Wharton Behavioral Laboratory
Annual Report for Calendar Years 2013

Mission and Strategic Goals

The WBL is a shared asset for all Wharton faculty and students. It 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 (1) data collection facilities and equipment, (2) substantial participant pools (including a panel of 4,000+ students and other members of the Penn community, a panel of business executives, and a wide variety of commercially provided online panels), and (3) efficient staffing for conducting state-of-the-art experimental research. The WBL should contribute to Wharton’s reputation for excellence in academic research and enhance our ability to attract and retain the very best scholars.

History and Background Information

The Wharton Behavioral Laboratory (WBL) in its current form began in Spring 2005. The initial proposal estimated that the research volume would range between 5,000 and 14,000 participant-hours annually (with the lower number being the 2005 volume). 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 2013, the on-campus volume was over 22,000 participant-hours and online volume was over 130,000 completed surveys/experiments. This growth since 2005 has resulted from increased numbers of faculty doing behavioral research and increased volume per researcher. The most active academic departments are Marketing, Operations and Information Management, Management, and Business Economics and Public Policy. In general, all indications are that demand for data collection by the WBL is likely to continue to grow at an accelerating rate for the foreseeable future.

The operating procedures of the WBL differ from those of most behavioral labs insofar as it pools resources across 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 10-14 participants scheduled for each slot; see Exhibit 1 for more detail). Each session provides a sample size of 150-250 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 and scheduling, but collect data with their own students and staff. Exhibit 7 provides a description of behavioral research facilities and operations at 30 top business schools.

1 Prepared by Professor Wes Hutchinson, Faculty Director, Amanda Gulick, Senior Research Coordinator for the On-Campus Panel, Kate Kelley, Senior Research Coordinator for Specialized Samples, and Robert Botto, Senior IT Project Leader.
2013 Summary

Table 1 summarizes the key user, cost, and productivity metrics since 2006. It is clear that the lab has experienced strong growth in 2013, continuing the growth seen in 2011 and 2012. Moreover, based on requests for on-campus and specialized samples thus far in 2014, this growth appears to be accelerating. Overall, this is good news. Although costs have gone up, so have the number of users, the amount of data collected, and the number of working papers and published articles. The fully loaded cost per subject-session-equivalent has decreased dramatically (mainly due to the large increase in studies using online samples provided by Amazon.com's Mechanical Turk labor pool), and the count of published-articles-per-$100K looks good compared to benchmarks like NSF and NIH grants. More specifically, the JMHH lab had a volume of 10,066 participant-hours from normal sessions and 2,750 participant-hours from morning sessions, the SHDH lab had a volume of 9,419 participant-hours from normal sessions, and specialized samples had a volume of 116,391 participant-surveys from M-Turk samples, 15,522 participant-surveys from Qualtrics samples, and 1,244 participant-surveys from field studies. See Exhibits 4 & 5 for details.

<table>
<thead>
<tr>
<th>CY</th>
<th>Wharton Standing Faculty Users</th>
<th>Wharton Visitors/ Post-doc Users</th>
<th>Other Faculty Users</th>
<th>Student Users</th>
<th>Published Articles</th>
<th>Working Papers</th>
<th>New Research Projects</th>
<th>On-Campus Subject-Sessions</th>
<th>Specialized Sample Subject-Sessions</th>
<th>Cost per Adjusted Subject-Sessions</th>
<th>Articles per $100K</th>
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<tbody>
<tr>
<td>Wharton Standing Faculty Users</td>
<td>32</td>
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<td>27</td>
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<td>Student Users</td>
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<td>23</td>
<td>25</td>
<td>16</td>
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<tr>
<td>Published Articles</td>
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<td>23</td>
<td>15</td>
<td>14</td>
<td>14</td>
<td>8</td>
<td>7</td>
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<td>Working Papers</td>
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<td>New Research Projects</td>
<td>53</td>
<td>81</td>
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<td>35</td>
<td></td>
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<tr>
<td>On-Campus Subject-Sessions</td>
<td>22,735</td>
<td>21,940</td>
<td>21,532</td>
<td>17,756</td>
<td>17,847</td>
<td>14,745</td>
<td>14,996</td>
<td>15,000</td>
<td></td>
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<tr>
<td>Specialized Sample Subject-Sessions</td>
<td>133,157</td>
<td>47,102</td>
<td>7,260</td>
<td>5,468</td>
<td>3,473</td>
<td>2,995</td>
<td>530</td>
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<tr>
<td>Cost per Adjusted Subject-Sessions</td>
<td>$11.10</td>
<td>$17.19</td>
<td>$22.75</td>
<td>$26.30</td>
<td>$29.73</td>
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<td>$22.94</td>
<td>$19.61</td>
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<tr>
<td>Articles per $100K</td>
<td>3.0</td>
<td>3.6</td>
<td>2.8</td>
<td>2.7</td>
<td>2.5</td>
<td>2.2</td>
<td>2.0</td>
<td>3.0</td>
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</table>

