

Wharton Behavioral Laboratory¹ 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 1. Productivity and Cost Analysis 2006 -2013

CY	2013	2012	2011	2010	2009	2008	2007	2006
Wharton Standing Faculty Users	32	31	27	24	25	22	24	17
Wharton Visitors/ Post-doc Users	8	9	2	5	4	4	4	3
Other Faculty Users	9	15	9	3	6	7	2	1
Student Users	30	35	27	24	24	23	25	16
Published Articles	22/20 ¹	23	15	14	14	8	7	9
Working Papers	79	90		38	34	20	40	
New Research Projects	53	81		13	22	25	35	
On-Campus Subject-Sessions	22,735	21,940	21,532	17,756	17,847	14,745	14,996	15,000
Specialized Sample Subject-Sessions	133,157	47,102	7,260	5,468	3,473	2,995	530	600
Cost per Adjusted Subject-Sessions ²	\$11.10	\$17.19	\$22.75	\$26.30	\$29.73	\$23.50	\$22.94	\$19.61
Articles per \$100K ³	3.0	3.6	2.8	2.7	2.5	2.2	2.0	3.0

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 2. Usage of WBL Services

	% Sponsor Expenditures	% Faculty & Post-docs	% Total Users
Wharton Faculty	85%	65%	42%
Wharton Visiting Faculty			
& Post-docs	6%	16%	10%
Other Faculty	0%	18%	12%
Student	8%	0%	36%
BEPP	6%	8%	5%
HCMG	1%	2%	1%
LGST	3%	4%	4%
MGMT	10%	14%	16%
MKTG	43%	31%	31%
OPIM	34%	20%	22%
REAL	1%	2%	1%
Penn	1%	6%	8%
Other	1%	12%	12%

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.

Kimberly Marion (Coordinator) – our newly created position to allow a full time Coordinator in each lab

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

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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 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****2014 (as of April)**

- Barasch, Alixandra and Jonah Berger, "Broadcasting and Narrowcasting: How Audience Size Shapes What People Share." *Journal of Marketing Research*.
- Berger, Jonah (2014), "Beyond Viral: Interpersonal Communication in the Internet Age," *Psychological Inquiry*. *Forthcoming*.
- Bhattacharjee, Amit, Jonah Berger and Geeta Menon (2014), "Escaping the Crosshairs: When Identity Marketing Backfires," *Journal of Consumer Research*, *Forthcoming*.
- Bhattacharjee, Amit and Cassie Mogilner, "Happiness from Ordinary and Extraordinary Experiences," forthcoming at *Journal of Consumer Research*.
- Brooks, A., Dai, H. & Schweitzer, M. (forthcoming). I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. *Social Psychological and Personality Science*.
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, (2014) "Moral Violations Reduce Oral Consumption," *Journal of Consumer Psychology*, forthcoming.
- Dai, H., K.L. Milkman, J. Riis (forthcoming). "The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior." *Management Science*.
- Duclos, Rod and Alixandra Barasch (2014). "Prosocial Behavior in Intergroup Relations: How Donor Self-Construal and Recipient Group-Membership Shape Generosity." *Journal of Consumer Research*.
- Gino, Francesca and Cassie Mogilner, "Time, Money, and Morality," forthcoming at *Psychological Science*.
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber. "The Role of Subsidies in Coordination Games with Interconnected Risk." Forthcoming in the *Journal of Behavioral Decision Making*.
- Gray, Julia and Raymond Hicks, "Reputations, Perceptions, and International Agreements," forthcoming, 2014, *International Interactions*.
- Hafenbrack, Andrew C., Kinias, Zoe, & Barsade, Sigal G. (2014). Debiasing the mind through meditation: Mindfulness and the sunk-cost bias. *Psychological Science*, 25: 369-376.

- 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
- Kessler, Judd and Stephan Meier, Forthcoming (2014), "Learning from (Failed) Replications: Cognitive Load Manipulations and Charitable Giving" *Journal of Economic Behavior and Organization*: Columbia Business School
- Kennedy, J. A., & Kray, L. J. (2013). Who is willing to sacrifice ethical values for money and social status? Gender differences in reactions to ethical compromises. In press at *Social Psychological and Personality Science*.
- Milkman, Katherine and Jonah Berger (2014), "The Science of Sharing and the Sharing of Science" Proceedings of the National Academy of Sciences. *Forthcoming*
- Milkman, K.L., J.A. Minson, and K.G.M. Volpp (in press). "Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling." *Management Science*, Vol. 60(2), 283-299.
- Sevilla, J. and B. E. Kahn, "The Effect of Product Shape Completeness on Size Perceptions, Preference and Consumption," forthcoming at *Journal of Marketing Research*.
- Townsend, C. and B. E. Kahn (2014), "The "Visual Preference Heuristic:" The Influence of Visual versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload," *Journal of Consumer Research*, February.
- Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings." *Journal of Consumer Research*, 40 (5), 973-992.

