

Advance your Research with the Behavioral Insights Lab

What is it?

- The Behavioral Insights Lab (BIL) provides FAU faculty and graduate researches with access to a large student subject pool through the Sona System.
- Researches can recruit participants for online studies, helping to generate impactful insights in business and behavioral sciences.

Why participate?

- Access motivated participants through a managed subject pool.
- Support your research with structured processes and resources.
- Enhance student learning by engaging them in real academic research.

How it works?

1. Request a Researcher account by contacting the Behavioral Insights Lab (cobinsightslab@fau.edu).
2. Obtain [IRB approval](#) for your study before posting. (please refer to the sample language to use in your application on our website)
3. To Login [click here](#) & Set up your study in the Sona System (link your Qualtrics, add pre-screen questions, study details, and participation length).
4. Test your study and post it upon approval (subject pool available Fall & Spring; studies open from Week 2).
5. Credit participants promptly to ensure a smooth experience.

Suggested Tips

- Secure IRB approval early to avoid delays.
- Be precise in study duration (15 minutes = 1 Sona credit).
- Always include the mandatory pre-screen for alternative assignments.
- Post studies as soon as the subject pool opens to maximize participation.
- Questions? Email cobinsightslab@fau.edu.
- More info + video guide: [BIL Researcher Page](#) and [FAQ page](#).



Scan the QR code
for video guide

