



Recruiting Volunteers for a Research Study

Research Title: Accessibility-Related Service Failures Online: Examining Their Effect on Avoidance Behaviors for Disabled Consumers and Their Social Networks

Research Purpose and Procedures: Research is being conducted at Drexel University to examine how blind and vision impaired consumers react to bad online shopping experiences, and how normally sighted people in their social networks react to learning about this bad experience happening to a blind or low vision person they know.

Should you decide to volunteer to participate in the study, we will ask you to click on the link to the survey where you will first be requested to categorize yourself as either blind and vision impaired, or normally sighted. You will then be asked to read a brief scenario about a bad online shopping experience, and then answer a few questions about this experience. You will be asked to fill out only one survey which should take you about five to ten minutes. If you are blind or low vision, we ask that you kindly email this research recruitment announcement to at least three sighted people you know in your social network who are likely to complete this survey. You may stop at any time. If you choose to stop participation, no information will be collected, and your survey will not be considered as part of the donation total. To take the survey, use the following link: https://drexel.qualtrics.com/SE/?SID=SV_abBLThH3nfhmyxv

Remuneration: After completing the survey your response will count for a \$2.00 donation to your choice of one of five different blind/low vision organizations. To make your response count for a donation, you must complete the survey by November 1st, 2016.

Confidentiality: No identifying information will be collected from you during this survey, so your responses are anonymous and confidential. At the completion of the survey, you will be informed that you have completed the survey, and your survey will count toward the donation total. Once again, your responses to this survey will remain anonymous and confidential. We ask that you please be honest and truthful in your responses.

Risks/Discomforts: Risks are minimal for participating in this survey.

Participation: Participating in this survey is voluntary. Refusal to participate will involve no penalty of any kind. You may discontinue your participation at any time. To do so, simply exit the survey.

Additional information: This research is being conducted by researchers from Drexel University and the Drexel Institutional Review Board has approved this study (IRB#3). If you have any questions, concerns, or complaints about the research, you can contact the research team (Alex Cohen, ahc43@drexel.edu). If you have any questions, concerns, complaints, questions about participant's rights, want to obtain more information, or would like to offer input, you can contact Drexel's IRB office independent of the research team (215-762-3944).

Thank you for your participation in this important study.