



IVEY

Research and
Development

IVEY BEHAVIOURAL LAB (IBL) 2025-2026

*Our participant pool is a precious resource that is an essential
and valuable component of Ivey's research effort.*

Information for
Participants in the
Student Credit
Participant Pool

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Welcome to the Ivey Behavioural Research Lab Student Participant Pool

Students often only see faculty in the classroom but the faculty here at Ivey, just like faculty at Western, are researchers as well as teachers. Faculty research the ways in which we behave in our world as consumers, as employees, as managers, as entrepreneurs, as information gatherers, and the many other ways in which economic-based decisions impact our well-being. The best way to understand how humans interact with the world around them is to actually study them making those decisions. For this research Ivey has a dedicated behavioural research lab, the *Ivey Behave Lab (IBL)*. The IBL is for the use of any faculty at Ivey who conduct behavioural research. The IBL only functions because we have the most important resource of all: our participant pool!

This document contains the information you need to know about your participation and the credit system for your class. We know that taking part in these studies you will broaden your knowledge and bring meaning to the learning that is happening in your classrooms. We believe that participation in research is an important part of your education and our researchers are always open to your questions about their research.

Please accept our best wishes for a great academic year!

Sincerely,

Mojgan Farahani, Ph.D.

Research Officer, IBL Manager

Ivey Behavioural Lab

behavlab@ivey.ca

Uma Jacoby

Research Coordinator

Ivey Behavioural Lab

behavlab@ivey.ca

Research Credits

The student participant pool is a credit-based system. For lab participation credits we are speaking about taking part in research for our Ivey faculty researchers and PhD students. When our researchers want to use the student participant pool, they apply for credits. One credit is the equivalent of approximately 60 minutes of your time. Credits can be full credit (1.0 credit) or half credit (0.5 credit). Whether a study is a full or a half credit is information that will be found on the study advertisement in the online booking system called SONA. As an example, a researcher who needs 200 participants to take part in their half-hour study will apply for 100 credits of our total available credits and each participant who takes part in that study will receive 0.5 credit when they participate in this study. That student's 0.5 credit will be added to their SONA account towards their class credit requirement. We currently have three classes of students who make up our student participant pool, all sections of Business 1220 (at Western only, not affiliates), Business 2257 (at Western), and HBA1 (at Ivey). Credit requirements are listed individually for each class below.

Students have from the first day of testing in September to the last day of testing in March or April to earn credits. Specific dates are found elsewhere in this handbook and in your class outline. In general, the dates the IBL is open for credits are the same as the dates classes at Western are in session. Definitely you don't want to wait until the middle of March to check out studies as you may end up not being able to complete your credits. *The IBL does not extend its research study dates based on individual student needs for lab participation credits.*

Credit Classes

Business 1220

Students in this class are required to complete 3 research credits. Every research credit represents one hour of your time. These credits can be completed as 6 half credits, 3 full credits, or whatever combination will equal 3.0 credits. Students can complete credits by taking part in research participation at the IBL or completion of the alternative as described below. Credits are tracked through the SONA system and information about the SONA system can be found in this document. Failure to complete the research credits, either as participation at the IBL or as participation alternative, will result in a 2% final grade deduction for every 1.0 credit not completed.

Business 2257

Students in this class are required to complete 2 research credits. This credit can be completed as 4 half credits or 2 full credits so long as you complete 2.0 credit. Students can complete their credit by taking part in research participation at the IBL or completion of the alternative as described below. Credits are tracked through the SONA system and information about the SONA system can be found in this document. Failure to complete the research credits, either as participation at the IBL or as credit alternative, will result in the failure to pass the Business 2257 class.

HBA1

First year students at Ivey must complete 2 research credits. These credits can be completed as 4 half credits, 2 full credits, or whatever combination will equal 2.0 credits. Students can complete credits by taking part in research participation at the Behave Lab or completion of the alternative as described below. Credits are tracked through the SONA system and information about the SONA system can be found in this document. Failure to complete the research credits, either as participation at the Behave Lab or as credit alternative, will result in the failure to advance to HBA2.

Quick Points Concerning Studies at the IBL

Studies are advertised on SONA online and typically run from 9am to 5pm when classes are running at Western. This means that you will have plenty of opportunity to take part in research! There is more information and instruction on the use of SONA in a later section of this document.

Over the course of the academic year, you will receive mass emails from SONA while classes are in session. These emails indicate research studies being added to the SONA system or new timeslots being added to currently available studies. *These emails end when your credits are completed.* If you are not getting these emails, please check your spam folder as they are mass emails sent out via SONA and may be picked up by your email filters.

Pick a study that sounds of interest and that has timeslots that fit your schedule. Be sure to not schedule an appointment too close to other commitments. Being late to a study is likely to end up with us being unable to let you take part. This is important because a late arrival will result in a “No-Show” on your SONA account.

When you’ve signed up for a study you will receive a reminder email the day or night before your appointment. This email will contain a reminder of the room information as well as your unique 6 or 7-digit SONA Identity code **which will be required** when you arrive for your appointment.

You'll be greeted by one of our volunteer research assistants who will ask for your SONA Identity code. You'll be told that you cannot have any food or drink with you in the lab. You'll also be asked to put your phone on silent or turn it off and to put it away for the duration of your appointment.

