

Wharton Behavioral Laboratory¹ Annual Report for Calendar Years 2011 and 2012

Background

The Wharton Behavioral Laboratory (WBL) in its current form began in Fall 2004 and received official funding from Wharton in Spring 2005. The initial proposal estimated that the research volume of the lab would range between 5,000 and 14,000 participant hours annually (with the lower number being the volume at that time from various subject pools). In the first year, actual volume exceeded those estimates and a SHDH location was added to the JMHH location. This immediate high volume was interpreted as evidence that the WBL addressed a major deficiency in research support that had slowed the rate of research productivity and/or reduced the sample sizes used in behavioral research projects. In 2012, the on-campus volume was about 22,000 participant-hours and online volume was over 33,000 completed surveys/experiments.

The operating procedures of the WBL differ from those most behavioral labs insofar as it pools resources across almost all Wharton behavioral researchers. WBL staff and student research assistants in each physical location run several distinct research projects simultaneously for 5 consecutive days (called a "session," which consists of 20 one-hour time slots with 14 participants scheduled for each slot; see Exhibit 1 for more detail). Each session provides a sample size of approximately 200 participants. This allows the WBL to achieve high levels of efficiency and quick turnaround times. This contrasts with the traditional model for behavioral research, in which individual researchers run separate labs or share facilities but collect data with their own students and staff.

Summary

Table 1 summarizes the key use, cost, and productivity metrics since 2006. It is clear that the lab has experienced strong growth in 2011 and 2012 after several years of apparent slow growth. Moreover, based on requests for on-campus and specialized samples during the first part of 2013, this growth appears to be accelerating. Overall, this is very good news. Although costs have gone up, so have the number of users, the amount of data collected, and the number of articles published (!). The fully loaded cost per subject-session-equivalent has remained constant or decreased, and the count of published-articles-per-\$100K looks good compared to benchmarks like NSF and NIH grants. Thus, growth is good.

Because of the current growth rate, we were granted a budget over-run allowance for FY2013, and are requesting a larger budget for FY14. Importantly, it is apparent that now is the perfect time for all of us to become more aggressive in seeking outside funding of various types. Our options are (a) find a large donor to convert the WBL to a named research center (\$25MM donation), (b) find corporate partners to fund internal grants in specific broad areas (e.g., personal finance, health decision making, advertising, job satisfaction, pro-social behavior, negotiations, etc.), (c) encourage faculty to submit external grant proposals (NSF, NIH, etc.) with help from WBL staff and (d) license enterprise software developed for the WBL to other behavioral labs. We plan to pursue all four options.

¹ Prepared by Professor Wes Hutchinson, Faculty Director, Katherine Moore, Senior Research Coordinator for the On-Campus Panel, Kate Kelley, Senior Research Coordinator for Specialized Samples, and Robert Botto, Senior IT Project Leader.

Table 1. Productivity and Cost Analysis 2006 -2012

CY	2012	2011	2010	2009	2008	2007	2006
Wharton Standing Faculty Users	31	27	24	25	22	24	17
Wharton Visitors/ Post-doc Users	9	2	5	4	4	4	3
Other Faculty Users	15	9	3	6	7	2	1
All Faculty Users	55	38	32	35	33	30	21
Student Users	35	27	24	24	23	25	16
Published Articles	32 ¹	15	14	14	8	7	9
Working Papers	90 ²		38	34	20	40	
New Research Projects	81 ²		13	22	25	35	
On-Campus Subject-Sessions	21,940	21,532	17,756	17,847	14,745	14,996	15,000
Specialized Sample Subject-Sessions	33,970	10,369	5,468	3,473	2,995	530	600
Annual Budget Information Withheld							
Cost per Adjusted Subject-Sessions ³	\$19.45	\$21.81	\$26.30	\$29.73	\$23.50	\$22.94	\$19.61
Articles per \$100K ⁴	3.6	2.8	2.7	2.5	2.2	2.0	3.0

¹ Includes 9 articles that were accepted or published by April, 2013. These 9 were not included in computing "Articles per \$100K" for 2012.

² 2011 and 2012 were pooled for working papers and projects because dating was ambiguous.

³ Specialized samples are adjusted to be 1/3 of an On-Campus Subject-Session because they are mainly brief online surveys (10 - 20 minutes).

⁴ Published benchmarks for articles per \$100K range from .6 to 5 (e.g., .9 for NSF grants, 1.5 to 3.2 for NIH grants, and .6 for all US Higher Education Research and Development). Note these numbers are somewhat inflated because they do not reflect the funding for participant costs provided by researchers, departments, and internal and external grants (or other research expenses often included in benchmark grants).

Goals for 2013

1. Maintain the current high levels of productivity in the on-campus labs (including expanded use of labs outside of current hours of operations).
2. Obtain new sources of financial support for the WBL (e.g., donor naming of the WBL, corporate sponsors of internal grants, external grants, licensing of WBL enterprise software).
3. Continued implementation of quality control procedures (e.g., electronic cover page) and expansion of the participant characteristics database (e.g., widely used covariates).
4. Develop the recently obtained eye-tracking equipment and emotion coding software into an easily used research tool.
5. Increase the number of faculty and graduate students using the WBL.
6. Conduct publishable research on methodological issues uniquely related to our panel structure (e.g., effects of participation rate on data quality, cross-experimental effects, different incentives, comparisons of student and non-student samples, etc.).

Lab Activity Highlights for 2011 and 2012

On-Campus Panel

Kaity provided the following list of lab improvements that were implemented in 2011 and 2012.

Morning sessions. Significant increase in morning sessions (2012) and online studies (2011) to accommodate complicated and last minute requests.

Move to the cloud. Successful transition from physical servers to VMs.

High school students. Summer internships for high school students were again successful in 2011 and 2012. We continue to find these students are very useful and imaginative. It is great for the WBL to have their points of view, and they all commented that the experience was very valuable for them as well.

Panel promotion. Participated in student orientation fair during fall and spring semesters, signage on Locust Walk, Facebook advertising.

Perfect Attendance Raffle. Instituted incentive program (2012) for participants with perfect attendance (zero unexcused absences) during a semester.

Specialized Samples

Kate provided the following list of improvements that were implemented in 2011 and 2012.

- *Notable increase in volume.* The use of Qualtrics studies increased but the execution of Mechanical Turk studies was dramatic, especially in 2012.
- *Penn Research Facilities Development Fund grant.* The Provost's Office sponsors this grant competition, and apparently this is the first time Wharton was been awarded such a grant (\$65K that was matched by \$65K from Wharton). The proposal outlined costs for two eye-tracking machines and software. After a little due diligence, we were able to acquire six eye-tracking machines and analysis software from SensoMotoric Instruments (SMI), who has a strong reputation for academic research. Additionally, Noldus FaceReader software, which automatically analyzes facial expressions providing assessment of person's emotions, was purchased. Remaining grant funds are likely to be used for software upgrades and possibly one pair of mobile eye-tracking glasses.
- *Introduction of personalized feedback to APEX participants.* Survey feedback now includes not only individual results, but also comparison to peers and known research findings. The response from the Panel was very positive.

Staffing

In 2011 and 2012, our level of staffing was approximately the same as in 2010. As noted earlier, the staff is what makes the WBL work and they have continued to do an outstanding job!

Our current staff (as of May 2013) is listed below, and a cumulative list of WBL is provided in Exhibit 9.

Full Time

Kate Kelley (Senior Coordinator
– Specialized Samples)
Robert Botto (Senior IT Project Leader)
Kaity Moore (Senior Coordinator
– On-Campus Panel)
Amanda Gulick (will replace Kaity
beginning mid-May 2013)
Josh Carrigan (Coordinator)

Part Time

Attilio Dimartino (Staff RA) *
Marta Garriga (Staff RA)
Anna Szczuka (Staff RA)
Sophie Carlue (Staff RA)
Rut Senesh (Staff RA)
Monica Castellanos (Staff RA)
Molly Mockovak (Staff RA) *
Magda Pawlik-Minkowicz (Staff RA) *
Erica Hayman-Meme (Staff RA) *

Angela Bae (Student RA)
Ruth Gold (Student RA)
Corey Werbelow (Student RA) *

*Indicates RAs continuing in Summer/Fall 2013

Guide to the Exhibits

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- Exhibit 3 (pp. 43-44): List of Users of the WBL
- Exhibit 4 (p. 45): Summary Statistics for the On-Campus Panel
- Exhibit 5 (p. 46): Session Sample Sizes, Average Minutes per Participant, and Average Total Incentive Paid for Normal Sessions for the On-Campus Panel
- Exhibit 6 (p. 47): Number of Normal Sessions per Panel Member and Average Session Completion Times for the On-Campus Panel
- Exhibit 7 (pp. 48-49): Usage Rates of the On-Campus Panel for Individual Experimenters and Sponsors (session-minutes)
- Exhibit 8 (p. 50): Usage Rates of Specialized Samples for Individual Sponsors (cumulative sample size)
- Exhibit 9 (pp. 51-52): Cumulative List of WBL Staff

Exhibit 1

Wharton Behavioral Laboratory Background Information

The Wharton Behavioral Laboratory (WBL) provides a variety of services that support data collection for behavioral research on business-related topics. The primary goal is to enhance the research productivity of Wharton faculty by minimizing the operational costs, both time and money, of conducting research. The primary services provided are maintaining and updating facilities, participant pools, and staffing for a state-of-the-art experimental research laboratory that will be a shared asset for all faculty and students doing behavioral research. It contributes to Wharton's reputation for excellence in academic research and enhances our ability to attract and retain the very best faculty and students. The WBL operates two lab locations, and members of the WBL panel are mainly Penn students, but also include staff and members of the community. Each session lasts 30 to 60 minutes. During a session panel members may complete questionnaires, participate in online experiments, or interact in groups. Payment for each session is usually \$10, but may exceed that amount for studies in which payment depends on performance in some way. Members report that most of the studies are interesting. Each lab begins a new session every week. The lab manager coordinates with faculty to schedule the experiments in each session, to estimate needed time, to understand the experimental procedures used. Typically, on the first day of each session the lab manager and experimenters are present in the lab to train the staff and student RAs, to observe the procedures, and to correct any problems that arise. On subsequent days, the labs are run by the RAs.

The Wharton Advisory Panel of Executives (APEX) is a new initiative. The primary goal of APEX is to provide an ongoing, accurate, up-to-date description of executive opinions and facts about the current business environment using a survey method that creates a sense of “dialogue” between participants and Wharton faculty (and the larger business community). Initially, the panel will be a group of 500-1000 business executives who are surveyed online regularly about a wide variety of business issues. Each survey will take 5-10 minutes to complete, and the typical panel member will participate in 1 or 2 surveys each month. Although not a probability sample, members will be representative of the industries and organizational structures of the global business community, and rigorous survey methods will be employed to maintain a high level of data quality. The survey topics will include best practices, “hot topics,” and focused research problems. The results of this research will be summarized by Wharton faculty and made available to panel members online (e.g., on web pages, PDF download, pod casts, etc.) in advance of their being reported in academic journals or business media. Survey questions will address issues of general interest to executives, of specific relevance to courses taught at Wharton, and of value to research projects being conducted by Wharton faculty. In addition to contributing to important business research, panel members will have early, exclusive access to the results of the studies. APEX members provide a critical industry perspective on important business problems. The knowledge derived from APEX research will ultimately be disseminated through academic and business journals and in the popular press, giving APEX members an opportunity to influence important business issues. Additionally, APEX members earn points for their participation in research studies. Similar to how airlines, hotels and credit card companies reward their best customers, APEX members can redeem their points for books from Wharton Publishing and discounted or free participation in Wharton Executive Education Programs.

WBL Terminology:

A *session* is a group of experiments that are (were) run at the same time in the same location. It is also the series of time slots allocated to those experiments. Each session has a unique ID in all databases (e.g., 062305).

An *experiment* is a self-contained data collection event. Each experiment has a unique ID in all databases (e.g., 062305E1).

A *time slot* (or *slot*) is a specific time period during which a specific subject can (did) participate in a session. Each slot has a unique ID in all databases (e.g., 062305-01).

An *experimenter* is the person (usually faculty or graduate student) who is primarily responsible for an experiment. Each experimenter has a unique ID in all databases (which is the same as the Wharton ID, e.g., jwhutch). The *principal investigator (PI)* is the person who submits the request for a session and is the primary contact person for the project (often a doctoral student). The *sponsor* is the person who funds the research (typically a Wharton faculty member).

A *subject* or *participant* is a person who participates in one or more sessions. In most cases, a subject will participate in all experiments in a given session; however, there can be exceptions to this (e.g., subjects may qualify for some, but not all, experiments, or the session structure dictates that subjects participate in only 2 of 3 experiments in the session). Each participant has a unique ID in all databases (which will be an integer number assigned when the person registers).

A *panel* or *participant pool* is a group of participants that have registered with WBL and may qualify participation in experiments. People may be dropped from the panel by their own request or because of unsatisfactory performance in lab sessions.

Participant characteristics are variables attached to each subject as single values. These may change over time, but the database has only one observation for each subject.