1 21 articles were published in 2013, and there were 20 articles that were accepted or published by April, 2014. Only the 21 articles published in 2013 were used for computing "Articles per $100K" for 2013.
2 Specialized samples are adjusted to be 1/3 of an On-Campus Subject-Session because they are mainly brief online surveys (10 - 20 minutes).
3 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).

Table 2 summarizes usage of WBL services by user type and department. The greatest usage of WBL services in 2013 were by Marketing (31% of total users) and Operations &
Information Management (22%), followed by Management (16%), Business Economics and Public Policy (5%), Legal Studies & Business Ethics (4%), Health Care Management (1%), and Real Estate (1%). See Exhibit 3 for details.

<table>
<thead>
<tr>
<th>Table 2. Usage of WBL Services</th>
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<tbody>
<tr>
<td>% Sponsor Expenditures</td>
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<tr>
<td>-------------------------</td>
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<tr>
<td>Wharton Faculty</td>
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<tr>
<td>Wharton Visiting Faculty&amp; Post-docs</td>
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<tr>
<td>Other Faculty</td>
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<tr>
<td>Student</td>
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<td>BEPP</td>
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<td>HCMG</td>
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<td>LGST</td>
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<td>MGMT</td>
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<td>MKTG</td>
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<td>OPIM</td>
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<tr>
<td>REAL</td>
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<tr>
<td>Penn</td>
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<tr>
<td>Other</td>
</tr>
</tbody>
</table>

NOTE: Sponsor expenditures are based on 100% of participant incentive cost and reflect both on-campus and specialized samples. Wharton faculty members sponsor almost all research done by doctoral students.

In 2013, the Provost requested that each school begin conducting regular reviews of all major programs (similar to the Q-Reviews conducted every five years for academic departments). We submitted our Program Review to the Wharton Executive Committee of the Deputy Dean in November and received favorable feedback (a copy of our submission is available upon request). The committee inquired about the extent to which the WBL supported non-Wharton faculty. We currently have a policy of supporting all research for which a Wharton faculty member (or doctoral student) will be a co-author when the research is published. The committee suggested we explore ways to ensure that collaborators at other institutions pay their "fair share" of data collection costs. We will pursue this possibility, along with a variety of sources of outside funding in 2014. Although not requested by the Executive Committee, we noticed that most programs and research centers have advisory boards comprised of faculty and other stakeholders. Therefore, we have established a faculty advisory board for the WBL. The current members are Sigal Barsade (MGMT), Judd Kessler (BEPP), Bob Meyer (MKTG), and
Maurice Schweitzer (OPIM). The board has already been very helpful in guiding our decisions about outside funding, budget "crises," time allocation, and lab renovations.

**Goals for 2014**

1. Increase the current high levels of productivity and efficiency in the on-campus labs (including scaling up from 14 to 20 workstations in each lab location, expanded use of labs outside of current hours of operations and possibly in new locations) and in specialized samples.

2. Obtain new sources of external financial support for the WBL.

3. Development and implementation of infrastructure software for quality control, a participant characteristics database, and accounting.

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.

**Lab Activity Highlights for 2013**

**On-Campus Panel**

Amanda provided the following list of lab improvements that were implemented in 2013.

*Morning sessions.* We continue to schedule morning session to accommodate complicated and last minute requests due to our labs running at capacity.

*Move to PennBox.* Successful transition from storing our video files on our server, to the PennBox, a safe and secure server at Penn. This allows us to keep our files protected, and also allows experimenters access as well.

*Panel promotion.* Participated in student orientation fair during fall and spring semesters, signage on Locust Walk – including displaying our banner.

*Perfect Attendance Raffle.* Instituted incentive program for participants with perfect attendance (zero unexcused absences) during a semester. The winner receives a WBL fleece jacket

*Lab Coordinators.* Given the demand of our labs, we were able to add the addition of a full time Lab Coordinator position for our SHDH lab. By having two full time people, we will be able to provide even better consistent results for our experimenters.
Specialized Samples

Kate provided the following list of improvements that were implemented in 2013.

