**Directions for Completion of the IRB Application Form**

**Handwritten forms will not be accepted.**

**Check boxes by double clicking on the box → then choose checked→ then click “OK”.**

**Words within the form that appear blue and are underlined are hyperlinks. Clicking on these words will direct you to a web page that provides more information on how to fill out that section of the form.**

**A check list of necessary items is provided for your convenience on the last page of this form. Also, on the last page of this form are further instructions and additional information regarding the IRB process.**

**Please submit the Application for Review of Human Subjects Research to the IRB office as a single sided document.**

**When submitting via email a scanned copy of the signature page is required.**

**Additional Instructions for Marketing Department**

Several sections have already been filled out as part of the Marketing Department’s subject pool. You will need to fill out the front page and sections 1, 2a4-7, 3 (first part), 5, 7, 8, 9, 13, 14, and 18

as you normally would. You will also need to modify the contact information and study description listed in Appendix B (highlighted) to match your study. Note that the PI from the front page of the application must be listed as the contact.

**HANDWRITTEN FORMS WILL NOT BE ACCEPTED**

**APPLICATION MUST BE SINGLE SIDED – DO NOT STAPLE**

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| **Application for Review of Human Subjects Research**Submitted to theOklahoma State University Institutional Review BoardPursuant to 45 CFR 46 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_IRB NumberFOR OFFICE USE ONLY |
| Title of Project:       |
| Is the Project externally funded? [ ] Yes [ ] No If yes, complete the following: [ ] Private [ ] State [ ] FederalAgency:       Grant No:       OSU Routing No:       |
| Type of Review Requested: [ ] [Exempt](http://compliance.vpr.okstate.edu/IRB/application-exempt.aspx) [ ] [Expedited](http://compliance.vpr.okstate.edu/IRB/application-exp.aspx) [ ] [Full Board](http://compliance.vpr.okstate.edu/IRB/application-expfb.aspx)  |
| **Principal Investigator(s):** *I acknowledge that this represents an accurate and complete description of my research. If there are additional PIs, provide information on the additional PIs continuation page form located on the URC website.* |
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| **Name of Primary PI** (typed) |  | Signature of PI |  | Date |
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| Department |  | College |  |  |
|       |  |       |  |       |
| PI’s Address  |  | Phone |  | E-Mail |
| [Required IRB Training Complete:](http://compliance.vpr.okstate.edu/IRB/training.aspx) [ ]  Yes [ ]  No (Training must be completed before application can be reviewed) |

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| **Name of Co-PI** (typed) |  | Signature of Co-PI |  | Date |
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| Department |  | College |  |  |
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| Co-PI’s Address |  | Phone |  | E-Mail |
| [Required IRB Training Complete:](http://compliance.vpr.okstate.edu/IRB/training.aspx) [ ]  Yes [ ]  No (Training must be completed before application can be reviewed) |

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| **Advisor (complete if PI is a student):** *I agree to provide the proper surveillance of this project to ensure that the rights and welfare of the human subjects are properly protected.*  |
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| **Advisor’s Name (typed)** |  | Signature of Adviser |  | Date |
|       |  |       |  |  |
| Department |  | College |  |  |
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| Advisor’s Address |  | Phone |  | E-Mail |
| [Required IRB Training Complete:](http://compliance.vpr.okstate.edu/IRB/training.aspx) [ ]  Yes [ ]  No (Training must be completed before application can be reviewed) |

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NOTE: If sufficient space is not provided below for a complete answer in sufficient detail for the reviewer to fully understand what is being proposed, please use additional pages as necessary.

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| 1. Describe the purpose and the research problem in the proposed study. *Your response in this section will enable the reviewer(s) to determine whether the project meets the criteria of research with human participants and also the extent to which the research may produce new generalizable knowledge that may benefit the participants and/or society.*       |
| 1. (a) Describe the subjects of this study:
2. [Describe the sampling population:](http://compliance.vpr.okstate.edu/IRB/defsubpop.aspx) undergraduate students over the age of 18
3. Describe the subject selection methodology (i.e. random, snowball, etc.): Convenience selection
4. Describe the [procedures to be used to recruit subjects](http://compliance.vpr.okstate.edu/IRB/recruitment.aspx). Include copies of scripts, flyers, advertisements, posters, and letters to be used. **If recruitment procedures will require access to OSU System email addresses you will need to include** [**Appendix A**](http://compliance.vpr.okstate.edu/IRB/recruitment.aspx) **of this application**:7 In class solicitation
5. How many subjects are expected to participate?
6. What is the expected duration of participation for each segment of the sampling population? If there is more than one session, please specify the duration of each session:
7. Describe the calendar time frame for gathering the data using human subjects:
8. Describe any follow-up procedures planned:

 (b) Are any of the [subjects under 18 years of age](http://compliance.vpr.okstate.edu/IRB/special-child.aspx)? [ ] Yes [x] No  If Yes, have you completed the training for minors participating in OSU-related activities and programs? [ ] Yes [ ] No Date of completion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ If no, the training must be completed before IRB approval can be given. Click [here](http://minors.okstate.edu) to access the training. Click [here](http://oklahoma4h.okstate.edu/events/docs/forms/MinorsOnCampus/new%20forms/Minors%20Participating%20in%20OSU-Related%20Activities%20and%20Programs.pdf) to view policy 1-0135 “Minors Participating in OSU-Related Activities and Programs”. *If using minors in research, you must comply with special federal regulations. Please refer to the IRB Guide*.  |
| 1. Provide a detailed description of any [methods, procedures, interventions, or manipulations of human subjects](http://compliance.vpr.okstate.edu/IRB/desmethodsprocedures.aspx) or their environment and/or a detailed description of any existing datasets to be accessed for information. Please indicate the physical location where the research will take place (if applicable). Include copies of any questionnaires, tests, or other written instruments, instructions, scripts, etc., to be used.

      The survey will be administered entirely in Qualtrics survey software. Limited identification information, in the form of the unique SONA identification number provided to all participants upon creating an account will be used to identify participants within research sessions. This information cannot be used to identify individual subjects by researchers. |
| 1. Please list by position any additional personnel (undergraduate assistants, graduate research assistants, members of the community) who will be involved in the recruitment or consent process or data collection and/or analysis. Names are not necessary.

