

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