



INTERESTED IN PARTICIPATING IN RESEARCH?

Rutgers researchers need adult volunteers who smoke cigarettes for a study on attention in retail settings!

Eligible participants will be:

- Adults 21 and older who smoke cigarettes

To participate, you will:

- Attend a 1-hour in-person visit
- Look at images of retail settings while we record your attention
- Complete surveys and a brief interview about your reactions to images
- Earn a \$100 gift card for your participation

**EYE-TRACKING
STUDY FOR HEALTH
RESEARCH**

**1 HOUR SINGLE VISIT
TO RUTGERS
UNIVERSITY IN NEW
BRUNSWICK**

**GET PAID WITH A
\$100 VISA GIFTCARD
FOR PARTICIPATING**



**INTERESTED?
TO LEARN MORE,
SCAN THE QR CODE
OR EMAIL:**

ATTENTION@INTS.RUTGERS.EDU

RUTGERS UNIVERSITY

112 Patterson St
New Brunswick, NJ

PI: Dr. Melissa Mercincavage

Study Title: Attention in
Retail Environments

RUTGERS UNIVERSITY
Office for Research

APPROVED
IRB ID: Pro2025001178
APPROVAL: 4/18/2026
EXPIRATION: 8/20/2027

