

This handout will explain how to fulfill your research participation requirement. Please keep this as a reference throughout the semester. If you have any questions about registering for and participating in studies offered by the marketing department, we are here to help. Please email us at mkt.sona@marshall.usc.edu.

- You can receive credit for the Marketing Research Participation part of your grade in one of two ways. You can
 - (1) participate as a respondent in research studies as outlined below **OR**
 - (2) write a short research paper as outlined by your instructor.If you are not yet 18 years old you will have to choose (2).
Participating in research studies are *voluntary*. You are *not* required to participate. You can choose instead to fulfill your research requirement by writing a short research paper. Please ask your instructor if you have any questions.
- **IF YOU CHOOSE (1)** you must complete all of the following steps to receive full credit:
 - (1) using your USC email, register for an account at <http://marshall-mkt.sona-systems.com>.
The **deadline to register is Friday September, 10 2021**.
 - (2) complete the prerequisite survey during registration
 - (3) participate in **1 IN-PERSON** research sessions conducted at the Marshall Behavioral Lab (VPD LL102, session takes 1 hour)
 - (4) participate in **6 ONLINE** research session (each session takes a maximum of 10 min)If you have received permission by USC to participate remotely during the fall semester, please contact Professor Kristin Diehl (kdiehl@marshall.usc.edu) with documentation to arrange alternative accommodations.

All session sign-ups – for lab and online sessions– are done on the research website (<http://marshall-mkt.sona-systems.com>).

Detailed instructions on how to sign up and participate are provided in the following pages.

- **IF YOU CHOOSE (2)** please contact your instructor for further details regarding the research paper.

Instructions for research studies:

- When participating in *any* research session, have your 5-digit system ID that was assigned to your during registration (when you log into the research web site you can find that info in your profile: <http://marshall-mkt.sona-systems.com>)
- Available times and dates will be posted for sign up on the website. Typically, we will post online research studies on a weekly basis, posted on Monday and/or Thursday. In-person sessions will start towards the end of September. All announcements are made via email to those who are registered online (<http://marshall-mkt.sona-systems.com>).
- **IN-Person studies:** Make sure you have ample time to be present for the **FULL HOUR** and do not have conflicts with other classes, meetings, etc. Latecomers will not be allowed to participate. You must be present on time, so please show up at least 5 minutes before the session is to start.
- **ONLINE studies:** Once you accept the study in the system, the system immediately directs you to the study and you need to complete that study right then in one sitting. Make sure you have 10 minutes of uninterrupted time right when you sign up to complete the study. Only choose to participate in a study if and when you can dedicate the time right then. You will not be allowed to “hoard” signups. Complete the study in a quiet setting with no distractions where you have a stable internet connection and can hear sound from your computer. Your undivided attention is critical.
- There are enough studies over the course of the semester to accommodate all students. However, there may not be enough studies if you wait to participate until the final weeks of classes. You should aim to complete many of your credits early for your own peace of mind and to ensure you are able to obtain all the credits you need.
- After you complete a study, you will get an email letting you know that you received credit.
- You can always check the number of studies you participated in by logging into the research web site.



Marshall Behavioral
Research Lab
VPD – Dauterive Hall
Lower Level
Room 102

Marketing Research Participation – How to register on the website – Fall 2021



Note for students currently also enrolled in Management and Organization (MOR) BUAD 304/497:

Please be sure to visit the MOR research study website that your MOR professor has given you (see your MOR course syllabus). Each course has its own unique web address for research studies. Credits do NOT transfer from one course to another for credit fulfillment. No exceptions. If you are taking both BUAD 307 and also BUAD 304/497, you will need to create an account separately on each web site.

Step 1: Go to <http://marshall-mkt.sona-systems.com>

Step 2: The first time you are on this site, please request an account by clicking on the “Request Account” button on the right.

Step 3: You will be directed to this screen. Your usc.edu email address will serve as the username.

Note that you can ONLY register with your usc.edu account

(e.g. use ttrajan as your User ID if your USC email is ttrajan@usc.edu).

DO NOT use your Gmail/Yahoo email or any account other than usc.edu.

DO NOT use your numeric student ID.

Step 4: Check your usc.edu account for a confirmation email with your temporary password.

You will receive an email from the research web page with your temporary password. You should reset this password once you are logged into the web page to something else.

If you don't receive an email within an hour, this is probably because you did not use your usc.edu account and/or used a numeric ID. In that case, please re-do the registration process.

Step 5: Complete the prerequisite information on the website.

Before you can sign up for any studies you will have to complete some initial demographic information. Once you log into the system for the first time, the screen asking you for this information will pop right up.

Step 6: Sign up and complete 1 IN-PERSON and 6 ONLINE studies.

Studies will be posted on a rolling, weekly basis (typically Monday and Thursday).

Tips and Helpful Information

You will receive an email when a new study is posted. **Only those registered in the system will receive this email notification!** However, you do not have to wait for these emails! You can always check for open research studies by logging onto the web page. Studies fill up quickly!

Don't wait until the end of the semester to sign up for studies! The end of the semester is the busiest time for everybody and you will be glad you got your research requirement out of the way early. Also, waiting to the last minute most likely will leave you scrambling to find a slot.

The computer system will automatically track your participation in different studies. You can check whether you got credit by logging on to the research web site. If you have not received credit for a study you participated in, please contact the researcher listed on the study description page or email mkt.sona@marshall.usc.edu.

1. I've registered but can't sign on to the website.

- It is most likely that you did not register using your USC email account (see above)? Try registering again using your USC email ID as your ID.
- If you think you forgot your password click on the "Lost your password?" link on the homepage and your password will be sent to the email account you used to log in.

2. I check the website but can't find a study.

- Have you completed the prescreening survey yet? You need to do so to be able to sign up for studies.
- Studies are typically posted once every week. You will receive an email once new studies are posted.
- Studies are made available to you as they are organized – your professor does not have any control over when studies will be available or how many there might be.

3. I never receive emails announcing new studies.

Only registered users will receive email announcements, so register as soon as possible. They will be sent to your @usc.edu account, so please check there.

4. What are these studies about?

Studies may cover a wide range of topics related to advertising, service experiences, brand perceptions, and many more. These studies do not require any specific knowledge about marketing. The researchers are only interested in your honest responses as a consumer! The marketing faculty at USC is one of the most research active department in the world and your participation in these research studies greatly helps promote the reputation of the Marshall School as a major contributor to marketing knowledge.

5. I am under 18. Why can't I participate in studies?

If you are under 18, we would need to have your parents' consent for each specific study in which you participated. It is difficult and inconvenient for you to have your parents consent to your participation for each study. Please check with your instructor about completing the research requirement in another way.

6. What do I do when I have technical problems with this system?

On the front page of the web site is a link that allows you to send an email with your question. This e-mail will be sent to a Marshall staff member who will respond to help you as soon as possible. Please do NOT e-mail the first time you have trouble. Spend some time to try to solve your problem by going through this handout.