

Intro Meeting

Participant: _____

Phone: _____

Date to Start: _____

Email: _____

Hi my name is Serena. I am one of the investigators for this study you have agreed to be part of. This meeting is to review the study, what is required from you in regards to time commitment, as well as the type of feedback we are looking for in the diary entries and the actual mechanics of how to give the feedback.

As mentioned in the intro email and consent form you have signed, this study will require you to record daily mobile commerce activity in the form of an electronic diary for a total of 3 weeks. At the end of the 3 weeks you will partake in an interview (about an hour long) where you will be asked questions about your diary entries as well as be allowed to provide additional comments.

Whenever you are shopping via your mobile device please feel free (as you are encouraged to) take screen-shots of your activity. The point of this is to help you remember what you have done as well as to provide a visual of your activity.

You will be sent a daily reminder to fill out your entry. This reminder will come in the form of both an email and a text at approximately 6:00pm. (Ask participant for their phone number to text and confirm email address)

The email or text will lead you to this diary entry form. It is accessible on your mobile device or computer. (Show participant form)

Part 1: should summarize the activity. See example

Part 2: should be the approximate time of your shopping activity.

Part 3: should be a detailed summary of your mobile shopping activity. Tell the story of your experience – there is no limit to what you can write about.

Part 4: should specifically describe if you had any trust concerns when doing this activity. Did this trust issue effect whether you bought or not? Trust can be a broad term – do not feel limited by what you think others might define as trust. (Show participants the example form and let them know they can access it at anytime to see an example entry)

Part 5: Should be the location where this mobile shopping took place. Please be as specific as possible.

Part 6: is optional – however very much encouraged. If you are able to take a screen shot of your activity please do so and upload it here. If your device does not allow you to take screen shots we encourage you to send a text message or make a note while in the moment. In 3 weeks it will be very helpful to remind you of the specific activity and make the study more accurate. If you have multiple activities throughout the day please fill out the diary form for each activity. If you do not partake in any mobile commerce activity during the day you are still required to fill out the diary form – however just indicate you did not do any mobile shopping. We now ask that you install a shortcut on your mobile device and on your computers. If you have any questions throughout the 3 weeks please let me know.

(Give participants a card with contact information and also let them know my contact info will be on every reminder email – the card should also have a mobile scan bar to send them to the mobile diary form.)

At the end of the 3 weeks I will contact you to set up the final interview and you will receive the first \$20. After the final interview you will be paid the final \$20.

Thank you so much for participating in the study. (Provide participant a copy of this document)

Participants were asked to record the date and time, location, summarize their activity, and describe if they had any concerns about trust when doing this activity. They were encouraged to take screen shots during activities to help them