

Research Participation Program (RPP) Guidelines

UGBA 106 - Marketing

RPP Overview	<ul style="list-style-type: none"> ● Students are given an opportunity to participate in research related to their course for course credit. ● Haas faculty and graduate students will be conducting the studies.
Requirements	<ul style="list-style-type: none"> ● 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. ● 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"> ○ 30 minutes of participation in a study = 0.5 credits ○ 60 minutes = 1 credit ● Alternative Assignment: 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"> ○ 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...) ○ 1 inch margins, double spaced ○ Alternative Assignments are due May 7th by midnight. ○ Send pdf to behavioral_lab@berkeley.edu with subject UGBA 106: Alternative Assignment_YourName. ○ You MUST include how many credits you are fulfilling.
Policy	<ul style="list-style-type: none"> ● You can only participate in a study once. ● 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. ● 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.
Getting Started	<ul style="list-style-type: none"> ● https://berkeley.sona-systems.com and create your account. Make sure to select your course. ● Log in to your account and click on “Study Sign Up” to view a list of currently available studies. ● To sign up for a study, click on “View Timeslots Available” to sign up for a timeslot of your choice.

For any questions regarding RPP, contact behavioral_lab@berkeley.edu.