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- Bhattacharjee, Amit K., 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." *Journal of Consumer Research*, 39 (April), 1167-1184. [First two authors contributed equally]
- Berger, Jonah and Raghuram Iyengar (2013), "Communication Channels and Word of Mouth: How the Medium Shapes the Message," *Journal of Consumer Research*, 40(3), 567-579.
- Chen, Zoey and Jonah Berger (2013), "When, Why, and How Controversy Causes Conversation," *Journal of Consumer Research*, 40(3), 580-593.
- 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*.XXX

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- Coleman, Nicole Verochi and Patti Williams (2013), "Feeling Like Myself: Emotion Regulation and Identity," *Journal of Consumer Research*, 40 (August), 203-222 (Lead Article)
- Coleman, Nicole Verrochi and Patti Williams (2013), "The Emotional Self," In *The Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio (eds.).
- Cooper, Nicole, Joseph W. Kable, B. Kyu Kim, and Gal Zauberaman (2013). Brain Activity in Valuation Regions while Thinking about the Future Predicts Individual Discount Rates. *Journal of Neuroscience*. 33 (32). 13150-13156.
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- Kennedy, J. A., Anderson, C., & Moore, D. M. (2013). When overconfidence is revealed to others: Testing the status-enhancement theory of overconfidence. *Organizational Behavior and Human Decision Processes*, 122 (2), 266-279.
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WORKING PAPERS

New or Revised in 2013

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

Akpinar, Ezgi and Jonah Berger, “Valuable Virality” *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.

Barasch, Alixandra, Emma E. Levine, Jonathan Z. Berman, and Deborah A. Small, “Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior.” Under second-round 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, John G. Lynch and An Tran, and Gal Zauberman. Expense Neglect in Predicting Financial Resources.

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

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small, “The Braggart’s Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior.” Under review at the Journal of Marketing Research.

Bitterly, T.B., Brooks, A.W., & Schweitzer, M.E. Risky business: How humor increases status, in preparation.

Brooks, A., Gino, F., & Schweitzer, M. (Under second round review). Smart people ask for (my) advice: Seeking advice boosts perceptions of competence. *Management Science*.

Brooks, A., Schroeder, J., Risen, J., Gino, F., Galinsky, A., Norton, M., & Schweitzer, M. (Working paper). Don't Stop Believing: Rituals Decrease Anxiety and Improve Performance

Chan, Cindy and Cassie Mogilner, “Experiential Gifts Are More Socially Connecting than Material Gifts,” Under revision.

Clemons, Eric K. and Josh Wilson, “Students’ and Parents’ Attitudes towards Online Privacy: The Start of an International.” 26th Workshop on Information Systems Economics, Milan, Italy, December 2013 (no proceedings).

- Coleman, Nicole M. and Patti Williams (2013) Looking for My Self: Allocation Attention for Identity-Based Emotion Regulation,” (Under Review for Special Issue of Journal of Consumer Psychology
- Coleman, Nicole M. and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,” Under Review, Journal of Consumer Research
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- Coleman, Nicole Verrochi and Patti Williams, “Looking Away: Identity-Based Emotion Regulation” Revising for Invited Resubmission
- Cutright, Keisha M. and Adriana Samper, “Doing it the Hard Way: How Low Control Drives Product Preferences.” Under 2nd round review at Journal of Consumer Research.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar, “Finding Brands and Losing Your Religion?” Invited revision at Journal of Experimental Psychology: General.
- Dai, H., K.L. Milkman, J. Riis. “Why and How Meaningful Temporal Landmarks Motivate Aspirational Behavior.”
- Dietvorst, B., Simmons, J., & Massey C. (2013). Understanding Algorithm Aversion: People Erroneously Avoid Algorithms After Seeing Them Err.
- Dimmock, Stephen G. , Roy Kouwenberg, Olivia S. Mitchell, Kim Peijnenburg. AMBIGUITY AVERSION AND HOUSEHOLD PORTFOLIO CHOICE: EMPIRICAL EVIDENCE
- Ericson, Keith M Marzilli and Amanda Starc, (2013). "How Product Standardization Affects Choice: Evidence from the Massachusetts Health Insurance Exchange," NBER Working Paper No. 19527
- Etkin, Jordan and Cassie Mogilner, “Does Variety Increase Happiness?”
- Gaspar, J. P. & Schweitzer, M. E. 2014. Confident and Cunning: Negotiator Self-Efficacy and Unethical Behavior.
- Gaspar, J. P. & Schweitzer, M. E. 2014. Confident and Cunning: Negotiator Self-Efficacy and Unethical Behavior. Accepted for presentation at the Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania.
- Gopalakrishnan, A., Iyengar, R., and Meyer, R.J. (2013). Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs. Revising for 3rd round review at Marketing Science
- Gromet, D. M., & Okimoto, T. G. Back into the fold: The influence of offender amends and victim forgiveness on reintegration. Under Review.

