PROTOCOL TITLE: Kellogg eLab

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PRINCIPAL INVESTIGATOR:
John Johnson
Research Support
847.467.1854
john.johnson@kellogg.northwestern.edu

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1.0 Purpose of the Study:

The Kellogg eLab is an online subject pool that will host and promote online research studies on a wide range of topics – individual decision making, including consumer goals and behavior, influences of marketing, interactions with culture and politics, health and public policies, as well as moral and ethical issues.

2.0 Background / Literature Review / Rationale for the study:

Facilitating ease of online research will expand the Kellogg behavioral research reach beyond the limitations of in-person lab experimentation and allow investigators to access much larger and more diverse research participants.

3.0 Inclusion and exclusion criteria:

Participants must be 18 or older and possess a valid mTurk account in order to register as part of the eLab subject pool. Efforts will be made to prevent duplicate participant registry. IP addresses of registrants will be compared to remove duplicates wherever possible.

4.0 Sample Size:

The Kellogg eLab will most benefit Kellogg researchers with as large and diverse a subject pool as possible. With this in mind, and considering the number of mTurk users on Amazon’s platform, we aim to enroll up to 30,000 participants.

5.0 Research Locations:

N/A

6.0 Multiple Sites:

N/A

7.0 Reliance Agreements/Single IRB:

N/A

8.0 Procedures Involved:

The Kellogg eLab is managed through Amazon’s Mechanical Turk (mTurk).

Participants who consent to register will do so through Amazon’s mechanical turk interface: https://www.mturk.com/mturk/welcome. By logging in using their existing mTurk accounts, users will see a list of available Human Intelligence Tasks (HITs), of which the Kellogg eLab demographics survey will be one. Completion of the demographic variable survey will enter respondents into the Kellogg mTurk Panel—the Kellogg eLab’s subject pool. From here, participants will have the opportunity to participate in subsequent online research studies based on their specific demographic information.
9.0 Incomplete Disclosure or Deception:
N/A

10.0 Recruitment Methods:
Participants will be recruited via mTurk HIT posting.

11.0 Consent Process
Potential participants wishing to register for the eLab through mTurk must provide online consent prior to completion of the paid demographic survey. Participants may revoke their consent at any time by contacting the eLab administrator directly.

By clicking “continue,” participants indicate that they understand the information described in the consent, certify that they are at least 18 years of age, and that they agree to share their mTurk ID with Kellogg eLab system administrators.

12.0 Financial Compensation
The Kellogg eLab will offer electronic payment to participants at the mTurk market rate of at least $.10 per minute. mTurk payments will be delivered through participants’ individual mTurk account.

Each individual study deployed through either eLab pool will specify the precise mode and rate of compensation within their respective protocol and consent documents.

13.0 Audio/Visual Recording:
N/A

14.0 Potential Benefits to Participants:
There will be no direct benefit to participants by taking part in this research.

15.0 Risks to Participants:
The studies deployed through the Kellogg eLab should pose no physical or emotional risk (short or long term) to those participating. A description of any increased risk for a specific study will be provided before the study start. Although all necessary safeguards will be in place to protect the privacy and confidentiality of participant data, no guarantees can be made regarding the interception of data sent via the Internet during study completion when third parties software may be used.
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16.0 Provisions to Protect the Privacy and Confidentiality of Participants and the Research Data:
All participant demographic information and study responses will be kept confidential. Participant responses will be assigned a numeric code. Information linking participants’ code with their name will be stored in a separate database. Only elab administrators will have access to identifiable participant data.

Participants who consent to participate through mTurk will be linked to Qualtrics for the completion of the paid demographic survey/HIT. As a feature of the Amazon mTurk system, the participant’s mTurk ID will be automatically linked to their data. This is the only identifier that is collected. Per the Amazon mechanical turk participation agreement, mTurk IDs will only be used for the purposes of contacting participants about completing additional paid HITs based on their responses to the initial paid survey.

Data will be saved within the Kellogg eLab password secured Qualtrics account until it is manually pulled to a secured server by the system administrator. Researchers will receive only de-identified data points. Further, only system administrators will have access to the Kellogg eLab mTurk account and will post all subsequent HITs on the behalf of investigators. Individual investigators will not have access to the Kellogg eLab mTurk account.

mTurkers will be contacted to participate in future research HITs through an anonymous messaging function within the mTurk system based on their mTurk ID and survey responses.

17.0 Data Monitoring Plan to Ensure the Safety of Participants:
N/A

18.0 Data and if applicable, Specimen banking:
N/A

19.0 Data Sharing:
N/A

20.0 Qualifications to Conduct Research and Resources Available:
N/A