

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.

- 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 12 individual online studies. Each study takes no longer than 10 minutes (in total no more than 2 hours). All session sign-ups 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 for research sessions:

- Available times and dates will be posted for sign up on the website. Typically we will post two studies per week, posted on Monday and Thursday. Announcements are made via email to those who are registered online.
 - Research sessions must be done in a quiet setting with no distractions where you have a stable internet connection and can hear sound from your computer. Your full undivided attention is critical.
 - When you choose to participate in a given study, you need to make sure you have 10 minutes of uninterrupted time right then to complete the study.
 - Once you accept the study in the system, the system immediately directs you to the study and you need to complete that study right then in one sitting. Only choose to register for a study if and when you can dedicate the time right then. There will be enough slots for everybody. But you will not be allowed to “hoard” study.
 - Make sure you have your 5-digit system ID that was assigned to you during registration (when you log into the research web site you can find that info in your profile: <http://marshall-mkt.sona-systems.com>)
 - After you complete a study, you will get an email letting you know that you received credit. For each study you will receive one credit.
 - You can always check the studies you participated in and the credits you received by logging into the research web site.
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- **IF YOU CHOOSE (2)** please contact your instructor for details regarding the research paper.

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).

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 the research web page 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 twelve different online studies.

Studies will be posted on a rolling, weekly basis (typically Monday and Thursday).

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!

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.

The computer system will automatically track your participation in different studies. You can check whether you got credit by logging on to the research web site. If you have not received credit for a study you participated in, please contact the researcher listed on the study description page or email mkt.sona@marshall.usc.edu.

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 used 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 be able to sign up for studies.
- Studies are typically posted twice every week. You will receive an email once new studies are posted.
- 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 department 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. 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 to have your parents consent to your participation for each study. Please check with your instructor about completing the research requirement in another way.

6. 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.