

Instructions for Participation in Marketing Research Experiments

Pay special attention to Section 3 about cancellation of a sign-up and the possible consequence if you do not do so.

IMPORTANT: Technical questions should be sent to the coordinator of the Marketing Research System (mkt-research@cuhk.edu.hk)

1. How to request an account and login the Marketing Research System (MRS)?

- Go to <http://cuhk.sona-systems.com/>. You can find “Request account” on the login page (see Figure 1) of the site. Click the link (see Figure 2) and you will be required to provide some basic information (Notice: you should use your cu @link email address as your User ID but no need to type in “@link.cuhk.edu.hk” this standard part when entering the User ID. Registration will not be approved if you provide wrong information).
- You will receive an email notification with your login information after the administrator has approved the account. You can change your password after your first login. You may also provide an alternate email address (after your first login) if you prefer to receive future notifications at another email address (see Section 4).
- The email will come from mkt-research@cuhk.edu.hk, so be sure to configure your junk mail filters to allow email from that address.

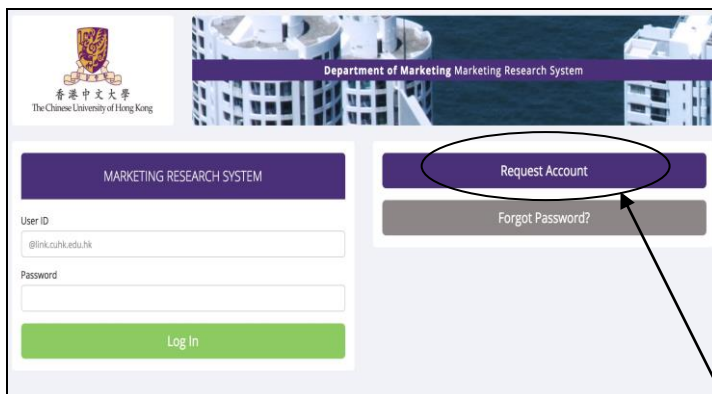


Figure 1 - Login Page

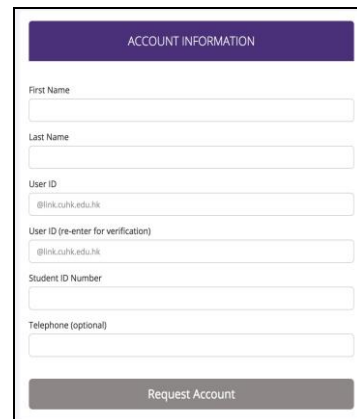


Figure 2 – Request an account

1.1 Other Features on Login Page: Retrieving a Lost Password

- If you have forgotten your password, then you may choose to have your password emailed to you. You will see an option on the login page (on the left).

2. How to earn monetary incentives by participating in experiments?

You will not be paid if you sign-up and participate in studies that offer “credit”. Please check carefully.

2.1 Check for studies that offer monetary incentives

- After you login, you will see the main menu (see Figure 3). This menu has three components: *Study Sign-up*, *My Schedule & Credits*, and *My Profile*.
- Click on the *Study Sign-Up* option, you will see a list of studies. A brief description of each study will be given as well as any special requirements that may restrict your eligibility to participate in the study. Under the column *Study Information* (see Figure 4), look for experiments which offer monetary rewards (e.g. Pay 30 Dollars). When you sign up this type of study, you will get monetary rewards in return for the participation immediately after the experiment.

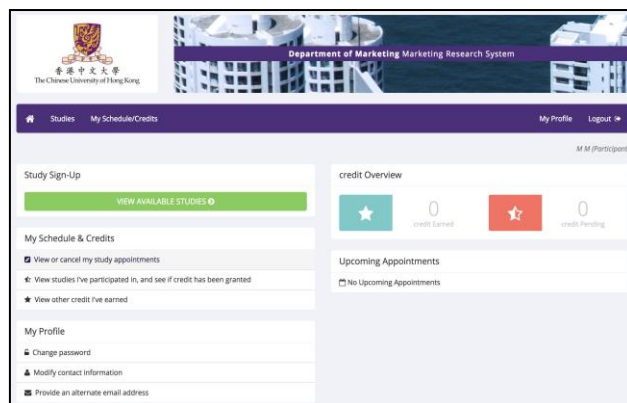


Figure 3 - Main Menu

- You can also view studies that have available timeslots on a specific date (see the *date option* on top of screen shown in Figure 5).

