

STUDENT GUIDE

PARTICIPATING IN THE RESEARCH PARTICIPATION PROGRAM (RPP)

Your instructor has opted to offer the Research Participation Program (RPP) - wherein you may participate in ongoing research studies - as extra credit (in addition to your regular coursework). The RPP is intended to introduce you to the wide variety of research being conducted in the College of Business at the University of Nebraska at Omaha. As you become acquainted with professors and graduate students who are actively contributing new findings to the field of business, we expect that you will learn about how business research is conducted.

To complete the research experience requirement, you may participate through 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.

Through your participation, you will earn units of participation that will be reported to your instructor. 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, you may earn all of these credits 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 report(s).

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1. 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 CABLab 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.

- b) CREATE AN ACCOUNT: Go to <http://unocablab.sona-systems.com>. Click on “Request an Account Here” underneath the “New Participant?” heading. **If you already have an account, log into your existing account and add your current course.**

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 start becoming available on **Week 2 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.
- a. 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. 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.

2. 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, you 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 you are having trouble finding studies in which to participate at midterm or later, we encourage you to fulfill your 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, your 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 your 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 (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 **Friday before Dead week**. Student reports must be turned into the CABLab Administrator by this date or they will not receive credit for their participation; late papers cannot be accepted.