Experiment characteristics are variables attached to each as single values. These may change over time, but the database has only one observation for each experiment.

Participants *qualify* for experiments (and sessions) based on rules defined in terms of subject and experiment characteristics.

Exhibit 2

Cumulative List of Papers and Research Projects

PUBLICATIONS

2013

Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed, II, (2013), “Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish,” Forthcoming at *Journal of Consumer Research*.

Clemons, Eric K. , Jujie JIN, Fei REN, Josh Wilson, Noi Sian Koh, Thomas Hess, Christian Matt, (2013) “The Role of Trust in Successful eCommerce Websites in China: Field Observations and Experimental Studies”, Accepted pending revisions by *Journal of Management Information Systems*.

Coleman, Nicole Verochi and Patti Williams (June 2013, forthcoming), “Feeling Like Myself: Emotion Regulation and Identity,” *Journal of Consumer Research*.

Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons, “Putting Brands in their Place: How the Need for Structure Keeps Brands Contained.” *Journal of Marketing Research*, forthcoming.

Grant, A. M., & Rothbard, N. P. 2013. When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. Forthcoming in the *Journal of Applied Psychology*.

Kim, B. Kyu, and Gal Zauberan (2013). Can Victoria’s Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. *Journal of Experimental Psychology: General* (forthcoming).

Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar (2013), “Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment,” *Journal of Consumer Research*, forthcoming.

Rick, S. & Schweitzer, M. (Forthcoming). The imbibing idiot bias: Consuming alcohol can be hazardous to your (perceived) intelligence. *Journal of Consumer Psychology*.

Tetlock, P.E., Vieider, F., Patil, S.V., & Grant, A.M. (forthcoming). Accountability and ideology: When left looks right and right looks left, *Organizational Behavior and Human Decision Processes*

2012

- Berger, J. and K.L. Milkman (2012). "What Makes Online Content Viral?" *Journal of Marketing Research*, Vol. XLIX (April 2012), 192-205.
- Berman, Jonathan Z. and Deborah A. Small (2012), "Self-interest without selfishness: The hedonic benefit of imposed self-interest," *Psychological Science*, 23(10), 1193-1199.
- Chan, Cindy, Jonah Berger, and Leaf Van Boven (2012), "Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice," *Journal of Consumer Research*, 39 (3).
- Coleman, Nicole Verrochi and Patti Williams (2012), "The Emotional Self," In *The Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio (Eds)
- Dhar, Ravi and Klaus Wertenbroch (2012), "Self-Signaling and the Costs and Benefits of Temptation in Consumer Choice," *Journal of Marketing Research*.
- Dunn, J., Ruedy, N. & Schweitzer, M. (2012). It hurts both ways: How social comparisons harm affective and cognitive trust. *Organizational Behavior and Human Decision Processes*, 117(1), 2-14.
- Gino, F., Brooks, A. & Schweitzer, M. (2012). Anxiety, advice and the ability to discern: Feeling anxious motivates individuals to seek and use advice. *Journal of Personality and Social Psychology*, 102(3), 497-512.
- Gong, M., Baron, J. and H. Kunreuther. 2012. "Why do Groups Cooperate More than Individuals to Reduce Risks?" *Theory and Decision*, June 2012, (DOI) 10.1007/s11238-012-9318-3.
- Grant, A. M., & Dutton, J. E. 2012. Beneficiary or benefactor: The effects of reflecting about receiving versus giving on prosocial behavior. *Psychological Science*, 23: 1033-1039.
- Kim, B. Kyu, Gal Zauberman, and James R. Bettman (2012). Space, Time, and Intertemporal Preferences. *Journal of Consumer Research*. 39 (4). 867-880.
- Lin, Fern and Deborah A. Small (2012), "Cheaped altruism: Discounting prosocial behavior by friends of victims," *Organizational Behavior and Human Decision Processes*, 117, 269-274.
- Milkman, K.L (2012). "Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of Wants over Shoulds." *Organizational Behavior and Human Decision Processes*, Vol. 119, 163-176.
- Milkman, K.L., M. Akinola, and D. Chugh (2012). "Temporal Distance and Discrimination: An Audit Study in Academia." *Psychological Science*, Vol. 23(7), 710-717.
- Milkman, K.L., M.C. Mazza, L.L. Shu, C. Tsay, and M.H. Bazerman (2012). "Policy Bundling to Overcome Loss Aversion: A Method for Improving Legislative

Outcomes.” *Organizational Behavior and Human Decision Processes*, Vol. 117, 158-167.

- Minson, J. & Mueller, J. S. (2012). The cost of collaboration: Why joint decision making exacerbates the rejection of outside information. *Psychological Science*, 3, 219-224.
- Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar, “Hope from Choosing among Sequentially (vs. Simultaneously) Presented Options Reduces Choice Commitment and Satisfaction,” Conditionally Accepted at *Journal of Consumer Research*.
- Mogilner, Cassie, Jennifer Aaker, and Sep Kamvar (2012), “How Happiness Affects Choice,” *Journal of Consumer Research*, forthcoming.
- Mogilner, Cassie, Zoe Chance, and Michael Norton (2012), "Giving Time Gives You Time," *Psychological Science*, *Psychological Science*, 23 (10), 1233-1238.
- Mueller, J. S., Melwani, S., Goncalo, J. (2012). The bias against creativity: Why people desire yet reject creative ideas. *Psychological Science*, 21(1), 13-17
- Sela, Aner and Jonah Berger (2012), “Decision Quicksand: When Trivial Sucks Us In” *Journal of Consumer Research*, August.
- Small, Deborah A., Devin Pope, and Michael I. Norton (in press), “An age penalty in racial preferences,” *Social Psychological and Personality Science*.
- Staats, B.R., K.L. Milkman, and C. Fox (2012). “The Team Scaling Fallacy: Underestimating the Declining Efficiency of Larger Teams.” *Organizational Behavior and Human Decision Processes*, Vol. 118, 132-142.
- Wilkinson-Ryan, Tess (forthcoming), Transferring Trust: Reciprocity Norms and Assignment of Contract, *Journal of Empirical Legal Studies*.

2011

- Berger, Jonah , Devin Pope (2011), Can Losing Lead to Winning?, *Management Science*, Forthcoming
- Berger, Jonah , Eric Schwartz (2011), What Gets Talked About? Drivers of Immediate and Ongoing Word-of-Mouth, *Journal of Marketing Research*, October, 869-880.
- Berger, Jonah and Baba Shiv (2011), “Food, Sex, and the Hunger for Distinction.” *Journal of Consumer Psychology*, 21, 464-472.
- Berger, Jonah (2011), Arousal Increases Social Transmission of Information, *Psychological Science*, 22(7), 891-893.
- Brooks, A.W. & Schweitzer, M.E. (2011). Can Nervous Nelly negotiate? How anxiety causes negotiators to make low first offers, exit early, and earn less profit. *Organizational*

Behavior and Human Decision Processes, 115, 43-54. This paper won the *Best Conference Paper with a Student as First Author Award* at the International Association for Conflict Management Conference, 2010.

Filipowicz, A., Barsade, S. & Melwani, S. (2011). "Emotional Transitions in Social Interactions: Beyond Steady State Emotion," *Journal of Personality and Social Psychology*, 101, 541-556.

Finnel, Stephanie, Americus Reed II, and Karl Aquino (Forthcoming), "Promoting Multiple Policies to the Public: The Difficulties of Simultaneously Promoting War and Promoting Foreign Humanitarian Aid," *Journal of Public Policy and Marketing*

Gino, F., Schweitzer, M., Mead, N. & Ariely, D. (2011). Unable to resist temptation: How self-control depletion promotes unethical behavior. *Organizational Behavior and Human Decision Processes*, 115(2), 191-203.

Grant, A. M., & Hofmann, D. A. (2011). Outsourcing inspiration: The performance effects of ideological messages from leaders and beneficiaries. *Organizational Behavior and Human Decision Processes*, 116: 173-187.

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- Berger, Jonah and Morgan Ward, (2011) "Subtle Signals and Inconspicuous Consumption." Forthcoming, *Journal of Consumer Research*.
- Clemons, E. K., Barnett, S., Gokal, R., Hu, K., and Madhani, N. "Self-Regulating Public Servant, Profitable Internet Innovator, or Rapacious Monopoly: Assessing Google, Thinking About the Possibility of Regulation", Proceedings, *43rd Hawaii International Conference on System Sciences*, January 2010, Poipu, Kauai, Hawaii.
- Deng, Xiaoyan, Sam K. Hui and J. Wesley Hutchinson (2010), "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Relationships," forthcoming, *Journal of Consumer Psychology*.
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- Mogilner, Cassie (2010) "The Pursuit of Happiness: Time, Money, and Social Connection" forthcoming in *Psychological Science*
- Mogilner, Cassie Jennifer Aaker and Kathleen Vohs (2010) "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter" forthcoming in *Journal of Consumer Research*
- Ruedy, N., & Schweitzer, M. (2010). In the Moment: The effect of mindfulness on ethical decision making. *Journal of Business Ethics*, 95, 73-87.
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Berger, Jonah and Gael Le Mens (2009), “How Adoption Speed Affects the Abandonment of Cultural Tastes,” *Proceedings of the National Academy of Sciences*, 106, 8146-8150.

Chen, Yuxin, Yogesh Joshi, Jagmohan S Raju and John Zhang (2009), "A Theory of Combative Advertising," *Marketing Science*, 28 (1), 1-19.

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Sela, Aner, Jonah Berger, and Wendy Liu (2009), “Variety, Virtue, and Vice: How Assortment Size Influences Option Choice,” *Journal of Consumer Research*, 35(3), 941-951.

Simonsohn, U. (2009) "Direct-Risk-Aversion: Evidence from Risky Prospects Valued Below Their Worst Outcome" *Psychological Science*, V20(6) p.686-692

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Huang, Yanliu and J. Wesley Hutchinson (2008), "Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising," *Journal of Consumer Research*, 35 (June), 98-118.

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Redden, Joseph (2008), "Reducing Satiations", *Journal of Consumer Research*, 34 (5), 624-634.

Schweitzer, M. & Gibson, D. (2008). Fairness, feelings, and ethical decision making: Consequences of violating community standards of fairness. *Journal of Business Ethics*, 77, 287-301.

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Verona, Edelyn, Naomi Sadeh, Steve Case, Americus Reed II and Amit Bhattacharjee (2008), "Self-Reported Use of Different Forms of Aggression in Adolescence and Young Adulthood: Validation and Correlates." *Assessment*, 15 (4), 493-510.

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Cohen-Charash, Y, & Mueller, J. S. (2007). Does unfairness exacerbate or mitigate interpersonal counterproductive work behaviors related to envy? *Journal of Applied Psychology*, 92, 666-680.

Drolet, Aimee, Patti Williams and Loraine Lau-Gesk (2007), "Age-Related Differences in Responses to Emotional vs. Rational Ads for Hedonic vs. Utilitarian Products," Lead Article, *Marketing Letters*, 18 (December), 211-221.

Fitzsimons, Gavan J., Joseph Nunes and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34 (June), 22-31.

Moore, D.A. & Small, D.A. (2007). Error and bias in comparative social judgment: On being both better and worse than we think we are. *Journal of Personality and Social Psychology*, 92(6), 972-989.

Ramanathan, Suresh and Patti Williams (2007), "Immediate and Delayed Emotional Consequences of Indulgence: The Moderating Influence of Personality Type on Mixed Emotions," *Journal of Consumer Research*, 34 (August), 212-223.

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Small, D.A., Loewenstein, G., Slovic, P. (2007). Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims. *Organizational Behavior and Human Decision Processes*, 102(2), 143-153.

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Bolton, Lisa E., and Joseph W. Alba (2006), "Price Fairness: Good and Service Differences and the Role of Vendor Costs," *Journal of Consumer Research*, 33 (September), 258-265.

Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create "Get Out of Jail Free Cards"?", *Journal of Consumer Research*, 33 (June), 71-81.

Nunes, Joseph C. and Xavier Drèze (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research*, 32 (4), 504-12.

Schweidel, David, Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (May/2), 237-243.

Schweitzer, M., Hershey, J., and Bradlow, E.T. (2006), "Promises and Lies: Restoring Violated Trust," *Organizational Behavior and Human Decision Processes*, Issue 1, September, Pages 1-19, Lead Article.

Gino, F. & Schweitzer, M. (2008). Blinded by anger or feeling the love: How emotions influence advice taking. *Journal of Applied Psychology*. 93(5), 1165-1173. This paper won the Best Empirical Paper Award in the Conflict Management Division at the Academy of Management, August 2008.

Sood, Sanjay and Xavier Drèze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, 33 (3), 352-60.

Vanhuele, Marc, Gilles Laurent, and Xavier Drèze (2006), "Consumers' Immediate Memory for Prices," *Journal of Consumer Research*, 33 (2), 163-72.

Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "Simply Asking Questions About Health Behaviors Increases Both Healthy and Unhealthy Behaviors," *Social Influence* 1 (2, June), 117-127.

