SOP Consumer Shopping Behaviour

# ETHICS-SOP\_METHODS #028

# Document Sign-offs

|  | Name/ Title | Date | Signature |
| --- | --- | --- | --- |
| Prepared By | Jennifer Leslie | May 24, 2017 |  |
| Reviewed By | REB-General | June 7, 2017 |  |
| Verified By |  |  |  |
| Approved By |  |  |  |

# Current Status

APPROVED

# Revision information

Revision No: 1.0

Effective Date:

Next Review Date: (Take date from Revision History below)

# Glossary of Terms

N/A

# Purpose

To provide the research community and REB reviewers with information pertaining to investigating consumers shopping behavior and decision making using eye tracking technology in the Longo’s Food Retail Lab.

# Scope

Applies to the University of Guelph community

# Responsibility

Dr. M. von Massow and research group members who use the Longo’s Food Retail Lab.

# Distribution of Copies

To be posted on the Research Ethics website

# Procedure

1. The subjects will be recruited [nature of recruitment detailed in individual ethics submission]
2. The participant will be given the consent form attached to this SOP, asked to read it and ask any questions that they have regarding the experimental procedure outlined in the consent form.
3. The participant will be fitted with TOBII eye tracking glasses; the TOBII eye tracking glasses will then be calibrated to the individual.
4. The participant will be given a series of shopping tasks:
   1. The participant will be given a budget of \_\_\_\_ and a shopping list contained in the REB online system (see attached \_\_\_\_ file)
   2. The participant will be given a budget of \_\_\_\_ and asked to shop as they do normally in a grocery store.
5. After completing the shopping task(s), the participant will be debriefed, the deception by omission will be discussed and a debrief document will be provided to the participant. The debrief document will disclose the research question that the experiment as focused on. The opportunity to withdraw from the study will be presented to the participant.
6. The incentive, if any, will be given to the participant, regardless if they complete the study or choose to withdraw at any point through the experimental procedure. [Incentives to be established in individual REB applications for each project]

# Wording for Consent Forms

**CONSENT TO PARTICIPATE IN RESEARCH**

Eye Tracking and Consumer Choice

You are asked to participate in a research project at the University of Guelph. This project is funded by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The purpose of this form is to provide you with the information needed to make an informed decision about participating in this research.

The Researchers

Principal Investigator: [name, departmental affiliation, contact information]

Other Investigator: [name, departmental affiliation, contact information]

If you have any questions or concerns about the research, please feel free to contact the principal investigator.

PURPOSE OF THE STUDY

The purpose of this project is to identify how consumers interact with visual information when making purchasing decisions.

PROCEDURES

If you agree to participate in this study, we would ask you to do the following things:

You will be asked to calibrate the eye tracking technology by completing a simple task on a computer. You will be complete a shopping task while wearing the eye tracking glasses. After the experiment, you will be asked to complete a short survey and then be debriefed.

If at any point through the survey you do not feel comfortable answering a question or would rather not answer the question, please leave that response area blank.

Completing the experimental procedure should take \_\_\_\_\_\_\_\_\_\_ minutes, however there are no time restrictions and you make take as long as you like to make your choices in the experiment.

RISKS AND BENEFITS

There are no risks to you when participating in this project. The eye tracking equipment collects only video data regarding what you are looking at – it collects no images of your face. Eye tracking equipment is sanitized between participants using [brief description]

If you would like to have a summary of the results, you can leave your contact information (either a mailing address or an email) and we can send you a brief report at a later date. If you have more questions, please feel free to contact the principal investigator.

By participating in this survey you are contributing to research that will be used to improve \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

PARTICIPATION AND WITHDRAWAL:

You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw at any time without consequences of any kind. The survey data will be linked with the eye tracking data using a anonymized identifier, that is not linked to your personal information. Due to the lack of individual identifiers in the data, upon completion of the experiment and your departure from the lab there is no way to remove your responses from the data set. You may also refuse to answer any questions you do not want to answer and still remain in the study. The investigator may withdraw you from this research if circumstances arise that warrant doing so.

