

# Marketing Research Participation Requirement (Fall 2021)

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Marketing Research Lab Coordinator

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## Instruction for Marketing Research Participation

Your marketing research participation represents **10% of your grade**. You must complete **4 credits** to earn the full 10%. The options for fulfilling this requirement is:

- **Participate in 4 research sessions conducted by the UTSA Marketing department** for MKT 3013, MKT 3083, and MKT 4093 students.
- These sessions will be available on **Marketing SONA website ( <https://utsa-marketing.sona-systems.com> )**
  - a. Students will need a SONA account to sign-up and complete online sessions, and **they may start to register the SONA account on August 30<sup>th</sup>**, (Detailed instructions are provided below).
  - b. Once the SONA account is created, students may visit the Marketing SONA website to sign-up and complete online research sessions.
  - c. Once the SONA account is created, the lab coordinator will also reach out to SONA users for incoming lab sessions via emails.

Specifically, here is how you convert your research participation to research credits. Each research credit is worth 2.5% of your course grade (i.e., the maximum credits you can earn is 4 = 10% of your grade).

4 research sessions	= 4 credits
3 research sessions	= 3 credits
2 research sessions	= 2 credits
1 research session	= 1 credits
0 research sessions	= 0 credits

Your final research participation grade will be finalized by **5 pm on December 3<sup>rd</sup>, 2021.**

## CREATING A SONA ACCOUNT

The Marketing Department uses the SONA website to manage the research credit process. Note that the Marketing department website is different from those used by other UTSA departments (e.g., Psychology). All students completing the research requirement will need to

create an account in the SONA system. Therefore, even if you have a SONA account from a previous non-Marketing class at UTSA, you'll need to create a new one in the Marketing Department's website using the following instructions:

- Go to [the Marketing SONA website](#) and click on “**request an account**” on the right side of the page. It is important that you visit the Marketing SONA website, and not the websites of other departments (such as Psychology). You'll know you are on the right website if you see Department of Marketing written at the top.
- Provide **the e-mail address you check most frequently**. This is because we send you updates about when studies are posted! Make sure you use a good/valid e-mail address so that you can see our updates (we promise, no spam). Please make sure the sender SONA SYSTEMS and MARKETING RESEARCH STUDY SIGN-UP SYSTEM are allowed past your spam filter
- The system generates **an automatic password** (a random number) to the e-mail address you provided. Please log in and change your password to something more memorable. If you have not received your password within 24 hours, it might be because you provided an incorrect e-mail address. If that is the case, **contact the Lab Manager (dian.wang@utsa.edu)**, who is in charge of administering the studies.
- Once you are entered into the system, you will receive a randomly generated number called your **5-digit/6-digit SONA identity code**. This number is used to keep your name anonymous while completing the research requirement. Please write this number down and have it available whenever you are participating in any research activities.

**Please make sure that you provide the correct course information.** If the course information you provide is incorrect, then we have no way of informing your instructor about how many credits you have earned.

Note that the SONA system tends to operate best with Mozilla Firefox, Google Chrome, or Safari as your web browser. We sometimes **experience issues with Internet Explorer (IE)**. For example, if you have problems logging into the system from UTSA labs (in the form of an error message that says “Authentication Expired”), this is usually because you are using Internet Explorer as your Internet browser, and the UTSA labs have configured the system specifications regarding cookie activation. To solve this problem, we suggest using Mozilla Firefox, Google Chrome, or Safari as your browser instead.

## **HELPFUL HINTS FOR PARTICIPATING IN RESEARCH STUDIES**

1. **Know your 5-digit or 6-digit ID code before you begin a research session.** This ID code is critical because it helps us to ensure that your data remains anonymous. You will not be able to complete a study without it.
2. Sign up for studies that fit your schedule as soon as they become available.
  - Studies are offered throughout the semester. However, if you wait until the last few weeks of the term (and your fellow students do the same thing), you might

not have as many studies from which to choose. Thus, **we highly encourage you to complete your studies as soon as you can.**

- The **number of spaces in each study is limited**, so studies fill up very quickly. This means that you might not always be able to get into a specific study, but rest assured that you will have ample opportunity to sign up for your required number of studies.
3. **Show up for your study.** The system will limit sign-ups for each student to 3 studies at a time, but be polite to your fellow students and only sign up for studies when you really plan to be there. Spaces are limited, so if you sign up and don't come to the study you are wasting a space that someone else might have wanted. .
    - If you sign up for a study but then realize you cannot make it, please login to the SONA system and cancel your sign-up. Note that you'll need to do this at least a few hours before your scheduled session.
    - We do give you two free "no-shows" for appointments you scheduled but did not attend or cancel. After that, however, you will be barred from participation in future studies. It's a **two-strikes-and-you're-out** rule.
  4. **Go to the right place for your study.** Prior to October of the Fall Semester of 2021, all research sessions will be held online. The format of the rest of sessions (i.e., online or offline) will be updated via email, and please make sure you create the Marketing SONA account to receive the updates.
  5. **Sign up and complete on time.** Once the study is started, it cannot be interrupted without disturbing the session. Please do not stop your session before you complete all the surveys included in a session.
  6. We will communicate with you via **e-mail throughout the semester**. This will entail:
    - Announcements of new studies as they are posted (so you don't have to continually log on and monitor the website for study availability)
    - Notification of registration when you sign up for a study
    - Reminders (the day prior to the scheduled time) that your study is coming up
    - Notification of credit for a study. This should occur within 24 hours; if not, contact the Lab Coordinator ([dian.wang@utsa.edu](mailto:dian.wang@utsa.edu)).

You can also check the status of your credit at any time when you log on. If you have problems or questions about the research studies, contact the lab manager ([dian.wang@utsa.edu](mailto:dian.wang@utsa.edu)).