If the study included a paid component you are typically paid at the conclusion of the study but this can vary. The credit will usually be assigned the same day.

At the end of the academic year, the IBL will make a *debriefing* document available to all students from the Student Credit Participation Pool. In this document the researchers who used the lab in that year will supply some information to follow-up with participants. In that document you can learn more details about the studies you took part in, perhaps find out what the results were if they are available, and as well, you'll have the researchers' names and emails should you be interested in finding out more. This is a general document so you'll also get a chance to read about additional research that we ran that you did not take part in.

Alternative to Credit Derived from IBL Participation

For all classes, any student may complete a review of a research paper instead to fulfill credit requirements. Each essay that meets the criteria will be considered as 1 research credit. Thus, whether you need a half credit or a full credit, an essay will be required. For example, if you require 2.5 credits, you will need to complete 3 review papers. These must be submitted to OWL by 5pm on April 9th, 2026, in order to be considered for credit. No late papers will be accepted.

Research papers for review and instructions for submission are available on our ivey.ca pages:

[alternative to lab credit](#)

IBL Location

The IBL is located in the basement at the Ivey Business School. It's a little bit hidden away and this is a good thing for a behavioural lab as it makes it a relatively quiet location. But this can also make it a challenge to find us when you've signed up for a research study! All testing spaces are behind locked doors but there are waiting areas throughout the space.

There are two ways to get to our location. Video instructions are available on our IBL webpages:

[directions to the lab](#)

TEXT INSTRUCTIONS:

For both routes, enter the Business School through the North entrance. This is the entrance at the corner of Western Road and the hill up to Brescia College at the traffic lights. Once inside, you'll see a reception desk to the left, the Grand Hall and staircase in front of you, and to the right there is the Ivey Eatery and Brock Pavilion.

First Route

The first and most direct route to the IBL (involves stairs).

Just past the Eatery is a hallway on the right and a Starbucks.

Walk down this hallway, past Starbucks and Ivey Trading.

When, on the left, you reach the end of the Courtyard, you'll see on the right that there is a Door marked Level G / Stair D.

You go through that door and head downstairs. When you open up the door at the bottom floor you'll find yourself in the IBL area. Directly ahead, through the wooden door, will be Room 0388, our large lab, and down the hallway to the right you'll find our two smaller labs, Rooms 0348 and 0349.

Second Route

The second more accessible route requires that you go into the Grand Hall and to the left you'll need to take the elevator to the bottom floor.

When you exit the elevator, look to the floor!

You'll see GREEN arrows.

Follow those arrows to the lab!

Room 0388 is to the left through the wooden door and the smaller labs, Rooms 0348 and 0349 are to the right down a short hall.

There are four rooms that make up the IBL, three labs and one office. All testing spaces are locked but when you arrive you'll see waiting areas for the labs. The information on SONA will always tell you which room you need to show up to for your appointment.

Rooms

0388 – This is our large lab space and can accommodate up to 22 participants at once.

0348 – This is a psychometric lab which can accommodate up to 8 participants.

0349 – This is a single or double occupancy space for other psychometrics and virtual reality equipment. This room is also sometimes used for interview type studies.

0350 – This is our office area for meetings with research assistants, faculty, and students. If there are questions about participation you can typically find the lab manager and/or coordinator here when the lab is running.

Online Studies

Any studies offered online, instead of in the lab, will be offered as virtual labs. That is, they are still offered in a timeslot and you still need to “show up” to the timeslot. You also need to have access to a desktop or laptop and a stable internet connection. Some will require Zoom access.

IBL Dates for 2025-2026



IBL is open for credit studies in the fall on Monday, September 8th, 2025.

When the IBL is open, studies typically run from 9am to 5pm Mondays to Fridays.