RIGHTS OF RESEARCH PARTICIPANTS

This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants. You do not waive any legal rights by agreeing to take part in this study. If you have any questions regarding your rights and welfare as a research participant in this study (REB **\_\_\_\_\_)** please contact: Director, Research Ethics, University of Guelph, [reb@uoguelph.ca](mailto:reb@uoguelph.ca), 519-824-4120 ext. 56606.

CONFIDENTIALITY

No individual identifiers will be attached to the survey data or the video from the eye trackers. This written consent form will be stored separately from the other data. Your responses on the survey will be anonymized. Trained student enumerators conducting the survey will have access to the data until the documents are delivered to the primary investigator, which will occur directly after the survey session has concluded. After the survey has concluded, the raw data collected will only be available to the researchers associated with the University of Guelph: the primary investigator (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) and the other investigator (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

SIGNATURE OF RESEARCH PARTICIPANT

I have read the information provided for the study “*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*” as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Participant (please print)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Participant Date

If you would like to receive a copy of the results, please provide us with your mailing address or an email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Exclusion Criteria

* Glasses - will only be used as an exclusion criterion if the glasses the participant has do not fit under the eye tracking glasses.
* Relationship with researchers - no participants with a professional or personal relationship with the researchers will be allowed to participate in the research.
* Fluent in English

# Debrief

The purpose of this project was to show:

During the informed consent process, we did not tell you the complete purpose of the research. It was necessary to omit details of the experiment to ensure that you were not influenced in your decision making during the shopping experiment. We apologize for this deception. We are now seeking your fully informed consent. If you wish your data to be removed from the study now that you know the true purpose of the study, please discuss this with one of the study personnel BEFORE YOU LEAVE THE LAB.

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# Participant Privacy – For the REB Application

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| |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | Method(s) | Written consent | | List of Identifiers | Yes | | How will identifiers be secured? | The signed written consent form will be stored in the PIs locked office to ensure confidentiality. The survey data and the eye tracking information are de-identified on collection. | | How/when will identifiers be destroyed? | The documents will be destroyed 12 months after the publication of the results in a journal. The documents will be shredded and the shredded materials stored in a locked recycling bin before being destroyed off campus. | | Who will have access? | The PI and the Other investigator (Jennifer Leslie) will have access to the data. | | Will you create a master list by linking your participant identifier list with a participant ID# | No | | |

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| |  |  | | --- | --- | | eview Formhttps://researchlink.uoguelph.ca/pic/icon/newhelp2_icon.gif | Considering the data collection method, and the use of identifiers described above, indicate how you will safeguard the privacy of the participant's identity if promised in the consent process. | | |  |  | | --- | --- | |  |  |  |  |  | | --- | --- | | Methods(s) | written consent | | During recruitment/consent | The recruitment email will be sent out using BCC and listservs and will require the participants to contact the PI and other investigator directly to participate in the experiment. The recruitment email contains the exclusion criteria. Explicitly it asks if they participant is between 18-30, and has large glasses that may interfere with the equipment. Implicitly it is only communicated in English, selecting participants who are fluent in English. The exclusion criteria for having a relationship with the researchers will be used as an exclusion criterion at the laboratory. The participants are asked to contact the research assistant (Jennifer Leslie) who will confirm that the participants meet the requirements BEFORE traveling to the University of Guelph campus. No information communicated at this stage will be collected. All information, including the participants names and emails will be destroyed. | | During field work/data collection | The experiment will be conducted on an individual basis, we only have one set of mobile eye tracking glasses and cannot have more than one experiment being conducted at a time. After completing the experiment the physical survey and the consent form will be stored in separated areas to ensure that they cannot be linked. | | During dissemination | The size of the sample and the statistical analysis will prevent anyone from directly identifying participants in the research. | | |
| |  |  | | --- | --- | | Method(s) | Eye Tracking Data and Survey Data | | List of Identifiers | No | | How will identifiers be secured? | The eye tracking data and the survey data will be linked using an anonymized number that is not linked to the participants personal identifying information contained within the written consent form. | | How/when will identifiers be destroyed? | The documents will be destroyed 12 months after the publication of the results in a journal. The documents will be shredded and the shredded materials stored in a locked recycling bin before being destroyed off campus. | | Who will have access? | The PI and the Other investigator (Jennifer Leslie) will have access to the data. | | Will you create a master list by linking your participant identifier list with a participant ID# | Yes, but the master list will not contain a list of identifiers that can be linked back to the participant, ensuring privacy. | |

