

A Randomized Trial of Food Swaps to Improve the Healthfulness and Reduce the Carbon Footprint of Grocery Purchases

Informed Consent Form

NCT06648226

April 10, 2025

STANFORD UNIVERSITY Exempt Research Information Sheet

Protocol Director: Dr. Anna H. Grummon

Protocol Title: Online grocery store purchases

IRB Use Only

Approval Date: April 10, 2025

Expiration Date: Does Not Expire

IRB# 76925

DESCRIPTION: You are invited to participate in a **research study** about online grocery store food and beverage purchases. You will be asked to complete three virtual study visits one week apart. For each ~15 minute study visit, you will be asked to complete a shopping task in an online grocery store. You will then be asked a series of survey questions about your shopping experience. Finally, we will ask you to complete several questions about your personal characteristics (e.g., age, gender) and views on nutrition policy. Participation in this research is voluntary, and you are free to withdraw your consent at any time.

Studies sometimes contain deception. By continuing to participate in this study, you consent to possible deception and understand that the researchers will debrief you at the end of the study about any deception used.

The National Institutes of Health is providing financial support for this study.

TIME INVOLVEMENT: Your participation will take approximately 45 minutes in total. This includes three ~15 minute separate online study visits spaced one week apart.

PAYMENTS: Participants will receive \$[REDACTED] for the first study visit, \$[REDACTED] for the second visit, and \$[REDACTED] for the third visit.

You will also be entered into a raffle to be conducted on or around June 14, 2025 for a prize of groceries worth up to \$[REDACTED]. The raffle will be conducted by Dr. Anna Grummon in Palo Alto, California. Participation in the study is not required in order to participate in the raffle/drawing. You can enter the raffle if you do not start or complete the study task by emailing Dr. Grummon at agrummon@stanford.edu. The chance of winning a prize is approximately 1 in 50. The winner will be contacted via Prolific, within one month after the study is closed, and provided with their prize.

PRIVACY AND CONFIDENTIALITY: The risks associated with this study are that you might feel uncomfortable revealing your grocery shopping habits or policy views, but we want to understand your true preferences when shopping and your honest reactions to the shopping experience. Study data will be stored securely, in compliance with Stanford University standards, minimizing the risk of confidentiality breach. Your individual privacy will be maintained during the research and in all published and written data resulting from the study. We may use de-identified data from this study in future research without additional consent. A de-identified version of the dataset may be made available publicly online.

CONTACT INFORMATION:

Questions: If you have any questions, concerns or complaints about this research, its procedures, risks and benefits, contact the Protocol Director, Dr. Anna Grummon at (650)644-7366.

Independent Contact: If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your

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rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-5244 or toll free at 1-866-680-2906. You can also write to the Stanford IRB, Stanford University, 1705 El Camino Real, Palo Alto, CA 94306.

Please save or print a copy of this page for your records.

If you agree to participate in this research, please complete the survey on the following pages.