Research Participation Requirement

The University of Cincinnati prides itself in being a leader in academic research on consumer behavior and one of the few universities researching sales and sales management. The research participation requirement is designed to encourage you to take advantage of the unique opportunity to participate in cutting-edge research studies being conducted by University of Cincinnati faculty and students and develop first-hand insight into the latest advances in the science of marketing.

The research participation requirement involves two steps and constitutes 3% of your grade in this course:

<table>
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<th>Step 1 (1%)</th>
<th>Register with the research participation management system (SONA) by: <strong>September 13</strong></th>
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| Step 2 (2%) | Complete two research experiments (option 1) or article summaries (option 2):  
  Complete first experiment or summary by: **October 4**  
  Complete second experiment or summary by: **November 22** |

Questions? Any questions or concerns should be directed to the SONA administrator (not your professor). That is, if you have any questions (e.g., problems with the SONA system issues with registration, trouble finding studies, etc), do not contact your professor. SONA runs independently through the marketing department. Instead, contact the SONA administrator directly at: sonainstructor@gmail.com.

**Step 1. Register with the research participation management system (SONA)**

All students must register with SONA by **September 13, 2013**. Registration inputs you into the system and allows SONA administrators to send your professor your research participation at the end of the term.

To register with SONA:
- In the lower left hand corner you will see “New Participant- Request an Account Here.” Click here to register for an account.
- Once registered you will have the option to sign up for different courses. IMPORTANT – be sure to sign up for this course.
- That's it! You’ve now completed the first step (just be sure to do so by **September 13**!).

*NOTE: Students enrolled in more than one course that requires research participation through SONA will have to complete this registration for each course they participate in.*

**Step 2. Complete two research experiments (option 1) or article summaries (option 2).**

All students must complete two research experiments (option 1) or article summaries (option 2). Note that students can complete both as early as they like (e.g., both within the first month of classes). However, students must adhere to the following minimum requirements for research participation:
- A minimum of 1 experiment or summary must be completed by **October 4, 2013**
- A minimum of 2 experiments or summaries must be completed by **November 22, 2013**

These deadlines are designed to ensure the availability of research participation opportunities and to help students not be overwhelmed with research participation at the end of the semester.
Option #1: Research Experiments

You may participate in a research experiment via the Consumer and Marketing Insights Lab. This option is designed to give you exposure to cutting-edge research studies being conducted by University of Cincinnati faculty and students so that you may develop first-hand insight into the latest advances in the science of marketing. A variety of lab experiments will be offered throughout the semester. Experiments will last approximately 30 minutes. Sign-up for all lab experiments will be through the research participation management system (SONA), and experiments will take place in Linder Hall 439 or 004.

To participate in a research experiment via the Consumer and Marketing Insights Lab:

- Log onto SONA
- Click on "Study Sign Up" to view available studies
- Click on "Time Slots Available" (located to the left of each study)
- This link will take you to a page with information about the study. Click "View Time Slots for this Study" at the bottom of the page to sign up!
- Participate in the research experiment at the designated place and time. Be sure to show up early, as it may not be possible to accommodate late arrivals.

Option #2: Article Summaries

Alternatively, you may write a critical summary of an academic research article. This option is designed to give you exposure to the research that marketers conduct by reading and reporting on already completed studies that have been published in consumer research journals. Summaries must be based on a research article (not on an editorial, book review, case, or other type of article) from one of the following journals (journals can be accessed through the library’s website): *Journal of Marketing*, *Journal of Marketing Research*, *Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Personal Selling & Sales Management*, or the *Harvard Business Review*. Summaries should be 900-1200 words in length, typed in 12 pt. font, and address each of these questions:

- What is the article about? Summarize in your own words (being careful not to plagiarize from the article’s abstract).
- Critique the authors’ work. Is it interesting, important, theoretical, practical, novel, insightful? Is the background (literature review) section sufficiently informing? Do the hypotheses (if any) make sense? Does the empirical work address the questions raised? Is the sample appropriate? Do the conclusions flow logically from the findings?
- What are the implications for the practice of marketing? How can the findings be applied?
- Finally, how does this article relate to the marketing class in which you are enrolled?

To submit an article summary:

- Email both your summary and a pdf of the article to the SONA administrator (sonainstructor@gmail.com). Submit both documents with your name, professor’s name, course name, course number, and section number included on the cover page. Additionally, place “Research Participation Article Summary” in the subject heading of the email.