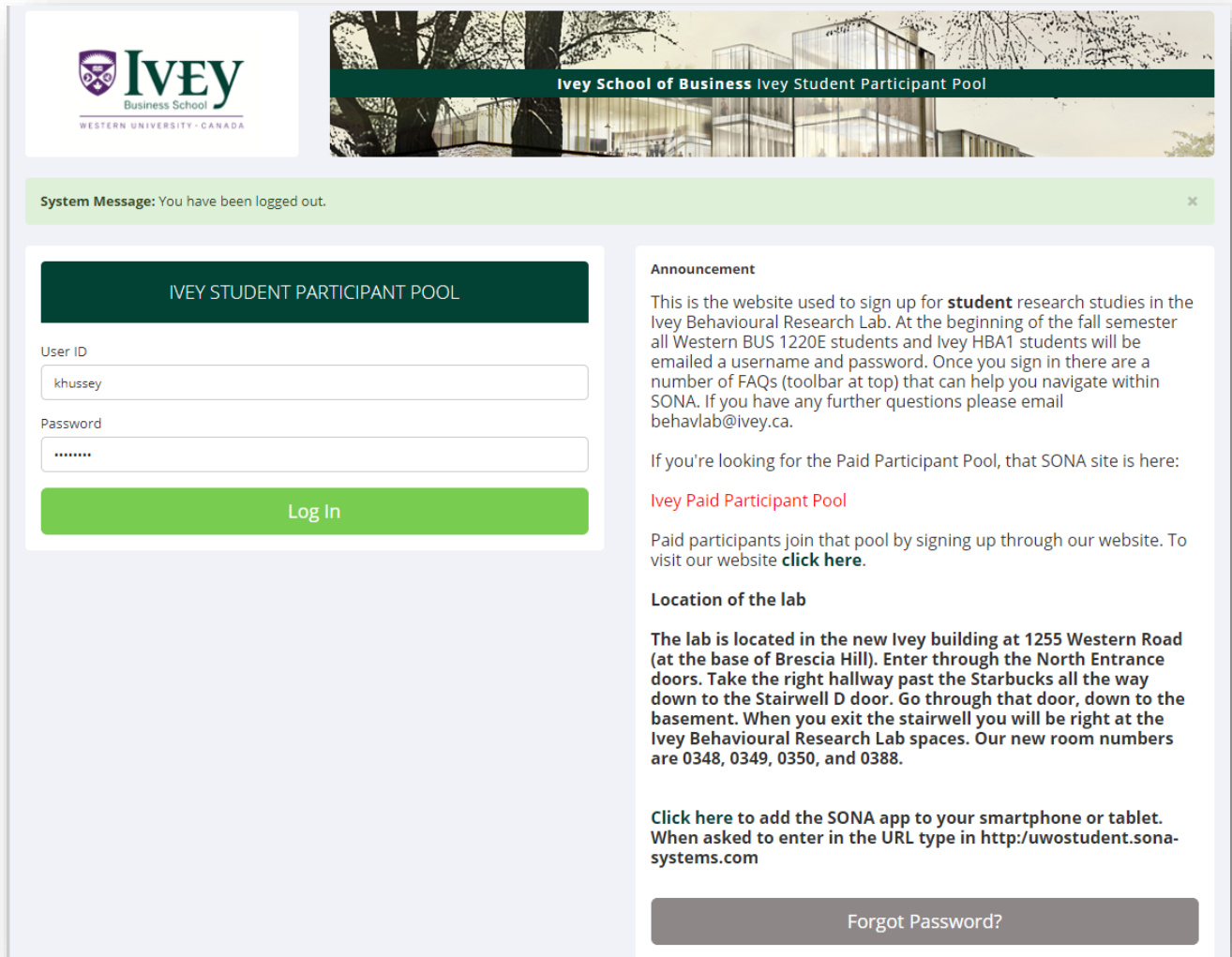
Any exceptions are noted in the online SONA system advertisement for any study that runs outside of the usual place and/or times.

The last day for credits via participation in studies or alternative is Thursday, April 9th, 2026, at 5pm. Credit reports are sent to Program Offices as soon as we complete testing so that credit information is sent to the administration offices before exams.

IBL is typically closed during study days, exam periods, and all days that the university is closed.

SONA

The IBL has two subscriptions to SONA, one is for our Student Credit Participant Pool and one is for our Paid Participant Pool. They are identical in use but you must be certain that you are signing in to the correct SONA to sign up for credit studies. *We will not credit you for studies run through the SONA Paid Participant Pool website.*



The screenshot shows the login interface for the Ivey Student Participant Pool. At the top left is the Ivey Business School logo. A banner image of the Ivey building is at the top right. A green system message bar states 'System Message: You have been logged out.' Below this is a login form with a green header 'IVEY STUDENT PARTICIPANT POOL'. The form includes fields for 'User ID' (containing 'khussey') and 'Password' (masked with dots), followed by a green 'Log In' button. To the right of the login form is an 'Announcement' section with text about signing up for student research studies, a link to the 'Ivey Paid Participant Pool', and information about the lab's location. At the bottom right is a 'Forgot Password?' button.

IVEY STUDENT PARTICIPANT POOL

User ID
khussey

Password

Log In

Announcement

This is the website used to sign up for **student** research studies in the Ivey Behavioural Research Lab. At the beginning of the fall semester all Western BUS 1220E students and Ivey HBA1 students will be emailed a username and password. Once you sign in there are a number of FAQs (toolbar at top) that can help you navigate within SONA. If you have any further questions please email behavlab@ivey.ca.

If you're looking for the Paid Participant Pool, that SONA site is here:

Ivey Paid Participant Pool

Paid participants join that pool by signing up through our website. To visit our website **[click here](#)**.

Location of the lab

The lab is located in the new Ivey building at 1255 Western Road (at the base of Brescia Hill). Enter through the North Entrance doors. Take the right hallway past the Starbucks all the way down to the Stairwell D door. Go through that door, down to the basement. When you exit the stairwell you will be right at the Ivey Behavioural Research Lab spaces. Our new room numbers are 0348, 0349, 0350, and 0388.

