## Guideline and Policies for Behavioral Business Research Laboratory

The Mission of the BBRL is to enhance the research capabilities of the Walton College by providing a nourishing environment to foster innovative behavioral research across business disciplines.

The BBRL provides:

**World Class Facilities**

* Computer Lab
* Shopper Insights Lab
* Focus Group Rooms
* Breakout Rooms

**Outstanding Research Support**

**Cutting Edge Education and Training**

For more information about the BBRL please contact

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## Walton College Users

## Compliance

* The guidelines and polices for the BBRL are established by the Director of the BBRL.
* All users of the BBRL must comply with these guidelines and policies. Failure to comply with guidelines and polices for use of the BBRL may result in revocation of lab-use privileges.

## Who Can Use the Lab

* All Walton College users must complete a BBRL orientation session prior to using the BBRL.
* Faculty at the Sam M Walton College of Business.
* PhD students at the Sam M Walton College of Business.
* Masters and Undergraduate students at the Sam M Walton College of Business under the following conditions:
	+ After the student completes the lab orientation, the student and his or her supervising faculty or staff member must complete a “Use of the BBRL by Student Researcher” form.
	+ The project is conducted during normal business hours while lab staff is present.
	+ The supervising faculty or staff member must be present the first time the student uses the lab.

## Approved use of BBRL

* The primary purpose of the lab is to conduct academic research. If applicable, use of the lab must be compliant with an approved IRB protocol.
* The lab should not be used for ordinary instructional purposes. Use of the lab for educational programs related to behavioral business research is allowed with prior approval.
* Use of the lab to collect data for non-academic purposes such as consulting must be preapproved. Such uses will be subject to the same polices as those for external users.
* The lab is a shared resource and uses that jeopardize subsequent research are prohibited.

## Institutional Review Board Compliance

* Research with human subjects is governed by the University Institutional Review Board.
* If applicable, researchers must secure approval from the Walton College Research and Human Subjects Committee or the University Institutional Review Board for the research project before requesting lab time or recruiting subjects.
* Forms and other documentation related to IRB approval can be found at <http://www.uark.edu/admin/rsspinfo/compliance/index.html>.

## Reserving the BBRL

* Lab Management will have the discretion to restrict usage of the lab to reasonable periods of time. Normally, the lab reservation operates on a “first-come, first serve basis” with allowed maximum breakout/focus group rooms usage of 40 hours per 2 weeks, computer lab usage of 20 hours per 2 weeks and shopper insights usage of 2 weeks per month, for a researcher.
* All reservations must be made via the Behavioral Lab Reservation Calendar system at [https://intranet.waltoncollege.uark.edu:8001/](https://intranet.waltoncollege.uark.edu:8001/Default.asp)
* Rooms and equipment needed for the study must be specified during the lab reservation process. If needed, contact lab personnel to see the available rooms/equipment before requesting a reservation.
* Study sessions should not be posted nor should participants be recruited until the lab reservation is approved and added to the lab’s calendar.
* If a session is being run by a student requiring a “Use of the BBRL by Student Researcher” form, this should be indicated when placing the reservation.
* If applicable, researchers must provide the BBRL Managing Director with an electronic or hard copy of the approval letter from the University Institutional Review Board or the Walton College Research and Human Subjects Committee prior to posting any study sessions or recruiting participants.

## Posting Study Sessions

* All research experiments using the lab facility or the subject database must create an experiment through the SONA system website <http://waltoncollege.sona-systems.com/>.
* All participants must be marked appropriately within the SONA system. “Participated” indicates that a subject actually went through the study. “Excused No-Show” is reserved for people who were registered for the study and arrived at the lab in time to participate, but did not actually participate in the study for some reason. “Unexcused No-Show” denotes a person who was registered for a study, but did not show-up for any reason. Participants must be informed of their inclusion in this BBRL database in the IRB approved consent form.
* Researchers should request an account on the SONA system from the BBRL Managing Director.
* Researchers must submit a brief description of each study to the BBRL Managing Director when creating a new study. The description will be posted on the Walton College intranet to allow other researchers to identify the past experiences of potential subjects for the purpose of determining eligibility to participate in a study.
* The BBRL Managing Director must approve the studies posted on SONA, before researchers may create study sessions or recruit participants.
* Studies on SONA could either pay “Cash” or “Course Credits”. Cash studies must pay to its subjects, a minimum of $5 per hour flat fee in addition to an average payment of $10 per hour associated with participating in the study.

