

What if I've forgotten my username and/ or password?

If you have forgotten your username or password, please DO NOT create a new account! You can click on the "forgot password?" button, which can be found at the bottom right of the research participation home page (<https://lbs.sona-systems.com>) and follow the instructions. When you receive the email with your new login information, please be careful to remove any spaces that should not be there if you have copied and pasted the user ID and password. If you experience any further issues, [e-mail](#) the Lab team.

How do I cancel my study sign up?

To cancel a study sign up, please go to "My Schedule and Credits", select the study you want to cancel and click on the cancel button. If you need to cancel with less than 24 hours before your scheduled time slot, please [e-mail](#) the Lab team or call us on 020 7000 8630. The Research Lab office hours are open from 9:30am-5:30pm on week days, excluding Bank Holidays.

Can I create more than one account?

No, please do not create more than one research account. Participants are NOT permitted to have more than one research participation account as this leads to unreliable data collection. Participants found to have more than one account will have their accounts deactivated. One individual participating multiple times in the same study can result in the reporting of incorrect findings or the skewing of data, which undermines research. Even if you created an account a long time ago and never used it, please do not create a new account. Just drop the lab team an email and we will resend you the login information for your old account. If you experience any issues with your research participation account, please [e-mail](#) the Lab team at the first instance.

How do I find the London Business School Research Lab?

The Research Lab is a 5-10 minute walk from the Baker Street Underground station which is served by the Metropolitan, Circle, Jubilee, Hammersmith & City and Bakerloo lines. Turn right out of the Baker street North exit, walk up Baker Street. Take the second left onto Park Road at the corner of The Volunteer (pub) and walk for about 2 minutes. The Research Lab is situated at 26 Park Road on the ground floor on the right-hand side of the road. There is a large blue door with the words "Behavioural Lab" on the front. Press the buzzer and state either your name or research identity code for access. Please do not use the internal School entrance as this may be inaccessible and is not monitored for study access purposes. (If you find yourself in front of the main entrance for the school, you have walked too far). Buses 13, 82, 113, 139, 189 and 274 all stop within walking distance of the Research Lab. Visit the [London Business School website](#) to view a map of our location at 26-34 Park Road, London NW1 4SH.

What are the general rules for the lab?

Here are some general rules that all participants must follow when taking part in research. • Participants are not permitted to create more than one account on our research participation website or to use the account of another participant. • Phones must be turned off and kept in pockets or bags for the duration of study participation. Participants who interact with their phones at any stage during study participation may be asked to leave without payment. • No loud conversations in the Lab unless required as part of the study • No consumption of food or beverages (water is acceptable), unless as part of a study. • Participants are not allowed to disturb other participants. • Repeatedly turning up late and/or failing to inform the Lab team of non-attendance is not acceptable. • Participants must take tasks seriously and follow instructions carefully; ask the researcher for clarification if you are unsure about anything. • Do not discuss study procedures or content with other participants who are yet to take part in the same study. Please note, you may be asked to show a form of photographic ID. All participants must be over the age of 18 years.

What if I am running late for a Lab-based study?

Send an [e-mail](#) to the Lab team or call us on 02070008630 if you are running late and don't think you will make it in time to begin the study at the start of your time slot. This way, we can inform you whether or not it is likely that we can still run you on the study you have signed up for or attempt to offer you a new rescheduled time slot where possible. In cases where we can wait, we will. However due to the design of some studies and the duration, we may be unable to wait for latecomers. In these cases, you

will not be run or paid (unless it is possible for us to reschedule you for a later time slot. Additionally, you can add your phone number into your research account details. This will enable us to give you a call if you are running late to give you directions to the lab or let you know if it is still feasible to run you on the study. To do this, you must click on 'my profile' after logging in and then enter your details. For most studies (i.e. group-based ones) we can only wait for a limited amount of time before we must begin in order to remain on track with the rest of the day's scheduled study running. If you arrive after the start time of your scheduled time slot, we may not be able to run you and you will not be paid. If you are arriving with a bike, please find a space to store it before your time slot. Fold-away bikes can be left in the lab reception area during study participation, but the lab cannot accept responsibility for loss or damage to any personal items.