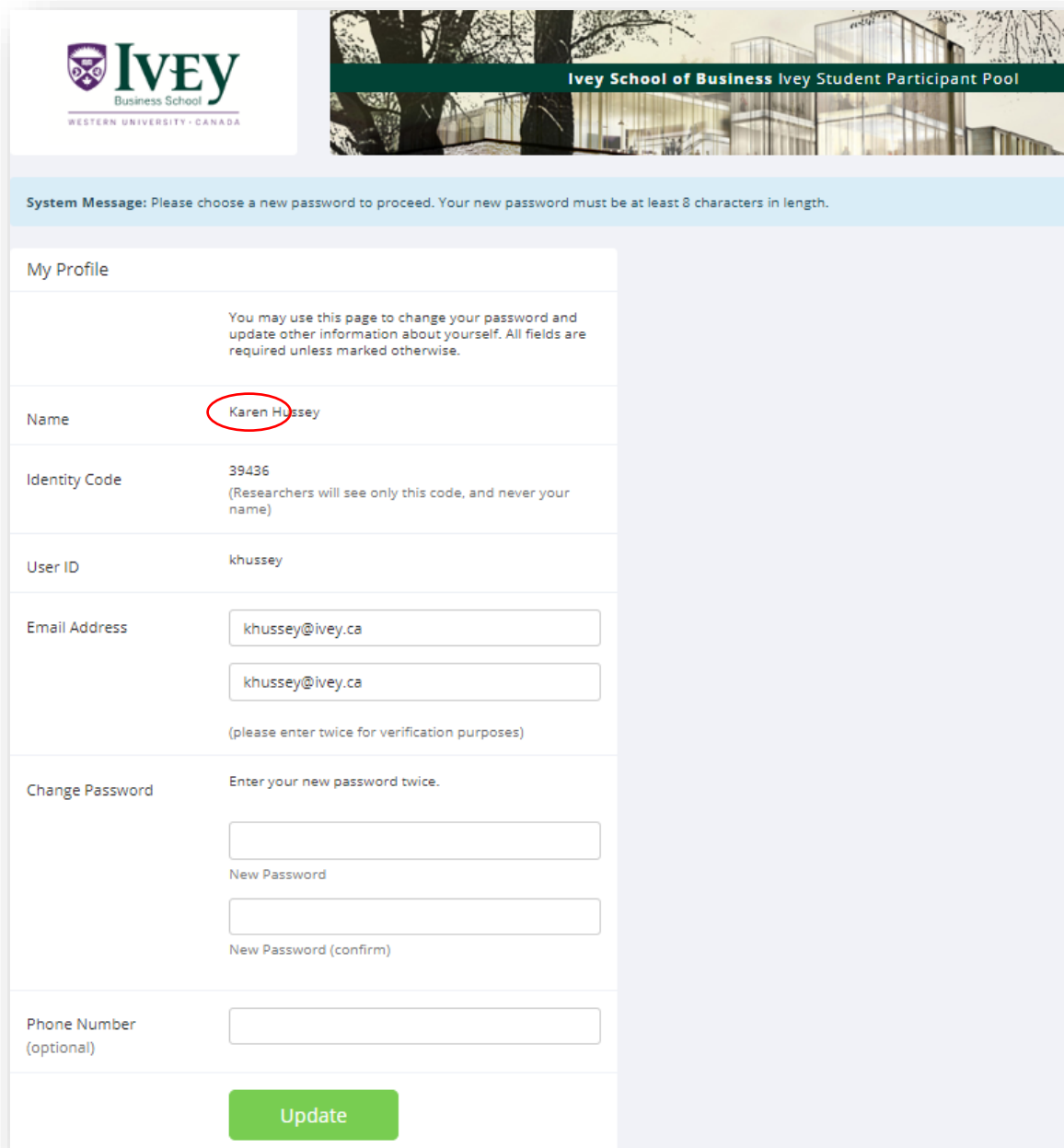
Click here to add the SONA app to your smartphone or tablet. When asked to enter in the URL type in <http://uwostudent.sona-systems.com>

Forgot Password?

When classes start you will receive an email from the SONA system with your User ID and a temporary password at the top of the email, a message from us at the IBL and at the bottom of that email will be your unique SONA Identity Code.

Signing in the first time

When you go to the SONA website (<https://uwostudent.sona-systems.com>) you sign in with the temporary password and you will be asked to create a permanent password. Even if you don't plan to participate right away in any studies you are advised to sign in and complete this step because otherwise the temporary password will expire. It's also a good idea to at least make yourself familiar with your account there. **Note your IDENTITY CODE. This is the code you will be asked for at every study appointment!**



The screenshot shows the Ivey School of Business Ivey Student Participant Pool profile page. At the top left is the Ivey Business School logo. To the right is a banner image of a modern building with the text "Ivey School of Business Ivey Student Participant Pool". Below the banner is a system message: "System Message: Please choose a new password to proceed. Your new password must be at least 8 characters in length." The main content area is titled "My Profile" and contains a form with the following fields:

- Name:** Karen Hussey (circled in red)
- Identity Code:** 39436 (Researchers will see only this code, and never your name)
- User ID:** khussey
- Email Address:** khussey@ivey.ca (entered twice for verification)
- Change Password:** Enter your new password twice. (New Password and New Password (confirm) fields)
- Phone Number (optional):** (empty field)

At the bottom of the form is a green "Update" button.

Signing up to a Study

When you sign in your home page will look like this. You have a number of options available and you can make changes to your account information, access FAQs, and book studies. Click on the green bar “View Available Studies” to check out the currently running studies.