- **Notable increase in volume.** Growth continued in using Qualtrics specialized panels (e.g., narrow demographics, international, etc.) and Mechanical Turk crowd sourcing panels (e.g., adult Americans). Our internal testing has revealed that for adult Americans, M-Turk are superior to Qualtrics samples in both cost and data quality.

- **Expanding WBL functionalities.** The Lab purchased 6 SMI eye tracking machines and Noldus Facereader software. Additionally equipment was purchased to support two portable eye tracking stations. A pair of mobile eye tracking glasses was purchased for field studies.

- **Grants.** Supporting grants by providing services became a focal point for the Lab with several opportunities available.

- **Survey of Business School Behavioral Labs.** A survey of 30 business school Behavioral Labs was completed which highlighted the unique and strong qualities of our Lab.

Staffing

In 2013, our level of staffing was approximately the same as in 2012, however we are now relying more on our student workers. This is also in conjunction with us hiring a second full time coordinator to have one in each of our labs. 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 2014) is listed below, and a cumulative list of WBL is provided in Exhibit 6.

**Full Time**

Kate Kelley (Senior Coordinator – Specialized Samples)

Robert Botto (Senior IT Project Leader)

Amana Gulick (Senior Coordinator – On-Campus Panel) – leaving in May 2014

Josh Carrigan (Coordinator) – leaving in May 2014, and will be replaced by Jessica Simms.
**Part Time**

Attilio Dimartino (Staff RA)

Kevin Adams (Staff RA)**

Magda Pawlik-Minkowicz (Staff RA) **

Erica Hayman-Meme (Staff RA)

Zoe Goldberg (Student RA)**

Kamar Saint-Louis (Student RA)**

Corey Werbelow (Student RA)

Carmen Abello (Student RA)

Frank Delpizzo (Student RA)

*We are very sad to report that Attilio Dimartino, long-time WBL Staff RA, passed away unexpectedly in May, 2014. Attilio was not only a very competent RA, he was a wonderful person and will be dearly missed by those of us who worked with him.

**Indicates RAs continuing in Summer/Fall 2013
Guide to the Exhibits

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Exhibit 2 (pp. 10-54): Cumulative List of Published Articles, Working Papers, and New research Projects

Exhibit 3 (pp. 55-56): Users and Usage Rates for 2013

Exhibit 4 (p. 57): Summary Statistics for On-Campus and Specialized Samples for 2013

Exhibit 5 (p. 58): Panel Member Participation Statistics

Exhibit 6 (pp. 59-60): Cumulative List of WBL Staff

Exhibit 7 (pp. 61-63): Survey of Business School Behavioral Labs (as of October 2013)
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.

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 or time, but the database has only one observation for each subject.

Experiment characteristics are variables attached to each as single values. These may change or 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

2014 (as of April)


Kessler, Judd and Alvin Roth, Forthcoming (2014), "Loopholes undermine donation: An experiment motivated by an organ donation priority loophole in Israel" *Journal of Public Economics*: Stanford University


2013


2012


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*.


2011


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


2009


Small, Deborah A. and Nicole Verrochi (2009), "The face of need: Facial emotion expression on charity advertisements," *Journal of Marketing Research*, 46 (December), 777-87.1


2008


2007


2006


**WORKING PAPERS**

**New or Revised in 2013**

Akpinar, Ezgi and Jonah Berger, “How Senses Shape Language: The Cultural Success of Sensory Metaphors” *Under Revision*


Barasch, A., Levine, E. E., Schweitzer, M. Bliss is ignorance: the social costs of extreme happiness; under review at the Journal of Personality and Social Psychology.


Berg, Justin M., "Balancing on the creative high-wire: The selection and rejection of novel ideas in organizations"

Berger, Jonah, “Word-of-Mouth and Interpersonal Communication: An Organizing Framework and Directions for Future Research” *Under Revision*


Berman, Jonathan Z. and Deborah A. Small, “Judgments of Virtue in Consumer Behavior,” Revising for re-submission.


Coleman, Nicole Verrochi and Patti Williams “Hardening My Heart: Persuasion Knowledge Activation and Emotion Regulation to Resist Sad Appeals” Under Review

Coleman, Nicole Verrochi and Patti Williams, “Looking Away: Identity-Based Emotion Regulation” Revising for Invited Resubmission


Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell, Kim Peijnenburg, AMBIGUITY AVERSION AND HOUSEHOLD PORTFOLIO CHOICE: EMPIRICAL EVIDENCE


Etkin, Jordan and Cassie Mogilner, “Does Variety Increase Happiness?”


