

Instructions for Participation in Marketing Research Experiments

How participating in marketing research experiments may benefit you?

- Provide you with an educational research experience. Students are encouraged to learn more about the conduct of rigorous marketing research through participation in a small number of experiments.
- Enable you to provide a meaningful contribution to the accumulation of knowledge. One of the missions of CUHK is to create knowledge based on research, which could ultimately enhance the well-being of each individual. Thus, through participation in research, you can help provide data and information that may further our understanding of the community and the world at large.
- Earn extra credits for your course final grade. Students enrolled in certain marketing classes are allowed to participate in research experiments (procedure described below) or complete research assignments (available from Marketing Research System coordinator) to gain credits. The credits can be exchanged for extra points in addition to the 100% assessment scheme of your class. Students will be given one credit for a half-hour experiment or two credits for an hour of participation. Each student can earn at most four credits for the course in one term.

This handout gives you information about how to sign up for experiments, including:

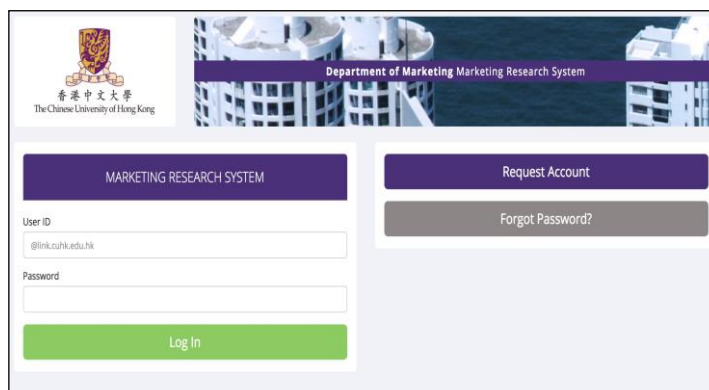
1. How to login the Marketing Research System (MRS)?
2. How to earn extra credits for my final grade by participating in experiments?
3. How to cancel a sign-up? What if I do not cancel?
4. How to track my progress?
5. How to change my password, email address, and other personal information?
6. How to logout?

IMPORTANT: Technical questions about how to sign up, assign credit etc. should be sent to the coordinator of the Marketing Research System (mkt-research@cuhk.edu.hk), please do **NOT** contact your instructors for questions regarding the experiment sign-up system.

1. How to login the Marketing Research System (MRS)?

- An account will be created for you one week after the add/drop period. You will be assigned a login name (user ID) and a default password. You will receive this account information by email.
- When you receive this email go to <http://cuhk.sona-systems.com/> (see Figure 1) and login using the login name and default password you have been given.
- **You may also access to the system through Apps “Sona Mobile” (Android / iOS)**

Figure 1 - Login Page



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 extra credits for my final grade by participating in experiments?

After you login, you will see the main menu (see Figure 2). 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.

- Studies that currently have available participation times (timeslots) will have “Timeslots Available” listed on the left (next to the name of the study). If no studies have available timeslots, you may want to logon to the system later to see if new timeslots or studies have been added.

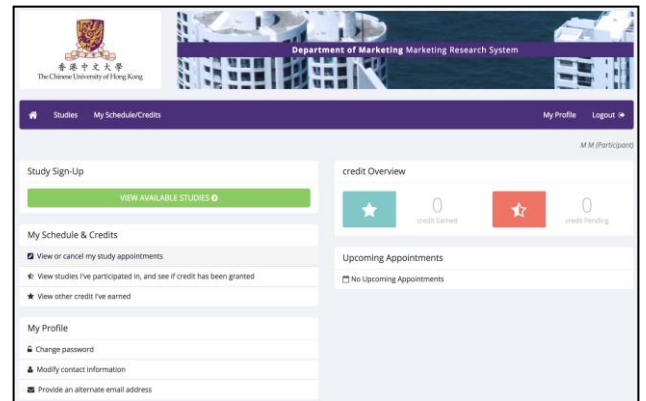


Figure 2 - Main Menu

- You can also select a specific date and view studies that have available timeslots on that date (see the *date option* on top of screen shown in Figure 3).

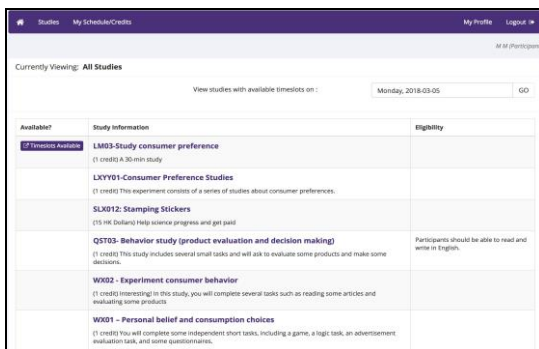


Figure 3 - Viewing Studies

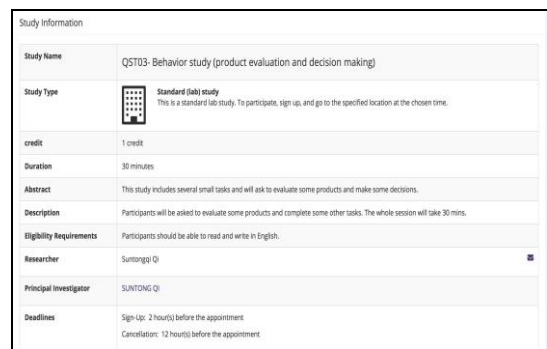


Figure 4 - Study Information

- To view more information about a study, click on the name of the study. You will see a list of any special restrictions or eligibility requirements, as well as a contact person if you have questions about the study (see Figure 4).
- Some restrictions are automatically enforced by the system while some are not. 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 will likely not receive credit for the study, and could face a penalty.
- 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), where you must sign up for both parts of the study at once. These studies will be clearly marked.
- Once you have determined 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* (see Figure 5).