The screenshot shows the Ivey School of Business Ivey Student Participant Pool home page. The header features the Ivey Business School logo and a banner image of a modern building. Below the header is a navigation bar with links: Home, Studies, My Schedule/Credits, FAQ, My Profile, and Logout. The user's name, Karen Hussey (Participant), is displayed in the top right corner. The main content area is divided into two columns. The left column contains a 'Study Sign-Up' section with a prominent green button labeled 'VIEW AVAILABLE STUDIES' circled in red. Below this are sections for 'My Schedule & Credits' (with links to view appointments, participation, and earned credits), 'My Profile' (with links to change password, contact information, and email address), and 'FAQ' (with a link to find answers to common questions). The right column contains a 'Credits Overview' section with a circular progress indicator showing 0 earned, 0 pending, and 3 required credits. Below this is an 'Announcement' section with red text stating that HBA1 students are required to participate in 2 studies, while BUS 1220E students are required to participate in 3 research studies. The bottom section is 'Upcoming Appointments', which shows 'No Upcoming Appointments'.

Ivey School of Business Ivey Student Participant Pool

Home Studies My Schedule/Credits FAQ My Profile Logout

Karen Hussey (Participant)

Study Sign-Up

[VIEW AVAILABLE STUDIES](#)

My Schedule & Credits

- View or cancel my study appointments
- View studies I've participated in, and see if credit has been granted
- View other Credits I've earned

My Profile

- Change password
- Modify contact information
- Change your email address

FAQ

- Find answers to common questions

Credits Overview

0 Earned
0 Pending
3 Required

Announcement

Please make sure you bring your unique ID code (5 digits) with you to each study. Thank you.

All HBA1 students are required to participate in 2 studies. BUS 1220E students are still required to participate in 3 research studies.

Upcoming Appointments

No Upcoming Appointments

Here we can see that there are four studies running but only three have timeslots that are available or not currently full. The study descriptions are only brief descriptions, and you can see if the study has any restrictions. You will only see studies that you are eligible for if there is a class restriction as seen in this example. Clicking on the dark green bar “Timeslots Available” will take you to a page with more information about the study.

Ivey School of Business Ivey Student Participant Pool

Currently Viewing: **All Studies**

View studies with available timeslots on : Thursday, December 20, 2018 **GO**

Available?	Study Information	Eligibility
	Letter Decoding Study (1 Credits) This study is for BUS 1220 only for one credit and a monetary incentive.	
	Management Decision-Making Study 3 (1 Credits) (2-Part Study) This is a two-part study. Your credit and any cash will be earned after you complete both parts.	You must be in Business 1220E
	Media Experience Study (1 Credits) First, you will be asked watch a video clip on computer and respond to questions and then there is a second unrelated survey to complete. This will be conducted at Ivey Business School. You will be compensated with one credit.	
	Judgment and Decision-Making Study (1 Credits) This is a computer-based task in which you will be asked for your opinions and attitudes and preferences using standard survey tools	

Important notes about sign-ups:

- ☞ You will receive a reminder email about your appointment 24 hours before the appointment time. This will include the room you will need to arrive at, the last time you have to cancel the appointment on your own using SONA, and your unique SONA Identity Code.
- ☞ You can cancel your own sign-ups up until shortly before the appointment time (12 hours is the default but this can vary by study). Simply sign in and cancel your appointment by clicking on your “Upcoming Appointments” on your homepage once you’ve signed in.

- ☞ If you must cancel and are within the 12 hour window before the appointment time you will need to contact behavlab@ivey.ca and let us know. Failure to do this **BEFORE** the appointment time will result in an “Unexcused No-Show” in the SONA system.
- ☞ Make sure that you can comfortably arrive in plenty of time prior to your appointment. The majority of our studies involve many participants in each appointment timeslot and **must** start on time. Latecomers are marked immediately as Unexcused No-Shows in SONA.
- ☞ TWO Unexcused No-Shows will cause the SONA system to automatically change your status in the system from Active to Inactive and you will no longer be able to sign in to SONA. This ban will be lifted by the IBL Manager three weeks after the ban was initiated. This will lift the ban but one more Unexcused No-Show will result in another automatic ban of three weeks.

Frequently Asked Questions



Any questions not addressed in the FAQ below can be emailed to the IBL

EMAIL: behavlab@ivey.ca

When can I participate

You can participate any time the Behave Lab is running studies and we usually run studies whenever classes at Western are in session! We run Student Credit Pool studies this year from September 8th to April 9th. All dates are typically based on Western's calendar. We are open to run studies from 9am to 5pm. Sometimes there are exceptions to this (e.g. a study that takes place somewhere else on campus, online, or in non-business hours), but this is always made clear in the study information on SONA.

How do I find out about studies?

While classes are in session you will receive emails from the SONA system about new studies and new timeslots being added to SONA. You are free to sign in to SONA at any time, and indeed we encourage you to do this, to check on study availability.

How do I know how many credits I need or have?

The number of credits required depends on the class you're in that requires research credits. For Business 1220 this means 3 credits, for Business 2257 this means 2 credits, and for HBA1 this means 2 credits. You can always check on how many credits you currently have as well as how many you need by looking at your account information on SONA.

