

This handout will explain how to fulfill your research participation requirement. Please keep this as a reference throughout the semester. Questions about registering and participating? Please email us at [mkt.sona@marshall.usc.edu](mailto:mkt.sona@marshall.usc.edu).

- You can get credit for the Marketing Research Participation part of your grade in one of two ways. You can
  - (1) participate as a respondent in research sessions **OR**
  - (2) write a short research paper as outlined by your instructor. If you are not yet 18 years old you will have to choose (2). Participating in research sessions is *voluntary*. You are *not* required to participate. You can choose instead to fulfill your research requirement by writing a short research paper. Please ask your instructor if you have any questions.
  
- **IF YOU CHOOSE (1)** you must complete all of the following steps to receive full credit:
  - (1) using your USC email, register online at <http://marshall-mkt.sona-systems.com>
  - (2) complete the prerequisite survey during registration
  - (3) participate in 2 IN-PERSON research sessions conducted at the Marshall Behavioral Research Lab (VPD LL102, each session takes 1 hour)
  - (4) participate in 1 ONLINE research session (maximum 10 min)
 All session sign-ups – for in-person and online sessions – are done on the research website (<http://marshall-mkt.sona-systems.com>).  
**Detailed instructions on how to sign up and participate are provided in the following pages.**

**Instructions on IN-PERSON research sessions:**

- Available times and dates will be posted for sign-up on the website. Announcements are made via email.
- **Bring your SYS ID number each time you come to participate** (found in confirmation email you receive).
- When you look to sign up for an in-person research session, make sure you have ample time to be present for the **FULL HOUR** and do not have conflicts with other classes, meetings, etc.
- Latecomers will not be allowed to participate. You must be present on time, so please show up at least 5-10 minutes before the session is to start.
- Different studies covering different marketing topics will occur throughout the semester. Students may select the session that fits their schedule. However, students cannot participate in consecutive research sessions (e.g. you cannot participate in Marketing Research Session 2 and Marketing Research Session 3). The website will not allow you to book back-to-back sessions.
- If you are unable to make it to a booked session, you will need to cancel your sign-up at least 8 hours prior to the session. You will not be able to sign up for another slot in that session unless you cancel.
- **Session location:** Sessions are conducted in the **Marshall Behavioral Research Lab located on the Lower Level (LL) of Peter and Verna Dauterive Hall (VPD), Room LL102**. Please see the map below. This facility is wheelchair accessible. If you require any accommodations based on a disability, please contact Professor Kristin Diehl ([kdiehl@marshall.usc.edu](mailto:kdiehl@marshall.usc.edu)) as early as possible in the semester to make arrangements.

**Instructions on ONLINE research sessions:**

- Available times and dates will be posted for sign up on the website. Announcements are made via email.
- Online research sessions must be done in a quiet setting with no distractions where you can hear sound from the computer. Your full undivided attention is critical.

- **IF YOU CHOOSE (2)** please contact your instructor for details regarding the research paper.



Marshall  
Behavioral  
Research Lab  
Lower Level  
Room 102

## How to register on the Marketing Research website



**Note:** There is also a Management and Organization research website for BUAD 304/497. Please be sure to use the Marketing website (see what it looks like below –yellow boxes)!  
**If you are in both classes, you will need to create an account separately on each web site.**

**Step 1:** Go to <http://marshall-mkt.sona-systems.com>

**Step 2:** The first time you are on this site, please request an account by clicking on the “Request Account” button on the right.

**Step 3:** You will be directed to this screen.  
**Your usc.edu email address will serve as the username.**



**Note that you can ONLY register with your usc.edu account**

(e.g. use ttrojan as your User ID if your USC email is [ttrojan@usc.edu](mailto:ttrojan@usc.edu)).

DO NOT use your Gmail address or any account other than usc.edu.

DO NOT use your numeric student ID.

**Step 4: Check your usc.edu account for a confirmation email with your temporary password.**

You will receive an email from USC with your temporary password. You should reset this password once you are logged into the web page to something else.

If you don't receive an email within an hour, this is probably because you did not use your usc.edu account and/or used a numeric ID. In that case, please re-do the registration process.

