Ross Paid Pool Frequently Asked Questions

What is the Paid Subject Pool?
The Ross Paid Subject Pool is a pool of individuals interested in participating in research for pay. Participants in the Ross Paid Subject Pool are eligible to participate in paid experiments and surveys run by Ross researchers.

How does it work?
We email you an announcement when a study is posted, and you log in at http://rosspaidpool.bus.umich.edu to sign up for an available timeslot. Arrive on time for your scheduled appointment and complete the study. For in-lab studies (at the Ross School of Business), you are paid in cash for your participation, and for online studies (any location of your choice), you are typically paid by virtual visa card sent to your email.

What kind of studies are they?
Studies are regulated by the U-M IRB (Institutional Review Board) and are designed by Ross School of Business Faculty. Typical experiments involve surveys, taste tests, product testing, focus groups, and decision making related to marketing, teamwork, strategy, leadership, management, etc.

How often? How much?
Your participation is completely voluntary - there is no obligation to participate. Studies are posted as soon as researchers are ready to proceed, so opportunities vary throughout the year. A typical session in the lab lasts 30 or 60 minutes (pays around $10/hr), and online studies last around 5-20 minutes (pay around $2-10).

Who can join?
Anybody over 18 years of age can join. No U-M affiliation necessary. Just sign up for an account at http://rosspaidpool.bus.umich.edu. Tell your friends!

Please email questions to BehavioralLab@umich.edu

Rules and Eligibility

What are the eligibility rules?
Must be 18 years or older to participate in the Ross Paid Subject Pool.
If I am not a Michigan student, can I participate?
Yes, ANYONE 18 years or older can participate in studies run at the Ross School of Business. You do not have to be a U of M student to participate. We welcome students, UM affiliates, and anybody from the community (no U-M affiliation necessary) to participate.

If I’m registered with the Ross Marketing Student Pool, Ross Management and organizations Subject Pool, or UM Psychology Study Pool or, can I still register with the Ross Paid Pool?
Yes, U of M students who participate in student research studies can also register for Ross Paid Pool Studies.

How old can I be to participate?
You must be 18 years or older to participate.

SIGN-UP

How do I register for the pool?
First, you must create a free account at http://rosspaidpool.bus.umich.edu. Once you have created an account, you can look for upcoming studies under the “Study Sign-up” tab.

Is there a difference between “registering” and “signing up” for studies?
Yes, registering means that you will receive a login and password to use the Ross Paid Pool Website for your experiment participation. It does not sign you up for the studies. Once you have registered and completed the prescreen questionnaire, you can log on and view the available studies. You may select the study and the appointment date and time that interests you. Once you select a study, an email confirmation will be sent to you. If you do not receive an email confirmation, make sure to go back into the system to see if your appointment is confirmed.

I registered but didn’t receive a confirmation email. Why?
Sometimes the mail server might consider emails coming from the experiment website as SPAM. Please check your spambox. If you still cannot confirm your login, please email BehavioralLab@umich.edu for assistance with your account.

How can I change the email address where your messages are sent?
When logged in, click on “My Profile” to change your email address. Please contact BehavioralLab@umich.edu for further assistance.
How can I change my password? How can I retrieve a lost password?

If you would like to change your password or other information about yourself, choose My Profile from the top toolbar. If you would like to change your password, type your new password (twice, for confirmation) in the provided boxes. If you have forgotten or do not have your password, you will see an option on the front login page to retrieve it. Your password will be emailed after you submit the form.

How often do you run studies?

We run studies all year round. Check for upcoming studies at http://rosspaidpool.bus.umich.edu under the “Study Sign-up” tab.

What is the Prescreening Survey?

When you log into http://rosspaidpool.bus.umich.edu/ the first time, a prescreening survey will be made available on the system. You are not required to complete this on-line questionnaire, but if you do, you will be eligible for far more studies than if you do not complete it. Your responses to this survey are completely confidential. In addition, you will have the option to decline to answer any particular question. The only way to participate in some studies is to be selected from the prescreening survey.

Can I cancel my appointment if I can’t make it or I change my mind?

Participants who sign up for studies can cancel their research session up to 24 hours before the start of the research session by going to the “Study Sign-up” page. You may also call or send email to the researcher as soon as you know you cannot keep your appointment. You will see contact information for researchers in the study descriptions and in the confirmation email you received when you signed up for the study. If you do not cancel at least 24 hours before the start of the research session, your absence will be recorded.

What happens if I’m late to a research session?

In order to participate in a study, you must arrive at your appointment early or on time. Please let the researcher know ahead of time if you are running late. The researcher is under no obligation to allow you to participate in the study or to award payment to you if you are late, and your absence may be recorded.

What happens if I miss a session?

If you do not cancel at least 24 hours before the start of the research session, your absence will be recorded. Researchers reserve the right to allow or disallow participants from signing up for additional studies.
I missed some appointments, and now the system won't let me schedule more appointments.

Participants who have missed more than three appointments without canceling them in advance may be prevented by the system from joining further studies. If you feel the system is in error in your case, please email the administrator, BehavioralLab@umich.edu.

I no longer want to be a member. How do I cancel my membership?

Email us at BehavioralLab@umich.edu and your membership will be cancelled.

Why was my account disabled?

Your account may have disabled due to excessive no-shows, duplicate accounts, or inactivity.

During the Study

When should I arrive for the study?

Plan to arrive at your session at least 5 minutes before the scheduled beginning of the session. Studies will start at the time that is specified. For example, if you sign-up for a 3pm study, it will start at 3pm. Ross Paid Pool Studies do not run on Michigan Time.

How long are the studies?

The study times vary. They may run anywhere from 15 minutes up to 2 hours. The time and study details will be noted in the description of the study.