What if I have to cancel my appointment?

If you need to cancel an appointment please do so by signing in to your SONA account and cancelling it yourself. You can usually do this up to 12 hours before the appointment time start (but note that for some studies this is a shorter window). If you're within this 12 hour window and need to cancel you can do this by emailing behavlab@ivey.ca. This way someone else can sign in to take part in the study and you will not receive an Unexcused No-Show on your account. Two Unexcused No-Shows will result in an automatic Inactive account and you won't be able to sign up for further appointments until three weeks have passed.

I was really sick and couldn't come to my appointment! Why did I get a no-show on my SONA account?

Much like any other appointment you make, if you cannot make your appointment you need to let us know! You can do this either by cancelling the appointment yourself or by emailing behavlab@ivey.ca and letting us know. You MUST do this *before* the appointment time though or the Unexcused No-Show will be added to your account. If you email us after the appointment, it will be too late to cancel.

I was only X minutes late for the study!! Why did I get a no-show on my SONA account?

Most of the studies that we run in the lab are running multiple participants at once and require that we follow very specific instructions from our faculty researchers. This means that we have to start at the appointed time and that we have all participants subject to the same instructions at the same time. This means that even if you are only 2 minutes late you may find that we have begun without you and that we cannot let you start the study after we've closed the door, as you will have missed the beginning of the instructions.

What happens if I don't show up to my appointment?

Whether you're late or don't show at all, all of the scheduled participants who are not present in the lab when we begin will receive an Unexcused No-Show on their account. Two Unexcused No-Shows will result in being unable to sign up for any more studies until a period of three weeks have passed.

Will I be guaranteed that I can complete my credits before the end of testing?

We certainly guarantee that more than enough timeslots are provided through the academic year to make sure everyone receives their credits. However, if you wait until late March, we cannot guarantee that you will be able to complete your credits. All appointments are available on a first-come, first-serve basis once they are up on SONA. By the end of March there are typically only one or two studies still running so you cannot be guaranteed completion of credits.

What is the last date I can complete my credits by participating in studies?

The last date for research credits by participation OR alternative will be the last day that we are running studies in the lab. For the 2025-2026 academic year this is April 9th. Details are supplied in SONA emails from the lab for those who are still incomplete in credits and generally is information found on the SONA homepage as well.

How can I find out about studies?

The IBL manager or coordinator sends out a mass email from the SONA system to participants who are part of the pool each week that classes are running. Sometimes this email will be sent more often than once a week depending on scheduling. In your account, at the bottom of the “My Profile” page you can opt in to also receive a weekly email from the SONA system itself about what studies are currently available to you based on what class you’re in, if you still require credits. No emails will be received once you’ve completed your credits.

What happens if I change class sections? Will I need to start over?

The IBL updates the class-list information in SONA at two points in the fall term. First, when the last Add date happens (typically in mid-to-late September) and then when the final Drop date happens (typically in late November). These dates are posted on Western’s registrar site and in the Course Calendar. Once we have the updated lists we make every effort to have the changes made in SONA within a week. This means that if you add a course with credits required, you will receive your initial SONA letter sometime in late September, early October. If you drop a course with credits required, you may still receive emails from the SONA system until early December when we get the finalized class lists. If at either of those times you change sections in a

course that require credits, we will strive to make those changes as soon as they're noted. A class section change has no effect at all on your credits in SONA.

Will I be paid for my participation?

Most of the time you will only be receiving credit. However, researchers who publish in Behavioural Economics disciplines often offer a payment as well as credit. Payments can be a flat fee or a performance-based fee. They could be paid immediately upon completion of the study or they might be paid at a later date. All of this information can be found in the full descriptions of the studies advertised on SONA.

I have completed my credits, can I still take part in research?

Once you've completed your required credits you will no longer receive the updates about studies and timeslots from the SONA system. You cannot sign up for or complete further credit studies. If you would like to still take part in research studies and be paid for your time you can join the mailing list for our Paid Participant Pool. Agreeing to be added to the mailing list only means that you are agreeing to receive announcements from the SONA that has been set up for the Paid Pool Participants. If you wish to take part in these studies you can sign up for the mailing list here: [Join Paid Pool](#) (note you will not be permitted to join if you have outstanding credits).

Here you would sign up the same as you would for the Student Credit SONA. Another alternative is to apply to volunteer in our Research Assistant Mentorship Program. You can speak to the IBL Manager or Coordinator about this or look for the advertisements on the same IBL site linked above.

I belong to the Paid Participant Pool; can I get credit for those studies?

You cannot be credited for your participation in the Paid Participant studies. The Student Credit Participant Pool and the Paid Participant Pool are completely different SONA sites and are not connected at all. There are many reasons for these to be separate but the most important differences are that the Paid Participant Pool is available to our researchers all year, the studies can be any amount of time from as short as 10 minutes to 2 hours, and when classes are in session the studies running through the Student Credit Participant Pool are priority.

My account is frozen and I can't sign up to new studies! What do I do now?