WORKING PAPERS

New or Revised in 2011 and 2012

- Barasch, Alixandra, Emma E. Levine, Jonathan Z. Berman, and Deborah A. Small “Selfish or Selfless? On the signal value of emotion in altruistic behavior,”
- Berg, J.M. (2012). The primal mark: How the beginning shapes the end in the development of creative ideas. Revise and resubmit, *Academy of Management Journal*.
- Berger, Jonah and Raghuram Iyengar, “How Interest Shapes Word-of-Mouth Over Different
- Berman, Jonathan Z. and Deborah A. Small, “The Meaning of Virtue in Decision Making.” Working Paper.
- Berman, Jonathan Z., Amit Bhattacharjee and Americus Reed, II, “Motivational and Ideological Factors Influence Judgments of Moral Relevance in Politics,” working paper.
- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small “The Braggarts Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior.”
- Bhargave, Rajesh and Gal Zauberaman. Aspects of Experiences: The Role of Novelty in Hedonic Evaluations of Extended Experiences. Working Paper.
- Bhattacharjee, Amit and Cassie Mogilner, “What Experiences Make Us Most Happy? Time and the Increasing Power of the Ordinary,” working paper.
- Bhattacharjee, Amit, Jason Dana and Jonathan Baron, “Is Profit Evil? Associations of Profit with Social Harm,” under 2nd round review at Management Science.
- Bhattacharjee, Amit, Jonah Berger and Geeta Menon, “Escaping the Crosshairs: When Identity Marketing Backfires,” under 3rd round review at Journal of Consumer Research.
- Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed, II, “Motivated Moral Decoupling: Politically Motivated Standards of Moral Relevance,” Working paper.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed, II, “License to Lapse: Lay Theories of Medicine, Remedy Marketing, and a Healthy Lifestyle,” Under review at *Psychological Science*.
- Bolton, Lisa, Americus Reed, II and Amit Bhattacharjee, “The Perils of Marketing Weight Management Remedies,” under review at Journal of Public Policy & Marketing.
- Brooks, A.W. Get excited: Reappraising pre-performance anxiety as excitement, under review at OBHDP.

- Brooks, A.W., Schweitzer, Maurice, Dai, Hengchen (under review) I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust
- Brooks, A.W., Dai, H., & Schweitzer, M. (Working paper). I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. Invited for resubmission at Social Psychological and Personality Science
- Brooks, A.W., Huang, L., Kearney, S.W., Murray, F. (working paper) Entrepreneurial attraction: Preferences for entrepreneurial ventures pitched by attractive men, in preparation.
- Brooks, A.W., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: When negotiators strategically choose to feel angry, under review at Social Psychological and Personality Science.
- Brooks, A.W., Schroeder, J., Risen, J., Gino, F., Galinsky, A., Norton, M., & Schweitzer, M. (Working paper). Don't stop believing: Rituals decrease anxiety and improve singing and math performance.
- Brooks, A.W., Schweitzer, M.E., & Gino, F. Smart people ask for (my) advice: The surprising benefits of advice seeking, invited for revision at Management Science.
- Cai, Jeffrey and Robert Meyer, "Biases in Information Seeking to Avoid Catastrophic Risks."
- Chan, Cindy and Cassie Mogilner, "Experiential Gifts Are Socially Connecting."
- Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, "Gratitude, Guilt, and Gift-Giving."
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption." Revision requested at *Journal of Consumer Psychology*.
- Channels." Buechel, Eva and Jonah Berger, "Facebook Therapy? Why Do People Share Self-Relevant Content Online?"
- Coleman, Nicole Verrochi and Patti Williams "Feeling like My Self: Emotion Regulation and Social Identity" *Invited for resubmission to the Journal of Consumer Research*
- Coleman, Nicole Verrochi and Americus Reed, II, "Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit"
- Coleman, Nicole Verrochi, and Patti Williams, "Hardening My Heart: Regulating Emotions to Resist Sad Appeals,"
- Coleman, Nicole Verrochi, Patti Williams and Gavan J. Fitzsimons, "Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors,"
- Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons, "Putting Brands in their Place: How the Need for Structure Keeps Brands Contained." Under revision.

- Cutright, Keisha, Tulin Erdem, Gavan Fitzsimons and Ron Shachar, "Finding Brands and Losing Your Religion?" Under revision.
- Dai, H., K.L. Milkman, J. Riis. "The Fresh Start Effect: Breaking Points in Life Motivate Virtuous Behavior." Under review at Management Science.
- Dai, Hengchen, Cindy Chan, and Cassie Mogilner. Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Ambiguity Attitudes and Economic Behavior."
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Measuring Ambiguity Attitudes."
- Dommer, Sara Loughran and Nicole Verrochi Coleman "Closing the Gap: How Self-Discrepancy and Gender Drive Ideal Self-Congruency with Brands and Social Groups"
- Dzhogleva, Hristina and Nicole Verrochi Coleman "Strategies to Cope with Social Identity Threats: Defending the "Self" without Sabotaging Self-Control" Under Review.
- Gino, Francesca and Cassie Mogilner, "Time, Money, and Morality: How Focusing on Time, Rather than Money, Decreases Dishonest Behavior."
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber. "The Role of Subsidies in Coordination Games with Interconnected Risk." Under the second round of review for the Journal of Behavioral Decision Making.
- Gopalakrishanan, Arun, Raghuram Iyengar and Robert Meyer, "Should I Take this Call? Theory and Empirical Evidence on the Optimality of Cell-Phone Usage by Consumers"
- Grant, A. M., & Rothbard, N. P. 2011. When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. Invited revision, *Journal of Applied Psychology*.
- Gray, Julia and Raymond Hicks, "The Company You Keep: Perceptions of International Agreements."
- Hafenbrack, A.C., Kinias, Z., & Barsade, S.G. Debiasing the mind through meditation: Mindfulness and the sunk cost bias.
- Huang, L, Frideger, M., and Pearce, J. "Political Skill: Explaining the Effects of Nonnative Accent on Managerial Hiring and Entrepreneurial Investment Decisions," Under second review, *Journal of Applied Psychology*.
- Iyengar, Raghuram and Jehoshua Eliashberg, "A Decision Analysis Framework for Analyzing Demand for Sport Events"

- Jung, H., & Kinias, Z. (under review, Psych Science). When the group fails: Culture and group membership change.
- Kable, Joseph W., B. Kyu Kim, Nicole Senecal and Gal Zauberman. Neural Correlates of Future Time Judgments Are Heterogeneous and Differentially Linked to Time Discounting. Working Paper.
- Kahn, Barbara, and C. Townsend, "The Visual Preference Heuristic: Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose." under revision at Journal of Consumer Research
- Kennedy, Jessica and Diana Robertson, "The normativity of unethical socialization practices."
- Kennedy, Jessica and Maurice Schweitzer, "Effects of accusations of unethical behavior on trust."
- Kennedy, Jessica, "When overconfidence is revealed: Testing the status-enhancement theory of overconfidence" (with co-authors at Berkeley, under 3rd review at OBHDP)
- Kessler, Judd and Alvin Roth "Don't take 'No' for an answer: An experiment with actual organ donor registrations."
- Kessler, Judd and Alvin Roth "Organ Donation Loopholes Undermine Warm Glow Giving: An Experiment Motivated By Priority Loopholes in Israel."
- Kessler, Judd and Stephen Leider "Finding the Hidden Cost of Control."
- Kessler, Judd, Theresa Kelly and Stephan Meier "Cautious Tale About Cognitive Load Manipulations: Learning from (Failed) Replications"
- Kim, B. Kyu, and Gal Zauberman. Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. Working Paper.
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.
- Kim, B. Kyu, Gal Zauberman, and James R. Bettman. The Impact of Perceived Temporal Scarcity of Life on Temporal Distance Judgments. Working Paper.
- Kinias, Z., Kim, H.S., Hafenbrack, A., & Lee, J. (R&R, OBHDP). Does the squeaky wheel always get the grease? Culture and devaluation of non-normative characteristics.
- Lebel, R. D., & Grant, A. M. 2012. Speaking up for the greater good: Prosocial motivation and voice in unfavorable contexts. Working paper.
- Lebel, R.D. Overcoming the fear factor: Exploring what leads employees to voice despite fear. Working paper.

- Lebel, R.D., Rothbard, N.P., Klein, K.J., Wilk, S.L., & Dokko, G. The Way You Do the Things You Do: How Conscientiousness and Extraversion Shape the Evaluative Consequences of Individual Innovation. Under review at the Academy of Management Journal.
- Lee, Leonard, Michelle Lee and Gal Zauberman. The Stability of Temporal Versus Monetary Valuations. Working Paper.
- Levine, E.E., Brooks, A.W., & Schweitzer, M.E. A theory of anxiety and motivation in the workplace, under review at Research in Organizational Behavior.
- Lin, Fern and Deborah A. Small (working paper). Nice Guys Finish Last and Guys in Last are Nice.
- Mellers, Barbara and Jonathan Z. Berman “Emotional Loss Aversion: When Does the Pain of a Loss Out-Weigh the Pleasure of a Comparable Gain?” Working Paper.
- Milkman, K. & Schweitzer, M. (Working paper). Will the best man win? Social comparisons, envy and the tension between cooperation and competition.
- Milkman, K.L. “Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of Wants over Shoulds.” Under review.
- Milkman, K.L. and M.E. Schweitzer. “Teetering between Cooperation and Competition: Social Comparisons and Peer Nominations.”
- Milkman, K.L., J.A. Minson, and K.G.M. Volpp. “Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling.” Revise & resubmit at Management Science.
- Milkman, K.L., M. Akinola, and D. Chugh. “Heterogeneity in Discrimination?: A Field Experiment.” Under review
- Milkman, K.L., M. Akinola, and D. Chugh. “Where Women and Minorities Face Bias in the Academy.”
- Minson, J., Ruedy, N., & Schweitzer, M. (Working paper). Ask (the right way) and you shall receive: The effect of question type on information disclosure and deception.
- Mogilner, Cassie and Amit Bhattacharjee, “What Experiences Make Us Most Happy, The Ordinary or the Extraordinary?” Working paper.
- Mueller, J. S. & Melwani, S. *A Tale of Two Creativities: Why the Roles We Assign to Create and Evaluate Ideas Shape Creativity Assessments*. Revise and Resubmit requested from Journal of Experimental Social Psychology.
- Patil, S.V. Cognitive ambidexterity: How converging-countervailing structures shape adaptation errors

- Patil, S.V., Tetlock, P.E., & Mellers, B.A. Looking too close -- or not close enough: Accountability, distribution norms, and the balancing of conformity and deviation
- Rick, S. & Schweitzer, M. (Working paper). The imbibing idiot bias: Merely holding an alcoholic beverage can reduce perceived intelligence.
- Rosenwald, Dean and Nicole Verrochi Coleman "Facing your Consumers: FACS-Augmented Advertising Analysis."
- Ruedy, N., Moore, C., Gino, F., & Schweitzer, M. (Working paper). The cheater's high: The unexpected affective benefits of unethical behavior. Invited for resubmission at Journal of Personality and Social Psychology
- Schrift Rom and Jeffrey R. Parker, "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence"
- Schrift Rom, Ran Kivetz, and Oded Netzer "Harder Than it Should Be: The Effort-Outcome Link and the Construction of Deliberative Choice Processes"
- Schweitzer, M. & Ho, T. (Working paper). How monitoring influences trust: A tale of two faces. Invited for resubmission at Management Science
- Sela, Aner and Jonah Berger, "How Attribute Quantity Influences Option Choice,"
- Simmons, Joseph, and Leif Nelson, "Intuitive Choice Theory."
- Wertenbroch, Klaus, "Cultural Differences in Just-World Beliefs Explain Preferences for Economic Redistribution," working paper with Will Maddux and Douglas Frank.
- Williams, Patti and Jennifer L. Aaker, "When Do Mixed Emotions Reflect Reality?"
- Williams, Patti, Nicole Verrochi Coleman, and Kirsten Passyn "Do Mixtures of Negative Emotions Create Discomfort?" Preparing for resubmission to the Journal of Consumer Psychology
- Williams, Patti, Andrea Morales, Christine Ringler and Loraine Lau-Gesk "How Stretching the Truth While Giving Feedback Can Change It," *Working Paper Available*
- Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons, "When Opposites Attract: Exposure to Multiple Brands in Low Persuasion Knowledge Settings."