Include a description of the training in the protection of human subjects in research that these individuals will be required to complete. PhD students and graduate Research Assistants will assist in the collection of data in the laboratory by serving as lab administrators. All lab administrators will complete the CITI Human Subjects training modules. |
| 5. Will the subjects encounter the possibility of stress or psychological, social, physical, or legal risks that are greater than those ordinarily encountered in daily life or during the performance of routine physical or psychological examinations or tests? [ ] Yes [ ] NoIf Yes, please justify your position:       |
| 6. Will medical clearance be necessary for subjects to participate because of tissue or blood sampling, administration of substances such as food or drugs, or physical exercise conditioning? [ ] Yes [x] NoIf Yes, please explain how the clearance will be obtained:       |
| 7. Will the subjects be deceived or misled in any way? [ ] Yes [ ] NoIf Yes, please explain:       |
| 8. Will information be requested that subjects might consider personal or sensitive? [ ] Yes [ ] NoIf Yes, please explain:       |
| 9. Will the subjects be presented with materials that might be considered offensive, threatening, or degrading? [ ] Yes [ ] NoIf Yes, please explain, including measures planned for intervention if problems occur.      |
| 10. Will [any inducements](http://compliance.vpr.okstate.edu/IRB/pay-participants.aspx) be offered to the subjects for their participation? [x] Yes [ ] No If Yes, please explain: Student participants from undergraduate marketing courses will be offered course credit at the discretion of the courses’ instructors not exceeding 5% of the total grade in the course. Students may also receive credit for participating in research sessions by completing an alternative assignment, involving reading a brief research journal article and responding to several questions about the article.NOTE: If extra course credit is offered, describe the alternative means those students who do not wish to participate in the research project may employ to obtain the course credit. |
| 11. Describe the process to be used to obtain the [consent/assent](http://compliance.vpr.okstate.edu/IRB/consent.aspx)/parental permission of all subjects (as appropriate). Who will seek the consent/assent/permission? Describe the steps taken to minimize coercion or undue influence, and the method(s) to be used to document consent/assent/permission. **Please submit copies of all consent documents with your application**  Participants will be asked to read and sign a combined Informed Consent form (Appendix B) at the beginning of the research session, providing information about the basic procedures, the benefits they will receive from participation, confidentiality, the risks of participation, and their rights as participants, as well as contact information for the investigators. |
| 12. Are you requesting a [waiver of documentation of consent](http://compliance.vpr.okstate.edu/IRB/exceptions.aspx) (no signature on consent/assent forms)? If you  are conducting a survey, online or in paper form, check yes if respondents will remain anonymous.  [ ] Yes [x] No If yes, provide a justification for waiving documentation based on one of the [two criteria allowing the waiver](http://compliance.vpr.okstate.edu/IRB/exceptions.aspx).        |
| 13. Do you wish to waive some of the [elements of consent/assent/ parental permission](http://compliance.vpr.okstate.edu/IRB/content.aspx) or the entire  consent/assent/parent permission process?  [ ] Yes [ ] No  If yes, provide a justification for the waiver that addresses all [criteria](http://compliance.vpr.okstate.edu/IRB/waiver.aspx) that must be met for the  waiver to be approved.        |
| 14. Will the data be a part of a [record that can be identified](http://compliance.vpr.okstate.edu/IRB/confidentiality-prot.aspx) or linked to particular subjects? [ ] Yes [ ] No If Yes, please explain:       |
| 15. Describe the steps you will take to [protect the confidentiality of the subjects](http://compliance.vpr.okstate.edu/IRB/confidentiality-data.aspx) and how you will advise subjects of these protections during the consent process. Include information on data storage and access. If data will not be reported in the aggregate, please explain how the data will be reported.  The confidentiality of participants will be maintained. Participants will sign-in at the start of the session, as well as sign an Informed Consent form. Both of these will be retained for verification purposes, but will be kept separate from experimental data. Consent Forms will be retained for three years before being destroyed, while sign in sheets will be destroyed after one semester.Limited identification information, in the form of the unique SONA identification number provided to all participants upon creating an account will be used to identify participants within research sessions. This information cannotbe used to identify individual subjects by researchers.The data will be stored indefinitely, on the researcher’s laptop in an electronic format. The laptop is kept secure, and access to it is limited to the researcher. The data will be analyzed in aggregate and reported in presentations and publications. Additional protections are not needed, as the data contains no identifying information and thus there is no potential risk associated with disclosure. |
| 16. Will a subject’s participation in a specific experiment or study be made a part of any record available to his or her supervisor, teacher, or employer? [x] Yes [ ] No If Yes, please explain: At the end of the semester, instructors whose students were eligible to participate in research sessions will be provided with a list of all students who participated in research sessions (or completed alternative assignments) during the semester. This list will not contain any responses to studies or other confidential information. |
| 17. Will the consent form and other documents (i.e. recruitment materials, surveys, etc.) be translated into non-English versions? [ ] Yes [x] NoIf yes, please attach the [Translator Declaration Form](http://compliance.vpr.okstate.edu/IRB/documents/Translator%20Declaration%20Form.doc). 18. Describe the benefits that might accrue to either the subjects or society. *Note that 45 CFR 46, Section 46.111(a)(2) requires that the risks to subjects be reasonable in relation to the anticipated benefits. The investigator should specifically state the importance of the knowledge that reasonably may be expected to result from the research* |

**Application Submission:**

**Checklist for application submission:**

[ ] Completion of required IRB training (<http://compliance.vpr.okstate.edu/IRB/gs-CITI.aspx>)

[ ] Grant Proposal, if research is externally funded

[ ] Outline or script of information to be provided prior to subjects’ agreement to participate

[ ] Copies of flyers, announcements or other forms of recruitment

[ ] Informed consent/child assent/parental permission forms

[ ] Instrument(s) [questionnaire, survey, tests]

[ ] Résumés or CVs for all PIs (faculty or student) and advisors (**4 page maximum for each**)\*

\*CVs should highlight the education and research expertise of the researcher. Researchers may submit CVs prepared for federal

grant proposals (e.g., NIH, NSF, USDA, etc.).

**Appendices Included:**

[ ] [Appendix A](http://compliance.vpr.okstate.edu/IRB/recruitment.aspx) - Request for OSU System Email Addresses for Human Subject Research

 Recruitment Purposes

**Number of copies:**

**One (1)**, **single sided** copy of the application and associated attachments, signed by all PIs and

advisor (if appropriate).

