**Consent Form for Participation in a Research Study**

**Title of Study:** Exploring Digital Influencers' Perceptions of Their Impact on Consumerism and Ethical Responsibilities

**Introduction:** You are being invited to participate in a research study conducted by Sarah Baker, a graduate student in the Department of Communication at Bridge University. The purpose of this study is to explore how digital influencers with verified profiles perceive their impact on consumerism, their role in shaping shopping behaviors, and their ethical responsibilities when endorsing products.

**Purpose of the Study:** The goal of this qualitative exploratory study is to understand the following:

1. How influencers view their role in shaping consumer behavior and shopping trends.
2. The ethical dilemmas influencers face when promoting products.

**Study Procedures:**

* **Interviews:** You will participate in a structured interview conducted via Zoom. The interview will be audio recorded for future transcription and analysis.
* **Duration:** The interview will last approximately 20 minutes.
* **Questions:** The interview will cover topics including your work as a digital influencer, how you believe influencers shape consumer behavior, strategies used to promote products, and your views on ethical responsibilities.

**Risks and Benefits:**

* **Risks:** There is minimal risk associated with participating in this study. However, if any information shared during the interview could potentially identify you, this will be handled with utmost confidentiality.
* **Benefits:** Your insights will contribute to a better understanding of digital influencers' roles and ethical considerations, potentially informing future research and practices in the field.

**Confidentiality:**

* The audio recordings will be transcribed manually by the researcher. All data will be kept confidential and stored securely.
* Identifiable information will be removed or anonymized in the transcriptions to protect your privacy.
* The recordings and transcriptions will be kept for a period of [insert time period] and then securely destroyed.

**Voluntary Participation:** Your participation in this study is entirely voluntary. You have the right to refuse to answer any questions or withdraw from the study at any time without any negative consequences.

**Contact Information:** If you have any questions about the study or participation, please contact Sarah Baker at ([s.baker@bridge.edu](mailto:s.baker@bridge.edu)) or [805 1000000] or the university Institutional Review Board ([bridge-irb@irb.edu](mailto:bridge-irb@irb.edu)) further information.

**Consent:** By signing this form, you acknowledge that you have read and understood the information provided and consent to participate in the study. You also agree to the audio recording of the interview and its use for research purposes as described.

**Participant's Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Participant's Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Researcher's Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for your participation in this study.