Gromet, D. M., & Tetlock, P. E. Waste of money or worthy investment? Ideological values color perceptions of escalation of commitment. Under Review.


Kahn, Barbara, X. Deng, R. Unnava, and H. LeeA “Wide” Variety: The Effects of Horizontal vs. Vertical Product Display, under review at Journal of Marketing Research

Kelly, T.F. & Simmons, J.P. “Why and when does question specificity affect prediction quality?”


Kessler, Judd and Alvin Roth, "Don't take 'No' for an answer: An experiment with actual organ donor registrations" , Stanford University

Kessler, Judd and Julio Reynaga Galeas, Wharton Undergrad, "Impact of Social Norms and Others’ Suggestions on Collective Decisions: An Experiment".

Kessler, Judd and Muriel Niederle, "Information and Fairness" , Stanford Economics
Kessler, Judd and Stephen Leider, "Finding the Hidden Cost of Control", University of Michigan School of Management

Kessler, Judd, "When Will There Be Gift Exchange? Addressing the Lab-Field Debate With a Laboratory Gift Exchange Experiment"


Kinias, Z., Kim, H.S., Hafenbrack, A.C., & Lee, J.J. Standing out as a signal to selfishness: Culture and devaluation of non-normative characteristics. Invited Revision, Organizational Behavior and Human Decision Processes.


Levine, E. E., Schweitzer, M. Are liars ethical? Moral character judgments favor benevolence over honesty; under revision.

Levine, E. E., Schweitzer, M. Prosocial lies: When deception breeds trust; under second round review at Organizational Behavior and Human Decision Processes.

Marzilli Ericson, Keith M, Amanda Starc, How Product Standardization Affects Choice: Evidence from the Massachusetts Health Insurance Exchange


Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: Which Activities Predict Happiness?"


Nurmohamed, S. Expected to win or lose? The motivational effects of an underdog image on effort and performance. Preparing submission to Academy of Management Journal.


Patil, S.V., Tetlock, P.E., & Mellers, B.A. Accountability systems and distributive justice norms: When do people adhere too much or stray too far from decision rules? under review at Organizational Behavior and Human Decision Processes.


Schrift, Rom, and Moty Amar, “Decisional Conflict, Empathy, and the Convergence of Preferences”.

Schrift, Rom, Ran Kivetz and Oded Netzer, “Complicating Decisions: The Effort-Outcome Link and the Construction of Deliberative Decision Processes,” (under review at the Journal of Experimental Psychology: General)

Simmons, Joseph, "Exactly": The Most Famous Framing Effect Is Robust To Precise Wording, DataColada.org

Simmons, Joseph, A New Way To Increase Charitable Donations: Does It Replicate? DataColada.org

Simmons, Joseph, MTurk vs. the Lab: Either Way We Need Big Samples, DataColada.org

Simmons, Joseph, "Elephants Weigh More Than . . . Elephants: Reliance on Shared Intuitions Produces Prediction Momentum"

Sun, Y. & Mellers, B.A. Anticipated nervousness about failure predicts confidence judgments. Under review. JBDM

Williams, Patti and Nicole M. Coleman, “Emotions, and Identity Threat,”, Working Paper in Progress (To be submitted to Journal of Consumer Research)

Williams, Patti and Nicole M. Coleman, “When Do Mixed Emotions Reflect Reality?”, Revision in progress


Listed 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,”


Berger, Jonah and Raghuram Iyengar, “How Interest Shapes Word-of-Mouth Over Different


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., 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.”


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,”


Dai, Hengchen, Cindy Chan, and Cassie Mogilner. Don’t Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases


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.


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.

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.


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"


Lin, Fern and Deborah A. Small (working paper). Nice Guys Finish Last and Guys in Last are Nice.


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.

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


Rosenwald, Dean and Nicole Verrochi Coleman “Facing your Consumers: FACS-Augmented Advertising Analysis.”


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”


Sela, Aner and Jonah Berger, “How Attribute Quantity Influences Option Choice,”

Simmons, Joeseph, 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*

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


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.


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.


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


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


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


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


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?”


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).

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. “Nice Guys Finish Last and Guys in Last Are Nice: Heuristic Clash of Altruism and Self-Benefit”


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


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


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


Listed in the 2008 Annual Report


**Listed in the 2007 Annual Report**


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.