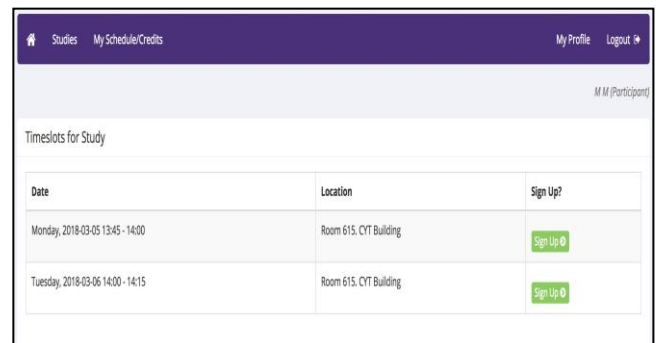


Figure 5 - Study Timeslots

- 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.

IMPORTANT: Please print a copy of this e-mail and bring it to the researcher when you participate in a study. The researcher will sign on it. Then keep it as a record of your participation so that if later you find that you are not given the credit you have earned, you can show the sheet to the experimenter as a proof of your participation.

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.
- Studies you have signed up for that you are allowed to cancel will have a *Cancel* button next to them. There is a time limit. 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 6). Click Yes to cancel your sign-up, and the sign-up will be cancelled immediately.
- 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.

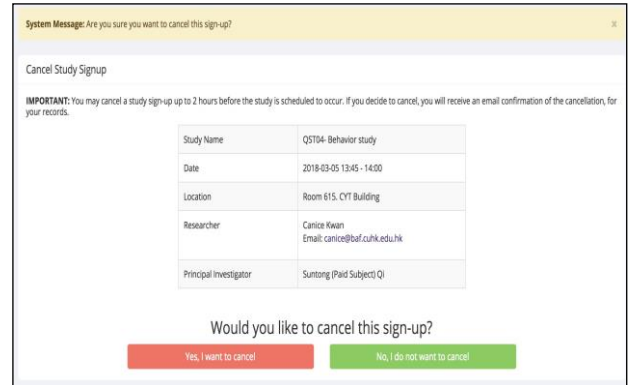


Figure 6 - Sign-Up Cancellation

IMPORTANT: Penalties for no-shows ~ Students who miss experiment sessions without canceling in advance will be assigned a penalty equal to the credit they are supposed to earn in that session (i.e., minus two points for an one-hour study).

4. How to track my progress?

- Click on the **My Schedule & Credits** option, you will see at the top a list of the number of credits you are required to earn (you can ignore this if there is no credit requirement for your course), and how many you have earned so far (see Figure 7).
- Below that, if you have signed up for any studies, those are listed as well. In the list of studies, you will see information about your credit status.

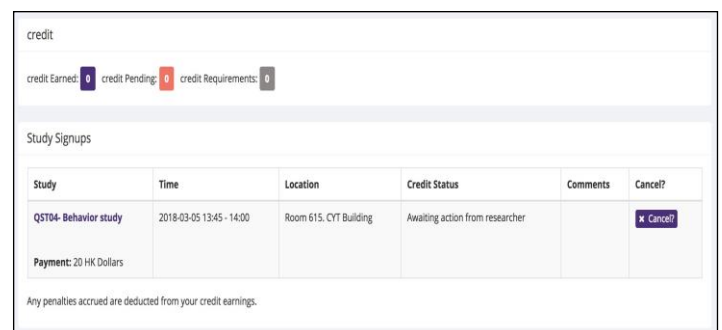


Figure 7 - Viewing Your Progress

- Non-study credit is also listed, when applicable. Non-study credit is usually granted for doing assignments, which are available from the coordinator of the Marketing Research System.

5. 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 *not* like to change your password, simply leave these boxes empty (see Figure 8).

5.1 Email Address Options

- Email notification is sent to you when you sign up for studies, cancel studies and when you receive credit. Your email address is also displayed to the researcher when they view who has signed up for their study, in the event they need to contact you.

The screenshot shows a web form titled "My Profile". At the top right, there is a note: "You may use this page to change your password and update other information about yourself. All fields are required unless marked otherwise." The form contains the following sections:

- Name:** M M
- User ID:** 1155123456 @link.cuhk.edu.hk
- Alternate Email Address:** A text input field. Below it, a note says: "Optional. If provided, all emails sent to you from the system will be sent to this address. (please enter twice for verification purposes)".
- Change Password:** A section with a note: "Enter your current password, then your new password twice, to change your password. Otherwise, leave blank." It contains three input fields: "Current Password", "New Password", and "New Password (confirm)".

Figure 8 - Updating Your Profile

- You have two choices for your email address. When you update your profile, you will see a box where you may provide an alternate email address. If you provide such an address (this could be a hotmail account, gmail account, etc. for instance), this is the address where any notifications will be sent, and this is also the address that will be displayed to researchers.
- If you do not supply an alternate email address, the system will use your cu @link email address by default.
- Make sure that the address you supply is the one that you check most often. Thus, if you provide an alternate google email address – remember that you will receive email notifications there and NOT on your @link.cuhk address.

6. How to logout?

- When you are done using the system, choose **Logout** from the toolbar on the top right to logout. You are now logged out. It is always a good security measure to close all your browser windows as well, especially if you are using a computer that is shared by others.

- The End -