



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



Call for evidence

as part of an academic research project
on the digitization of consumption

Do you own a smartphone and use one or more app(s) installed on it to assist you in your everyday mobile consumption practices? If so, we would be very grateful if you would share some of your experiences with us!

In recent years, a number of new digital aids have been introduced that are geared towards various aspects of consumption: shopping, price comparisons, coupons, shopping lists, payments, e-loyalty cards, product reviews, geolocalized offers, augmented reality, QR-code readers, etc. We are interested in learning *if and how consumers actually use these devices*.

Therefore, we encourage you to *tell us freely about one of your significant experiences from using these types of apps and devices in mobile context*, whether this experience is positive, negative or mixed. You may supply your account in English or Swedish.

The anonymity of your account is of course guaranteed. **A selection of these anonymous accounts will be posted on the academic platform hypotheses.org:** <http://hypotheses.org/>

To participate, simply click on the link below and enter your testimony
(without size limitation!):

https://hhs.qualtrics.com/SE/?SID=SV_7QHvGw4WFkiQ1oh

Thank you for your participation! Do not hesitate to circulate this call for evidence throughout your social networks!

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Deposit conditions:

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