

# FACULTY GUIDE

## COMPLETING THE RESEARCH PARTICIPATION PROGRAM REQUIREMENT

The Research Participation Program (RPP) is intended to introduce students to the wide variety of research being conducted in the College of Business at the University of Nebraska at Omaha. As students become acquainted with professors and graduate students who are actively contributing new findings to the field of business, we expect that they will learn about how business research is conducted. We recommend that the RPP be incorporated into the Principles of Management (MGMT 3490) and Principles of Marketing (MKT 3310) courses, and that students complete ‘two’ units of “research participation” for each of these courses. However, faculty are welcome to also incorporate this program into other courses as well—it can be tailored to fit into most any syllabus.

To complete the research experience requirement, students will need to complete the required number of units (as specified by the instructor) in any combination of the following activities:

- (1) Serve as a research participant in one or more ongoing research projects.
- (2) Read and write a report covering an assigned research article.

In all, students must earn two units of research participation (RPU) as a requirement if they are taking *one* course that requires the RPP (if they are taking a second course that requires also the RPP, they will need to complete the additional number of RPUs required for that course—units may not count double). If there are enough studies taking place, students may earn all of these units by volunteering as a participant. However, if there is a shortage of studies, or if their schedule makes it impossible for them to attend sessions, or if they are uncomfortable with the prospect of participating in research for any reason, they can fulfill the course requirement by writing research report(s).

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## 1. PARTICIPATING FACULTY REQUIREMENTS

The CAB Lab administrator will contact each faculty member teaching either Principles of Management (MGMT 3490) or Principles of Marketing (MKT 3310) prior to the start of the semester to see whether they are incorporating the RPP into their course and to schedule a time to come in and briefly discuss the Research Participation Program (RPP), the website, and other requirements with the students. This takes about 15 minutes in each class and accomplishes the goal of removing responsibility for the process from the course faculty as much as possible.

To provide a sufficient number of research participants and ensure that students across the College of Business Administration are exposed to the benefits of the program, classes recommended as requiring RPP units are as follows:

- MGMT 3490: Principles of Management
- MKT 3310: Principles of Marketing

Faculty teaching these courses should include the following statement in their syllabus:

*Students are required to complete two units of research participation through the Commerce and Applied Behavior Laboratory's (CAB Lab) Research Participation Program (RPP). This requirement is designed to provide you with an opportunity to enhance your appreciation of the nature and role of business research topics and methods. There are two ways to complete this requirement during the semester (1) participate in research studies conducted by faculty and graduate students, or (2) write research brief(s) following the guidelines that you will be provided.*

*If there are enough studies taking place, you may earn all of these units by volunteering as a participant. However, if there is a shortage of studies, or if your schedule makes it impossible for you to attend sessions, or if you are uncomfortable with the prospect of participating in research for any reason, you can fulfill the course requirement by writing research brief(s). Completing either option will entail an approximately equal amount of effort. To sign up for participation in a research study, go to the following URL on the internet: <http://unocablab.sona-systems.com>. Unit values are determined by the length of each study (a typical 20-30 minute study is equivalent to 0.5 credits). Announcements regarding studies will be emailed and can also be obtained by checking the website. Guidelines for the research brief can be obtained online or by contacting the CAB Lab Administrator, Dr. Erin Pleggenkuhle-Miles, in MH 303V or at [unocablab@unomaha.edu](mailto:unocablab@unomaha.edu).*

We recommend that 5% of the overall course grade be allocated to the RPP, but this determination remains solely at the discretion of the participating faculty member.

CAB Lab faculty will grade alternative assignments unless the participating faculty member would prefer to assign the grades for these assignments.

**2. IMPORTANT STUDENT DATES & DEADLINES**

The approximate dates and corresponding deadlines below are designed to give faculty and their students a concrete guideline to complete the RPP requirement.

