-diary where you will report on your mCommerce activity and routines. Questions will be asked such as: what products did you shop for on your mobile device; what mobile device did you use and the operating system on that mobile device; and what reasons compelled you to shop and/or make a purchase. The interviews will be audio recorded for data analysis.

Your Participation:

Participation is voluntary. If you agree to participate, you will be free to withdraw at any time for any reason. However, data collected up to that withdrawal point might still be retained and used by researchers.

What Type of Personal Information Will Be Collected?

Your anonymity will be strictly maintained. The only personally identifying information collected will be your name, which will be used for administration of payment. Any data collected will be labeled with an anonymous participant ID. Your diary will also be kept confidential.

Are There Risks or Benefits if I Participate?

The risks of participation are intended to be none or minimal. However, because we will be asking you personal questions about your purchasing habits, there is risk of emotional discomfort such as embarrassment, and/or concerns about trust in regards to the types of purchases you make.

You will be paid \$20 for participating in interview. Should you decide to withdraw before completion, the payment will be reduced by pro-rating it to the time actually spent within the study.

You will be paid another \$20 upon handing in your diary, although this amount will be pro-rated if there are less

than 20 detailed entries in the diary.

Research results, such as published papers, can be obtained by contacting either of the investigators:

Serena Hillman, SIAT, Simon Fraser University
604-307-8793, shillman@sfu.ca

Carman Neustaedter, SIAT, Simon Fraser University
778-782-9034, carman_neustaedter@sfu.ca

What Happens to the Information I Provide?

The data collected will be kept in a locked office only accessible by the researcher and their supervisor. All electronic data collected as part of the study will be kept on a secure server within Canada. No one except the researchers and their assistants will be allowed to see or hear any of the answers to the diary or the interview. We expect to publish reports and presentations describing this research. Public presentations of the results will primarily present the results in an aggregate form or as caricatures that are composites of one or more participants. Where individual participant data is disclosed, such as exemplar interview comments or diary entries via quotes, we will ensure that the selected data does not suggest participant identities.

Data will be kept for two years. At this point, it will be permanently destroyed.

To ensure that you understand the above, please put a check mark on the line below to grant me your permission as follows:

You may use selected quotes from my filled-in questionnaire, interview and diary when disseminating results, for example, in publications and presentations:

Yes: ____ No: ____

Acceptance of this Form:

Your signature on this form indicates that you 1) understand to your satisfaction the information provided to you about your participation in this research project, and 2) agree to participate as a research subject.

In no way does this waive your legal rights nor release the investigators, sponsors, or involved institutions from their legal and professional responsibilities. You are free to withdraw from this research project at any time. You should feel free to ask for clarification or new information throughout your participation.

To accept this form, please check the box below, and type your name and today's date in the following boxes as a form of digital signature.

☐ By checking this box, I am consenting to participate in the research

Name: _____

Date: _____

[Continue] [Exit]

Questions/Concerns:

If you have any concerns about the way you've been treated as a participant or concerns with the research project, please contact Dr. Carman Neustaedter at:

carman_neustaedter@sfu.ca or 778-782-9034

ETHICS REVIEW OF RESEARCH INVOLVING HUMAN SUBJECTS

As a secondary point of contact, in the case of emergencies or extreme situations, please contact Dr. Hal Weinberg, Director, Office of Research at:

hal_weinberg@sfu.ca or 778-782-6593.