Passyn, Kirsten , Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior." Working Paper.


RESEARCH IN PROGRESS

New or Ongoing in 2013


Bemran, Jonathan Z., Amit Bhattacharjee, Deborah Small and Gal Zauberman "Donation and Slack Judgments Across Income Levels."


Bitterly, B. Humor and status

Buechel, Eva and Jonah Berger, “Facebook Therapy: Why People Share Self-Relevant Content Online”


Coleman, Nicole Verrochi and Patti Williams, “That’s Not How I Should Feel: Emotion Profile-Inconsistent Emotions as Identity Threats” 4 Studies complete; manuscript in preparation

Cutright, Keisha M. and Claire Tang, Adriana Samper and Nathan Martin, “Influence of Personal Control and Environmental Cues on Consumer Cheating.”

Cutright, Keisha M. and Lisa A. Cavanaugh, “Personal Control & Happy Togetherness in Advertising.”


Grewal, Lauren, Nicole Verrochi Coleman, and Patti Williams “Mixed Indulgences: None of the Guilt, None of the Pleasure?”


Gromet, D. M., & Kunreuther, H. Messaging and individual adoption of solar power.


Guillion, Daniel, "Governing with Words: The Political Dialogue on Race, Public Policy, and Inequality in America" (book project).

Hafenbrack, A.C., Barsade, S.G., & Kinias, Z. On whether to meditate before a negotiation: A test of state mindfulness.


Inbar, Y., Gromet, D. M., & Wertenbroch, K. Subjective wealth and support for redistribution.

Jung, Janice, Barb Mellers and Jonathan Baron, Attitudes towards nudges

Jung, Janice, Hilke Plassmann and Barb Mellers, Subjective risk attitudes

Jung, Janice, Jonathan Baron, Policies that are too effective to be good

Kelly, T.F., Simmons, J.P., Inbar, Y. “The consequences of moralizing behaviors for goal endorsement and behavior change.”


Levine, E.E., Schweitzer, M. Interpersonal judgment in ethical dilemmas; data collection in progress.


Levine, Livia, Negotiating with the Millennial Generation

Levine, Livia, Why the F*** Don’t They Trust: The Relationship between Online Incivility and Trust

Milkman, K.L., and Jihae Shin, "The Downside of Having a Plan B."
Minson, J., Ruedy, N., & Schwetizer, M. Question types and Honesty

Mogilner, Cassie and Cindy Chan, “Forgiving by Not Forgetting: The Effect of Compensations Following Brand Transgressions.”

Schrift, Rom, Jae Young and Raghuram Iyengar “The Contingent Value of Social Search on the Purchase Funnel.”

Schrift, Rom, “Choosing Free Will: The Freedom from Randomness and Determinism,” with Klaus Wertenbroch

Schrift, Rom, Jonathan Levav and Jeff Parker “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,”

Schrift, Rom, Yimin Cheng and Anirban Mukhopadhyay “Protestant Work Ethic and its role in Outcome Prediction Based on Cost of Means,”

Sela, Aner and Jonah Berger, “On Culture and Metacognition”


Simmons, Joseph, (with Berkeley Dietvorst and Cade Massey) Framing Algorithms In A Way That Reduces Algorithm Aversion

Simmons, Joseph, and Theresa Kelly, Forecasters Are More Likely To Neglect Base Rates When Making Specific vs General Predictions

Simmons, Joseph, and Theresa Kelly, People Neglect Their Own Base Rates

Simmons, Joseph, and Theresa Kelly, Why People Are Reluctant To Accept Mixed Gambles

Simmons, Joseph, Berkeley Dietvorst and Cade Massey, Algorithm Aversion Is Greater For One Judgment Than For Many Judgments

Terwiesch, Christian, "Online Learning."

Tussing, Danielle, Testing the Boundaries of Emotional Labor: A Case for Email’s Superiority in Emotionally-Laden Communication


Zauberman, Gal, Photography and Experiences

**New or Ongoing in 2011 and 2012**

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting


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


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


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”


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

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


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


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."


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 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., 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.”


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


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."


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


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.


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.


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**


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.”


Haung, 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. Milmkan, Craig Fox 2010, Underestimation of Coordination Costs in Teamwork


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

**New or Ongoing in 2008**


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


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.


Listed in the 2007 Annual Report

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


Bhargave, Rajesh, Stephanie Finnel, Nicole M. Verrochi, Neela Saldanha and Deborah A. Small (2008), "Sweating the Small Stuff"


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, 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, Eric Bradlow and Americus Reed II (2008), Rationalization of Behaviors that Hurt Others," Data collected in 2007.