Listed in the 2010 Annual Report

- Berger, Jonah, Katy Milkman (2011), Social Transmission, Emotion, and the Virality of Online Content
- Berman, Jonathan Z. and Deborah A. Small "Self-interest without selfishness: Imposing self-interest increases happiness," *Under review*

- Berman, Jonathan, Amit Bhattacharjee, and Americus Reed II, "Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish." Under review at *Journal of Consumer Research*.
- Bhattacharjee, Amit, Jonah Berger, and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing." Revising for invited 2nd round review at *Journal of Consumer Research*.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "License to Lapse: Lay Theories of Medicine, Remedy Marketing, and a Healthy Lifestyle." Under review at *Journal of Marketing*.
- Bhargave, Rajesh and Gal Zauberaman. Aspects of Experiences: The Role of Novelty in Hedonic Evaluations. Working Paper
- Brooks, A.W., Grant, A., Schweitzer, M., & Edelman, E. (working paper) Worry at work: Anxiety and motivation in the workplace, *invited for review*.
- Brooks, A.W., Moran, S., Schweitzer, M., & Bereby-Myer, Y. (working paper) Glad to be mad: When negotiators strategically choose to feel angry, *under first-round review*.
- Brooks, A.W., Schweitzer, M., & Gino, F. (working paper) The surprising benefits of seeking advice: How advice seeking builds perceptions of ability-based trust, *under first-round review*.
- Bucchianeri, Grace Wong and Talya Miron-Shatz, "Know how much your home is worth? Think again."
- Chan, Cindy, Jonah Berger, and Leaf Van Boven, "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Revising for resubmission.
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption." Working paper.
- Deslorieux, Kingsley, Cassie Mogilner and Eric Bradlow, "The Lasting Effects of Hedonic Experiences" that uses data from the WBL. are also involved with it.
- Erte Xiao and Howard Kunreuther. "Punishment and Cooperation in Stochastic Prisoner's Dilemma Game" (under review at *Journal of Public Economics*)
- Finnel, Stephanie, Americus Reed II, and Patti Williams (Stephanie Finnel's Dissertation Proposal), "Lean on Me: Relying on Relationships to Regulate Ambivalence and Relying on Consumption to Repair Relationships"
- Gino, F., Brooks, A.W., & Schweitzer, M. (working paper) Anxiety, advice, and the ability to discern: Feeling anxious makes people seek and use advice, *under second-round review*.

- Gino, F., Wood, A. & Schweitzer, M. (Working paper). Increased fears, open ears: How anxiety increases advice-taking (even when the advice is bad).
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber. "Facilitating Pareto-Optimal Coordination by Subsidies in Deterministic and Risky Settings." Working paper.
- Grant, A. M., & Dutton, J. E. 2011. From beneficiary to benefactor: The effects of journaling about receiving versus giving benefits on prosocial behavior. Working paper.
- Grant, A. M., & Hofmann, D. A. 2011. Outsourcing inspiration: The performance effects of ideological messages from leaders and beneficiaries. Under third review, *Organizational Behavior and Human Decision Processes*.
- Grant, A. M., & Rothbard, N. P. 2011. When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. Manuscript in progress.
- Kable, Joseph W., Kyu Kim, Nicole S., and Gal Zauberman Neural Substrate of Anticipatory Time Perception and Time Discounting. Working Paper.
- Kim, B. Kyu, and Gal Zauberman. Can Victoria's Secret Change the Future? Sexually-arousing Images, Anticipatory Time Perception, and Impatience for Monetary Rewards. Working Paper
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.
- Kim, B. Kyu, Gal Zauberman, and James R. Bettman. Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting. Working Paper
- Lebel, R.D., Rothbard, N.P., Klein, K.J., Wilk, S.L., & Dokko, G. Speaking up for change: When and why individuals benefit from innovative behavior. Revise and resubmit at the Journal of Applied Psychology.
- Lee, Leonard, Michelle Lee and Gal Zauberman. Preference Stability for Time versus Money. Working Paper
- Minson, J., Mueller, J. S. *Two Is Company And Four Is A Crowd: Why Individuals Are More Likely To Take Advice Than Dyads*. Revise and Resubmit Requested from Psychological Science
- Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar, "A Bird in the Hand or Two in the Bush: The Effect of Simultaneously vs. Sequentially Presented Options," Revision requested at *Journal of Consumer Research*.
- Mogilner, Cassie, Jennifer Aaker, and Sep Kamvar, "How the Meaning of Happiness Impacts Choice," Revision requested at *Journal of Consumer Research*.

Mogilner, Cassie, Zoe Chance, and Michael Norton, "Giving Time Gives You Time." Working paper.

Mueller, J. S. & Lebel, D., Rosette, A. S. *Why Men Do Not Ask for Directions: Help Seeking and Perceptions of Leadership Competence*. Targeted submission to Organizational Behavior and Human Decision Processes.

Mueller, J. S., Melwani, S., Goncalo, J. *The Bias Against Creativity*. Under full review at Psychological Science

Reed II, Americus, Stephanie Finnel, Eric Levy, and Karl Aquino, "When the Going Gets Tough, the Moral Get Going: How Moral Identity Motivates Giving Time (vs. Money) Even When Doing So Is Costly"

Rothbard, Nancy P., Berg, Justin, & Ollier-Malaterre. *OMG - My Boss Just Friended me: Boundary management and the role of Hierarchy, Disclosure, and Gender of Boss in online social networking*.

Shin, J. 2011. Putting Work off Pays off: The Hidden Benefits of Procrastination for Creativity. Working Paper.

Small, Deborah A., Devin Pope, and Michael I. Norton "An age penalty in racial preferences," *Under review*

Staats, B.R., K.L. Milkman, and C. Fox. Forecasting time to complete team projects: An empirical test of coordination neglect in the field and lab.

Listed in the 2009 Annual Report

Anand, K., Feldman, P., and Schweitzer, M. (Under review) Getting to NO: The Strategic Use of Instrumental Negotiations.

Berger, Jonah and Devin Pope, "Can Losing Lead to Winning?" Under Review.

Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2010), "Positive Effects of Negative Publicity: When Negative Reviews Increase Sales," *Marketing Science*, 29(5), 815-827.

Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Under 2nd round review at *Journal of Experimental Psychology: Applied*.(now under review)

Bhattacharjee, Amit, Jonah Berger, and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing." Manuscript in preparation.(now working paper)

Chan, Cindy, Jonah Berger, and Leaf Van Boven (2009), "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Working Paper.

- Dunn, J., Ruedy, N., & Schweitzer, M. (Under 3rd round review at OBHDP) It Hurts Both Ways: How Social Comparisons Harm Affective and Cognitive Trust.
- Filipowicz, A., Barsade, S. & Melwani S. Emotional Transitions in Social Interactions: The Effects of Changing Emotions in a Negotiation. Working paper.
- Filipowicz, A., Barsade, S. & Melwani S. The Emotional Contagion of Changing Emotions. Working paper
- Gino, F., Wood, A., & Schweitzer, M. (working paper) What should I do? Feeling anxious makes people seek and use (bad) advice, invited for second-round review.
- Gino, F. & Schweitzer, M. (Under review) Seeing and Believing: How Expressed Emotions Influence Trust and Advice Taking.
- Gong, M., Baron, J. and H. Kunreuther. "Why do Groups Cooperate More than Individuals to Reduce Risks?"
- Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty."
- Gong, M., Baron, J. and H. Kunreuther. "When does uncertainty reduce inter-group competition and encourage inter-group cooperation?"
- Graefe, A. (2010). Taking advice from prediction markets, meetings, and the Delphi method. Working paper.
- Kim, B. Kyu & Gal Zauberman (2009), "Can Victoria's Secret Change Men's Perception of Future Time? Sexually-arousing Images, Anticipatory Time Perception, and Intertemporal Preferences for Monetary Rewards"
- Kim, B. Kyu, Gal Zauberman, & James Bettman (2009), "Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting"
- Kornish, Laura J. and Ulrich, Karl T., Characterizing Opportunity Spaces in Innovation: Evidence from Large Samples of Ideas in Five Domains (November 9, 2009).
- Lieberman, Minson, Ross & Bryan (2010). False consensus, naïve realism, and capturing "the wisdom of dyads". Under review.
- Liersch, Michael J, Rottenstreich, Yuval, Kunreuther, Howard, and Gong, Min. " Uncertainty Exacerbates the Reluctance to Trade: Testing between Reference-Dependent and Connection-Based Accounts of the Endowment Effect."
- Lin, Fern and Deborah A. Small (2010). "Cheaped Altruism: Discounting Prosocial Behavior of Friends of Victims".

Lin, Fern and Deborah A. Small. "Nice Guys Finish Last and Guys in Last Are Nice: Heuristic Clash of Altruism and Self-Benefit"

Milkman, Katherine L. 2010, Unsure what the future will bring? You may overindulge: Uncertainty increases the appeal of wants over shoulds. Working Paper.

Milkman, Katherine L., Mary Carol Mazza, Lisa L. Shu, Chia-Jung Tsay, Max H. Bazerman 2009, Policy bundling to overcome loss aversion: A method for improving legislative outcomes. Working Paper.

Milkman, K., Schweitzer, & Beshears, J. (Under Review) Competitive Rewards and Social Comparison

Minson, Liberman & Ross (2010). Two to Tango: Effects of Collaboration and Disagreement on Dyadic Judgment. Under review.

Mueller, J. S. & Lebel, D., Rosette, A. S. The Male Leadership Disadvantage: Are Male Leaders Penalized When Asking For Help? Submitted to Journal of Applied Psychology.

Mueller, J. S., Goncalo, J., Kamdar, D. Creativity and Attributions of Leadership Capability: Why Nobody Wants Creativity at the Top. Targeted submission to Psychological Science.

Pope D., Simonsohn U. "Round Numbers as Goals: Evidence from Baseball, SAT Takers, and the Lab"

Rick, S. & Schweitzer, M. (Under Review) The Imbibing Idiot Bias: Merely Holding an Alcoholic Beverage Can be Hazardous to Your (Perceived) Intelligence.

Simonsohn U., Gino F. "The Rater Fallacy: Evidence from MBA admissions"

Wood, A. & Schweitzer, M. (working paper) Can Nervous Nelly negotiate? How anxiety causes negotiators to make low first offers, exit early, and earn less profit, under second-round review.

Wood, A., Schweitzer, M., & Gino, F. (working paper) The surprising benefits of seeking advice: How advice seeking builds perceptions of ability-based trust, under first-round review.

Wood, A., Grant, A., & Schweitzer, M. (working paper) Don't worry, be motivated: Anxiety and motivation in the workplace, invited for review.

Listed in the 2008 Annual Report

Anand, K., Feldman, P., & Schweitzer, M. (2008). Getting to NO: Theory and evidence for instrumental negotiations. Working Paper.

Berger, Jonah and Devin Pope (2008), "When Losing Leads to Winning." Working Paper.

- Berger, Jonah and Gael Le Mens (2008), "Adoption Velocity and the Abandonment of Cultural Tastes." Working Paper.
- Berger, Jonah and Ward, Morgan (2008), "Subtle Signals and Inconspicuous Consumption." Working Paper.
- Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2008), "Negative Publicity: When Negative Is Positive." Working Paper.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II (2008), "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "The Effect of Metaphoric Design on to Product Evaluation," Working Paper.
- Dunn, J., Ruedy, N. & Schweitzer, M. (2008). Too good to be trusted? The effect of performance comparisons on affective and cognitive trust. Working Paper.
- Finnel, Stephanie, Eric Bradlow, and Americus Reed II (2008), "Oscillation in the Dynamic Consumer Self-Control Process" Working Paper.
- Gong, M., Baron, J. and H. Kunreuther, (2008) "Group Cooperation Under Uncertainty." Working Paper.
- Graefe, Andreas & Armstrong, J. Scott (2008). Advice-taking from prediction markets, meetings, and the Delphi method. Working Paper.
- Graefe, Andreas & Armstrong, J. Scott (2008). Comparing Face-to-face Meetings, Nominal Groups, Delphi and Prediction Markets on an Estimation Task. Working Paper.
- Haselhuhn, M. & Schweitzer, M. (2008). Can people change? How implicit Beliefs moderate the erosion of trust following deception. Working Paper.
- Huang, Yanliu and Hutchinson, J. Wesley (2008), "There Is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Multi-Store Price Search Task. Working Paper.
- Hutchinson, J. Wesley and Yanliu Huang (2008), "The Price Shopper's Dilemma: Optimal Multi-Store Search." Working Paper.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2008) "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays." Working Paper.
- Lee, Leonard, Michelle Lee and Gal Zauberman (2008), Preference Stability for Time versus Money. Working Paper.

Rick, S.I., Small, D.A., & Finkel, E.J. (2008). "Fatal (fiscal) attraction: Tightwads, spendthrifts, and marriage." Working Paper.

Small, D.A. (2008). "Reference-dependent sympathy." Working Paper.

Zhao, Min, Steve Hoeffler, and Gal Zauberman (2008), Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process- Versus Outcome-Focused Thoughts. Working Paper.

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Barsade, S., Eylon, D., Goethals G.R. and Perl, R. (2008) "Is silence golden? Attributions of silence and its effects in a negotiation context." Working Paper.

Barsade, S., Ramarajan, L. and Allred, K. (2005). "Cynicism or Benevolence?: The role of positive and negative acts on our work place attributions." Working Paper.

Berger, Jonah and Winter Mason (2008), "How Culture Spreads: Identity-Signaling, Social Networks, and the Diffusion of Culture." Working Paper.

Bolton, Lisa E. (2006), "Believing in First Mover Advantage." Working Paper.

Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste." Working Paper.

Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA." Funded by the Guanghua-Wharton Joint Research Initiative on Firms and Markets in China. Working Paper.

Deng, Xiaoyan and Barbara E. Kahn (2007), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product Heaviness and Package Evaluation," Working Paper.

Deng, Xiaoyan and J. Wesley Hutchinson (2007), "A Form-Function-Elaboration Model of Consumer Responses to Product Design: The Effects of Visual Metaphors," Working Paper.

Deng, Xiaoyan and J. Wesley Hutchinson (2008), "Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in the Evaluation of Self-Designed Products," Working Paper.

Eisenstein, E. and S.J. Hoch (2007), "Intuitive compounding: Framing, temporal perspective, and expertise", Working Paper.

Filipowicz, A, Barsade, S. & Melwani, S. (2008), The Criticality of Change: Affective Transitions in Negotiations. Working Paper.

Finnel, Stephanie, Americus Reed, II, Karl Aquino, and Stefan Thau, "Consuming War: The Case of Dueling Identities," Working Paper.

- Huang, Yanliu and J. Wesley Hutchinson (2008), "There is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Consumers' Store Choice Behavior," Working paper.
- Huang, Yanliu and Robert J. Meyer (2008), "Tradeoffs in the Dark: The Algebraic Structure of Extrapolated Consumer Preference Functions," Working paper.
- Huang, Yanliu, Sam Hui, and Barbara Kahn (2007), "Health Communication Effectiveness: Using Underlying Processes to Understand the Relationship between Risk Attitudes and Behavioral Intentions," Working paper.
- Hui, Sam, Yanliu Huang, and Edward George (December 2007), "Model-based Analysis of Concept Maps in Marketing," Working Paper.
- Kunreuther, H, Silvasi, G., Bradlow, E.T., and Small, D. (2007), "Deterministic and Stochastic Prisoner's Dilemma Games: Experiments in Interdependent Security", Working Paper.
- Lee, Michelle, Barbara Kahn and Susheela Varghese: "Retrospective Preference for Variety: An Ease of Retrieval Perspective." Working Paper.
- Lee, T.Y., and Bradlow, E.T. (2007), "Automatic Construction of Conjoint Attributes and Levels From Online Customer Reviews", Working Paper
- Malkoc, Selin, Gal Zauberaman, and James R. Bettman. (2008) Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. Working Paper.
- Melwani, S. & Barsade, S. (2008), Held in contempt: The interpersonal effects of contempt in a work setting. Working Paper.
- Mueller, J. S. & Overbeck, J. R., Melwani, S. (2008) Emotional Expression and Status Conferral. Working Paper.
- Passyn, Kirsten , Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior." Working Paper.
- Ramarajan, L. (2007) "Who am I? The Influence of Multiple Intrapersonal Identities on Interpersonal Problem Solving." Working Paper.
- Redden, J. and S.J. Hoch (2008), "The Psychology of Two-Part Tariffs," Working Paper.
- Reed II, Americus, Joel Cohen, and Amit Bhattacharjee, "When Brands are Built from Within: Implications of a Social Identity Pathway to Evaluation." (chapter to appear in *Handbook of Brand Relationships*, Eds. Deborah MacInnis, Chan Ho Park, and Joseph Priester, M.E. Sharpe). Working Paper.
- Reed, II, Americus, Eric Levy, Karl Aquino, and Stephanie Finnel (2008) "Giving Time versus Money: A Social Identity Perspective". Working Paper.

- Rothbard, Nancy (2007), "Task engagement and the self-affirmation motive," Working Paper.
- Small, D.A. (2007). Reference-dependent sympathy. Working Paper.
- Small, D.A. & Verrochi, N.M. (2007). The face of need: Emotion expression on charity advertisements. Working Paper.
- Subramanian, Upender, Jagmohan S. Raju, Z. John Zhang (2008), "Customer Value-Based Management: Competitive Implications." Working Paper.
- Verrochi, Nicole M. (2008), "Fit Theory: Towards an Understanding of Judgments and Evaluations of Fit" Working Paper.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Brand Alliances: When Do Consumers (Not) Fit?" Working Paper.
- Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Health Remedies: >From Perceptions to Preference to a Healthy Lifestyle." Working Paper.
- Williams, Patti and Jennifer Aaker (2008) "Reflections of Reality: Mixed Emotions and Perceptions of Verisimilitude." Working Paper.
- Williams, Patti and Kirsten Grasshoff (2008) "Layered Not Stirred: Negative Mixing for Emotional Intensity." Working Paper.
- Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman. Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. Working Paper.
- Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave. 1995 Feels so Close Yet so Far: The Effect of "Event Markers" on the Subjective Feeling of Elapsed Time. Working Paper.
- Zauberman, Gal, Rebecca K. Ratner, and B. Kyu Kim. Memories as Assets: Strategic Memory Protection in Choice over Time. Working Paper.
- Zhao, Min, Steve Hoeffler, and Gal Zauberman. Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process- Versus Outcome-Focused Thoughts. Working Paper.

RESEARCH IN PROGRESS

New or Ongoing in 2011 and 2012

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting

Barasch, Alixandra, Amit Bhattacharjee and Keisha Cutright, “Self-Other Differences in Desires for Personal Control,” data collection in progress.

Berman, “Expense Neglect in Forecasting Future Financial Slack”, with John Lynch, An Tran, & Gal Zauberman.

Berman, “Selling Out,” with Amit Bhattacharjee, Jason Dana and Barbara Mellers.

Berman, Jonathan and Deborah A. Small. Discipline and Desire: Strength of will and purity of character in judgments of virtue.

Berman, Jonathan Z. and Amit Bhattacharjee, "Artistic Performance and Moral Violations," Data collection in progress.

Berman, Jonathan, Dena Gromet and Deborah A. Small. The cost of charitable behavior and charitable credit.

Berman, Jonathan, Gal Zauberman, John Lynch & An Tran, “Forecasting Future Expenses in Personal Finance”. Data collection in progress.

Bhattacharjee, Amit and Rom Schrift, "Measurement Ease and Importance," Data collection in progress.

Bhattacharjee, Amit, Americus Reed, II, and Geeta Menon, “Identity Definition and Self-Complexity," Data collection in progress.

Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed II, “Motivated Moral Decoupling: Politically Motivated Standards of Moral Relevance.” Manuscript in preparation.

Bhattacharjee, Amit, Jonathan Z. Berman, Jason Dana and Barbara Mellers, “Selling Out: Motives and Artistic Quality,” data collection in progress.

Brooks, A.W. (in prep) How to become the next American Idol: Reappraising pre-performance anxiety as excitement.

Brooks, A.W. Juliana Schroeder, Jane Risen, Francesca Gino, Adam Galinsky, Maurice Schweitzer (in prep) Don't stop believing: Coping with anxiety through rituals.

Cai, Jeff and Bob Meyer, "Dyadic Decision-Making under Uncertainty"

Chan and Berger – arousal and social transmission

Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, “Gratitude, Guilt, and Gift-Giving: Building and Maintaining Relationships.”

Chen and Berger - controversy and conversation

Coleman, Nicole Verrochi and Patti Williams “Emotion Profile-Inconsistency as an Identity Threat” In Preparation

Coleman, Nicole Verrochi and Patti Williams, “Attention Deployment for Maintaining Identity-Consistent Emotion Profiles” 2 Studies complete; manuscript in preparation

Coleman, Nicole Verrochi, Pattie Williams, and Kirsten Passyn “Do Mixtures of Negative Emotions Create Discomfort?,” *Data Collection in Progress*

Cutright, Keisha and Alice Isen and Gavan Fitzsimons, “Positive Affect and Religiosity”

Cutright, Keisha and Aparna Sundar, "Believing in a 'Just World' of Symmetric Faces."

Cutright, Keisha and Ron Shachar and Gavan Fitzsimons, “Identity Crisis: Consumer Reactions to Brand Changes”

Cutright, Keisha, Adriana Samper, “Perceptions of control and quick-fix products”

Cutright, Keisha, Eugenia Wu, “Religion and Fear Appeals”

Cutright, Keisha, Ezgi Akpinar, “Religion and Brand Transgressions”

Cutright, Keisha, Gavan J. Fitzsimons & James R. Bettman, “Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption.”

Deng Xiaoyan, and Hutchinson, J. Wesley, “Reversing the Self-Design Effect,” work in progress.

Edelman, E., Brooks, A.W., Schweitzer, M. "She Is What She Wears: Women's wardrobe choices affect their preferences, judgments, and behaviors."

Finnel, Stephanie Patti Williams, and Americus Reed “Identity Conflict and Mixed Emotions,” Data Collection in Progress

Gonzales, A.L. (in progress). The frequency and quality of everyday digital communication and mental and physical health.

Gromet, Dena and Deborah A.Small. The bailout bias.

Hafenbrack, Andrew C., Zoe Kinias, and Sigal G. Barsade, “Attentional Focus and Judgmental Bias: The Effect of Mindfulness on the Sunk Cost Fallacy”.

Huffman, David, and Bjoern Bartling, "Subjective Evaluation and Fairness".

Jung, J. and Mellers, B (2013) When a Nudge Turns into a Shove

Kennedy, Jessica and Phil Tetlock, "Status and the selection of accountability systems."

- Kessler, Judd (2011) "Finding the Hidden Cost of Control" with Stephen Leider, University of Michigan School of Management
- Kessler, Judd (2011) "Information and Fairness" with Muriel Niederle, Stanford Economics
- Levine, Livia, and Diana Robertson, "Eliciting Cooperation with Communication: Negotiating with the Millennial Generation."
- Levine, Livia, and Maurice Schweitzer, "Behavioral Responses to Contemptuous Expressions."
- Mellers & Berman, "Hedonic Tests of Loss Aversion."
- Mellers, Gurcay, & Baron, "When do Social Influences Make Crowds Wiser?"
- Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health
- Minson, J. A. & Mueller, J. S. When two heads are no better than one: When and why dyads perform no better than individuals
- Mitchell, Olivia S. , Stephen G. Dimmock, Roy Kouwenberg, and Kim Peijnenburg, "Examining How People Respond to Uncertainty and Ambiguity".
- Mogilner, C. and Mellers, B. (2013). Wants and Shoulds in Daily Life: What Tradeoffs Predict Happiness?
- Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"
- Mogilner, Cassie and Barbara Mellers, "The Happy Life: The Balance between Wants and Shoulds."
- Mogilner, Cassie and Mike Norton, "Choose Your Happiness: Experienced or Remembered"
- Mogilner, Mellers, & Seligman, "Happiness and Perceptions of Life as Wants Versus Shoulds."
- Mueller, J. S., & Wakslak, C. *Construing Creativity: The How and Why of Recognizing Creative Ideas* (in preparation for submission to *Psychological Science*)
- Robertson, Diana et al., "Neuroscience of Risk Taking and Morality in Future Business Leaders".
- Schrift Rom and Gal Zauberman, "Regret and Counterfactual Thoughts in Hierarchical Decision Structure."
- Schrift Rom and Jonathan Levav, "All in One versus All is None: Bundled Benefits and Perceived Product Efficacy."

- Schrift Rom and Klaus Wertenbroch, "Choosing Free Will: The Freedom from Randomness and Determinism."
- Schrift Rom and Moty Amar, "Watching Others Choose: How Observing Others' Decision Processes Impacts Our Own Preferences."
- Schrift Y. Rom and Jeffrey R. Parker "Time inconsistent preferences and the option to defer choice" (in progress)
- Schrift Y. Rom, Jeffrey R. Parker, and Eric Hamerman "Multitasking and its impact on decision making" (in progress)
- Schrift, Y. Rom and Jonathan Levav, "All in One versus All is None: Bundled Benefits and Perceived Product Efficacy," (in progress)
- Schrift, Y. Rom, Ran Kivetz, and Oded Netzer, "As difficult as it should: the effort-outcome link and the construction of deliberative choice processes" (in preparation for submission to Psychological Science)
- Schweitzer, M. and Emma Levine, "Prosocial Lying and Trust"
- Schweitzer, M. and Jessica Kennedy "Accusations and Trust"
- Schweitzer, M., Barash, Alix and Emma Levine, "The Harmful Effects of Happiness."
- Schweitzer, M. and Brooks, Alison Wood , "Anxiety and Rituals."
- Schweitzer, M., Minson, Julia and Nicole Ruedy "Question Disclosure Model."
- Thomas and Berger – Topic breadth and sharing
- Thomas, Melanie and Cassie Mogilner, "Speed and the Effect on Social Connection."
- Vohs, Kathleen, Cassie Mogilner, George Newman, Jennifer Aaker, "Focusing on Money Makes Us Functional."
- Wertenbroch, Klaus, Breagin Riley and Barbara Briers "Redistribution and the Protestant Ethic," research in progress.
- Wertenbroch, Klaus, and Barbara Briers "The Politics of Consumption: Capitalism and the Quest for More" .
- Williams, Patti and Nicole Verrochi Coleman, "Looking Away: Identity-based Emotion Regulation."
- Williams, Patti and Nicole Verrochi, "Emotions and Identity Threat."
- Williams, Patti, Andrea Morales, Will Allender and Eugenia Wu, "The Effect of Anthropomorphism on Sympathetic Responses," *Data Collection in Progress*

Williams, Patti, Andrew Edward White and Andrea C. Morales, "Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral."

