

Leeds School of Business

Student Information Packet for the Research Experience Requirement

Students enrolled in BCOR 2400 are required to earn research experience credits as part of the learning goals of this course. This requirement can be met by participating in research projects—either as a subject, or as a research assistant, or by critiquing a marketing research article.

A. The Research Assistant Option

Some faculty may be interested in having undergraduates help them conduct their research by coding data, administering questionnaires, etc. This can provide you with another “hands-on” way of learning about research. It is your responsibility to identify a tenured or tenure-track business school faculty researcher interested in this kind of relationship. Once you’ve reached an agreement with the faculty member, **you must complete a Research Experience Option Form by the end of the third week of class if you wish to select this option. The last date for submitting this form to your professor is February 1st, 2013.**

B. The Article Critique Option

Instead of participating in research, you may select the paper option. We will assign one or more research-based articles for you to read. You will then write an 8-10 page single spaced critical analysis of the article(s). The rationale for this option is that it too offers learning about research that goes beyond reading a textbook. The depth of your review should be commensurate with the time it would take to complete the research participation option. **You must complete a Research Experience Option Form by the end of the first week of class if you wish to select this option. The last date for submitting this form to your professor is February 1st, 2013.**

C. The Research Participation Option

The preferred option is to participate in research projects conducted by business school researchers. There are two rationales for this option:

1. Participation in research contributes to scientific advances. Although participants rarely benefit directly from such research, your participation does enable the collection of data that may eventually benefit society more generally.
2. As business people, you will often be consumers of research. Participation enables you to see research in action, instead of just reading about it in textbooks, thus making you a more informed consumer.

Notice to Students who are Legally Minors (age less than 18)

Federal and University regulations require that minors must have written consent, separately for each study, before they are allowed to participate in research. This would be a cumbersome, impractical procedure. Therefore, the School does not allow the research participation option in BCOR 2400 for any student who is under the age of 18. Instead, you should do the Research Assistant or Article Critique option. Of course, if your 18th birthday occurs during the semester when you are enrolled in BCOR 2400, you are free from that date on to change your choice, if you wish, to the research participation option.

Procedures for Research Participation (Option A)

The fall participation requirement is SIX (6) credits. The number of credits given for a particular study is based on the length of time the study requires, as shown below.

Study Duration	Credit
≈ 30 min	1
≈ 60 min	2

It is your responsibility to sign up for the appropriate number of studies. Keep in mind that the availability of research projects varies throughout the term; it will probably be smallest at the beginning and again at the end of the semester. There is no guarantee of study availability at the end of the semester. **DON'T WAIT UNTIL THE END OF THE TERM!**

The sum total of credits must equal or exceed six (6) to successfully meet the research experience requirement. Students with fewer than six (6) credits will not be recognized as having completed the research requirement. Students who are otherwise passing the class but do not fulfill the research requirement will receive an “I” for the course. These students will have one year to complete the research experience requirement (by completing one of the three research experience options), and in doing so will earn the course grade on the basis of exam scores and class assignments, but you will not receive the 3% of the grade for research participation, rather you will get a zero (0) for this portion of your grade. If the requirement is not fulfilled within a year of completing the course, the ‘I’ grade will turn into an “F.”

You must be able to receive email on your Colorado.edu account to use the Leeds School of Business Research Participation web site to sign up for experiments and to track your progress in meeting this requirement.

1. Make sure you have an active email account. If you have not yet activated your free CU email account you may do so at: <https://plus.colorado.edu/sac/sac.cgi>. If you need assistance activating or using your CU email account, call 5-HELP (303-735-4357 from an off-campus phone).
2. Using any computer with internet access and a web browser, connect to the Research Participation website at: <http://leeds-bus.sona-systems.com>
3. Click on “New participant” and follow the instructions to register with the research participation system and to get a username and password you will use when signing up for experiments.
4. Once you receive your username and password in an email message, return to the website and log in.
5. Once registered, you may then check the availability of study sessions and sign up to participate by returning to the website and clicking on “Studies”.
6. Visit the website and click on “FAQ” to view additional instructions and policies regarding research participation. This tells you how to cancel your appointment.

Your participation in these experiments is intended to be an educational experience. After the study is complete, the researcher may provide you with more information about the study,

including a short reading list or summary of related studies. If you have any additional questions or concerns, be sure to ask the researcher. You may also contact the Research Participation Administrator (a.k.a. Sona Systems Coordinator), Nassim Zanganeh, at leeds-rr@colorado.edu to report any concerns. . If any problem is not handled to your satisfaction, you may contact the research requirement faculty supervisor, Professor Williams (lawrence.williams@colorado.edu). (Please do not contact the course instructor, as he/she is not responsible for coordinating the research requirement).

Ethical Principles for Research Involving Human Participants

1. Every person has the right to determine what will happen to him or her, what activities he or she will engage in, and what risks he or she will take. Consequently, research involving human participants cannot be conducted without their voluntary and informed consent. Further, a research participant always has the right to withdraw consent and discontinue participating.
2. All research involving human participants must be approved in advance by the University's Human Research Committee. Any study involving more than a minimal risk, either mental or physical, must include a written consent form containing sufficient information that the person's decision whether or not to participate is an informed decision. After reading the consent form you may decline to participate simply by not signing the consent form (although you will not receive credit for participation in that study). If you consent to participate, you may terminate your participation at any time during the course of the research. You may, however, only receive partial credit for the time you spend in the study unless you complete the study.