What happens if I fail to turn up to a research study?

Participants who fail to turn up to research studies and provide less than 24 hours notification will be recorded as an unexcused no show. After 3 unexcused no shows participants will be sent an automatic final warning. Participants who incur a fourth unexcused no shows will have their research accounts deactivated, pending review. Participants who incur repeated, consecutive no shows may have their accounts deactivated before they reach 4 unexcused no shows. If a participant arrives too late to begin their scheduled time slot, an unexcused no show may still be recorded. Failure to attend a research study incurs a considerable cost to the researcher. If you are unable to come to the lab to participate in a study you have signed up for, please let us know as soon as possible, in advance, so we can make the time slot available for other participants to sign up to. Send an [e-mail](#) to the Lab team or call us on 02070008630.

What does 'excused no show' mean?

An excused no show occurs when a participant provides sufficient notice (at least 24 hours before their scheduled time slot) for the Lab team to cancel the time slot they are signed up for and make it available for another participant to sign up to.

What does 'unexcused no show' mean?

Unexcused no show refers to an instance when a participant has failed to provide at least 24 hours notice that they can no longer attend the scheduled study time slot they signed up for. This includes instances where participants cancel on the day of their study time slot. Participants are able to login and cancel a time slot 24 hours before they are due to take part. It also includes participants who arrive after their scheduled time slot and are too late to participate as well as those who arrive on time but are not ready to start their time slot within the window of time when the study can be started. We require participants to cancel 24 hours before the study takes place, as this allows sufficient time for another participant to sign-up for said time slot. Participants who incur four unexcused no shows will have their research accounts deactivated, pending review. Participants who have signed up for a lab study are expected to be available for the full duration of their time slot.

I have not been paid for an online study

Payment for online studies is typically made once ALL data for that study has been collected and the researcher confirms the list of eligible participant IDs to be paid. If data collection continues for a period longer than expected, the lab team may process payment in batches so participants do not wait for too long for payment after their study participation. Online study payment is typically sent in the form of an Amazon.co.uk gift card voucher. Payment will be sent to the email address associated with your research participation account. Please ensure the security settings on your email account will allow for receipt of Amazon.co.uk vouchers. Participants will be notified via email when payment has been processed. Participants who have not completed the survey, attempted to take a survey more than once, displayed suspicious behaviour in their data (e.g. unusually fast survey completions, etc), or have failed to correctly answer specific attention-monitoring questions may not be paid. Participants may be asked to provide a form of photographic ID before payment is administered. If you have any questions regarding online payment, please [e-mail](#) the Lab team.

Why was the online study shut down before the deadline?

An online study can be shut down before the deadline for closure if the quota of participants has been reached. The deadline provided is an estimate of how long it may take to reach the data quota. However, the time can vary depending on study restrictions and popularity.

I experienced technical difficulties when completing a survey, what should I do?

If you are at the Lab and experience issues taking a survey, please contact the experimenter as soon as possible to resolve the issue. Please do not attempt to navigate out of the survey to take the survey again. If you experience any technical difficulties when completing surveys (outside of the lab), please take a screenshot of any error message or anything unusual that you notice and send this in [e-mail](#) with your unique participant ID number and the date and approximate time at which you were taking the survey. This will help us to investigate what may have occurred. Please do not attempt to take a survey more than once unless instructed to do so by the Lab team.

I have been sent an email about the failure to answer an attention question. What does this mean?