Zauberman, Gal, Alix Barasch and Kristin Diehl Photography, Memory, and Meaning.

Zauberman, Gal, and Jonathan Berman, John Lynch and An Tran, "Expense Neglect in Predicting Financial Resources."

Zauberman, Gal, and Kyu Kim Subjective Time Perception and Prospective Evaluations.

Zhao Tingting and Rom Y. Schrift "the long term impact of metacognitive experiences" (in progress)

New or Ongoing in 2010

Berman, Jonathan Z., Deborah Small (2010), For Want of a Want: When forcing selfishness is preferred to choosing it. Data collection in progress

Berman, Jonathan, Amit Bhattacharjee, and Americus Reed II, "Moral Decoupling and Self-Presentation." Data collection in progress.

Bhattacharjee, Amit and Cassie Mogilner, "Meaning in the Mundane: Everyday vs. Extraordinary Experiences and Brand Connection." Data collection in progress.

Bhattacharjee, Amit and Jason Dana, "Motivational Norms and Selling Out." Data collection in progress.

Bhattacharjee, Amit, Geeta Menon, and Americus Reed II, "Identity Definition and Threat to Self." Data collection in progress.

Bhattacharjee, Amit, Jonathan Berman, and Americus Reed II, "Motivated Moral Decoupling." Data collection in progress.

Brooks, A.W., Schweitzer, M., & Dai, H. (working paper) I'm so sorry it's raining! The positive effects of superfluous apologies, *in preparation*.

Gino, F., Schweitzer, M., & Brooks, A.W. (working paper) Stains and backlash, *in preparation*.

Gino, Francesca and Cassie Mogilner, "Putting Ethics in Perspective: How Thinking about Money and Time Influence Dishonest Behavior."

Jung, H., & Kinias, Z. (Manuscript in preparation). When the group fails: Culture and group membership change.

Kinias, Z., Kim, H.S., Hafenbrack, A., & Lee, J. (Manuscript in preparation). Does the squeaky wheel always get the grease? Culture and devaluation of non-normative characteristics.

Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"

Patil, S.V. and Blader, S.L. "Good soldier" vs. "good citizen" cooperative behaviors in groups: The role of pride and respect as status-based evaluations. Data analysis in progress.

New or Ongoing in 2009

Berman, Jonathan, Amit Bhattacharjee, and Americus Reed II, "Moral Decoupling: Motivated Dissociations of Moral Value and Product Value." Data collection in progress.

Bhattacharjee, Amit and Cassie Mogilner, "Meaning in the Mundane: Extraordinary vs. Everyday Experiences and the Construction of Meaning." Data collection in progress.

Bucchianeri, Grace Wong and Talya Miron-Shatz, "Do We Know How Much Our Homes Are Worth?"

Chan, Cindy and Alice M. Isen, "When Preferences Differ Among Friends: How Positive Affect Influences Choosing to Accommodate Others vs. Choosing to Express Oneself."

Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption."

Deng, Xiaoyan and J. Wesley Hutchinson (2009), "The Effect of Metaphoric Design on Product Evaluation," (new data collected).

Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty." In preparation for submission for publication.

Huang, Yanliu, B. Kyu Kim, & Gal Zauberman, "Understanding Emotional Attachment to Possessions."

Kim, B. Kyu & Gal Zauberman (2009) "Scaling Life and Scaling Time: The Impact of Perceived Remaining Time in Life on Anticipatory Duration Perception and Impatience for Monetary Rewards"

Kim, B. Kyu & Gal Zauberman (2009), "Spend 2-Da-Beat: Auditory Tempo, Internal Clock Speed, and Consumers' Time-related Decisions"

Kim, B. Kyu, Deborah Small & Gal Zauberman, "Now I Can Die in Peace: The Impact of Conflict Resolution in Life on Perceived Distance to Death."

Lin, Fern and Gal Zauberman, "Meaningful versus Pleasurable Activities, Experience, and Products"

Lin, Fern and Paul Rozin, "The Natural-is-Better Bias"

Melwani, S. A Little Bird Told Me...: Emotions, Attributions and Relationships as Consequences of Gossip

Milkman, Katherine L. Modupe Akinola, Dolly Chugh 2010, A Study of Discrimination and Intertemporal Choice

Mogilner, Cassie, and Amit Bhattacharjee, "Meaning vs. Happiness"

Mogilner, Cassie, Mike Norton and Zoe Chance, "Getting Time by Giving It"

Staats, Brad, Katherine L. Milkman, Craig Fox 2010, Underestimation of Coordination Costs in Teamwork

Wood, A., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: How negotiators strategically choose to feel worse, in preparation.

Wood, A., Dai, H., & Schweitzer, M. I'm so sorry it's raining! The positive effects of superfluous apologies, in preparation.

Wood, A., Schweitzer, M., & Gino, F. Stains and backlash in negotiations, in preparation.

Yourshaw, Lauren M., "The Effect of Ambient Scent on Perceived Time Duration." (data collection in progress)

New or Ongoing in 2008

Bhargava, Rajesh and Gal Zauberman. Novelty and Evaluations of Experiences.

Bhattacharjee, Amit and Jonah Berger, "Escaping the Crosshairs: Reactance to Identity Marketing." Data collection in progress.

Bhattacharjee, Amit, Patti Williams, and Jonah Berger, "Emotions and Abandonment: The Emotional Consequences of Outsider Adoption." Data collection in progress.

Deng, Xiaoyan and Barbara E. Kahn, "Associative and Rule-Based Processing of Product Image Location on the Package Façade."

Deng, Xiaoyan and Barbara E. Kahn, "When Less Is More: An Examination of the Effects of Location, Movement, and Color on Consumers' Visual Weight Perception."

Deng, Xiaoyan, Sam Hui, and J. Wesley Hutchinson, "Balancing Consumer Self-Design with Automated Expert Guidance."

Fincher, Katrina, Nicole Verrochi, and Amit Bhattacharjee, "Clothing and Signaling." Data collection in progress.

Gong, M., Baron, J. and H. Kunreuther. "The Generality of the Group Cooperativeness Under Uncertainty." data collection completed.

Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty"
data collection completed.

Kim, Kyu and Gal Zauberman. Hot Drive State, Time Perception, and Present Bias

Kim, Kyu and Gal Zauberman. Time Perception and Time Discounting: Scale Validation

Kim, Kyu and Gal Zauberman. Time Perception and Time Discounting: Manipulation of
Perceived Time

Kim, Kyu and Gal Zauberman., Time Perception and Time Discounting: Time and Probability

Kyu Kim, Scott Rick, and Gal Zauberman. Time Perception and Tightwadism

Milkman, K. & Schweitzer, M. Envy and prosocial behavior.

Reed II, Americus, Patti Williams, and Stephanie Finnel, "Conflicting Identities and Mixed
Emotions"

Ruedy, N. & Schweitzer, M. Emotional consequences of unethical behavior.

Saldanha, Neela, "Mixed Indulgences: Consumer Perception, Evaluation and Choice."

Saldanha, Neela, Lauren Block and Patti Williams, "The Purity of Sin: How Virtue can
Contaminate Vice."

Schweitzer, M., Haselhuhn, M., & Wood, A. Can you change? A Study of Implicit Beliefs and
Trust Recovery.

Small, D.A., Lin, F., & Norton, M.I. Who gets credit for behaving prosocially?

Stephanie Finnel, Deborah Small, and Gal Zauberman. Wasting Time and Money.

Wood, A. & Schweitzer, M. Anxiety and negotiations.

Wood, A. & Schweitzer, M. Anxiety and Negotiations: Premature Exit and Unnecessary
Concessions.

Wood, A. & Schweitzer, M. When does anxiety improve negotiation performance? A study of
preventative and coping strategies.

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Bhargave, R. (2008), "The Role of Stimulus Novelty in Expectations for and Evaluations of
Consumption Experiences"

Bhargave, R. and Small, D. (2008), "Advice Taken but not Followed: Vividness, Identifiability
and Word-of-Mouth Behavior."

- Bhargave, R. and Small, D. (2008), "The Role of Resolution of Emotional Goals in Memory for Discrete Emotions" with Deborah Small.
- Bhargave, Rajesh, Stephanie Finnel, Nicole M. Verrochi, Neela Saldanha and Deborah A. Small (2008), "Sweating the Small Stuff"
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "The Effects of Drug and Supplement Marketing on a Healthy Lifestyle." (data collected 2005 - 2007)
- Bhattacharjee, Amit, and Jonah Berger, "When Costliest is Best: Identity and Costly Signaling Theory." (data collection in progress)
- Deng, Xiaoyan and Barbara E. Kahn (2008), "Associative and Rule-Based Processing of Product Image Location on Package Façade"
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "From Self-Design to Co-Design: The Value of Consumer Collaboration"
- Deng, Xiaoyan and Barbara E. Kahn (2008), "Consumer Responses to Visual Packaging Cues: A Strategic Framework"
- Deng, Xiaoyan, Sam Hui and J. Wesley Hutchinson (2008), "Balancing Consumer Self-Design with Automated Expert Guidance"
- Finnel, Stephanie and Americus Reed II (2008), "Finding Ways to Prime Patriotism and Nationalism," with. Data collected in 2007.
- Finnel, Stephanie, Dan Ariely and Gal Zauberman (2008), "Exploring the Boundaries of Self-Deception: An Assessment of the Situational Variables that Enable People to Believe What They Want to Believe," Data collected in February 2008.
- Finnel, Stephanie, Deborah Small and Gal Zauberman (2008), "Regretting Resource Use: Consumer Responses to the Waste of Time, Money, and Other Valued Resources," Data collected in 2008.
- Finnel, Stephanie, Eric Bradlow and Americus Reed II (2008), "Rationalization of Behaviors that Hurt Others," Data collected in 2007.
- Lin, F., & Small, D. (2008), "Dominance of Visual over Somatosensory Systems in Representing the Future."
- Mueller, J. S. Lebel, D. (2008), "Does asking for help aid or hinder network tie formation?"
- Ramarajan, L. & Barsade, S. (2005). "Service with a Snub: Using Shame to Gain in the American Wedding Dress Industry."
- Rick, Scott, Deborah Small, and Eli Finkel (2008), "When Tightwads and Spendthrifts Attract"

- Saldanha, Neela, Nicole M. Verrochi and Deborah A. Small (2008), "Disgust and the Brand: When Extensions are Revolting"
- Saldanha, Neela and Patti Williams (2008), "Mixed Indulgences - Consumer Perceptions, Evaluations and Choice."
- Sanchez-Burks, J., Filipowicz, A., & Huy, Q. (2008). Emotional Aperture: Convergent and Divergent Validity.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit"
- Verrochi, Nicole M., Americus Reed, II, and Jennifer Tong (2008), "Moral Identity and Attributions of Corporate Social Responsibility"
- Verrochi, Nicole M., Deborah A. Small, Amy J. C. Cuddy and Michael I. Norton (2008), "Cross-Race Emotional Contagion"
- Williams, Patti "Emotional Contagion in Word of Mouth," (2008), (with Andrea Morales and Loraine Lau- Gesk), *Data Collection in Progress*
- Williams, Patti, and Kyu Kim (2008), "Consumer Responses to Feelings of Loneliness," *Data Collection in Progress*
- Williams, Patti, Gavan Fitzsimons and Eugenia Wu (2008), "Coping with Mixed Emotions," *Data collection in progress*
- Williams, Patti, Gavan Fitzsimons and Neela Saldanha (2008), "No Regrets: How Intentions Questions License Sinful Behaviors," *Data collection in progress*
- Williams, Patti, Gavan Fitzsimons and Nicole Verrochi (2008), "Emotional Responses to Stock-outs," *Data Collection in progress*
- Williams, Patti, Neela Saldanha and Lauren Block (2008), "Consumer Responses to Removing Sin from Hedonic Products," *Data Collection in Progress*
- Williams, Patti, with Joe Redden and Gavan Fitzsimons (2008), "Price Partitioning: No One Likes Surprises," *Manuscript in Preparation*
- Zauberman, Gal and John G. Lynch (2008), Perceived Slack and Intertemporal Preferences. [Data collection and analysis in progress.]
- Zauberman, Gal, Kyu Kim (2008), Subjective Time Perception and Prospective Evaluations. [Data collection and analysis in progress.]
- Zauberman, Gal, Kyu Kim and Rebecca Ratner (2008), Preserving Memories through Choice. [Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim and Selin Malkoc (2008), The Role of Mental Representation in Intertemporal Preferences. [Data collection and analysis in progress.]