**Step 5: Complete the prerequisite information on the website.**

**Before you can sign up for any sessions you will have to complete some initial demographic information.** Once you log into the system for the first time, the screen asking you for this information will pop right up.

**Step 6: Sign up and complete two lab sessions and one online session.**

Studies will be posted on a rolling, weekly basis.

### **Additional Information**

You will receive an email when a new study is posted. **Only those registered in the system will receive this email notification!** However, you do not have to wait for these emails! You can always check for open research sessions by logging onto the web page. Sessions fill up quickly! **Remember that you will not be able to sign up for consecutive research sessions** (e.g., Marketing Research Session 2 and Marketing Research Session 3).

**Don't wait until the end of the semester to sign up for sessions!** The end of the semester is the busiest time for everybody and you will be glad you got your research requirement out of the way early. Also, waiting to the last minute most likely will leave you scrambling to find a slot that fits your schedule. So please plan ahead!

**When you sign up for a session slot you will commit to a specific date, time, and location.** Make sure your scheduled session does not interfere with your classes and that you can arrive at the specified location on time. It is your responsibility to know where to be and when to be there!

**Sessions will start on time and no latecomers will be admitted.** If you are late you will need to reschedule for a later session, which may no longer be available. Keep in mind that if you sign up for a specific slot and you do not show up for that study, you take away the opportunity to participate from one of your classmates who could have made it on time. So please be conscientious!

You should only sign up if you are sure you can attend the session. However, life happens and if you cannot make it to the session, you can cancel up to 8 hours in advance using the website. Note that you cannot sign up for another slot of the same study unless you cancel your previously assigned slot.

You will not need a receipt for your attendance; the computer system will track this automatically. You can check whether you got credit by logging on to the web site. Please allow at least 2 days after the completion of all sessions for your credit to post. If you have not received credit, please contact the researcher listed on the study description page.

## Frequently Asked Questions

### 1. I've registered but can't sign on to the site.

- It is most likely that you did not register using your USC email account (see above)? Try registering again using your USC email ID as your ID.
- If you think you forgot your password click on the "Lost your password?" link on the homepage and your password will be sent to the email account you use to log in.

### 2. I check the website but can't find a study.

- Have you completed the prescreening survey yet? You need to do so to register for experiments.
- Studies are posted approximately once every week. You will receive an email once new studies are posted. Try back again in a few days.
- Sessions are made available to you as they are organized – your professor does not have any control over when sessions will be available or how many there might be.

### 3. I never receive emails announcing new studies.

Only registered users will receive email announcements, so register as soon as possible. They will be sent to your @usc.edu account, so please check there.

### 4. What are these studies about?

Studies may cover a wide range of topics related to advertising, service experiences, brand perceptions, and many more. These studies do not require any specific knowledge about marketing. The researchers are only interested in your honest responses as a consumer! The marketing faculty at USC is one of the most research active departments in the world and your participation in these research sessions greatly helps promote the reputation of the Marshall School as a major contributor to marketing knowledge.

### 5. Where do marketing research sessions meet?

All sessions will typically be conducted at the Marshall Behavioral Lab, but the exact location for any given session varies. When you sign up for a study, the location where the study will be conducted will be clearly specified.

### 6. Do I need to bring anything when I participate in a study?

You need to know your system ID (you can find it in the reminder email you will receive). You should be sure to have a pen or pencil with you, everything else you might need will be provided for you.

### 7. What if I cannot make it to a session?

You can cancel your participation up to 8 hours in advance using the web site.

### 8. I am under 18. Why can't I participate in sessions?

If you are under 18, we would need to have your parents' consent for each specific study in which you participated. It is difficult and inconvenient for you, in particular, to have your parents consent to your participation. Please check with your instructor about completing the research requirement in another way.

### 9. What do I do when I have technical problems with this system?

On the front page of the web site is a link that allows you to send an email with your question. This e-mail will be sent to a Marshall staff member who will respond to help you as soon as possible. Please do NOT e-mail the first time you have trouble. Spend some time to try to solve your problem by going through this handout.