To ensure participants are reading and understanding all instructions in a study before they select and submit a response, researchers may include questions that check participants are paying attention. Attention-checking questions are either instructional (e.g. requesting you respond to a survey question in a specific way to indicate you have read the full text instructions carefully before selecting and submitting a response on a survey page), comprehension-based (e.g. requesting recall of information you have read on a previous survey page) or 'nonsense' questions (e.g. "Have you seen a live cow at the lab today?"), which aims to identify random clicking. Sometimes, participants who fail to respond appropriately to these types of questions will be automatically redirected out of an online survey without being able to view and respond to the main survey content. Participants who fail attention checks will be sent an email warning and will be reviewed for account deactivation if they repeatedly fail attention-checking questions both in online and Lab-based studies. Payment for participants who have failed attention questions within a study is strictly at the discretion of the study researcher whose study is being conducted, not the Lab team. Therefore, failing to carefully read and appropriately respond to an attention-checking question could result in non-payment for study participation. It is important that you take your participation in our research studies seriously and read and follow all instructions carefully. If you have any questions or experience any issues when completing any surveys (online, or at the Lab), please inform the Lab team at your earliest convenience. If you have mistakenly responded incorrectly to an attention check, please let the lab team know as soon as you are aware of this.

I know some other people who might be interested in participating in your research studies, can they sign-up?

Of course they can! We are always looking for participants for our research studies. As long as they are aged 18 years or over, all they need to do is to go to our [participation website](#) to create their personal research participation account.

Is my personal information kept secure?

We will never provide any of your personal information to any third party. The researchers (LBS faculty/ PhD students) who analyse study data do not have access to any of your personally identifying information on the research participation database (SONA Systems) and so cannot connect your data to you personally. Your unique participant ID number is the only reference attached to your data. All study data is stored securely in accordance with the Data Protection Act 1998, the LBS Research Ethic policy and GDPR guidelines.

What happens with the data collected by the Research Lab?

All data collected by the London Business School Behavioural Research Lab is used for academic purposes only. The researchers/ principal investigators are LBS staff or PhD students and they analyse the study data with the goal of publication their research papers in academic journals or books and possibly for presentation at academic conferences. Data will be stored as required by journal and professional standards. Your privacy will be maintained in all published and written data resulting from your participation in our studies.

Who conducts research at the London Business School Research Lab?

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The Lab is used by London Business School faculty, predominantly from the departments of Marketing and Organisational Behaviour, but other departments also carry out behavioural research projects. If you are interested in knowing more about LBS researchers and their fields of interest and their research interests visit [the London Business School website](#).

I've not received an email to participate in a study for a long time

There could be many reasons why you have not received a study invitation. --The lab is closed over Christmas and the New Year period. --The study may have specific restrictions or requirements that you may/ may not meet. --You may have completed a similar study in the past, which disqualifies you from participating in a particular subsequent study. --You may not have completed your pre-screen, which is mandatory before you can view or sign up for a study. If you have not done so, you will be prompted to do so each time you login. – Please click on the 'my profile' tab to check your email contact information is up to date. If you do not qualify for a study you should not receive an email relating to the study. If you have any queries relating to your research participation account, please contact the Lab team. Please do not create a new account, as this is against the Research Lab policy.

What if I need to contact the lab or have any questions?

Feel free to email the Research Lab Manager, Zareen Choudhury (zchoudhury@london.edu). Alternatively, you can contact the Lab team at lab@london.edu or call us on 0207 000 8630. If we contact you via your university-associated email address, remember to change it to another when you finish university so you can still receive study email invitations from us.

What if I need to change my contact details (mobile/email)?

If you need to change your contact details, send an [e-mail](#) to the Lab team with your username and the old and new information and this will be updated. You can also update this information yourself by logging in to your research participation account and clicking on "My Profile". If you are no longer able to access the email account that your research participation account is associated with, please send an [e-mail](#) to let us know you would like your email address to be changed. Please do not create a new research account.

I attempted to sign up for a study, and I was prevented from doing so, why is this?

There are a number of possible reasons for this. Sometimes researchers run similar studies, or follow-up studies, to collect additional data. Your participation in one of the studies could influence your responses in the other (e.g. some of the questions or scenarios are the same or similar in both studies) and so you will not be permitted to participate in it. It may be that there are no longer any time slots available to sign up to. Please send an [e-mail](#) with your research identity code and the dates/ times when you are available to request to be added to the study waiting list. Also do update your contact information in your research account. If you have a number, we will likely call you to confirm ASAP if you can take part.

How can I deactivate myself from this research participation pool?

