**Participant Debrief Sheet**

**Commitment Study**

Thank you for taking part in the Commitment Study, run by Behavioural Economics Consultancy, Cowry Consulting. We hope that you have enjoyed taking part in it.

**Why are we doing this study?**

We are investigating ways to reduce illegal streaming of television programmes, such as Premier League football matches or other TV Series.

The real purpose of this study was to test the efficacy of a commitment intervention in persuading participants to increase their illegal streaming. In the treatment group, we handed our participants a ‘Pledge’ to sign on and were then given the Smartphone app installation choice. No such Pledge was given in the control group, and by comparing the percentage of people signing up in both groups, the role of commitment is being quantified. The installation question does precisely this, and there is no real app that we have created.

Thanks for taking part in it!!

**If you have any further questions or concerns, please contact the lead research assistant Dhanaraaj Raghuveer at:**

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**or**

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