



The Behavioral Research Lab at Columbia Business School

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Contact the online coordinator Beth Devine, bad2121@columbia.edu, for assistance with setting up a paypal account to pay online participants.

Greetings from the BRL!

This is the first newsletter from the Behavioral Research Lab. The primary purpose of the BRL newsletters will be to inform you about important changes happening in the lab, new functionalities we are rolling out, and existing methods of support to make your research lives easier.

The BRL team is comprised of the lab coordinator, Aaron Levine, who oversees the SONA database and the physical lab space on the 3rd floor and basement of Uris Hall, and Beth Devine, who is working as coordinator for the behavioral lab online division.

The BRL is currently working on a number of projects that should be getting off the ground during the spring semester. The major projects are the introduction of the behavioral lab online database (managed by Beth using the Qualtrics panel management program), the development of a behavioral lab at M. S. Ramiah College in Bangalore, India for cross-cultural studies, and expanding and refining the current behavioral lab database through aggressive recruiting efforts and an incentive-based attendance policy program.

BRL Online

Beth Devine is currently building up our online panel. The sign up link is now active on the BRL website and will be advertised through a variety of methods to collect participants. Participants are required to open a PayPal account in order to receive payment for online study participation.

Likewise, researchers who intend to use the online panel will be required to open PayPal accounts to distribute payment. Beth will give you the list of participants' email addresses to pay, as well as demonstrations on how to use PayPal on request. PayPal is user-friendly and secure, and will allow each researcher to self-manage his or her account.

Anyone is welcome to join the database, so if you wish to share or advertise the online panel to potential participants, the link is: http://columbia.qualtrics.com/SE?SID=SV_232GW1pPgM4JQ1K&SVID=Prod

We will continue to update you on the growth of the online panel, as well as let you know when it is ready for use!

Please allow 15 minutes of set up and break down before and after you run your study time slots, especially when other researchers are using the lab that day.

Lab Website

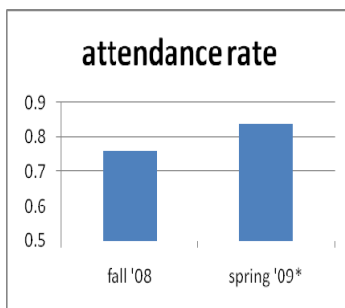
The BRL has launched a new website, which contains information for participants, researchers and additional resource info. The researcher section has detailed info on how to set up and advertise your study in the lab, Feel free to visit our lab page and see for yourself!

The lab website can be viewed at: www4.columbia.edu/behaviorlab

Lab Etiquette

Researchers are expected to follow basic etiquette guidelines when using the lab. First, please allow enough time before and after your study to setup and break down your study and leave when assigning your study time slots. 15 minutes before and after appears to be a reasonable amount of time. Also please make sure you keep the lab clean when you are finished using it. Make sure to log out of all computers when you are done using them and return the lab to the way it was as you found it. You may visit our website to learn more about how to reserve and manage your space efficiently. Please visit: www4.columbia.edu/behaviorlab/researchers/guidelines

SONA Database Management



The BRL has been making serious strides to improve the SONA participant database, with ambitious recruiting efforts and a new attendance policy. We have had regular tabling sessions at Lerner Hall, Barnard and TC and have reached out to MBA student groups hungry for additional funding. Since the start of the fall semester, our database has grown from 950 to 1740 and we hope to have 2000 subjects by the end of the spring semester.

Researchers have been reporting higher numbers of signups and greater overall attendance at their studies. We expect that these numbers will continue to improve with a new attendance policy designed to reduce no-shows, while also rewarding good attendance with increased odds of winning lottery drawings for Ipods and amazon.com gift cards. The graph on the left shows an increase in attendance rates thus far this spring.

Improvements to Physical Lab Space

The behavioral research lab underwent a major renovation during the summer of 2008 and we have a number of exciting new features in our lab space, to help promote a more productive wide-ranging research projects. First, we have replaced a batch of computers in our 3rd floor computer lab so that all 20 workstations are running Windows XP with the latest versions of MediaLab and DirectRT.

We have completed a massive renovation to our basement lab, including the addition of an eight terminal (8) computer lab (B203), and a "flexispace" room (B204/B205) with a full partition and three adjacent interview rooms, each equipped with computer workstations. Interview room B205A has state of the art physiological equipment, capable of recording physiological data such as galvanic skin response, heart rate and other measures.

Finally, we have completed work on a lab office suite, where the full-time lab coordinator sits, as well as three rotating desks which can house visiting researchers and other office assistants. Researchers interested in applying for desk space in the lab should contact the lab committee chair, Gita Johar.

Please look out for our next newsletter in two weeks which will be packed with additional updates, relevant information and special announcements!

Best Regards,

Behavioral Research Lab