Mueller, J. S. Lebel, D. (2008), Does asking for help aid or hinder network tie formation?


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."


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, Gavan Fitzsimons and Eugenia Wu (2008), “Coping with Mixed Emotions,” 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 3
### Users and Usage Rates for 2013

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<td>First Name</td>
<td>Dept.</td>
<td>Incentive Expense (%)</td>
<td>Specialized Samples (%)</td>
<td>On-Campus Samples (%)</td>
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<td>Undergraduate</td>
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</table>

**NOTE:** Percentages of incentive expense were based on the total amounts paid to participants. Typically, 70% of incentive expense comes from the WBL budget, the researcher sponsoring the data collection pays 15%, and 15% is paid by the academic department of the researcher. Increasingly, researchers are obtaining outside funding from grants for specific projects and paying all or most of incentive expense for those projects. Importantly, these amounts are based on research sponsors who are almost always Wharton faculty. As a result, doctoral student users typically have 0% in this analysis because their sessions are charged to their faculty advisor.
### Exhibit 4

**Summary Statistics for On-Campus and Specialized Samples for 2013**

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Room</th>
<th>Number of Participant-Sessions</th>
<th>Avg. Payment</th>
<th>Avg. Showup Payment</th>
<th>Avg. Extra Payment</th>
<th>Avg. Time</th>
<th>Avg. Satisfaction</th>
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<tr>
<td><strong>On-Campus</strong></td>
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<td>$10.00</td>
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<td>3</td>
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<td>6</td>
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<tr>
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Exhibit 5

Panel Member Participation Statistics

A. Number of Panel Members for Each Level of Participation (i.e., Total Number of Sessions)

B. Average Time per Session for Each Level of Participation (i.e., Total Number of Sessions)
Exhibit 6

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 (Staff RA)
- Michelle Sloane (Student RA)
- Nancy Kil (Student RA)
- Jason Bond (Student RA)
- Jordan Litten (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 Elen (Student RA)
- Elana Hoffman (Student RA)
- Luciana Costa (Staff RA)
- Michele Alessandrini (Staff RA)
- Lisa Alessandrini (Staff RA)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Susan McMullen (Sr. Coordinator 2)

**Fall 06**
- Debbie Trinh (Student RA)
- Dominique Elen (Student RA)
- Elana Hoffman (Student RA)
- Eisenberg Joshua (Student RA)
- Luciana Costa (Staff RA)
- Michele Alessandrini (Staff RA)
- Lisa Alessandrini (Staff RA)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Susan McMullen (Sr. Coordinator 2)

**Spring 07**
- Dominique Elen (Student RA)
- Elana Hoffman (Student RA)
- Courtney Asher (Student RA)
- Alicia Hawkins (Student RA)
- Joshua Eisenberg (Student RA)
- Gayani Abecasinghe (Student RA)
- Jessica Tollette (Student RA)
- Amit Prabhu (Student RA)
- Luciana Costa (Staff RA)
- Michele Alessandrini (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 Alessandrini (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 Elen (Student RA)
- Ketki Soin (Student RA)
- Catharine Zemah (Student RA)
- Pia Banerjee (Student RA)
- Erin Chang (Student RA)
- Michele Alessandrini (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 Elen (Student RA)
- Pia Banerjee (Student RA)
- Alicia Hawkins (Student RA)
- Michele Alessandrini (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)
- Sarisha Meda (Student RA)
- Aakash Mathur (Student RA)
- Jimena Piacenza (Staff RA)
- Tatiana Silva (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 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)
- 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)
- 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)
Alex Nechemia (Staff RA)
Boris Rozenfeld (Staff RA)
Patria Zapater-Roig (Coordinator)
Kaitly 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)
Kaitly 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)
Alex Nechemia (Staff RA)
Boris Rozenfeld (Staff RA)
Patria Zapater-Roig (Coordinator)
Kaitly 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)
Kaitly 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)
Patria Zapater-Roig (Coordinator 1)

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)
## Exhibit 7
### Survey of Business School Behavioral Labs (as of October 2013)

