



**BRITE Lab**  
School of Human Ecology  
Wisconsin School of Business  
UNIVERSITY OF WISCONSIN-MADISON  
*Behavioral Research Insights Through Experiments*

## **Sign Up to Participate in Social Science Research and Earn Cash!**

The BRITE Lab in Nancy Nicholas Hall is looking for students to join their participant database. Researchers on campus use the BRITE Lab to conduct research studies in business, consumer science, economics, and other social science disciplines.

By signing up, you can be contacted to participate in future studies. For participating in a study, **you can earn cash.**

**Sign up at:** <https://uwsob.sona-systems.com>

*Click 'request account' at bottom of page to get started.*



Different experiments will be posted throughout the semester.

You will have a chance to earn cash by participating (\$15 on average for a 60-min. session), depending on experiment type.

**Signing up is voluntary and not related to any class.** Signing up does not guarantee or require participation in any particular study.

Questions? Email Lab Manager Felix Zhan at [fzhan3@wisc.edu](mailto:fzhan3@wisc.edu)