PROTOCOL TITLE: Kellogg Behavioral Research Recruitment Registry

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VERSION DATE:
08May2018
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1.0 Purpose of the Study:
The Kellogg Behavioral Research Recruitment Registry functions as a research registry through which potential participants can enroll to agree to be contacted about future research opportunities through Kellogg’s Behavioral Lab.

2.0 Background / Literature Review / Rationale for the study:
This recruitment registry allows for efficient recruitment of participants for new and on-going research projects carried out by Kellogg behavioral faculty and graduate students.

3.0 Inclusion and exclusion criteria:
Participants must be at least 18 years of age to register. This study aims to enroll Northwestern undergraduate and graduate students, staff, other community members in the surrounding Evanston and Chicagoland area, as well as nationally.

4.0 Sample Size:
The Kellogg Behavioral Research Recruitment Registry will most benefit Kellogg researchers with as large and diverse a subject pool as possible. With this in mind, we aim to enroll up to 25,000 registry members. Given that there are a total of approximately 8,000 undergraduate students at Northwestern, a goal of 25,000 allows for the potential recruitment of undergraduate students, graduate students, general community members in Evanston, Chicago, and the surrounding suburbs, as well as nationwide participants merged from the previous Kellogg eLab Sona account approved as part of STU00008432.

5.0 Research Locations:
Research studies supported by The Kellogg Behavioral Research Recruitment Registry will be conducted either online or at one of Kellogg’s Behavioral Lab locations, including:

Evanston Kellogg Campus Behavioral Lab (Jacobs Center): Primary lab location consisting of two computer labs, several breakout and debriefing rooms, and an audio visual control room.

Chicago Kellogg Campus Behavioral Lab (Wieboldt Hall): Satellite lab location consisting of individual breakout rooms.

Chicago Botanic Gardens: Satellite lab location consisting of 1 break out room.

UChicago Behavioral Lab: Satellite lab location for which individual NU IRB and UChicago IRB approval is obtained on a project by project basis. Individual investigators wishing to conduct research studies at UChicago behavioral lab locations must first obtain NU IRB approval to do so. UChicago IRB approval must then also obtained prior to research project implementation at this particular research location.

Institutional approval for use of these lab locations has been obtained and is maintained by dedicated lab staff. Individual investigators wishing to conduct research using the Kellogg
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Behavioral Research Recruitment Registry at these locations must first provide verification of IRB approval and comply with institutional research participant compensation policies.

6.0 Multiple sites:
N/A

7.0 Reliance Agreements/Single IRB:
N/A

8.0 Procedures Involved:

In order to register as a member of the Kellogg Behavioral Research Recruitment Registry, potential participants will navigate to the registry portal https://kellogg-behavioral.sonasystems.com. Here, participants will be able to read our online consent form. After providing consent to enroll in this registry, participants will be randomly assigned to one of two sub-pools: Deception or No-Deception. Participants will not know to what pool they have been assigned. Those randomly assigned to the Deception sub-pool will be invited to future studies that may involve deception. Those randomly assigned to the No-Deception sub-pool will only be invited to participate in subsequent research studies that do not involve deception.

Following randomization, participants will be asked to complete a brief demographic questionnaire. Participants’ answers will determine their eligibility for subsequent research studies.

Each future study that participants are notified about will have first received IRB approval and ask that potential subjects provide separate consent before participating. Individual investigators will not have access to the registry itself. Investigators who utilize the Kellogg registry for recruitment purposes will only have access to de-identified participant information.

Participants will be notified of research participation opportunities for which they qualify by the lab administrator via the email functionality within the Sona registry system. Emails will be sent to qualifying participants any time a new study matching their eligibility criteria is made available. Studies may be conducted in-person at one of the lab’s research locations, or online. Each individual study invitation will detail the study type and, if in-person, the location of that particular study. If participants qualify to participate in multiple studies, they will receive a notification for each study. To avoid email spamming, multiple notifications are combined into a single email correspondence whenever possible by the lab administrator.

This method of participant correspondence will also be utilized to notify registry participants of opportunities to participate in internal Kellogg Behavioral Lab feasibility testing for the purposes of assessing the viability of the Lab’s methodology, location, recruitment, and compensation strategies. This testing may involve research invitations to the satellite research locations detailed in section 5.0 such as Wieboldt and the Chicago Botanic Garden. De-identified participant response and enrollment data will be used to inform future recruitment & compensation strategies for individual IRB approved studies using the Kellogg Behavioral Recruitment Registry and associated lab locations.
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9.0 Incomplete Disclosure or Deception:
All studies, including those that utilize deception or incomplete disclosure, will receive individual IRB approval prior to recruiting participants from this research registry. Individual investigators will ensure that their projects comply with NU IRB and federal regulations with regard to alteration of consent and debriefing.

10.0 Recruitment Methods:
Flyers and advertisements:
Paper and digital advertisements and/or flyers will be used for recruitment purposes. Individual tear-off flyers, social media postings, and newsprint advertisements will be IRB approved prior to their implementation.

IRB approved physical ads will be placed on and around both the Evanston and Chicago Northwestern campuses. Prior approval will be obtained from the proprietor of any private business such as a coffee shop, restaurant, etc.

