

If you use the subject pool, or supervise a doctoral student who does, please read and use the following attached documents. Without them, you are likely to experience delays or rejection of your IRB applications.

Any IRB applications which will use the subject pool need to refer to the IRB protocol number which approved the subject pool, which is IRB-FY2017-761.

Please read the documents on this website carefully:

1) This document explains some important guidelines and requirements for using the subject pool, and also describes how to fill out certain parts of an IRB application if you are using the subject pool.

"Standardized Language and Guidelines for IRB for Intro to Marketing subject pool studies.docx"

Note that all researchers administering studies to the subject pool must be approved by the IRB for that study (and, of course, must have also take an IRB-approved tutorial and passed an IRB-approved test on interacting with human subjects). So, when submitting an IRB application, it is better to submit a longer list of approved researchers, even if they have a relatively low chance of being the ones who will administer the study in the labs. That practice will help you avoid delays. Approved researchers for a particular study can be added by amending the IRB-approved protocol.

2) Templates for consent forms. Please use these as a basis for your consent forms. They include

"Informed Consent.docx"

"Informed Consent ONLINE.docx"

"Parental Consent form.docx"

3) If you are teaching the Introduction to Marketing course, please use the standardized syllabus language in:

"Intro to Marketing Research Study Participation Syllabus Language.docx"

Note that you can change the alternative market research assignments that students can complete instead of participating in the subject pool. The standard assignments will change from semester-to-semester - the example in the document contain the most recent ones - so please be sure to check with me on the latest standard assignments each semester.

Please also note that you can find a full tutorial on how to use the Cayuse IRB submission portal here:

https://www.nyu.edu/content/dam/nyu/research/documents/IRB/NYU_Cayuse_IRB_Manual.pdf

And you'll find more information about NYU's IRB (University Committee on Activities Involving Human Subjects, or UCAIHS) here:

<https://www.nyu.edu/research/resources-and-support-offices/getting-started-withyourresearch/human-subjects-research.html>

If you have further questions, please email Adam Alter, Stern's liaison to the NYU IRB (aalter@stern.nyu.edu), or Alison Dewhurst, Compliance Director at the NYU IRB (ad105@nyu.edu).