



# The Behavioral Research Lab at Columbia Business School

3/4/09

## Inside This Issue

- 1 Greetings from the BRL
- 2 BRL Online Update
- 3 Use of Petty Cash
- 4 Lab Key Policy Reminder
- 5 SONA Database Mgmt
- 6 Research Assistant Pool

## Greetings from the BRL!

Hi again from the Behavioral Research Lab! The primary purpose of these BRL newsletters is to inform you about important changes happening in the lab, new functionalities we are rolling out, and existing methods of support in place to make your research lives easier.

The BRL team is comprised of the lab coordinator, Aaron Levine ([ajl2144@columbia.edu](mailto:ajl2144@columbia.edu), B201 Uris) who oversees the SONA database and the physical lab space on the 3<sup>rd</sup> floor and basement of Uris Hall, and Beth Devine ([bad2121@columbia.edu](mailto:bad2121@columbia.edu), 5 East Uris) who is coordinator for the behavioral lab online division. Faculty supervisors for the BRL are Professors Gita Johar and Jonathan Levav.

The BRL is currently pushing ahead with various projects this spring, such as the activation of the behavioral lab online database (managed by Beth using Qualtrics), the development of a behavioral lab at M. S. Ramiah College in Bangalore, India for cross-cultural studies, and managing the current behavioral lab database.

## BRL Online Update

We are pleased to announce that the Behavioral Research Lab online panel has grown to 775 members as of March 2. At this time, the Lab would like to invite faculty to request use of the panel for online studies. We require the use of Qualtrics for all studies, and the use of PayPal for participant compensation. Details can be found in the BRL Online Panel Guidelines, available here:

<http://www4.gsb.columbia.edu/behaviorlab/researchers/guidelines>.

We are continuing to solicit signups to our online panel, and as always, 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](http://columbia.qualtrics.com/SE?SID=SV_232GW1pPgM4JQ1K&SVID=Prod)

Please do not hesitate to contact Beth or Aaron with any questions.

---

*The Lab would like to invite faculty to request use of the panel for online studies. We require the use of Qualtrics for all studies, and the use of PayPal for participant compensation.*

---

## Use of Petty Cash

Researchers wishing to use petty cash funds must request use of the petty cash funds from the lab coordinator one week in advance of running subjects. They will need to provide a faculty or post-doc Costar account number for billing purposes. Once the petty cash has been requested and Costar number has been submitted, researchers may use the petty cash box to pay subjects for the duration of their study.

Detailed receipts must be kept in the form of Petty Cash Vouchers, which the lab coordinator will provide to researchers upon use of funds. Information required on each voucher includes the subject's name, the date, the amount of payment (written in words and in figures), the researcher Costar account number to be billed and a signature from the subject receiving the payment.

## Basement Lab Key Policy Reminder

Researchers running studies in the basement lab can request a set of keys to keep for the duration of the study from the lab coordinator, Aaron Levine. Keys should be returned at the end of the study.

If there is ever a situation where the lab is locked or the researcher is unable to gain access to a basement lab room, the operations staff has a backup set. The operations front desk may be reached at 212-854-6113.

## SONA Database Management

The BRL has continued its efforts at expansion and refinement of the SONA participant database. In working with the Office of Student Affairs, we reached out to MBA students and thus far have added 25 MBA students to our registry. New members also continue to join from our advertisements on Facebook. During the current academic year to date, our database has grown from 950 to over 1900 subjects. We should eclipse our goal of 2000 by the end of the spring semester.

Our attendance policy and other efforts to improve attendance continue to have a noticeable positive effect on signups and show-up rates. We have also begun to restrict users from using SONA if they have exceeded their no-show limit for the semester. This policy will screen out delinquent users who fail to show up for studies, allowing participants who arrive on time and meet their obligations to sign up more easily. As always, researchers should feel free to report to the lab about their signups and attendance—your feedback is important to us!

## Research Assistant Pool

There are a number of research assistants ready and able to assist with your studies. They can be used for most aspects relating to advertisement, data collection, data entering and analysis. They have all had previous lab, data entry and coding experience and are generally available on short notice.

Pay is on the scale of \$10/hour for data entry work and \$12/hour for lab work. Time sheets are submitted to the lab coordinator every other Thursday by the RA, and signed by the researcher. Payment is made through the researcher Costar account #. Please email the hours worked by the RA to the lab coordinator in order to match hours worked with those submitted.

Researchers should submit requests for research assistant appointments one week in advance of the day they wish to employ the RA.

---

*Researchers running studies in the basement lab may request a set of keys from the lab coordinator, Aaron Levine. Keys should be returned when the study is finished.*

---

Please look out for our next newsletter which will contain additional updates, relevant information and special announcements!

Best Regards,

Behavioral Research Lab