

NEW YORK UNIVERSITY
DEPARTMENT OF PSYCHOLOGY

PAID STUDY -- Must be 18 years or older.

Name of study: Shopping

Purpose of study: The study is designed to learn more about the ways that people make decisions about what to buy in a retail situation.

Name of experimenter: Crystal Matsibekker (Ph.D. Student – Social Psychology)

Name of faculty supervisor: Prof. Peter Carnevale

Location of study: 6 Washington Place, Room 563, New York, NY 10003

Specific requirements: No specific requirements. All participants who have not already participated in the "Shopping" study are welcome.

Type of activity: Negotiation: This study explores people's decision-making in retail situations. If you agree to be in this study, you will interact with a salesperson, complete several questionnaires about your judgments, emotional responses, and impressions of yourself and other people, and then make at least one shopping decision using the \$10 voucher that the experimenter will give you. You may be in the "in-person" or the "on-line" shopping conditions, and you may be shopping alone or with a group of five other people, who may see your decisions. Your participation will take an hour.

Approximate length of time: 1 hour

Remuneration: A \$10 Voucher to go shopping in our store, the item(s) you decide to purchase and any change remaining.

Contact information:

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Approved for posting by Catharine Lennon CL

IRB Approval Dates 3/23/05 - 3/22/06