



Ohio University Office of Research Compliance and Institutional Review Board Standard Operating Procedures			
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Approved By: ORC Director	Signature 	Date 5/13/19	Date First Effective: May 13, 2019
Approved By: Biomedical IRB Chair	Signature	Date	Revision Date:
Approved By: Social / Behavioral IRB Chair	Signature 	Date 5/13/19	Revision Date:
Expiration Date	May 13, 2022		

Please note: At least one IRB Chair and the ORC Director must review, approve and sign-off on the SOP for it to be in effect. Following review the SOP will be approved with a three (3) year expiration date.

## **OBJECTIVE**

To describe the policies and procedures for IRB protocols that intend to use the Department of Marketing's participant (subjects) pool. Hereafter referred to as the "Marketing Pool."

## **GENERAL DESCRIPTION**

- a. Brief description of the technique or procedure that could be used in the Project Outline Form.

Participation in experiments through the Subject Pool of the Marketing Department serves three important functions. First, it exposes students to marketing experiments that help them understand the importance of conducting marketing research. Second, the Marketing Department is committed to producing high-quality research output, and students' participation in the subject pool helps faculty achieve their research goals. Third, students' participation in these studies may help society as a whole better understand a variety of research topics.

The following points constitute the department's subject pool policy:

Students enrolled in MKT courses will be required to obtain direct experience with marketing research. This requirement can be met by obtaining two (2) credits, which represents a maximum of 5% of the total course grade, through

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one of the following means (or a combination thereof): (1) participation in research studies, each of which is worth anywhere from 0.5 to 2 credits, depending on the length of the study, or (2) completing an alternative assignment that is expected to take the student a similar amount of time as the research study, and is related to the methodology being used in the research study. The assignment will be evaluated for completion by the professor teaching the course that the student must earn credits for. The options for such an assignment are also listed in the web-based subject pool management system. Students can earn one-half (0.5) credit at the beginning of each semester for completing a prescreen questionnaire, which collects basic demographic information, including gender, age, marital status, employment, ethnicity, education level and major, whether the student lives on-campus, and whether the student considered is in- or out-of-state. Students are not required to answer any question they prefer not to answer.

*These procedures give marketing students the opportunity to experience marketing research methodologies firsthand.*

The course syllabi for all courses that include a research participation requirement will include a statement such as the one below:

“You are asked to participate in research studies via the Research Participation System. Credits earned for participation vary based upon the time commitment required; studies may be worth as little as 0.5 credits or as much as 2 credits. In order to sign-up to participate in studies, you must register with the system. Registration instructions are available on Blackboard. Opportunities for participation in research studies start the third week of the semester. Non-research study alternatives are also available for earning credit.”

*The inclusion of such a statement ensures that students enrolling in the course know about this requirement upon reading the course syllabus.*

- b. Brief description of the technique or procedure that would be used in the Consent Form.

When students fail to attend an experiment for which they have signed up, other students and the experimenter may be negatively affected. If students are unable to attend experiments for which they are signed up, they are asked to cancel their appointment via the web-based subject pool management system at least one hour prior to the time of the experiment. If they cannot cancel via the system, students are asked to contact the subject pool management system administrator, Dr. Jacob Hiler, at least one hour prior to the time of the

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experiment. If a student does not cancel his/her appointment, an unexcused absence is noted in the subject pool management system. Multiple unexcused absences may result in a penalty and/or the system administrator contacting the student to ensure they understand the participation procedures. Students who attend an experiment for which they have signed up may choose to withdraw from the experiment at any time for any reason, including if they refuse to sign the consent form. If they do withdraw, they will be given credit for all completed parts of the experiment including the session for which they withdrew.

*These procedures ensure that both participants and experimenters can effectively meet their professional goals. It also ensures that students who attend an experiment and object to the experiment for any reason may withdraw without penalty.*

- c. Brief description of the technique or procedure that would be used in the Assent Form.

Minors are not part of the Marketing Pool.

- d. Confirm the target age range for the technique or procedure, as needed.

Must be 18 years of age or older.

Definitions

**RESPONSIBILITY**

Execution of SOP: Principal Investigator (PI) / Study Personnel, IRB Chair, IRB, Office of Research Compliance (ORC), ORC Staff

**PROCEDURES**

- a. Detailed description of the list of steps needed to use the technique or complete the procedure.

Prior to posting a study, it must receive IRB approval. Once IRB approval is received, the IRB approval code is added to the study information page and the "Send an Approval Request" link is clicked, which sends the system administrator a request to approve the study. It includes all the information needed, but there is a space to include a special note if desired.

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- b. Description of calibration steps needed to check the performance of the device or instrument and documentation that it is maintained. N/A
- c. Description of cleaning needed to maintain and / or sterilize the device or equipment. N/A
- d. Brief summary of the procedure that would be used for the Project Outline Form. See above.
- e. Brief summary of the procedure that would be used for the Consent Form. See above.

**RISK**

- a. Description to be used for the Project Outline Form. Variable.
- b. Description to be used for the Consent Form. Variable.

**REFERENCES**

**SUBMITTER**

Jacob Hiler

Please note that the name of the submitter of the SOP is provided for a reference for follow-up, as needed.