<b>Immediately</b>	Sign-up for an account now: <a href="http://unocablab.sona-systems.com">http://unocablab.sona-systems.com</a> .
<b>Week 2/3</b>	Prescreen survey and initial studies will be made available
<b>Friday before Dead Week</b>	Last day to turn in research paper to <a href="mailto:unocabla@unomaha.edu">unocabla@unomaha.edu</a>
<b>Friday before Dead Week</b>	Last day to participate in a study
<b>Thursday before Dead Week</b>	Reporting to Participating Faculty
<b>Monday of Finals Week</b>	Deadline for resolving all Research Participation Requirement issues

**3. REPORTING TO PARTICIPATING FACULTY**

The CAB Lab Administrators will send participating faculty monthly reports on student completion. We have had mixed reports on the effectiveness of relaying this information to students. Students are able to log into SONA and see their respective units earned at any time, whereas the reports are time-stamped and as a result may not be 'current'. Reports from students opting to submit research brief(s) to fulfill the RPP requirement will not be graded until the end of the semester\*. Participating faculty can expect to have a final RPP report, delivered electronically, by Thursday of dead week.

<b>Week 8</b>	Initial Report
<b>Week 11</b>	Monthly Report
<b>Week 14</b>	Monthly Report
<b>Week 16</b>	Final Report

*\*Faculty members may opt to grade the alternative assignments themselves if they prefer.*

#### 4. LEARNING DEBRIEFS

It is a policy of the UNO College of Business RPP that a written debriefing be given to all participants in all studies. The general tone of the CAB Lab's recommendation is the following: *The participants in our studies are doing us a favor, giving up their time to help us out. In return, we owe it to them to make their experience both interesting and educational; to give them a better sense of what business research is all about.*

The following are several specific suggestions we have given to researchers to further that end and are provided here to ensure participating faculty that learning is tied to overall objectives related to the course for which the credit is being earned.

- We encourage researchers to make it as easy as possible (within reason) for participants to contact the researcher(s) about the studies in which they've participated. Thus we provide participants with pertinent contact information regarding each study. We encourage researchers to inform participants when the data from their study(s) will be analyzed and even invite them to come by if they're interested in the results.
- Second, we encourage the researchers to take some care in selecting references for inclusion in the debriefing form. The idea is to give participants some references (preferably two or more) that will be truly helpful to them if they're interested in pursuing the topic of that particular research. It is suggested that the researchers attempt to locate references that are aimed at the students' level of sophistication.
- It is recommended that the debriefing include a description of the research that is actually educational. For example, including the independent and dependent variables measured, the predictions made, as well as the theory from which the predictions were derived is highly encouraged. Further, the CAB Lab will assist in making sure that this is presented in a way that undergraduates can understand.
- The study needs to be described in such a way that participants don't feel negative in any way as a result of their behavior. If false feedback about their performance was given, or if they were led to believe that they failed, the research must "undo" this in the debrief.
- The debriefing will thank students for their help and make it clear that CBA as a whole appreciates their participation.
- If any form of deception was utilized, a "consent-to-use-data form" is included. This form is typically given to participants after debriefing and gives participants the option to have their data withheld from the study.

## 5. STUDENT INSTRUCTIONS FOR RESEARCH PARTICIPATION

- a) SONA: To use the SONA system you MUST have a reliable and working email address and access to the Internet. You are urged to use your university account (i.e. jdoe1@unomaha.edu). If you are having trouble setting it up, please contact the CAB Lab either during the listed hours in room MH 320A, which can be found online at <http://www.unomaha.edu/college-of-business-administration/commerce-and-applied-behavior-lab/index.php>, or anytime at [unocablab@unomaha.edu](mailto:unocablab@unomaha.edu).
- b) CREATE AN ACCOUNT: Go to <http://unocablab.sona-systems.com>. Click on “Request an Account Here” underneath the “New Participant?” heading.

Notice that you will be required to enter personal information in order to create an account. For “User ID” you may select any User ID that you would like to have—assuming it has not already been taken—we recommend that you select a user ID that you will easily remember. When filling out the personal information, please make sure that you select the class(es) that you are enrolled in that require Research Participation (scroll down in the box for more class options).

After entering the required information, a password will be automatically sent to the email that you listed. Please remove any email restrictions (e.g., SPAM blockers) or enable receiving email from <http://unocablab.sona-systems.com> before submitting for a password/account authorization to make sure that the password/authorization email is not blocked. Again, we STRONGLY recommend that you use your UNO email account.