# Data Confidentiality/Storage – For the REB Application

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| Method(s) | Eye tracking experiment |
| Recording Data/Observations | Video recording |
| During collection | The video data will be transmitted from recording device to a mobile recorder through a wire connection. The video files recorded do not show any part of the participant, only the object/scene that the participant is looking at. |
| During transit | The video files will be uploaded to a dedicated encrypted password protected computer in either the PIs or the other investigators office. No data will be transmitted electronically (through email). All transfers will take place through wired computer connections or password protected USBs. |
| During processing/analysis | Data from the video flies will be transcribed into excel files, and stored on a dedicated password protected computer in either the PIs or other investigators locked office. Back ups of the data will be stored on USB keys (password protected) in a locked drawer in the PIs office. |
| Once project is complete | A completed data set will be stored on a password protected USB key in the PIs locked office for 12 months. |
| If data will be transcribed, indicate who will transcribe.  **UPLOAD confidentiality agreement on submission page** | N/A |
| If data will be transferred electronically, indicate the medium used for the e-transfer | No data will be transferred electronically (through email). All data transfers will take place through hard wired computer connections or password protected USBs. |
| If you are pre-screening participants, describe what will happen to pre-screening information already collected if the participant is deemed not eligible to take part in the project | No information will be collected in the prescreening process. |
| Data destruction date | One year after completing the study |
| Data destruction method | The data will be deleted from the dedicated computer and the password protected USB key. |
| If you plan to archive data indefinitely, describe long term stewardship. | N/A |

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| Method(s) | Survey |
| Recording Data/Observations | Survey |
| During collection | The survey will be completed in a private environment with a single enumerator to answer any questions. Upon completion the paper survey will be stored in a separate locked area in the PIs or other investigators office from the written consent forms. The survey data are anonymous. |
| During transit | After completing the survey, the survey documents will be walked back to the FARE building and transcribed. The survey data will be stored in anonymous form in an excel document, it will be transcribed by \_\_\_\_\_\_\_ and stored on a dedicated encrypted password protected computer and password protected USB key as a back up. The physical survey documents will be stored in a locked area in the PIs office until 12 months after completion of the project. |
| During processing/analysis | The data will be stored on a dedicated password protected computer in the PIs or the other investigators office. It will not be transported electronically. |
| Once project is complete | The data will be stored on a password protected USB and on a dedicated password protected computer. The physical surveys will be stored in the PIs office. |
| If data will be transcribed, indicate who will transcribe.  **UPLOAD confidentiality agreement on submission page** | \_\_\_\_\_\_\_\_\_\_ will be transcribing the already anonymous data. |
| If data will be transferred electronically, indicate the medium used for the e-transfer | The data will not be transmitted electronically. |
| If you are pre-screening participants, describe what will happen to pre-screening information already collected if the participant is deemed not eligible to take part in the project | No information will be recorded or kept. The participant will not have given us any data to store. |
| Data destruction date | 12 months after publication |
| Data destruction method | the files will be fully deleted (unrecoverable) from the USB key and the computer. The physical documents will be destroyed (secure shred) at the same point in time. |
| If you plan to archive data indefinitely, describe long term stewardship. | N/A |

# Wording for Website

N/A

# Documentation/Record Keeping

Click on here to describe documentation used in this procedure, or record keeping requirements

# External Regulatory Requirements

Click on here and describe any regulatory requirements applicable to SOP

# Internal Related, or Referenced Policies, Procedures

Click on here to list in-house procedures, other SOP's, manuals referenced in document; provide locations of materials

# References

Click on here to enter sources of documents used to write the procedure

# Revision History

| Revision # | Reviewer | Reason | Date Last Reviewed | Next Review Date |
| --- | --- | --- | --- | --- |
| 1.0 |  |  |  |  |

# Review Cycle

Annual

# Appendix

Click on here to enter sources of documents used to write the procedure