

## Research Participation Program (RPP) Guidelines

### UGBA 106 - Marketing

<p><b>RPP Overview</b></p>	<ul style="list-style-type: none"> <li>● Students are given an opportunity to participate in research related to their course for course credit.</li> <li>● Haas faculty and graduate students will be conducting the studies.</li> </ul>
<p><b>Requirements</b></p>	<ul style="list-style-type: none"> <li>● You must be 18 years or older to participate in a study. If you are younger than 18 years of age, please complete the Alternative Assignment described below.</li> <li>● You will be required to complete up to 5 credit hours. Please check with BLab for the exact credit hours required for this course.             <ul style="list-style-type: none"> <li>○ 30 minutes of participation in a study = 0.5 credits</li> <li>○ 60 minutes = 1 credit</li> </ul> </li> <li>● <b>Alternative Assignment:</b> If you choose to not participate in a study you can fulfill the credit requirement by doing a critical analysis of an academic Marketing journal article of your choosing.             <ul style="list-style-type: none"> <li>○ For each 2 pages you will receive 1 credit (e.g. 1 page = 0.5 credits, 2 pages = 1 credit, 4 pages = 2 credits etc...)</li> <li>○ 1.5 inch margins on bottom and top and 1 inch margins on the sides, Times New Roman 12 pt font, double spaced (not including the works cited page), Word document</li> <li>○ Alternative Assignments are due <b>June 26th by midnight.</b></li> <li>○ Send pdf to <a href="mailto:behavioral_lab@berkeley.edu">behavioral_lab@berkeley.edu</a> with subject UGBA 106: Alternative Assignment_YourName</li> <li>○ You <b>MUST</b> include how many credits you are fulfilling</li> </ul> </li> </ul>
<p><b>Policy</b></p>	<ul style="list-style-type: none"> <li>● You can only participate in a study once.</li> <li>● If you must cancel a study, you are required to do so at least 24 hours in advance of the study session. Failure to do so can result in your account being limited and you instead earning credit through the Alternative Assignment.</li> <li>● If an experimenter cancels with less than 24 hours notice they are required to provide credit to everyone signed up for the cancelled study sessions.</li> </ul>
<p><b>Getting Started</b></p>	<ul style="list-style-type: none"> <li>● <a href="https://berkeley.sona-systems.com">https://berkeley.sona-systems.com</a> and create your account. Make sure to select your course.</li> <li>● Log in to your account and click on “Study Sign Up” to view a list of currently available studies.</li> <li>● To sign up for a study, click on “View Timeslots Available” to sign up for a timeslot of your choice.</li> </ul>

For any questions regarding RPP, contact [behavioral\\_lab@berkeley.edu](mailto:behavioral_lab@berkeley.edu).

## **RPP Frequently Asked Questions**

- **“If I participated in studies for class credit in the past, can they count towards the RPP credit requirement for my current class?”**

All credit towards RPP must be earned during this current semester. Past credit cannot transfer to the current semester.

- **“Can I get credit for paid studies?”**

Studies available to students to participate in for credit are associated with specific courses in order to help students gain a new experience with related course material. For example, there are RPP studies that are only for UGBA 105 and RPP studies that are only for UGBA 106. You can identify these studies by the title of the study posted, which will indicate if it's for UGBA 105 or UGBA 106. Therefore you cannot get credit for paid studies.

- **“If I'm in two courses that participate in RPP do I have to get the required credit for each class or can I share credits between the courses?”**

You will need to earn the credit requirement for each class by either participating in studies that are specific to your course or by completing the alternative RPP assignment.

- **“Can I transfer credits from a study for UGBA 105 to count towards UGBA 106 or vice-versa?”**

Since the studies available for RPP are specific to either UGBA 105 or UGBA 106 you cannot transfer credits between the two courses. To ensure proper allocation of credits, make sure to check the study title for UGBA 105 or UGBA 106 and select the corresponding course for the credit allocation on SONA when you sign up for a study.

For example, if a study is for UGBA 105 make sure to select UGBA 105 as the course in which the credit will be assigned. For further assistance please contact the RPP coordinator.

- **“Where do RPP studies take place?”**

The location of the study will be indicated in SONA.

- **“Are RPP studies on ‘Berkeley time’ or real time?”**

Study sessions begin according to the timeslots listed. For more detail check the study description.

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