



Guangzhou University – School of Education

Ethical Approval Form for Research Involving Human Participants

1. Research Title

Examining car drivers' intention to pay for traffic safety improvement: an integrated TPB-HBM framework

2. Principal Investigator Information

Name: Xie Yi (谢翌)

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Institution: Guangzhou University

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3. Research Description

This study involves a field survey conducted through face-to-face interviews with individuals in Peshawar, Pakistan. The purpose of the research is to gather primary data related to road users' intention/willingness to financially contribute to traffic safety initiatives.

4. Study Location

City: Peshawar

Country: Pakistan

Environment: Public and/or residential areas selected to ensure minimal disruption and comfort for participants.

5. Participant Recruitment and Consent

Participants with personal cars (i.e., personal car drivers) will be selected randomly. Each participant will:

- Receive a detailed explanation of the study's purpose and procedures.
- Be informed that participation is voluntary.
- Be provided with a written informed consent form (in English and Urdu) and given the opportunity to ask questions.
- Be allowed to withdraw at any point without any negative consequences.

6. Ethical Considerations

- No physical, psychological, or emotional harm will occur to participants.
- The survey will not interfere with public order, general traffic flow, or individual travel patterns.
- Interviews will be conducted at mutually agreed locations to ensure comfort and safety.
- No sensitive or personally identifiable data will be collected without explicit participant consent.
- All data will be anonymized and stored securely, accessible only to the principal investigator.

7. Risk Assessment

Risk to Participants: None expected. The study is low-risk and primarily involves answering survey questions.

Risk to Public or Environment: None. Survey activities will be organized to avoid disruption of traffic, public life, or regular activities in the area.

8. Compliance and Oversight

The study will strictly adhere to:

- The ethical guidelines and regulations of the Ethics Committee of the School of Education, Guangzhou University.
- International ethical standards for conducting research involving human participants.

The final approval for conducting the field survey will be granted by the Ethics Committee of the School of Education, Guangzhou University.



9. Data Management and Confidentiality

- All participant responses will be coded to ensure anonymity.
- Data will be stored in password-protected digital files and/or secure physical formats.
- No identifiable information will be disclosed in reports, publications, or presentations.

10. Declaration by Principal Investigator

I confirm that:

- The information provided in this form is accurate.
- I will conduct the study as per the approved ethical guidelines.
- I will report any significant changes to the research protocol to the Ethics Committee.

Signature: _____

Name: Xie Yi

Date: 15/04/2024

11. Ethics Committee Use Only (For Office Use)

Application Received Date: 17/04/2024

Review Decision: ☒ Approved ☐ Revisions Required ☐ Rejected

Chairperson's Signature: _____

Date: 17/04/2024