

# Doing Behavioral Research at Kellogg

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September 26, 2006

## Agenda

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- Research Resources
- Getting started:
  - ✓ IRB Certification
  - ✓ IRB Study Approval
- Lab Policies and Subject Pool
- Running your study
  - ✓ Software
  - ✓ Data analyses

## Experimental Research Facilities

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- Subject pool (approx. 5000 subjects)
- 2 labs for computer based experiments (3<sup>rd</sup> and 4<sup>th</sup> floors)
- 6 break out rooms (3<sup>rd</sup> floor) with video cameras
- Audio/video equipment
- Software

## Getting Started: IRB Certification

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- [www.research.northwestern.edu/research/OPRS/irb/](http://www.research.northwestern.edu/research/OPRS/irb/)
- Get IRB certification:
  - ✓ CITI Basic Course: [www.citiprogram.org/](http://www.citiprogram.org/)
  - ✓ NU Investigator 101:  
Chicago Campus: Thursday, September 28, from 9am to 12pm  
Evanston Campus: Tuesday, October 10, from 2pm to 5pm
- Have your RAs get IRB certification

## Getting Started: IRB Study Approval

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- Expedited review:
  - ✓ Research on individual or group characteristics or behaviors or research employing surveys, interview, oral history etc.
  
- Exemption:
  - ✓ Educational practices
  - ✓ Surveys, Tests, Interviews or Observations
  - ✓ Public Officials, Candidates, Statutorily Regulated Research
  - ✓ Existing Data
  - ✓ Research and Demonstration Projects
  - ✓ Food Research

## IRB Tips

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- Get certified!
- Go for exemption/expedited
- Fill in all the fields in the form
- Make sure to mention:
  - ✓ Measures to insure anonymity/confidentiality
  - ✓ Minimal risk: probability and magnitude of the harm or discomfort anticipated in the research are not greater in and of themselves than those ordinarily encountered in daily life.
- IRB contact:
  - ✓ Andrew Ellis: [a-ellis2@northwestern.edu](mailto:a-ellis2@northwestern.edu)

## Lab Scheduling Policy

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Each faculty member and doctoral or post-doctoral student may schedule times in the following manner:

- I. Each Faculty member and doctoral or post-doctoral student shall be allotted **10 Prime Time hours** (9-5, M-F) per quarter that may be booked anytime on a first come, first serve basis (RA's may schedule for their advisor, but the hours will count towards the advisor). Untenured, tenure-track faculty shall be allotted **20 Prime Time hours** per quarter.
- II. Up to **10 additional Prime Time hours** may be scheduled starting 2 weeks prior to the scheduled date.

## Lab Scheduling Policy (continued)

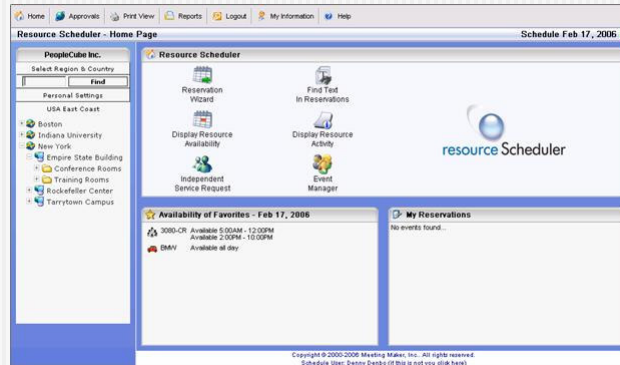
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- III. **Unlimited Non-Prime Time** (after 5pm, M-F + anytime on weekends) may be scheduled on a space available basis anytime.

Please, release your primetime hours and/or find substitutes as soon as possible, in case of impossibility to run your study.