To request to be removed from the research participation site, just click the 'remove' link at the bottom of our emails and follow the instructions, or send an [e-mail](#) to the Lab team. Please note, if you do not provide the valid email address or user ID that you created your account with or unique participant ID number associated with your research account, we will be unable to locate and remove your account from the research participation system. When you request account deactivation, your account is deactivated and you will no longer have access to login or receive email study invitations from us. For auditing purposes, we keep your research account in an inactive state as proof that a participant existed and participated in research studies. If you provided a contact number, this is deleted from your account when you request deactivation and your pre-screen responses are deleted also.

Why have I been asked to provide photographic ID?

The display of photographic ID will be requested before all Lab-based study participation from all participants. As it is against Lab policy for participants to create more than one research participation account, or for those under the age of 18 years to take part, the Lab team must be able to ascertain that

each individual participating in our research studies is a unique individual in our database and eligible to consent to participate in research. Your photographic ID or any personal information will never be linked with any of your study data. Participants will be required to present a form of ID that clearly displays their photograph, full name (that matches the one in their research participation account) and their date of birth, or something separate to show they are 18 years or over. Presenting a photocopy of your photographic ID will also be accepted as long as the details are clear and legible. The following types of ID can be presented: • 18+ photo Oyster cards • military ID • passport • NUS extra card • provisional or full driver's license • student ID cards with photo. If ID is sent by email and we can verify it matches the information in your research account, it will be deleted and our system updated to show that you have provided suitable ID. As we do not store the ID you provide, the Lab team may request ID on more than one occasion to verify you are a legitimate, unique participant. If your account information matches that of another participant and ID is requested, your research participation account will typically remain deactivated until photographic ID is provided. If you would prefer to come to the Lab in person to present your ID, please [e-mail](#) us to arrange a convenient time to do so. If the name in your research participation account does not match that on your form of ID, please [e-mail](#) the Lab team and we can update this information on your behalf.

Why have I been assigned points/ credits for a study?

If you have been assigned credits or points for a study, they have no meaningful value. This is a function commonly used by other institutions. If you notice you have been granted a credit or point for a study, but not for another, there is no significance in this and no need for concern.

I can't make it for my study timeslot anymore. Can I send my friend in my place instead?

No. Your friend (as long as they are 18 years or over) will need to create their own research participation account with us. Even if they do have a research account with us, they would need to sign up for the study under their own research account. It is against the Lab's policy for more than one person to use a single research participation account. Some studies carry specific participant restrictions/ requirements, which are imposed by the researcher, and so your friend may not qualify to participate. If you can no longer attend your study time slot, please either cancel your slot online up to 24 hours before it is scheduled to begin or contact the Lab team to either notify of your cancellation or discuss the possibility of rescheduling.

Can I use my phone to complete online surveys?

It is important that participants do not use a mobile device (mobile phones, iPads, etc) to complete online surveys (unless instructed to do so by the Lab team), as information may not load or be displayed in the way in which the researcher intended for it to be viewed for their study. In some cases, participants may be redirected out of a survey and unable to participate if they have attempted to take a survey using a mobile device. Furthermore, completing surveys on a mobile device can result in the delay (or even forfeit) of your study remuneration as in some instances survey completion is not recorded by the research participation site.

The consent form says that I am "taking part in a self- employed capacity and responsible for any tax due". What does this mean?

For legal reasons we must include this in our consent forms. However, the research you are taking part in is voluntary and you will not have to pay any tax on the money you earn taking part in research studies at the Lab. You must hit a threshold of around £100 per week to meet the criteria where you would have to pay tax.

The study time slot duration when I signed up said: 30 minutes, but in the email invitation and in the description online it says 45 minutes. Which is correct?

Please go by the information in the email invitation and study description on the research participation site. For example, a study description may read; "This study will take approximately 30 minutes", but the scheduled time slots may appear to occur every 15 minutes. Please adhere to the information in the study description and email invitation you received. The scheduled time slots are mainly for admin purposes and allow for the Lab team to schedule overlapping time slots, which may not always

correspond with the duration in the study description and invitation. Approximate study durations are based on the Lab team testing the surveys and taking into account potential waiting times, instructions, etc.

