PARTICIPATION IN MARKETING STUDIES

During this semester you have the opportunity to participate in marketing experiments and in return you will be able to earn research participation credits counting toward your grade. Participating instructors will allow between two and three participation credits per course. That means that if you are registered in two classes that offer participation credits you will be able to participate in five or six studies and earn a maximum of 5-6 participation credits that you can then distribute to the two classes. The weighting of participation credits into the final grade is individually decided by each instructor.

Students willing to participate in experiments must first enroll in the ISU Marketing Experiment Participation System. The URL for the website is: http://isumarketing.sonasystems.com/.

All students are encouraged to go ahead and register as participants at the beginning of the semester since experiments will be posted within a few weeks from the start of classes. When you register you will be asked to provide an email address. It is VERY IMPORTANT that you indicate an email address that you check regularly since the system sends announcements when new experiments are added and reminders one day before the experiments you sign up for. Also, make sure you verify the email address for correctness before you submit your registration. Once you are registered as a participant you will receive email announcements that will let you know when studies are being posted and experiment times that are available. When you receive these invitation emails you have to go back to the website, login and sign-up for experiments.

Introductory Survey

Before you sign-up in your first experiment will be asked to take an introductory survey that will familiarize you with the type of scales that are used in marketing research. The survey will take about 5 minutes to complete. This survey also gives researchers some insight about ways in which people process information. It is important that you take this survey very seriously and respond accurately to each item. Once you complete the initial survey you will be able to sign-up in marketing studies.

Study Sign-up and Requirements

All marketing studies will have a summary description and will contain information about the location of the experiment, times available and the name of the researcher responsible with the study. Make sure you review each study description and requirements before signing-up. You can sign-up in any study that you wish at the times you want. However, some studies have certain requirements and will not let you register if you don’t meet those requirements.

If you have questions about an individual study always email the researcher responsible with the specific study at the contact information provided in the study description. If you have any questions related to web-site functionality you can contact the subject pool coordinator, Dr. Laura Smarandescu at smarand@iastate.edu.

Keep in mind that the system will not let you sign-up twice for the same study. Also, if you sign-up and wish to change the time of your appointment, you will have to first cancel/ drop your initial appointment and then you will be able to sign-up again at a new time. The system sends email reminders the day before the scheduled experiment. If you
cannot keep your initial appointment it is very important that you cancel your appointment time as soon as possible so you can free up that spot for other participants who may wish to enroll at that time. **If you fail to cancel your appointment and you don’t show up at the experiment, the system will deduct one point from your earned credits (not your grade).** However, this will reduce your chances to improve your final grade. So the key point is that if you can’t keep your appointment time make sure you cancel it online, or if you are not able to do so for a valid reason inform the **researcher responsible for the experiment** before the experiment time.

**Important Fact**

Statistically, students who start participating early in the semester were able to take advantage of all the credit opportunities and earn maximum credits.

**Receiving Credit**

After you participate in an experiment you will be assigned 1 or 2 credits depending on the experiment. You do not need to do anything to receive participation credit. It will be assigned by the researcher upon your participation. When you login to the Marketing Participation System website you will be able to review your earned credits. If there are any discrepancies, or you believe that you have not received credit for an experiment, you need to contact **the researcher responsible with the experiment.** Only contact the subject pool administrator, Dr. Smarandescu, if you experience technical difficulties with the website. The contact information is **smarand@iastate.edu**

**Distributing Credits across Classes**

If you are enrolled in only one class offering credit, the credit will be automatically assigned to that class. If you are enrolled in **more than one class** that offers research participation credit, you will need to distribute your earned credits between your classes. You will have the option to select the class where you want to apply your participation credit. You will first have to add your classes from the drop-down menu. Then you will need to assign the earned credits to the classes you wish. **There is one exception.** The system will not allow you to split 2 credits offered for one experiment to two different courses.

**The deadline for assigning earned participation credits to courses is Sunday, May 3rd.** It is very important that at you adhere to this deadline and assign your earned credits to courses since at this time the research participation lists will be given to instructors. There are no excuses or exceptions from this deadline. Students who do not assign their credits on time will not be credited later since instructors would have incorporated the credit into the grade.

**WE APPRECIATE YOUR PARTICIPATION IN MARKETING STUDIES.** By participating you will learn how behavioral research in marketing is being conducted and you will also help the research agenda of ISU.