## Facilities

* Food and drink are prohibited in the lab facilities unless it is part of the IRB protocol, unless prior approval has been given by the BBRL Director or Managing Director. Exemptions are normally limited to instances where a research protocol requires food or beverage.
* Researchers or their supervising faculty member are responsible for any lab damages or cleaning costs.
* Researchers should work to maintain clean and organized facilities. It is the researchers responsibility to clean up after a study
* Computers in the BBRL should be left logged into the WRL account. Researchers should close all software programs before leaving the lab.
* Researchers are responsible for putting away all materials, shutting off all equipment, and returning facilities to their normal condition before leaving the lab.

## Lab Security

* Each lab user is responsible for ensuring the security of the lab.
* The lab should never be left open or unlocked.
* Lab equipment may not be removed from the lab without approval from the BBRL Managing Director.
* Only faculty may check out equipment.
* Researchers are responsible for locking up the lab and equipment security when they are using the lab after business hours.
* Card access to the lab is given only to faculty and PhD students running behavioral study in the lab. Areas of access are given according to study needs.
* If an extended reservation for a breakout/focus group room has been approved, physical keys to the reserved rooms may be checked out.
* Researchers are welcome to use the lab’s safe. However, the combination is not given out to anyone so researcher should plan accordingly. Individual lockboxes may be checked out to researchers. The lockboxes can be kept in the safe if desired.

## Checking Out Equipment

* Faculty may checkout BBRL equipment for the purpose of conducting behavioral research outside of the lab or conducting workshops and other educational activities related to behavioral business research.
* Faculty interested in checking out lab equipment should contact the BBRL Managing Director to discuss availability.

## External Users

## Who are External Users?

* Anyone not affiliated with the Sam M Walton College of Business is considered an external user.

## Approved use of BBRL

* Use of the lab is approved on a case by case basis by the BBRL Director.
* BBRL personnel must be present while external users are using the BBRL.

## Interaction with Human Subjects

* If applicable, users affiliated with the University of Arkansas are required to submit an electronic or hard copy of the IRB protocol and approval.
* Users not affiliated with the University of Arkansas are not required to seek University of Arkansas IRB approval.
* Participation in a study should involve only “minimal risk” and participants must be informed of this prior to participation. Minimal risk is defined as risks of harm not greater, considering probability and magnitude, than those ordinarily encountered in daily life or during the performance of routine physical or psychological examinations or tests.
* Participants should be informed of the type of activity involved in the study before participating in the study.
* Participants are free to stop participation at any point and must be informed of this prior to participation.
* Participants must be informed prior to participation if any record will be kept connecting their individually identifying information and their behavior or responses. This includes any audio or video recordings made of participants as well as demographically identify factors that could be used to identify an individual. Prior to participation, participants must be informed of if and how their privacy will be maintained.
* Upon request, participants must be given a copy of any agreement of document that may impact their willingness to participate in the study.
* Participants must be provided contact information in case they have subsequent questions or concerns regarding their participation.
* Participation must be marked appropriately in the BBRL’s subject database (SONA). Participants must be informed of this prior to participating.
* Participants must receive a minimum of $5 per hour flat fee in addition to an average payment of $10 per hour associated with participating in the study. Non-cash compensation of comparable value can be used instead of cash payments as long as participants are informed of this during the recruiting process.

## Cost for External Users of BBRL

* Rental rate for the Computer Lab is $250 per hour.
* Rental rate for the Shopper Insights Lab is $250 per hour.
* Rental rate for Focus Group Room is $200 per hour.
* Rental rate for Breakout Room is $150 per hour.
* Rental rate for Conference Room is $150 per hour.
* Project consumables supplied by the BBRL are charged at cost.
* Late cancellation (less than 48 hours prior to event) is $250 plus promised compensation to registered participants.
* Use before 9:00 am or after 5:00 pm incurs a $25 per hour staffing fee.
* The fee for excessive set-up or tear down is $250.
* The cleaning fee, if applicable, is a minimum of $250.
* The damage fee, if applicable, is a minimum of $250.
* Specialized equipment such as heart rate monitors or eye tracking equipment has a separate rental price.
* Other charges may apply.
* Minimum charge for non-academic users is $1000.