I've forgotten my login information and cannot access my emails. Help!

If you have forgotten your login information and cannot access your emails, please [e-mail](#) the Lab team, stating the email address associated with your research account, your user ID or participant ID code and we will be able to update your account with your preferred email address. Please DO NOT create another research account.

What is the Research Lab?

The Research Lab is a facility for faculty and PhD students at the London Business School (LBS) to utilise for their research needs. online, lab-based and occasionally field studies are run. The data collected contributes to the academic research of LBS faculty and PhD students. The number of studies running at the Lab depends solely on the demand from LBS faculty and PhD students. The staff working at the Lab facilitate the data collection of the studies that are run.

Can I bring my child/ children to the lab?

Only the person (aged 18 years or over) who has signed up to participate in the study is permitted to enter the study rooms (beyond the reception area and the toilets) in the lab. Why? We ask participants not to engage/ interact with anything or anyone that could potentially divert their attention from the study they are participating in. Lab staff are unable to mind any children during your study participation.

Can my child wait in the reception area whilst I take part in a study?

Unfortunately, we cannot have minors waiting in the lab reception unless they are attended by another adult, legal guardian who is not participating in a research study.

Does the Research Lab pay for participants' travel expenses?

We do not pay for travel expenses. As travel into central London is expensive, we recommend signing up for lab studies on dates when you will be travelling into London for other purposes, to make the most out of your time/ expenses. Or, alternatively, signing up for our online studies that do not require lab attendance. The Lab team does share participant feedback about payment. The money paid out to participants after study participation comes from the research budgets of the researchers and not directly from the Research Lab itself.

How do I complete the online study I have signed up for?

To complete the survey for an online study you have signed up for, you can locate the study confirmation email sent to you after you signed up, which will have the survey link in it. Or, alternatively, you can login to the research participation website, select the name of the study concerned and you will be able to view a page that allows you to take the survey from there.

I arrived early but was not allowed into the lab. Why is this?

During the lab team's lunch hour, the reception area is not manned and so participants will not be permitted to wait inside the lab. Participants will be permitted entry 5 minutes before the end of the lunch hour and before their scheduled study participation time. Additionally, where a study's designs requires part/s of a study to take place in the reception area, you may not be permitted entry into the lab until 5 minutes before your time slot. At the main London Business School entrance on Park Road, the security desk staff will be able to direct you to the Sainsbury's reception seating area.

I completed an online survey, but I'm still receiving email notifications to take the same survey. What does this mean?

When completing online surveys outside of the Research Lab, please remember to click all the way to the end of the survey to submit your data and wait for your webpage to redirect you to the SONA login page, which signifies that your data has been recorded. If you do not wait for this page to load, your survey data may not be recorded, and you will not be granted with participation in the study you have

just completed. This will in turn cause you to continue to receive notification emails to complete the study. If you believe you have already completed an online survey and you are still receiving email notifications to complete it, please contact the Lab to notify us. Please do not cancel your study sign up, as the Lab team will need to sign you up retrospectively to credit you either with participation or withdrawal/ partial completion of the study.

What is the difference between a principal investigator and an experimenter?

The experimenter is the person who will run you on the study and deliver instructions at the lab. The principal investigator or researcher is likely the person who has designed the study and will analyse the data. On the research participation site you will have the option to contact the principal investigator. However, if you have any questions about your study sign up (i.e. rescheduling, etc), please contact lab@london.edu as the principal investigator cannot action any changes to your study sign up or your research account. Sometimes at the end of a survey, you may be asked if you have any comments to make. In these cases, comments go directly to the principal investigator, not the lab team. If you have any queries relating to your research account, or your study participation, please contact lab@london.edu, or speak to the experimenter (if you are participating at the lab). Principal investigators are able to answer questions relating to the study itself.

What are the numbers at the beginning of the study name?

The numbers preceding the name of the studies (e.g. 24/2018) are identifiers for use by the Research Lab team. They do not signify dates that the studies are run on.