If there is still time available before studies end in March you simply wait until the three weeks are up since your last Unexcused No-Show in the SONA system. If the three weeks will extend past the last day that studies are running in March then you will need to investigate the alternative to research credit information above.

Research at IBL

Researcher Spotlight



Dr. June Cotte,
Professor, Marketing
Scott & Melissa Beattie
Professor in Marketing

Please tell us about your research:

“My general research looks at why consumers do what they do, and how what we learn can help consumers themselves, and/or help marketers to build their business. I currently have major projects underway on consumer self-control, and the anxiety created by being separated from one’s smartphone (and how that influences consumption behavior). Also, with Ivey doctoral students, I am investigating lots of different topics related to online reviews.”

What inspired you to become a researcher?

“After positions in Industrial Sales and in Marketing, I started running the Marketing Research section of the company I worked for. That when I figured out that I liked answering marketing questions using research. Eventually, that led me to quit corporate work and do a Ph.D.”

Is there anything you’d like to communicate to the student participants?

“Your participation in our research pool helps Ivey faculty members to investigate important problems, and build the reputation of the school, and Western U more broadly. Ivey wants to be known as a thought leader in Canadian business, and often that starts with your participation!”



Danny Chung, Ph.D.,
Entrepreneurship
(now Assistant Professor
California State University)

Please tell us about your research:

“Recruiting talented employees is one of the most important elements of running a business. Recruitment is particularly important for start-ups as they often have only few employees, making each hire more important. However, start-ups are often at a disadvantage compared to large and established firms due to the lack of financial capital, reputation, and familiarity. Therefore, understanding how start-ups can better recruit employees is critical to helping entrepreneurs and promoting entrepreneurship. To understand how to recruit employees, we must understand the characteristics and the motivations that drive how job seekers make decisions about their occupational choice, and how job seekers form perceptions about different start-ups. That is precisely what my research is about.”

What inspired you to become a researcher?

“Before I decided to become a researcher, I worked at management consulting firms Accenture and the Boston Consulting Group. Although I got to be involved in some very interesting projects, I felt that it was the entrepreneurs that really have the passion and the energy to drive growth and lead innovation. At the same time, I also realized how difficult it is to be an entrepreneur as there are countless number of obstacles that an entrepreneur must overcome to successfully manage a business by him or herself. So, I wanted to do something that can be of help to entrepreneurs. Since I thought I must be an expert myself before I can help others, I thought becoming a researcher was a good way to develop expertise in the area and a necessary step for me to contribute and start helping entrepreneurs.”

Is there anything you'd like to communicate to the student participants?

“Student participants are extremely valuable to researchers as they provide the data necessary to conduct research and to create knowledge. Without the help from the students and the Behavioural Lab, it is almost impossible to study many topics that are important not only for pure research purposes, but for practitioners and the society at large. Not only that, PhD students like myself depend on the participation from the students for completing our degrees. So, I hope students see the value and the contribution they are making when they participate in the studies and encourage their peers to do the same.”



**Ethan Milne, PhD
Student, Marketing**

Please tell us about your research:

“Sometimes consumers behave aggressively towards brands. You’ve probably seen this on social media. Consumers will say mean, angry, or insulting things towards brands they don’t like, often damaging the reputation of the brand. One of my research projects focuses on cases where consumer aggression is motivated by a desire to look good or powerful. You’ve probably also seen this on social media — people attacking brands to show how moral or righteous they are, even if what the brand did wasn’t particularly bad. I’m currently exploring how status-seeking personalities, desire for status, and past social rewards for aggressive behavior are all associated with increased rates of consumer aggression towards brands.”

What inspired you to become a researcher?

“I’ve been interested in behavioral science for a long time. I got my start by reading popular science books like Jonathan Haidt’s “The Righteous Mind” and Paul Bloom’s “Against Empathy”, both of which stimulated my interest in the *moral* dimensions of human

behavior: why do we hurt others? What inspires us to help others? Why do we think of others as “good” or “evil”? When I entered the Ivey HBA program, I loved my marketing classes but was always left wondering “ok, but how do we know this works?” As I looked further into the field of marketing research, I saw an opportunity to explore both my interest in marketing and moral psychology by studying consumption behaviors with deep moral implications.”

Is there anything you can tell us about being a researcher at Ivey?
“Without you, we would not be able to do what we do; our research relies on your enthusiasm and interest to succeed. So thank you for taking the time to participate in our studies — I hope you find them as rewarding as we do.”



Matthew Sooy, Assistant Professor, Managerial Accounting and Control

Please tell us about your research:

“One study is related to market bubbles, which helps us to understand (and hopefully prevent) some financial crises. We investigated whether different accounting treatments may lead markets to become more prone to experience bubbles and crashes. We investigated this in a lab because the lab helps us to solve a number of otherwise insurmountable analysis issues in investigating ‘real’ stock markets. We found that market bubbles/crashes are more frequent under one accounting method (mark-to-market) than under another (historical cost). We hope that this will help regulators understand and choose between accounting methods.

