Consumer Decisions Study
Participant Recruitment

Description of Research Procedures: As part of the experiment will be required to purchase at least one of the items. You can purchase more if you decide to. The items are priced below retail price, and the price will range from less than $0.50 to several dollars. At the end of the experiment you will be given the item(s) you purchase and the cost will be deducted from your $10 payment.

Participant Rights
Your participation in this study is completely voluntary and you may refuse to participate or leave the study at any time. If you decide to not participate in the study or leave the study early, it will not result in any penalty or loss of benefits to which you are otherwise entitled.

Confidentiality
Records identifying participants will be kept confidential to the extent permitted by applicable laws and regulations and will not be made publicly available. However, federal government regulatory agencies, auditing departments of Iowa State University, and the Institutional Review Board (a committee that reviews and approves human subject research studies) may inspect and/or copy your records for quality assurance and data analysis. These records may contain private information.

To ensure confidentiality to the extent permitted by law, the following measures will be taken: No records are kept which allow us to associate your name with your responses, and data will be stored on a password-protected computer. If the results are published, your identity will remain confidential.

Participant Requirements: Students who are over the age of 18 are eligible for this study.

Compensation: $10 for 50 minutes of time.

Contact for more information about the study: Contact Dr. Weber's research team at weberlab@iastate.edu for more information.

Deadline for Application to Participate: Dec 31, 2012