What happens to video recordings?

Some studies may involve video recording of participant. If this is a requirement, you will always be informed. Recordings will not be made without participant consent. Any recordings (video or still) are only analysed by members of the research team and will never be shared with anyone not involved in the research.

What is the Research Lab Loyalty Card?

This is a card that the lab will be trialling to encourage lab-based study participation through recommendations from our existing participants. If you agree to participate in this scheme, your loyalty card will have your participant ID number written at the top of it. You can give this loyalty card to a friend/ colleague/ family member, who must then participate in 2 Lab-based studies before both parties (recommender and recommended) will receive a monetary bonus payment of £10 each. Terms and conditions – The recommended friend must be 18 years or over, a new participant without an existing research account. They will need to create an account on SONA and sign up to studies with the London Business School's Research Lab. <https://lbs.sona-systems.com/> – Loyalty cards will only be stamped with the lab's 'blab' stamp on completion of lab-based studies. Online studies will NOT count. – Participants may be disqualified from the scheme if any of rules of the lab have been broken: • Participants are NOT allowed to make more than one account on our research participation website. • No phone usage/ interaction during the duration of a study session. Phones must be switched off. • No talking in the lab unless required as part of the study • No food consumption or beverages (water is acceptable), unless a part of a study. • Participants are not allowed to disturb other participants • Repeatedly turning up late and/or failing to inform the lab team of any changes in your circumstances • Participants must take tasks seriously and follow instructions carefully, asking the experimenter for clarification if unsure of any instructions • To claim a stamp, photo ID with name must be provided each time. – The recommended friend will be paid on the completion of the second lab-based study. The recommender will be sent an email to the address in their SONA account to inform them of their friend's completion of 2 lab-based studies. They will then be given a month from the date of the email to claim their reward. Failure to claim their reward at the end of the month will result in either a £10 Amazon.co.uk voucher sent to the recommender or a £10 donation to a charity. – Participants must sign out for any cash bonus payment given as a result of the loyalty card scheme as confirmation of compensation. Only the recommender and recommended individuals are eligible for payment. The payment cannot be transferred to another individual and photographic ID may be requested at the point of payment in the lab.

What is the waiting list for?

If you login to SONA and find there are no more available time slots for a study you are eligible to participate in and want to take part, you can email lab@london.edu to let us know you would like to be added to the study waiting list. Please provide your participant ID number and the name of the study or studies you are interested in in the email. All participants on the waiting list will be contacted once the lab team are made aware of a study cancellation (for the particular study you have expressed interest in). The assignment of the available time slot is done on a first-come-first-served basis and the participant will be notified if they have been scheduled into the time slot by the lab team. Unfortunately, we are unable to add participants to a generic waiting list.

Why did I have to enter my full name when creating a research account?

When attending Lab-based studies, you will be asked to show a form of photographic ID before taking part and the name on your ID should match the name in your research account. It is important for data reliability that the Lab team can verify that accounts are held by unique individuals who are authorised to participate in our research studies. It is against Lab policy for a participant to have more than one research account. Your name or any other personally identifying details will never be linked to any responses you give during your study participation. The study researchers (LBS faculty and PhD students) will only ever see your 5/6 digit unique participant ID number; they do not have access to the research participation database. If you need to update your details, please send an [e-mail](#) to the Lab team.

Why was I assigned an unexcused no show for an online study?

Participants who sign up for online studies and do not participate before the stated study deadline, will be marked as an 'unexcused no show' (as is also the case with Lab-based studies). Do remember, if you are unable to complete an online study, please cancel your sign up online or contact the Lab team to notify of this. Online study time slots are restricted to allow for specific data quotas to be met and so participants who sign up for online studies, but do not complete them, prolong the data collection phase of the study and hold back payment for all participants who have taken part, as payment is typically made at the end of all data collection once the data quota is reached. Consistent unexcused no shows will result in the deactivation of a participant's research account. If a study is shut down early, before the original specified study deadline, then participation status will be marked as an excused no show for those who were not able to complete the survey in time.