## Lab Scheduling

- Lab Manager/Resource Scheduler (forthcoming)



## Subject Pool

<https://kellogg.sona-systems.com/>



## Subject Pool: Setting-up a study

Basic Information

**Study Name**

**Brief Abstract**

**Detailed Description** (optional)

**Eligibility Requirements**

**Duration**  minutes

**Credits / Pay** (fractional Credits allowed: 0.5, 1.5, etc.)  Credits

**Preparation**

**Researcher**  
  
  
  
  
  
(hold the Ctrl or Apple key and click for multiple researchers)

**IRB Approval Code** (optional)

**Visible to Participants?** Yes  No

**Active Study?** (inactive studies are sometimes kept for historical purposes; a study must be active and visible to show up on the list of available studies to participants) Yes  No

## Setting-up a study (continued)

Advanced Settings

**Pre-Requisites**  Participants must participate in ALL of these studies before they may sign up:  
 Participants must participate in AT LEAST ONE of these studies before they may sign up:  
  
  
  
(hold the Ctrl or Apple key and click to select multiple studies)

**Disqualifiers** Participants must **not** have participated in ANY of these studies before they sign up:  
  
  
  
(hold the Ctrl or Apple key and click to select multiple studies)

**Course Restrictions** Participants must be in one of these courses:  
  
  
  
  
(hold the Ctrl or Apple key and click to select multiple courses)

**Sign-Up Password** (leave blank if participants do not need a special password to sign up for this study)

**Is this a web-based study?** No

**Study URL** (optional)

**Participant Sign-Up Deadline**  hours before study is to occur

**Participant Cancellation Deadline**  hours before study is to occur

**Should the Researcher receive an email notification when a participant signs up or cancels?**  No  
 Yes --for sign-ups and cancellations

## Subject Pool: Pre-test qualification

System Administrator Administrator

### Pretest Qualification Analysis

Listed below are the questions you have chosen, and the available choices for each question. Please check each specific choice (for each question) that you would like to use in your analysis. The number of participants matching will be computed based on how many participants answered at least one of the selected choices for each question.

If you have chosen to analyze based on the sum or average computed score for a section, you will see all possibilities within the allowable range of responses, computed down to 1 decimal point where applicable.

What is your gender? (sex)

Choices:

- 1 Male
- 2 Female

What kind of citizenship do you have? (citizen1)

Choices:

- 1 US
- 2 Non-US
- 3 Dual US and non-US

Analyze

## Pre-test qualification (continued)

System Administrator Administrator

### Pretest Qualification Analysis

Based on the selected choices, 32 participants currently qualify to participate in a study with such criteria.

You may choose to contact participants and invite them to participate in a study. If you would like to do so, please fill out the area below with your message. Be sure to mention the name of the study, as it is not automatically included in the email message. If you prefer to send mail to only a random subset of the matching participants, choose the percentage. Choosing 100% will email to all matching participants. The administrator will also receive a copy of the message you send. The system will only send the message to participants with active accounts (i.e. allowed to login to the system).

**Participant Contact**

Percentage to Mail: 100% - All 32 participants (participant estimates are approximations)

Study Exclusions: Exclude participants who have participated in the following studies:  
NO EXCLUSIONS  
10601  
10602  
(hold the Ctrl or Apple key and click to select multiple studies)

Message

Send Messages

## Subject pool policy summary

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- Get IRB certification
- Ask lab manager for:
  - ✓ Study title
  - ✓ Mass e-mail notification
- Set Course restrictions
- Credit granting after participation

## Running your study: Software

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- Web surveys  
[www.kellogg.northwestern.edu/kis/websurveys/](http://www.kellogg.northwestern.edu/kis/websurveys/) :
  - ✓ Cogix
  - ✓ ViewsFlash (hosted by Kellogg),
  - ✓ Qualtrics (hosted by vendor)
- Computer-based experiments:
  - ✓ Medialab/DirectRT
  - ✓ Z-tree
  - ✓ Multistage
  - ✓ Custom programs (e.g., C; Java; Perl)

## Behavioral Research Committee

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- Kathleen Hagerty (Sr. Associate Dean: Faculty & Research),
- David Keown (Assistant Dean, KIS),
- Alain Bonacossa (RC),
- Patricia Ledesma (RC),
- Damba Lkhagvasuren (RC),
- Angela Lee (Marketing),
- Katherine Philips (MORS),
- Paola Sapienza (Finance),
- Brian Rogers (MEDS)

## Contacts

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Who	Room	Phone	Email alias
Alain	4242	7-1854	a-bonacossa
Damba	4222	7-4070	d-lkhagva
Patricia	4218	7-7658	pledesma

<http://www.kellogg.northwestern.edu/researchcomputing/>