A second study was related to penalties for corporate/financial crimes. Unlike CEOs, regulators have very limited options in attempting to encourage us to ‘be our best selves’ – they can often write and enforce some rules, usually with some penalties, but can’t choose their constituencies/markets or shape broader cultures, etc. We find that individuals rely on penalties to understand their compliance, and not just in an economic ‘costs vs. benefits’ sense. One of my studies investigates the use of ‘no-fault’ penalties, where sanctioned individuals pay fines without admitting or denying fault in the matter. We find that fault assignment has a complicated relationship with compliance. People in our study perceive fault to be increasing justice when paired with low fines (leading to higher compliance), but perceived fault to be decreasing justice when paired with high fines (leading to lower compliance). We hope that this will help regulators understand trade-offs in different ‘tools’ in their enforcement toolbox.”

What inspired you to become a researcher?

I've just always enjoyed academic settings, teaching and learning. I didn't always know what a researcher was or did, but since taking my first PhD seminar, I couldn't imagine not doing it."

Is there anything you can tell us about being a researcher at Ivey?

"Ivey is a place where people (including researchers) help and support one another. We greatly appreciate all of your assistance in attending our research sessions and participating attentively and patiently. It matters – thank you."

Is there anything you'd like to communicate to the student participants?

"If you found a study interesting, you can reach out to the research officer or the lead researcher. We spend a lot of time thinking about our studies and are usually happy to discuss."

Paid Participant Pool

The Paid Participant Pool is open to researchers, staff, and students at Ivey as well as Main Campus and community members over the age of 18. When classes are in session the Student Credit Pool takes priority! However, sometimes researchers have a very brief study to run that they couldn't apply for credits for or have some other reason to want to use a different pool of participants. Anyone can be added to the mailing list for the Paid Participant Pool. Being added to the mailing list simply means that you are assigned a SONA ID (different from the Student Credit Pool ID as it is a completely different SONA online account) and you would log in to a different SONA online. If you would like to join the paid pool mailing list you can go to the IBL web page at Ivey and find the link to send us your information to be added: [Ivey Paid Pool](#).

Please note that students who are currently enrolled in 1220, 2257, or HBA1 will not be added to the Paid Participant Pool mailing list until they have *begun* completing their student research credit requirements (i.e., have completed at least 0.5 research credits). We do this to ensure that students do not confuse the Paid Participant Pool for the Student Credit Pool from which their student research credits must be completed.

Participant Rights and Considerations

All faculty who use the IBL must apply for ethical approval of their research study from Western's Research Ethics Board (REB). This includes the safeguarding of our participants' safety, privacy, and well-being while taking part in their studies. In the IBL, the IBL Manager, Coordinator, and the students who volunteer as our Research Assistants are in charge of ensuring that the studies meet the ethical standards our faculty have guaranteed to the REB. Participants who volunteer their time and effort to participate in our faculty's research are entitled to the following rights and considerations:

- ☞ The participant will be informed before signing up for a study of the maximum length of time for the study as well as the general nature of what participating in the study will entail. This includes the number of credits to be assigned for this study and any minimum (or average or range of) payment if the study includes monetary remuneration.
- ☞ The participant may terminate their participation in the study at any time without any loss of credit or class standing.
- ☞ A participant will be made aware of any mechanical or electrical equipment and its function should it be used in the study. If video or audio is collected for the study the participant will be made aware of this prior to the beginning of the study and is free to ask that this information be deleted even after participation is complete.
- ☞ All behavioural data are absent of identifying information unless otherwise stated (e.g., video recording of a participant's face) when handed over to the researcher. A participant has the right to withdraw their data after completion of their participation, so the connection between the anonymous data and the participant's identity is maintained by the IBL on password protected computer files and paper files secured in the IBL Manager's office. All data presented by the researcher in publication, public addresses, or classroom presentations, are completely anonymous.
- ☞ Participants will be offered, at the end of the experiment in some cases, and at the end of the term in April, a complete explanation of the purpose of the studies run in the IBL. This will also include contact information should they wish to follow-up with the individual researchers.

- ☞ Participants may contact the IBL Manager, Dr. Mojgan Farahani, of any perceived violations of, or questions about, the aforementioned rights and considerations, or to ask any questions about the IBL and their participation in general.
- ☞ Participants with concerns about their treatment or rights as a research participant may contact the staff in the Office of Human Research Ethics at the University of Western Ontario by phone at 519-661-3036, or by email at ethics@uwo.ca

Our Volunteer Mentorship Research Assistant Program

The IBL uses student volunteers in the role of Research Assistants. In return for 8 hours of their time each week our volunteers receive training in research ethics and experimental economic design. We offer this as a mentorship as no previous experience is necessary, only a desire to learn and work on our team.

Volunteering in our lab will result in:

- Practical research method application skills
- Practical introduction to experimental economics research practices
- Practical Introduction to the practical application of ethical standards
- An appreciation of the details that are the backbone of quality research
- Development of stronger communication skills
- Developing time management excellence
- Increasing your multi-tasking skills
- Developing leadership skills
- Increasing your self-confidence
- Learning to work effectively in teams and independently
- Improvement of social and interpersonal skills
- Opportunities to trouble shoot and thereby improve your self-efficacy

To apply, please send a cover letter, resume, and a copy of your weekly schedule including any courses and any other prior commitments (clubs, work, etc.) to Dr. Mojgan Farahani at behavlab@ivey.ca