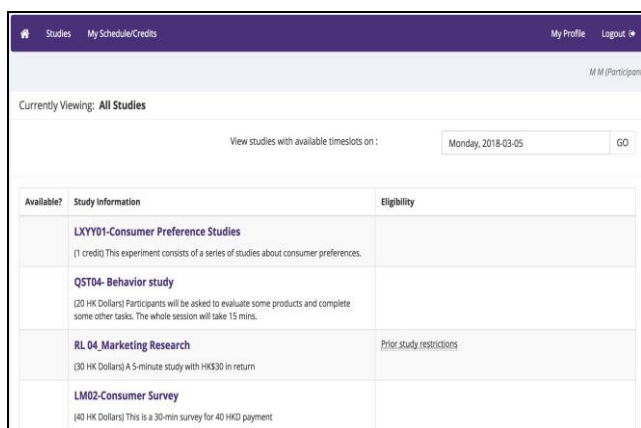


Figure 4 - Viewing Studies

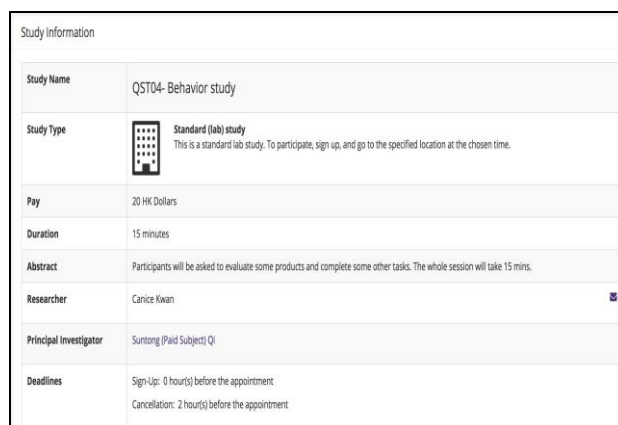


Figure 5 - Study Information

2.2 Restrictions in sign-up

- Studies that currently have available participation times (timeslots) will have “Timeslots Available” listed on the left (Figure 6). If no studies have available timeslots, you may logon to the system later to see if new timeslots or studies have been added.
- There are different restrictions in participation for different studies. For example, if you have participated in the study before, you cannot sign up for it again. This is automatically enforced. Other restrictions could include “Cantonese speaker only.” This type of restriction may let you sign up but if you do not speak Cantonese, and show up at the study, you probably will not be allowed to participate in that experiment.

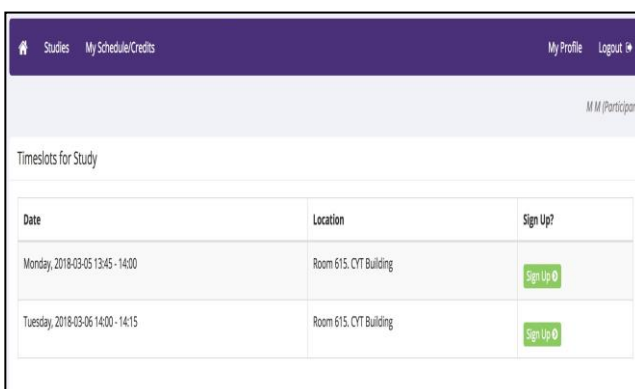


Figure 6 - Study Timeslots

- Some studies are two-part studies (for example, you are asked to come for a 30-min session on Monday and another 30-min session on Friday), which you must sign up for both parts of the study at once. These studies will be clearly marked.

2.3 Sign-up for a specific timeslot

- Once you determined that you meet all the requirements, click on *View Timeslots for This Study* and you will see a list of available timeslots. Choose a timeslot that is convenient for you, and click *Sign Up*
- After you click *Sign Up*, you will see information displayed confirming the time and location of the study you plan to participate in. You will receive an email confirmation as well. You are now signed up for the study.

Please bring your student ID card for verification when you participate in a study.

3. How to cancel a sign-up? What if I do not cancel?

- Click on the ***My Schedule & Credits*** option, you will see a list of all the studies you have signed up for, as well as those you have completed.
- There is a time limit in canceling a sign-up. E.g. You can only cancel a sign-up **X hours before the study** is to occur. This restriction is listed on the webpage.
- Once you click *Cancel* to cancel your sign-up, you will see a confirmation page (see figure 7). Click *Yes* to cancel your sign-up, and the sign-up will be cancelled immediately.

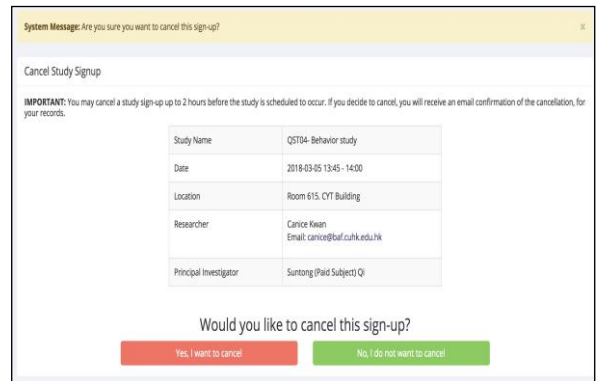


Figure 7 - Sign-Up Cancellation

- If you wish to cancel your sign-up for a two-part study, you should do so by canceling your sign-up for the first part, then the second part will automatically be cancelled. However, the cancellation is not effective if you only cancel your sign-up for the second part.

If you do not show up for experiment sessions twice, you will be blocked by the system and cannot sign up for studies in the remaining semester. Thus, please cancel a session in advance if you cannot attend it.

4. How to change my password and other personal information?

- If you would like to change your password or other information about yourself, choose ***My Profile*** from the top toolbar. If you would like to change your password, type your new password (twice, for confirmation) in the provided boxes. If you would like to keep your password, simply leave these boxes empty (see Figure 8).

4.1 Email Address Options

- Email notification is sent to you when you sign up for studies and cancel studies. Your email address is also used by the researcher in the event they need to contact you. The system will use your cu @link email address by default. You can also provide an alternate email address if you prefer.

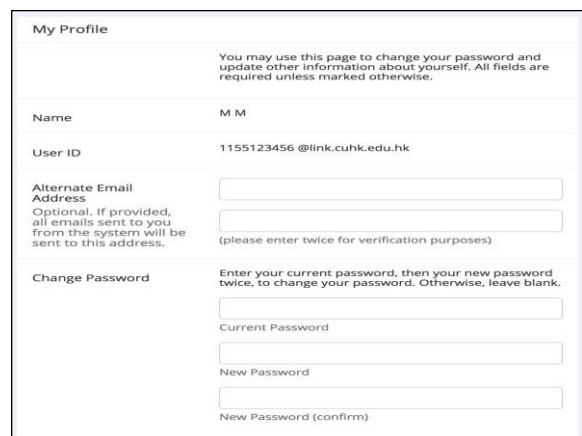


Figure 8 - Updating Your Profile

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