**Submission Addresses:**

**Mail to:**

**IRB/University Research Compliance**

**Oklahoma State University**

**223 Scott Hall**

**Stillwater, OK 74078-2016**

**Hand deliver to:**

**IRB/University Research Compliance**

**218 Scott Hall**

**Email Submission (Application must be signed):**

**irb@okstate.edu**

**For assistance, please contact the IRB staff in the Office of University Research Compliance at 405-744-3377 or email** **irb@okstate.edu****.**

**Appendix B – Combined Informed Consent Form**

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| **Purpose of the Study** | *This is a research session being conducted by faculty and Ph.D. students at the Oklahoma State University. We are inviting you to participate in this research project because you are enrolled in a Marketing class at the Spears School of Business. Research studies are designed to obtain new knowledge. This new information may help people in the future. Details about this study are discussed below. It is important that you understand this information so that you can make an informed choice about being in this research study.* |
| **Procedures** | *The procedures involve multiple studies that are part of this session. You will receive 1 hour’s worth of course credit for completing these studies. In any particular session, the studies may be related to each other, or they may be unrelated. They are grouped into a “session” since some studies may require only a few minutes. In general, these are studies that deal with issues of importance to researchers in the Spears Business School, such as marketing, consumer preferences for different kinds of information, impression formation, decision-making, and so forth. Some may ask you to respond to hypothetical scenarios, make decisions among actual products, interact with other participants, or simply provide your preferences among alternatives. You will be provided with the contact information for the researchers in case you have specific questions about one or more of the studies, and additional information to help you understand the research more thoroughly, once you have participated. The session will be conducted on the campus of Oklahoma State University and is expected to take one hour.* |
| **Potential Risks and****Discomforts** | *There are no known risks associated with participating in this research. You will be responding to survey items about everyday products and there are no right or wrong answers.* |
| **Potential Benefits** | *Research is designed to benefit society by gaining new knowledge. This research is not designed to help you personally, but the results may help the investigators learn more about the various topics in this particular session. You will learn more about the kinds of research conducted by faculty and graduate students in the Spears School of Business. We hope that, in the future, other people might benefit from this study through improved understanding of the various topics in this particular session.* |
| **Confidentiality** | *Any potential loss of confidentiality will be minimized by storing data in secure locations such as locked cabinets and password-protected network directories.**If we write a report or article about this research project, your identity will be protected to the maximum extent possible. Please note that the data you provide will be grouped with data others provide for reporting and presentation, and that your name will not be used in any presentation of these results. Your information may be shared with representatives of the Oklahoma State University or governmental authorities if you or someone else is in danger or if we are required to do so by law.* |
| **Right to Withdraw and Questions** | *Your participation in this research is completely voluntary. You may choose to not answer questions that make you uncomfortable, you may choose not to complete an individual study, or you may choose to not to take part at all. If you decide to participate in this research, you may stop participating at any time. If you decide to withdraw from the study early, you will receive a partial hour’s worth of course credit, which you can supplement by completing the alternate assignment. If you are an employee or student, your employment status or academic standing at Oklahoma State will not be affected by your participation or non-participation in this study.**If you decide to stop taking part in the study, if you have questions, concerns, or complaints, or if you need to report an injury related to the research, please contact the investigators, at* [CONTACT INFORMATION]. |
| **[STUDY NAME]****Brand Use Study****Ted Matherly**BU XX-XXXted.matherly@okstate.edu | [DESCRIPTION OF STUDY PURPOSE AND PROCEDURES]*The purpose of this study is to investigate how consumers understand how others use brands to communicate through different kinds of products, and how the characteristics of those products affect the perceptions of the users. You will be asked to look at photos of individuals using brands and respond to a variety of measures about these individuals.* |
| **Participant Rights**  | *If you have questions about your rights as a research participant or wish to report a research-related injury, please contact:* **Oklahoma State University****Institutional Review Board****University Research Compliance****219 Cordell North****Stillwater, OK 74078** **E-mail: irb@okstate.edu** **Telephone: 405-744-3377***This research has been reviewed according to the Oklahoma State University IRB procedures for research involving human subjects.* |
| **Statement of Consent** | *Your signature indicates that you are at least 18 years of age; you have read this consent form or have had it read to you; your questions have been answered to your satisfaction and you voluntarily agree to participate in this research study. You will receive a copy of this signed consent form.**If you agree to participate, please sign your name below.* |
| **Signature and Date** | **PARTICIPANT NAME****[Please Print]** |  |
| **PARTICIPANT SIGNATURE** |  |
| **DATE** |  |