Exhibit 3A
Users of the Wharton Behavioral Laboratory for 2011

Faculty Users	Department	Student Users	Department
<i>Wharton Standing Faculty</i>		<i>Wharton Student Users</i>	
Kessler	BEPP	Rothschild	BEPP
Grant	Mgmt	Levine	Lgst
Huang	Mgmt	Berg	Mgmt
Mueller	Mgmt	Melwani	Mgmt
Rothbard	Mgmt	Patil	Mgmt
Tetlock	Mgmt	Shin	Mgmt
Weigelt	Mgmt	Barasch	Mktg
Armstrong	Mktg	Berman	Mktg
Berger	Mktg	Bhattacharjee	Mktg
Cutright	Mktg	Cai	Mktg
Hutchinson	Mktg	Chan	Mktg
Iyengar	Mktg	Deslorieux	Mktg
Kahn	Mktg	Finnel	Mktg
Mellers	Mktg	Gopalakrishnan	Mktg
Meyer	Mktg	Thomas	Mktg
Mogilner	Mktg	Dietvorst	OPIM
Reed	Mktg	Edelman	OPIM
Schrift	Mktg	Hengchen Dai	OPIM
Small	Mktg	Kelly	OPIM
Williams	Mktg	Wilson	OPIM
Zauberman	Mktg	Wood	OPIM
Clemons	OPIM	Wooten	OPIM
Milkman	OPIM		
Minson	OPIM		
Schweitzer	OPIM		
Simonsohn	OPIM		
Wong Bucchianeri	Real Estate		
<i>Wharton Visitors/Post-docs</i>		<i>Other Student Users</i>	
Wertenbroch	Mktg	Gaspar	Rutgers
Gromet	OPIM	Jung	INSEAD
		Jung, Olivia	undergrad
		Lai	undergrad
		Long	undergrad
<i>Other Faculty (Penn & elsewhere)</i>			
Bhargave	UTSA		
Deng	OSU		
Goodwin	Penn, Psych		
Kim, Kyu	USC		
Kinias	INSEAD		
Levendusky	Penn, Poli Sci		
Maddox	INSEAD		
Malhotra	Penn, Psych		
Verocchi	U Pitt		

Exhibit 3B
Users of the Wharton Behavioral Laboratory for 2012

Faculty Users	Department	Student Users	Department
<i>Wharton Standing Faculty</i>		<i>Wharton Student Users</i>	
Kessler	BEPP	Berg	Mgmt
Mitchell	BEPP	Drake	Mgmt
Robertson	LegalStudies	Lebel	Mgmt
Barsade	Mgmt	Patil	Mgmt
Grant	Mgmt	Shin	Mgmt
Huang	Mgmt	Barasch	Mktg
Mueller	Mgmt	Berman	Mktg
Rothbard	Mgmt	Bhattacharjee	Mktg
Tetlock	Mgmt	Cai	Mktg
Armstrong	Mktg	Chan	Mktg
Berger	Mktg	Finnell	Mktg
Cutright	Mktg	Gopalakrishnan	Mktg
Hutchinson	Mktg	Lee, Jae	Mktg
Iyengar	Mktg	Thomas	Mktg
Kahn	Mktg	Weingarten	Mktg
Mellers	Mktg	Dietvorst	OPIM
Meyer	Mktg	Edelman	OPIM
Mogilner	Mktg	Hengchen Dai	OPIM
Reed	Mktg	Kelly, Theresa	OPIM
Schrift	Mktg	Wilson, Josh	OPIM
Small	Mktg	Wood	OPIM
Williams	Mktg	Donaphin	MBA
Zauberman	Mktg	Nordenberg	MBA
Clemons	OPIM		
Kunreuther	OPIM		
Mannes	OPIM		
Milkman	OPIM		
Minson	OPIM		
Schweitzer	OPIM		
Simmons	OPIM		
Simonsohn	OPIM		
<i>Wharton Visitors/Post-docs</i>		<i>Other Student Users</i>	
Wertenbroch	Mktg	Akinpar	Erasmus
Gromet	Post Doc - OPIM	Atanasov,Pavel	Penn, Psych.
Kennedy	post-doc, legal studies	Buechel	Miami
Gonzales	Visiting - Health	Chen	GA Tech
Plassmann	Visiting prof	Fincher	Penn, Psych.
Inbar	Visiting Prof-OPIM	Gaspar	Rutgers
Massey	Visiting Prof-OPIM	Hafenbrack	INSEAD
Huffman	visiting prof, BEPP/SOM	Jacquart	University of Amsterdam
Peijnenburg	Visiting scholar,BEPP	Jung, Hee-Jung	INSEAD
		Marble	Microsoft
		Rappoport	Penn, Psych.
		Yip	Yale
<i>Other Faculty (Penn & elsewhere)</i>			
Morales	ASU		
Samper	ASU		
Lee	Columbia		
Huang	Drexel		
Stern	GCP		
Kinias	INSEAD		
Wilinson-Ryan	Law		
Dahlhoff	Mktg		
Deng	OSU		
Ringler	Rutgers		
Gray	SAS - poli sci		
Riley	Syracuse		
Verocchi	U Pitt		
Kim, Kyu	USC		
Bhargava	UTSA		

Exhibit 4
Summary Statistics for the On-Campus Panel 2011 and 2012

	2011	2012
Total	21,532	21,940
Participant-Sessions		
Minutes	39.3	41.6
Incentive Paid	\$11.82	\$12.07
Satisfaction	7.1	7.1
Normal Lab	17,585	18,539
Participant-Sessions		
Minutes	40.8	44.5
Incentive Paid	\$11.30	\$12.54
Satisfaction	7.1	7.0
Special Lab	1,863	2,982
Participant-Sessions		
Minutes	23.1	24.2
Incentive Paid	\$16.60	\$9.20
Satisfaction	7.4	7.3
Special Web	1,416	354
Participant-Sessions		
Minutes	-	-
Incentive Paid	\$9.38	\$10.00
Satisfaction	-	-
Other	668	65
Courtesy recruitment (not counted in Total Participant Sessions)	-	738

Exhibit 5

Session Sample Sizes, Average Minutes per Participant, and Average Total Incentive Paid for Normal Sessions in 2011 and 2012 (excludes morning sessions and other special Sessions (shaded area indicates special sessions))

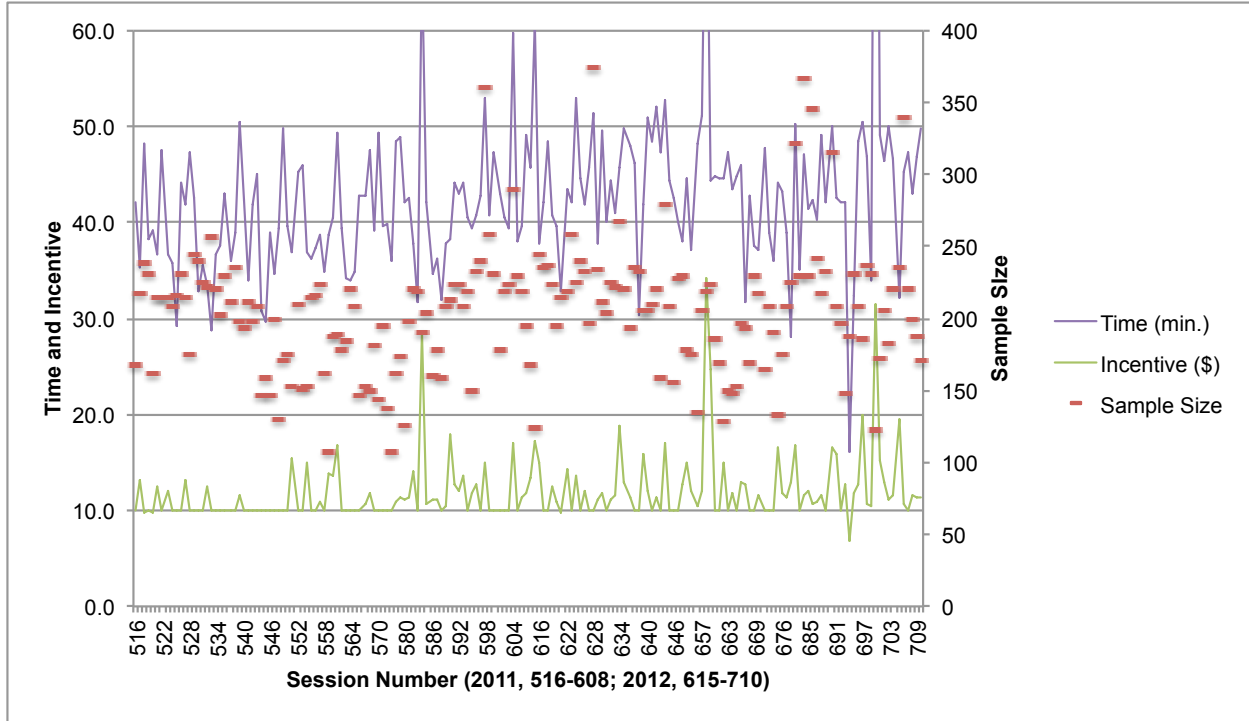


Exhibit 6

Number of Normal Sessions per Panel Member and Average Session Completion Times

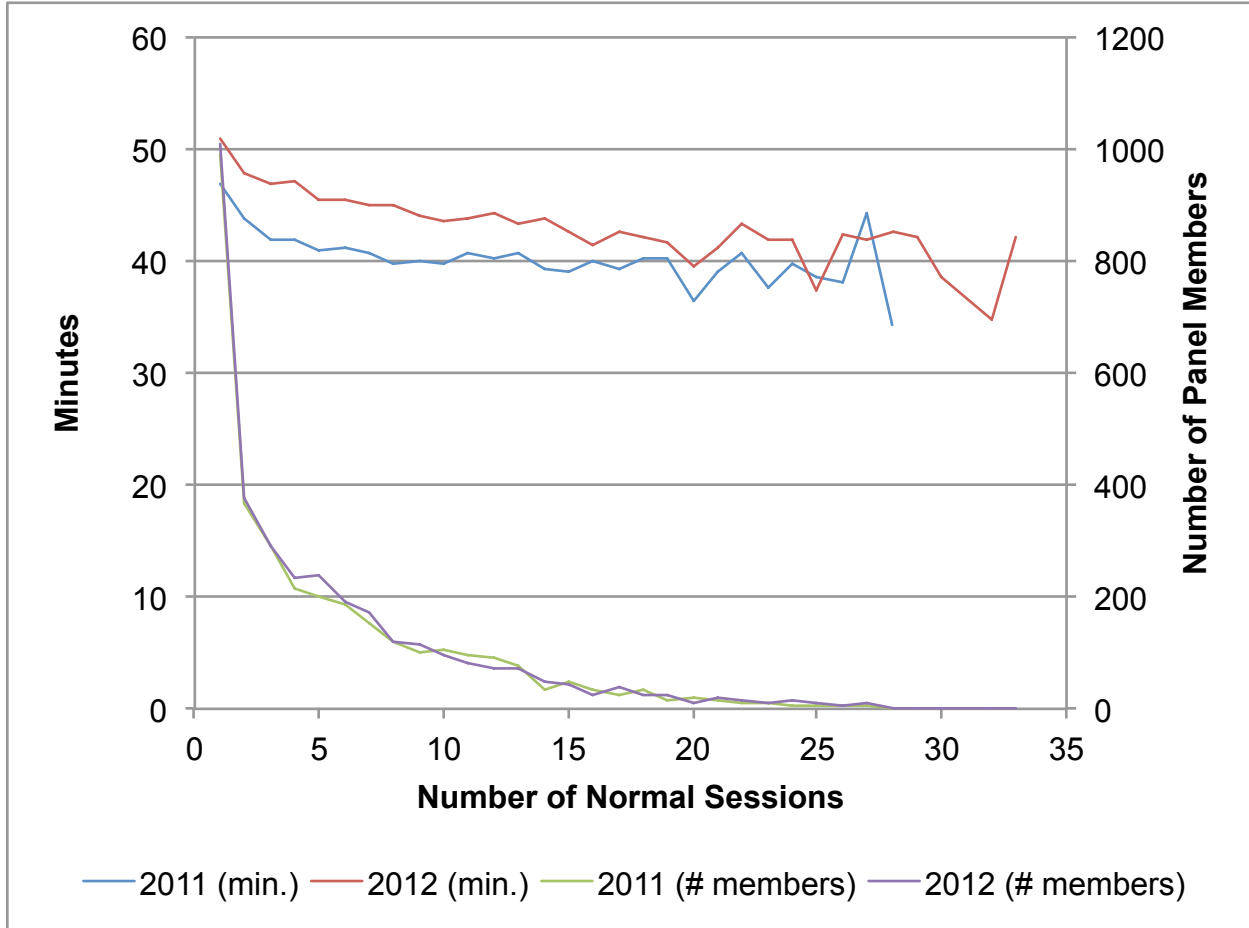


Exhibit 7A
2011 Usage of the On-Campus Panel: Number of Session-Minutes

Experimenters	Total minutes	Percent	Sponsors	Total minutes	Percent
Names Withheld	8068	8.0%	Names Withheld	9783	9.7%
	7092	7.0%		7325	7.2%
	6895	6.8%		7140	7.0%
	5988	5.9%		7136	7.0%
	5140	5.1%		6602	6.5%
	4996	4.9%		6332	6.3%
	4371	4.3%		5210	5.1%
	4030	4.0%		5121	5.1%
	4010	4.0%		5012	4.9%
	3800	3.8%		4792	4.7%
	3232	3.2%		4692	4.6%
	2600	2.6%		3020	3.0%
	2401	2.4%		2748	2.7%
	2316	2.3%		2516	2.5%
	2300	2.3%		2401	2.4%
	2191	2.2%		2100	2.1%
	2165	2.1%		1791	1.8%
	2010	2.0%		1700	1.7%
	2000	2.0%		1521	1.5%
	1901	1.9%		1400	1.4%
	1700	1.7%		1383	1.4%
	1488	1.5%		1343	1.3%
	1410	1.4%		1284	1.3%
	1300	1.3%		1200	1.2%
	1284	1.3%		1074	1.1%
	1240	1.2%		900	0.9%
	1220	1.2%		660	0.7%
	1217	1.2%		648	0.6%
	1200	1.2%		601	0.6%
	1000	1.0%		600	0.6%
	900	0.9%		600	0.6%
	802	0.8%		500	0.5%
	780	0.8%		500	0.5%
	719	0.7%		420	0.4%
	700	0.7%		400	0.4%
	660	0.7%		400	0.4%
	648	0.6%		330	0.3%
	600	0.6%		90	0.1%
	600	0.6%		12	0.0%
	600	0.6%			
	504	0.5%			
	500	0.5%			
	500	0.5%			
	440	0.4%			
	427	0.4%			
	300	0.3%			
	300	0.3%			
	300	0.3%			
160	0.2%				
150	0.1%				
90	0.1%				
30	0.0%				
12	0.0%				
Total 2011		101,286		101,286	