Are these studies safe to participate in?

All studies have been approved by the Institutional Review Board for the protection of research subjects. This insures that the University determined that the procedures for a study follow strict ethical guidelines.

Will my participation be confidential?

Yes, research through the Ross Paid Subject Pool will be confidential. Your identity will not be stored with your data. All data and consent forms are stored separately and locked in a secured location. You will receive a numeric Identity code when you create a Ross Paid Subject Pool account so your responses in these studies will be confidential.

What kind of studies do you run?

You may choose to participate in many kinds of studies. Studies are designed to investigate topics in marketing, advertising, judgment and decision making, management, and any other
business-related topics. You may complete a study alone, or you may be asked to participate with other people. Your participation is completely voluntary.

**What kind of tasks will I be completing?**

- Filling out questionnaires
- Viewing videos
- Playing games
- Participating in interviews
- Completing different tasks on a computer
- Taste Testing
- Other interesting activities

**What should I bring?**

You will be asked for your 5-digit ID. Please write down the time and date of the study, the name of the study, the researcher, in case you need to contact them the day of the study. Please turn off your cell phones when you enter the lab.

**Why do I have to bring my ID number to the experiments? What happens if I forget it?**

To preserve your confidentiality, only your ID number (not your name) is given to the researchers conducting each study. In order to check in, you will need to have your ID number with you. The easiest way to do this is to print out the reminder email we send you the day before your study session.

**AFTER THE STUDY**

**How do I get paid if I participate in a study?**

Participants are typically paid in cash at the end of the study. Online studies will pay participants by check sent to their mailing address, Amazon gift card, Visa gift card, or virtual Visa card.

**If I participate, will my name be connected to my answers?**

Participant identities are never associated with their data. Researchers will only identify you with your 5 digit anonymous ID.

**What if I have a question about the study after I am done?**

You should address any specific questions to the researcher immediately after completing the study. Because you also may have questions after that, it is important for you to retain a copy of your consent form that has the researchers’ contact information.
How can I learn about new studies?

There are two ways to learn about new studies that may be available for sign-up. First, visit this website regularly; when you log onto your account you may view all studies and time slots available to you. Secondly, you may occasionally receive emails from us reminding you of studies that are available.

To view a list of studies once you log on, click on "Studies" from top toolbar. You will see a list of studies. A brief description of each study will be listed, as well as any special requirements that may restrict your eligibility to participate in that study.

Miscellaneous

My question isn't answered in the FAQ. What can I do?

Email additional questions to the administrator, BehavioralLab@umich.edu.

I don't see the same studies available as my buddy. Why is this?

Some studies have prerequisites (i.e., participation in a particular product category, age, etc.). Some studies have disqualifiers (i.e., if you have previously participated in a related study, etc.). If your buddy and you do not have the same prerequisites or disqualifiers you may see a different list of available experiments.

Why do some testing sessions include multiple experiments?

Many of our researchers have very short surveys, so they will team up and run their studies one after another in a full hour session. You will be paid by the hour and not by the number of actual studies or surveys completed.

I am not receiving the emails that announce when new experiments are available. Why not?

The administrators of the Paid Subject Pool often receive notice that some messages failed to reach members of the pool. Your email settings may be blocking the messages or the mass mailings sent by researchers may cause system overload that prevents transmission of some messages.

When I try to sign up for an experiment, the system tells me to login even though I have already logged in.

A browser configuration issue could cause this problem. There are a number of steps you could try to correct this problem.
1. Enable Cookies in your browser using the Internet Options tab.
2. Try a different web browser. You can download Internet Explorer, Mozilla Firefox and Safari for free. If you are using one of these browsers, try one of the others to see if that solves your login problem.
3. Try a different computer. If you are unable to login from your computer after trying the steps above, please try using another computer that is configured differently.

I forgot my 5 digit ID.

Do not worry, though - if you forget to bring your ID number, you can log onto the umrsb.sona-systems.com website in the study room and retrieve it this way. We may also collect your ID number through a short electronic survey presented during or at the end of testing. If you still do not know your ID number, you will be asked to enter your name. We collect this information using a survey administered by Behavioral Lab staff. Researchers will not have access to your name and will not be able to link your name to any tasks that you performed during the study session.

Why is there an on-line "pre-test"? Do I have to do it?

The on-line pretest allows us to determine the eligibility of participants for certain studies (for example, if a study requires only people of a certain age range). You have the option to opt out of the entire pretest and/or individual questions. Because we use only ID numbers to identify you, your answers will be completely confidential. No one (not even the administrator) will know what your own answers are to these questions. You should realize that declining to participate in the pretest or certain questions may affect your eligibility for some studies, so participation is strongly encouraged.

PARKING AND DIRECTIONS

Where is the Ross School of Business located?

The Ross School of Business is located at 701 Tappan Street, Ann Arbor, Michigan, 48109. Here is a map for the Ross School of Business:
http://www.bus.umich.edu/VisitUs/umbs_directory_final.pdf

Where are Ross Paid Pool Studies conducted?

Ross Paid Pool Studies are conducted in the Ross School of Business Behavioral Lab, which is on the Second Floor of the Ross School of Business. From the Tappan entrance, go across the lobby and up the stairs to the second floor. Once you are on the second floor, travel straight down the hallway, past Kresge Library and the Office of Student Affairs. The Ross School of Business Behavioral Lab will be on your left, room number E2438.
Where can I park?

Participants can park at any of the numerous parking meters in front and behind the Ross School of Business. There is also a parking structure at 650 South Forest Avenue, Ann Arbor, MI 48104: [http://www.a2dda.org/downloads/Parking/Forest.pdf](http://www.a2dda.org/downloads/Parking/Forest.pdf)