<table>
<thead>
<tr>
<th>School</th>
<th>Location</th>
<th>Who runs studies?</th>
<th>Incentive</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanford</td>
<td>Dedicated space</td>
<td>Experimenter runs or can ask RA to administer</td>
<td>Paid on avg $20 per hour</td>
<td>Lab does not provide petty cash – experimenter must handle. Operating budget is $250K. Student panel has about 1300 members. National pool has about 1500 members. Ran about 3100 subjects in the lab last year (not individuals). Uses SONA.</td>
</tr>
<tr>
<td>Yale</td>
<td>Dedicated space as of Jan 2014</td>
<td>RAs run</td>
<td>Paying $5 for Friday sessions</td>
<td>Prior to Jan 2014 studies are run every Friday from 12 – 4 pm, averaging 80-100 students. Have 2100 active panel members. Also has online panel of non-students. Payment in form of lottery or raffle. Use Google to recruit. Lab is supported by Marketing and Organizational Behavior Departments.</td>
</tr>
<tr>
<td>Columbia</td>
<td>Dedicated space; 4 research rooms; 39 computer stations, eye tracking equipment, physiological equipment</td>
<td>Researchers schedule their Lab time. Lab Mgr handles scheduling, RA assignments, lab resources and petty cash</td>
<td>Paid cash, averages $5 per study or $16 per hour.</td>
<td>2012-2013 had 130 studies run and 13,445 participants. Lab is supported by Mgmt and Mktg depts. Uses SONA.</td>
</tr>
<tr>
<td>Penn State</td>
<td></td>
<td>RA’s administer studies. PhD student handles logistics for semester. Faculty Mgr schedules requested studies at beginning of semester</td>
<td>Credit for class</td>
<td>Lab runs about 12,000 half hour student sessions per semester. 15 faculty use the Lab (not including outside collaborators). Lab demand is high.</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>Room with equipment .</td>
<td>3 student RA’s help to recruit and run sessions. They are paid from faculty budgets.</td>
<td>$15 per hour</td>
<td>Low usage, sessions run several times a semester consisting of 2 – 4 studies each session. Lab Mgr and RA’s spend time doing research also.</td>
</tr>
<tr>
<td>Georgia Tech</td>
<td>Biz Lab Experiential Lab – 16 desktop computer lab and Ussery Management Lab with 4 small breakout rooms and 1 large break out room.</td>
<td>Administered by PI who provides own RAs</td>
<td>Uses SONA.</td>
<td></td>
</tr>
<tr>
<td>Harvard</td>
<td>Computer Lab for Experimental Research (CLER)</td>
<td>Administered by PI who provides own RAs</td>
<td>Cash</td>
<td>No deception is allowed.</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>Experimenters administer own studies</td>
<td>Cash or class credit</td>
<td>Has eye tracking and specialized focus rooms. Uses SONA.</td>
<td></td>
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<tr>
<td>Vanderbilt</td>
<td>eLab is an online panel of 80,000 participants. A physical lab has just been built.</td>
<td>Some cash but primarily lottery</td>
<td>Uses SONA.</td>
<td></td>
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<tr>
<td>School</td>
<td>Location</td>
<td>Who runs studies?</td>
<td>Incentive</td>
<td>Miscellaneous</td>
</tr>
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<tr>
<td>University of Michigan</td>
<td>Large Conference room. 3 Smaller interview rooms and a focus group room</td>
<td>Researchers locate participants and conduct experiments.</td>
<td></td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Cornell</td>
<td></td>
<td>Experimenters request lab space</td>
<td>Earn course credits or cash</td>
<td>Last year they hired 4 RAs (students) and are waiting for someone to give them control to run a study; 6128 participants available; 80 researchers able to use the Lab but used by only 17; 3818.9 hours used. Budget around $100K. Mostly salaries. Uses SONA.</td>
</tr>
<tr>
<td>Northwestern</td>
<td>Two physical labs and 6 break out rooms</td>
<td>Experimenters run their own studies</td>
<td></td>
<td>maintains two student pools one that does not permit deception; also has a separate pool of off campus adults. Uses SONA.</td>
</tr>
<tr>
<td>Indiana U-</td>
<td>Behavioral Technology Research Lab; has one central room and 8 individual rooms</td>
<td>Experimenters conduct their own research</td>
<td></td>
<td>Also has a virtual reality simulations of a retail store and tracking to study shopper behavior</td>
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<tr>
<td>Bloomington</td>
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<tr>
<td>UVA</td>
<td>BRAD Lab</td>
<td>Experimenter conducts own studies; Lab has a pool of Ra’s available for hire</td>
<td>Preferred method of payment is University check</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Emory</td>