Information about forthcoming studies is provided under the “Study Sign-Up” section within your account. You will also receive an email each time a new study is posted.

- c) Once registered you will need to complete the Pre-screen survey (listed under Study Sign-Up), available at <http://unocablab.sona-systems.com>. **Once this is completed you will be able to access all the studies you are eligible to participate in.**
- d) Studies will become available the 2<sup>nd</sup> or 3<sup>rd</sup> week of the semester, and are available on a first-come, first-served basis. For lab-based studies, it is advised that you arrive at the scheduled study five minutes ahead of time. Some studies are conducted in groups, and it is critical that all members of a group are available to begin the session at the same time. Being even one minute late may disqualify you from participating.
- We will send out several email reminders noting new studies throughout the semester. We also have a newly established a Facebook page (<https://www.facebook.com/KoraleskiCABLab>) where we will be posting studies as they become available. Please “Like” the page for updates.
- e) If you must miss a study, notify the person running the study at least 24 hours in advance, or as soon as you can. Do not forget to take down any pertinent contact information at the time you sign up; if you do not have this information, no one will be able to find it for you later. If you cannot reach the study administrator directly, you should email [unocablab@unomaha.edu](mailto:unocablab@unomaha.edu). Be sure to include the name of your study, the name of the administrator, and your appointment in your email.
- f) If you do not show up for a study and do not notify the contact person or CAB Lab personnel in advance, you will not be allowed to sign-up for another lab-based/in-person study and your instructor will be notified.

## 6. REQUIREMENTS FOR STUDENT RESEARCH BRIEFS

One unit of research participation is awarded for a written research brief (e.g. two research briefs is equivalent to two units of research participation). When completing this assignment, students should anticipate spending approximately one hour reading and writing a brief that compares two specific theories/concepts related to the course you are taking.

If a student is having trouble finding studies in which to participate at midterm or later, we encourage them to fulfill their remaining research experience requirements by preparing research briefs. All research briefs are graded during the last week of each semester. While we will gladly accept research briefs throughout the semester, the student's account will not be credited until the end of the semester as a result of the grading procedure.

Sources for these assignments are available via the electronic journals link at the Criss Library website. If necessary, librarians and support staff are available at the Criss Library help desk to guide you with using electronic journals. Or, contact the library help desk at (402) 554-3206.

**The Assignment.** Select **two specific theories/concepts** that have been covered in your class or that your textbook author focuses on. For each theory/concept:

- Summarize the basic assumptions the theory proposes (e.g. what is the causal path? How does this theory explain questions regarding marketing/management?). **Examples** are often useful to help explain the theory connection to actual business practice.
- Describe the similarities you think these theories have (e.g. do they incorporate similar concepts? Have similar times of origin?).-- *Note:* You should have adequate comparisons/contrasts. The similarity that "they both explain marketing/management" is absolutely NOT a sufficient example.
- How are the theories different? (e.g. do they explain different business concepts? Are they better or worse at explaining consumer behavior, management strategy, etc.?)
- Finally, explain which theory you believe is better. Be sure to support your argument or explain **why** you think so (e.g. better evidence; can answer more questions).

Reference both the textbook as well as ideas presented in class to support your arguments. You are also required to use outside sources to supplement your paper; please provide references at the conclusion of your paper. The brief should be a minimum of 3 pages, single-spaced.

The body of the report should indicate the student's name, ID number, and which class the paper is submitted for to receive RPP credit. The report must be typed (12-point font with standard 1-inch margins) and submitted via electronic format. To do this, you should email a copy of your summary to [unocablab@unomaha.edu](mailto:unocablab@unomaha.edu) (acceptable formats include: .docx; .doc; or .pdf). This file must be named: your last name, followed by first initial, middle initial (if available), and number of alternative research paper that the document represents (for example, Jane Marie Doe's file would be named doejm1). The burden of responsibility to make sure that a file was received is placed on the participant. Therefore, it is highly recommended that you request an e-mail confirming that your file has been received and print a copy for your records.

**Due date** - The alternative research assignment(s) is due no later than the **Monday of Dead Week**. Student reports must be turned into the CAB Lab Administrator by this date or they will not receive credit for their participation; late papers cannot be accepted.