Exhibit 7B
2012 Usage of the On-Campus Panel: Number of Session-Minutes

Experimenters	Total minutes	Percent	Sponsor	Total minutes	Percent
Names Withheld	6801	6.4%	Names Withheld	10303	9.7%
	6740	6.3%		7911	7.4%
	5200	4.9%		7875	7.4%
	4752	4.5%		7128	6.7%
	4704	4.4%		6990	6.6%
	4400	4.1%		6357	6.0%
	3820	3.6%		5538	5.2%
	3640	3.4%		5093	4.8%
	3520	3.3%		4600	4.3%
	3200	3.0%		4382	4.1%
	3156	3.0%		3812	3.6%
	3038	2.9%		3754	3.5%
	2800	2.6%		2868	2.7%
	2800	2.6%		2630	2.5%
	2692	2.5%		2460	2.3%
	2674	2.5%		2200	2.1%
	2630	2.5%		2025	1.9%
	2460	2.3%		1800	1.7%
	2400	2.3%		1783	1.7%
	2215	2.1%		1638	1.5%
	2025	1.9%		1600	1.5%
	1970	1.8%		1590	1.5%
	1772	1.7%		1200	1.1%
	1765	1.7%		1080	1.0%
	1758	1.6%		972	0.9%
	1510	1.4%		920	0.9%
	1496	1.4%		860	0.8%
	1360	1.3%		800	0.8%
	1305	1.2%		722	0.7%
	1200	1.1%		720	0.7%
	1200	1.1%		700	0.7%
	1183	1.1%		600	0.6%
	1100	1.0%		600	0.6%
	1080	1.0%		400	0.4%
	1000	0.9%		400	0.4%
	1000	0.9%		400	0.4%
	940	0.9%		400	0.4%
	924	0.9%		300	0.3%
	825	0.8%		290	0.3%
	720	0.7%		225	0.2%
	700	0.7%		210	0.2%
	600	0.6%		160	0.2%
	600	0.6%		105	0.1%
	600	0.6%		100	0.1%
	410	0.4%		50	0.0%
	400	0.4%		1	0.0%
	400	0.4%			
	400	0.4%			
	400	0.4%			
	338	0.3%			
300	0.3%				
300	0.3%				
300	0.3%				
290	0.3%				
225	0.2%				
163	0.2%				
160	0.2%				
140	0.1%				
50	0.0%				
Total 2012		106,550		106,550	

Exhibit 8

Usage of Specialized Samples: Total Sample Size for Each Sponsor

User name	Total # studies 2011	Total # studies 2012	Total # studies 2011-12	MTurk Studies 2011-12	Qualtrics Studies 2011-12	WBL Studies 2011-12	Total Sample Size	Total Sample Size (%)	MT Sample Size 2011	Qual Sample Size 2011	MT Sample Size 2012	Qual Sample Size 2012	
TOTAL	35	185	220	144	68	9	55,076	100%	1,320	5,940	32,802	14,300	
Names Withheld	0	37	37	36	0	1	10,396	19%			10,388		
	3	31	34	27	4	3	8,396	15%	300	300	6,100	1,300	
	1	16	17	16	1		6,744	12%		100	6,644		
	8	12	20	4	14	2	4,954	9%	360	860	1,240	2,240	
	5	21	26	16	10		4,322	8%	56	1,100	1,946	1,220	
	0	5	5	0	5		3,800	7%				3,800	
	3	18	21	18	2	1	3,721	7%		450	3,261		
	5	9	14	1	13		2,883	5%		1,380	113	1,390	
	1	3	4	1	3		2,000	4%		800	600	600	
	0	4	4	0	4		1,560	3%				1,560	
	0	2	2	0	2		1,080	2%				1,080	
	1	3	4	0	4		1,000	2%		400		600	
	3	4	7	5	2		800	1%	300	500			
	3	5	8	8	0		779	1%	304			475	
	0	1	1	1	0		500	.9%				500	
	0	3	3	3	0		476	.9%				476	
	0	1	1	1	0		400	.7%				400	
	0	1	1	1	0		326	.6%				326	
	0	1	1	0	1		250	0%					250
	0	1	1	1	0		185	0%				185	
0	1	1	0	1		150	.3%					150	
0	1	1	1	0		113	.2%				113		
0	1	1	0	1		110	.2%					110	
1	0	1	0	1		50	0%		50				
0	4	4	4	0		35	.1%				35		
1	0	0	0	0		25	.0%						
1	0	1	0	0		21	0%						

Exhibit 9

Cumulative List of Wharton Behavioral Laboratory Staff

Before 2006

Ben Hutchinson (Student RA)
Puja Guja (Student RA)
Sean Sullivan (Student RA)
Jenny Li (Student RA)
Stacie Smith (Student RA)
Michelle Sloane (Student RA)
Nancy Kil (Student RA)
Jason Bond (Student RA)
Jordan Litner (High school Intern)
Andrea Arias (Staff RA)
Catherine Verdi (Sr. Coordinator 1)

Summer 06

Matt Weber (High school Intern)
Alicia Hawkins (Student RA)
Debbie Trinh (Student RA)
Dominique Elden (Student RA)
Elana Hoffman (Student RA)
Luciana Costa (Staff RA)
Michele Alessandrone (Staff RA)
Lisa Alessandrone (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Fall 06

Debbie Trinh (Student RA)
Dominique Elden (Student RA)
Elana Hoffman (Student RA)
Eisenberg Joshua (Student RA)
Luciana Costa (Staff RA)
Michele Alessandrone (Staff RA)
Lisa Alessandrone (Staff RA)
Daniela Lejtneker (Sr. Coordinator)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Spring 07

Dominique Elden (Student RA)
Elana Hoffman (Student RA)
Courtney Asher (Student RA)
Alicia Hawkins (Student RA)
Joshua Eisenberg (Student RA)
Gayani Abeyasinghe (Student RA)
Jessica Tollette (Student RA)
Amit Prabhu (Student RA)
Luciana Costa (Staff RA)
Michele Alessandrone (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Summer 07

Ketki Soin (Student RA)
Rachel Schwartz (High School Intern)
Doug McDonald (High School Intern)
Tim Meyer (High School Intern)
Michele Alessandrone (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)

Karen Irwin (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Fall 07

Dominique Elden (Student RA)
Ketki Soin (Student RA)
Catharine Zeanah (Student RA)
Pia Banerjee (Student RA)
Erin Chang (Student RA)
Michele Alessandrone (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)
Isabel Swinburn (Staff RA)
Tatiana Silva (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Spring 08

Dominique Elden (Student RA)
Pia Banerjee (Student R)
Alicia Hawkins (Student RA)
Michele Alessandrone (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)
Isabel Swinburn (Staff RA)
Tatiana Silva (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Summer 08

Scott Kelley (Summer Intern)
Debbie Trinh (Student RA)
Sarisha Meda (Student RA)
Dana Garcia Nae (Summer Intern)
Michael Durkheimer (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)
Isabel Swinburn (Staff RA)
Tatiana Silva (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Fall 08

David Freeland (Student RA)
Hanna Maksymova (Student RA)
David Hynes (Student RA)
Jennifer Costello (Student RA)
Patrick Hernandez (Student RA)
Peter Wickman (Staff RA)
Jimena Piacenza (Staff RA)
Tatiana Silva (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Spring 09

Hanna Maksymova (Student RA)
David Hynes (Student RA)
Jennifer Costello (Student RA)
Patrick Hernandez (Student RA)
Sarisha Meda (Student RA)
Aakash Mathur (Student RA)
Jimena Piacenza (Staff RA)
Tatiana Silva (Staff RA)
Attilio Dimartino (Staff RA)
Isabel Swinburn (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Summer 09

Sarisha Meda (Student RA)
Aakash Mathur (Student RA)
Shayna Fader (High School Intern)
Jimena Piacenza (Staff RA)
Tatiana Silva (Staff RA)
Attilio Dimartino (Staff RA)
Isabel Swinburn (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Fall 09

Amanda Hauns (Student RA)
Christine Wells (Student RA)
Neil Merchant (Student RA)
Amy Lange (Student RA)
Jimena Piacenza (Staff RA)
Tatiana Silva (Staff RA)
Attilio Dimartino (Staff RA)
Isabel Swinburn (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Spring 10

Amanda Hauns (Student RA)
Christine Wells (Student RA)
Amy Lange (Student RA)
Danielle Smith (Student RA)
Jeffrey Ng (Student RA)
Darus Hunter (Student RA)
Ewa Asmar (Staff RA)
Michelle DeGagné (Staff RA)
Attilio Dimartino (Staff RA)
Isabel Swinburn (Staff RA)
Marta Garriga (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Summer 10

Sean Dowling (High School Intern)
Joseph Rollinson (High School Intern)
Darus Hunter (Student RA)
Jeffrey Ng (Student RA)
Amy Lange (Student RA)
Attilio Dimartino (Staff RA)
Marta Garriga (Staff RA)
Alex Nechemia (Staff RA)
Boris Rozenfeld (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Fall 10

Darus Hunter (Student RA)
Jeffrey Ng (Student RA)
Young Nguyen (Student RA)
Nicole Ofori-Atta (Student RA)
Attilio Dimartino (Staff RA)
Marta Garriga (Staff RA)
Isabel Swinburn (Staff RA)
Alex Nechemia (Staff RA)
Boris Rozenfeld (Staff RA)
Patricia Zapater-Roig (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Spring 11

Young Nguyen (Student RA)
Jeffrey Ng (Student RA)
Nicole Ofori-Atta (Student RA)
Isabel Swinburn (Staff RA)
Attilio Dimartino (Staff RA)
Carla Piedra (Staff RA)
Marta Garriga (Staff RA)
Alex Nechemia (Staff RA)
Patricia Zapater-Roig (Coordinator 1)

Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Summer 11

Caroline Kelley (Student RA)
Andrew Wang (Student RA)
Langston Varnadore (Student RA)
Chu Hui Cha (Staff RA)
Nicole Ofori-Atta (Staff RA)
Attilio Dimartino (Staff RA)
Stephanie Cadwalader (Staff RA)
Carmen Garcia (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Fall 11

Vanessa Marsh (Student RA)
Chu Hui Cha (Staff RA)
Nicole Ofori-Atta (Staff RA)
Attilio Dimartino (Staff RA)
Carla Piedra (Staff RA)
Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)
Alex Nechemia (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Spring 12

Angela Bae (Student RA)
Ruth Gold (Student RA)
Corey Werbelow (Student RA)
Chu Hui Cha (Staff RA)
Nicole Ofori-Atta (Staff RA)
Attilio Dimartino (Staff RA)
Carla Piedra (Staff RA)

Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)
Alex Nechemia (Staff RA)
Sophie Carlue (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Summer 12

Corey Fader (High School Intern)
Attilio Dimartino (Staff RA)
Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)
Alex Nechemia (Staff RA)
Sophie Carlue (Staff RA)
Ryan Petrillo (Staff RA)
Anna Szczuka (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Fall 12

Angela Bae (Student RA)
Ruth Gold (Student RA)
Corey Werbelow (Student RA)
Attilio Dimartino (Staff RA)
Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)
Sophie Carlue (Staff RA)
Anna Szczuka (Staff RA)
Rut Senesh (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Robert Botto (will replace Young at end of 2012)
Kate Kelley (Sr. Coordinator 2)