<td>Behavioral Research lab; Lab has 20 mobile stations</td>
<td>Lab provides assistance for studies</td>
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<tr>
<td>Duke</td>
<td>Lab has 3 distinct spaces, 4 small rooms with 1 computer, 1 med-sized room with 8 computers and 1 large room with 16 computers</td>
<td>Researchers book lab space, post and manage studies/time slot themselves. Lab Mgr advertises current studies to the pool once a week.</td>
<td>Cash only Lab with a standard rate of $15/hour with payments averaging $7-10. Lab is open Mon-Fri.</td>
<td>Their pool is undergrad heavy but open to anyone. Uses SONA.</td>
</tr>
<tr>
<td>UCLA</td>
<td>Anderson Behavioral Lab</td>
<td>Staff administers the studies.</td>
<td>Student participants are paid through Bruin Card; community members via amazon gift cards. Payment is approx. $1 / 5 minutes.</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>MIT</td>
<td></td>
<td>Experimenter administers studies.</td>
<td>Payment is between $10 – 30 per study</td>
<td>Usage hours – 1567.6 Total users = 16 (includes some grad students). Uses SONA.</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>There are 2 labs; Chicago Research Lab is downtown for non-students; Decision Research Lab on campus for students, walk-ins encouraged</td>
<td>Decision Research Lab operates like ours. Studies administered by RA’s. Experimenters are billed for RA’s time. If experimenters has a particularly complex study they will train their own RAs.</td>
<td>Limited online studies but usually paid by lottery.</td>
<td>Sona used for monitoring and scheduling but not registration. Uses SONA.</td>
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<tr>
<td>University of CA-Berkeley</td>
<td>The Behavioral Lab</td>
<td>Experimenters conduct their own studies</td>
<td>Experimenters make arrangements for petty cash to pay</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>NYU</td>
<td>Center for Behavioral Research</td>
<td>Before 2013, experimenters ran their own studies.</td>
<td>Paid in cash, electronic cash or credit</td>
<td>100% of any cost of a study comes from faculty research accounts. Uses SONA.</td>
</tr>
<tr>
<td>U of Texas-Austin</td>
<td>Mccombs School Behavioral Research</td>
<td>Experimenters conduct their own studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carnegie Mellon</td>
<td>Center for Behavioral and Decision Research-lab</td>
<td>Experimenters conduct their own studies</td>
<td>Course credit</td>
<td>Have access to truck to take out into community. Charge is $35/hour for use. Uses SONA.</td>
</tr>
<tr>
<td>UNC-Chapel Hill</td>
<td>UNC Center for Decision Research</td>
<td>Experimenters conduct their own studies</td>
<td>Paid or if online study - lottery</td>
<td></td>
</tr>
<tr>
<td>Washington U of St Louis</td>
<td>CB Research Lab</td>
<td>Student or RAs usually run studies 5 days a week from 9 am to 6pm</td>
<td>Course credits or cash</td>
<td>No staff members dedicated to run studies. Uses SONA.</td>
</tr>
<tr>
<td>University of Minnesota-Twin Cities</td>
<td>Behavioral Labs</td>
<td>Experimenters run their own studies</td>
<td></td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Georgetown</td>
<td>MSB Behavioral Lab; a lab mgr, 5 RAs (5 hours per week) paid for by the school</td>
<td>Most studies are online. If a more complicated study then the prof provides the resources and runs the study themselves</td>
<td>Students receive course credit and in some cases bonuses</td>
<td>16 faculty use, 3000 in person subject hours (student subject pool); 20,000+ online subject hours (panels). Uses SONA.</td>
</tr>
<tr>
<td>Ohio State</td>
<td>One lab mgr (30 hrs./week), asst (20 hrs./week), 3 student employees</td>
<td>Primarily an undergraduate panel</td>
<td>Extra credit is incentive</td>
<td>Lab is busiest during school year. November and April are highest volume. Studies run between 9:30 and 5:30 but not every day. Uses SONA.</td>
</tr>
<tr>
<td>USC</td>
<td>1 Large room with 16 computers, a room with 7 computers, a room with 6 computers and 2 individual rooms with 1 computer</td>
<td>No staff and run completely by doctoral students.</td>
<td>Usually participate as part of course requirement unless specific study and then payment from faculty’s research budget</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Arizona State University</td>
<td>Behavioral Research Lab</td>
<td>Lab assistants run the studies for the faculty</td>
<td>Students receive extra credit for participating</td>
<td>Each semester split into 6 two week time periods. Prof allotted 15 min for an experiment.</td>
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</tbody>
</table>