**MSB Behavioral Research Lab Study Participation**

**Overview –** To gain all possible credit, you will participate in three, one-hour research sessions. An alternative assignment will be available each session if you cannot participate in the research studies. Sessions are conducted during the semester and consist of several, anonymous studies run by MSB faculty.

Beginning September, 30th (if you are enrolled in Marketing 220) or October 7th (if you are enrolled in Marketing 221 or Management 201) you will complete 3 one hour research sessions bi-weekly. For example, if you are enrolled in Marketing 220, you will complete one research session during each of the following weeks, September 30th, October 14th and October 28th. If you are enrolled in Marketing 221 or Management 201, you will complete one research session during each of the following weeks, October 7th, October 21st or November 4th. You will sign up for specific research session timeslots via Sona-Systems. If you are in MGMT 201 in addition to MARK 220 or MARK 221, you will have to complete three sessions for each class, totaling six.

**Credit –** You will receive 2% credit toward your final grade for completing this assignment. Each week you can complete one research session ***or*** one alternative assignment. Regardless of how that week's assignment is completed (i.e. research participation or alternative assignment completion) you will receive 2/3% (.66%) credit. After you complete all three weeks you will have the full 2%.

Each survey contains attention filters to monitor how closely you are following directions and paying attention. These are questions that are easy to answer correctly if you have read the instructions and hard to answer correctly if you have not. To ensure high quality responses from participants, if you answer 80% or more of the attention filters correctly over the course the semester you will be entered into a raffle that awards two winners $250 each. *However, if you answer 50% or fewer of the attention filters correctly during any individual session, you will not receive credit for that session*. If this occurs, you will have to complete the alternative assignment to receive credit for that week.

**Sona Systems** (<http://msb.sona-systems.com/>) – Sona Systems is the Behavioral Lab's management system. You will use this to sign up for panel sessions, and it can also be used to monitor your participation.

An account will be created for you on Sona Systems, and you will receive an email at your Georgetown email address when this is done. Your login ID will be your netID, and your password will be a randomly generated code which you will not be able to change (this is a UIS policy, sorry). In addition, you will be assigned a five-digit ID number (referred to as your Sona ID number). This number is important and can be found in the 'My Profile' section after signing in, and will be used to sign into each panel session.

You will receive periodic announcements from Sona Systems regarding when you can sign up for studies, when your participation has been approved, etc.

For more information:

<http://msb.georgetown.edu/faculty-research/behavioral-research-lab/student-subject-pool>

Any question you have for anything regarding this assignment or the behavioral lab should go to:

Chris Hydock
MSB Behavioral Research Laboratory
msblabresearch@gmail.com

202-687-2875
Hariri 522