



Any Questions?

We're here to support you with your research.

- BehavioralLab@gsb.stanford.edu
- 724-1548
- gsb.stanford.edu/behavioral_lab

Important dates for this quarter and beyond:

Deadline to file Pass/Fail	Nov 2
Final day to withdraw a class	Nov 9
Deadline for SIM material into Lab	Nov 12
Thanksgiving Holiday	Nov 27-28
Final Exams	Dec 8-12
Acad of Mgmt submission deadline	Jan 15
SPSP Tampa, FL	Feb 7-9
Society for Consumer Psych.	Feb 12-14

The B-Lab Insider

The GSB Behavioral Lab Newsletter

Autumn Quarter 2008



Requesting Lab Support

The Behavioral Lab is here to help run studies for all GSB faculty and students. We now have a team of three great research assistants with a dedicated manager to put together and run any project you might have.

In order for the Lab to effectively handle and run multiple studies at one time, **please fill out a Help Request Form**. As we improve our website, your request for support from the lab can be made right from the site.

As for now, email us for the form if you don't already have it. **Fill it out in Word and email it to the manager at nickhall@stanford.edu**.

What Is SIM ?

SIM stands for "Studies in Mass." It is an hour long mass testing session in which 140 participants from the Stanford subject pool complete a series of short paper and pencil surveys or questionnaires. It is held twice per quarter.

The SIM packet contains the instructions, consent form, and questionnaire from about 12 independent studies. Because SIM is only one hour, you should design your study to take less than 5 minutes.

Each submission must have a faculty sponsor. In general, there should only be one study per faculty member.

SIM will cost the faculty nothing. Participants are compensated \$20 for their time through the Behavioral Lab Research Fund.

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Faculty members request a spot in SIM by responding to a general announcement sent by the Behavioral Lab a few weeks prior to SIM. Technically, only Faculty members are allowed to run studies in SIM, however, PhD students will often request spots on the behalf of a faculty member with whom they are running a study. The new SIM policy is that Faculty members (or PhD students on behalf of faculty members) must submit a SIM Help Request Form in order to reserve a spot in SIM. One week before the study, you are asked to deliver 140 collated copies to the Behavioral Lab (K16). So, step 1: Respond to the general announcement by emailing a SIM Help Request Form to the Behavioral Lab inbox. Step 2: Deliver 140 collated copies to the Behavioral Lab (around 1 week before SIM).

New Year, New Staff

The Behavioral Lab here at the GSB has expanded this year! We are happy to welcome our new research assistant Shadé Brown, who comes to us by way of Smith College, and our new lab manager Nicholas Hall from Yale. Our terrific RAs Nicole Mayer and Caleb Cargle are still here from last year, and if you haven't met them yet, we invite you to come down to the basement of the Knight Building, K15, to introduce yourself and meet the team.



The GSB Behavioral Lab team: Nicholas Hall (Yale, UPenn), Caleb Cargle (UNC), Nicole Mayer (OSU), Shadé Brown (Smith)

Qualtrics Is Here !

With the addition of a phenomenal online survey program this year, creating on-line studies has never been easier. Qualtrics is a web-based survey creation tool that is like Survey Monkey on steroids with a Ph.D. The site has fantastic online support, and the GSB offers support, too. You can create your free Qualtrics account by going to gsb.stanford.edu/login.html and clicking on "Qualtrics Survey Tool."

With the combination of Sona Systems and Qualtrics, creating an online study is a fairly simple 2-step process. 1. Create your Qualtrics survey. 2. Paste your Qualtrics survey URL into the Sona registration. That's it.

For your convenience, we are here to help you with creating and testing your surveys. Contact us for a hands-on tutorial and help setting up your surveys!

Lab Equipment for Studies

- 14 computer stations
- 3 video cameras (mini DV)
- 2 tripods
- 1 digital still camera
- 4 hidden cameras
- 7 handheld tape recorders
- 3 televisions (2- 27", 1- 13")
- 3 VCRs
- 1 DVD player
- 2 slide projectors
- Several simple web-cams
- Several headphones

Seminars this quarter:

**OB Seminar:
Wednesdays
noon-1:30
Littlefield Rm 107**

**Marketing Seminar
Wednesdays
noon-1:30
South Bldg Rm 151**

**Social Psychology
Seminar
Mondays
3:30-5:00
Jordan Hall Rm 50**

Other events:

**[gsb.stanford.edu/
facseminars/
events/
events.
stanford.edu](http://gsb.stanford.edu/facseminars/events/)**

Software Available for Studies

The Behavioral Lab uses a number of different software tools to program both on-line and in-lab studies. Below you'll find information on our most commonly used programs and advantages to using them. If you need assistance with programming, please email BehavioralLab@gsb.stanford.edu.

Qualtrics

- On-line studies
- Embeds video, audio, and pictures

- User-friendly, no html needed
- On-line support via video tutorials, email, and telephone
- Download data directly as SPSS and Excel files

Form Presenter

- On-line studies
- Uses notepad and html programming
- Embeds any file saved on your computer (video, images, etc.)
- The complete study, along with

data, is saved in your folder in the Z: drive

Media Lab

- In-lab studies only
- Can be used in conjunction with DirectRT, which measures reaction times in milliseconds

Survey Monkey

- On-line studies
- Ideal for basic surveys – uses skip logic but not conditions
- Very user-friendly

SGSB - Stanford Pool – 1,922 participants total					
Sex	Percent	Age	Percent	Ethnicity	Percent
male	58.49	18-20	62.62	American Indian, Alaska native	1.44
female	41.51	21-24	31.02	Asian	32.72
		25 or over	6.46	Black, African American	8.39
				Hispanic, Latino	9.64
				Native Hawaiian, Pacific Islander	0.59
				White	39.93
				Other	7.28

SGSB2 - National Pool – 7,219 participants total					
Sex	Percent	Age	Percent	Ethnicity	Percent
male	34.08	18-21	14.02	American Indian, Alaska native	0.38
female	65.92	22-25	15.6	Asian	16.31
		26-30	20.45	Black, African American	4.37
		31-40	27.42	Hispanic, Latino	3.47
		41-50	15.09	Native Hawaiian, Pacific Islander	0.26
		51-60	6.23	White	72.07
		61 or over	1.2	Other	3.14

SIM Demographics

To the left are basic demographics for both of our online pools. For a more comprehensive list of demographics, including but not limited to English as a first language, political affiliation and orientation, occupational status, highest level of education, and religious affiliation, find the file on the J: drive at <J:\BehavioralLab\Dept\SGSBdemo>.