IRB approved digital advertisements will be posted on the Kellogg behavioral lab Facebook page and may be shared by other NU branded, or otherwise related social media accounts. Approved digital advertisements may also be shared on craigslist, reddit, and other public forums. Northwestern Campus digital displays will be used to exhibit IRB approved flyer content with permission from the Kellogg communications office and building administrators.

In-Person Recruitment:
Potential undergraduate and graduate student participants will be recruited through pre-arranged classroom visits. An IRB approved in-class recruitment script will be used. Students interested in participating will be provided with an IRB approved Kellogg Behavioral Lab sign up card on which they will write their email address. Following the in-class recruitment session, the lab administrator will contact those who provided their information via email and provide them with a link to the SONA systems portal through which they will provide consent and register.

Potential community participants will be recruited by IRB approved study team members in a public setting. An IRB approved community recruitment script will be used. Individuals interested in participating will be provided with an IRB approved Kellogg Behavioral Lab sign up card on which they will write their email address. The lab administrator will then contact those who provided their information via email and provide them with a link to the SONA systems portal through which they will provide consent and register.

EDW Recruitment:
In order to reach a broader research population beyond Northwestern University students and staff, potential participants who meet our inclusion criteria will also be identified and recruited from Northwestern’s Electronic Data Warehouse. Those identified via EDW will be contacted via IRB approved mailing sent through post or email. If potential subjects are interested in enrolling in our registry to participate in future behavioral research studies, they will be able to contact the research staff via information provided in the mailing, which will include the
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telephone number, email address, and link to complete the online consent process as well the demographics survey that will be administered through SONA systems.

Per the EDW Manager, the EDW data analysts are able to issue a report of this nature in service of behavioral research. Given that EDW reports are generated in accordance with IRB approved protocol eligibility criteria, the PI will provide the following eligibility criteria to narrow the scope of the EDW search:

- Adults ages 18-80
- Adults having consented to be contacted about research opportunities through NM
- Adults with addresses in Evanston, Chicago, and the surrounding suburbs

Individuals identified on the EDW’s report will never be automatically entered into the registry. Consent is required prior to account creation.

NUCATS Study Referrals:
Information about the Kellogg Behavioral Research Registry will be provided to the Northwestern University Clinical and Translational Sciences (NUCATS) recruitment team. Potential clinical research participants who call the NUCATS recruitment line wishing to learn about clinical research opportunities for which they might qualify will be asked if they are interested in learning about behavioral research opportunities at Kellogg as well. If interested, callers will be directed to email the Kellogg behavioral lab administrator at expadmin@kellogg.northwestern.edu, or to register directly at https://kellogg-behavioral.sona-systems.com (or to the shortened URL: http://bit.ly/KelloggbLab). Participants who wish to be contacted by the lab administrator directly will provide their name and email address.

11.0 Consent Process
Potential participants wishing to register for the Kellogg recruitment registry must provide online consent prior to being able to complete their registration. Participants will have the option of revoking consent, having their information removed, and their account deactivated at any time by emailing the system administrator, whose contact information is provided on the consent screen and can also be found on the Kellogg Recruitment Registry webpage https://kellogg-behavioral.sona-systems.com as well as on every email notification sent to participants.

Participants will provide individual consent for every subsequent research project in which they choose to participate.

A waiver of HIPAA Authorization is requested due to use of EDW as a recruitment technique.

Consent will be obtained online.

By clicking “request account,” participants indicate that they understand the information described in the consent, certify they are at least 18 years of age, and that they agree to share their name and email address with the Kellogg behavioral lab administrator.

12.0 Financial Compensation:
Each individual study deployed through the behavioral lab will specify the precise mode and rate
of compensation within their respective protocol and consent documents. Common methods of compensation for in-person studies include cash payments or use of NU Stored value Visa cards. Common methods of compensation for online studies include digital gift cards to major online retailers (e.g., Amazon) as well as NU digital stored value cards. These online payments will be made by entering participants into a lottery or at a pre-determined flat rate.

13.0 Audio/Visual Recording
Individual investigators using audio/visual recording equipment for their research studies will submit details about the type of recording being utilized as well as provide a research justification for the use of this equipment to NU IRB for review and approval on a study by study basis. Once the necessary NU IRB approval is received for the particular study, the Kellogg Behavioral Lab offers access to audio/visual recording equipment in the Evanston Lab location. Storage and processing of recorded data is the responsibility of each individual investigator using this equipment for his/her research project(s).

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 conducted at the Kellogg School of Management behavioral lab 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 during the consent process for that particular study.

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 behavioral lab administrators will have access to identifiable participant data.

Data transmission at the time of registration is protected with SSL encryption. Participants are only known to researchers by the de-identified id code automatically generated by the SONA system. Only behavioral lab administrators will have access to the key that can connect participant data to identifiable information. Only system administrators will contact participants directly.

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

18.0 Data and if applicable, Specimen Banking:
Individual investigators collecting bio-specimens (such as saliva) for their research studies will submit details about the type of specimen collection and proposed storage procedures to NU IRB for review and approval on a per-study basis.
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19.0 Data Sharing:
N/A

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