- Gromet, D. M., & Tetlock, P. E. Waste of money or worthy investment? Ideological values color perceptions of escalation of commitment. Under Review.
- Gromet, D. M., & Van Boven, L. Oppositional projection in perceived support for partisan environmental policies. Working paper.
- Gromet, D. M., Hartson, K., & Sherman, D. K. The politics of luck: Political ideology and the relationship between luck, success, and wealth (re)distribution. Under Review.
- Gurcay, B., Mellers, B.A., & Baron, J. (2013). The power of social influence on estimation Accuracy. Under review. JBDM
- Haselhuhn, M., Kennedy, J., Kray, L., Zant, A., & Schweitzer, M. (Under revision) Gender differences in trust dynamics: Women's trust is more resilient and robust than men's. Invited for R&R at Journal of Experimental Social Psychology.
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- Hutchinson, J. Wesley, Robert Meyer, and Lyle Brenner (2013), "Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values," (under revision for Journal of Experimental Psychology: General).
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- Kelly, T.F. & Simmons, J.P. "Why and when does question specificity affect prediction quality?"
- Kennedy, J. A., & Anderson, C. Why do high-ranking individuals fail to stop unethical practices? The perils of group identification. Revise & resubmit.
- Kennedy, J. A., & Robertson, D. Explaining why demeaning socialization practices persist: A desire for equity corrupts. Working paper.
- Kennedy, J. A., & Schweitzer, M. E. Building trust by tearing others down: The benefits of accusing others. Working paper.
- 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"
- Kim, B. Kyu, and Gal Zauberan. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference.
- 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. & Schweitzer, M. (Under revision). When liars are ethical: The tension between benevolence and honesty. Invited for R&R at *Journal of Experimental Social Psychology*.
- Levine, E. E., Schweitzer, M. (working paper) The affective and interpersonal consequences of obesity; under review at *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
- Milkman, K., Huang, L., & Schweitzer, M. (Working paper) Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Cooperative Workplace Relationships
- Milkman, K.L., and J. Berger. "The Science of Sharing and the Sharing of Science."
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- Mogilner, C. & Mellers, B.A. (2013). "Wants" and "shoulds" in daily life: What predicts happiness? Under review.
- Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: Which Activities Predict Happiness?"

- Mollick, E. & Rothbard, N. Mandatory Fun: Gamification and the Impact of Games at Work. (Revise and Resubmit Requested).
- Moran, S., Yip, J. A., Schweitzer, M., & Miller, M. New Working Paper.
- 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. Shifting between the small details and big picture: How systemic incongruity reduces conformity and deviation traps. Working paper.
- 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.
- Raub, S., & Grant, A. M. 2014. Fighting uphill battles: Proactive personality and the allure of psychologically unsafe environments.
- Rothbard, N. P., Berg, J., & Ollier-Malaterre, A. OMG - My Boss Just Friended me: Boundary management and the role of Hierarchy, Disclosure, and Gender of Boss in online social networking. (Under Review).
- 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
- White, Andrew Edward, Andrea C. Morales and Patti Williams, "Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral," Under Review, Journal of Consumer Research

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

Williams , Patti Nicole M. Coleman, Andrea C. Morales and Gavan J. Fitzsimons, “Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors,” Working Paper Available

Yip, J. A., & Schweitzer, M. Incidental anger increases deception. New Working Paper.

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,”

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 Zauberman. 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 Zauberaman. 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 Zauberaman. 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 Zauberaman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.
- Kim, B. Kyu, Gal Zauberaman, 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.

Listed in the 2007 Annual Report

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 Zauberan, 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 2013

Barasch, Alixandra, Jonathan Berman, and Deborah Small “Incentives crowd out sincerity in charitable persuasion.” Manuscript in preparation.

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

Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberman, “Expense Neglect in Forecasting Personal Finances” Manuscript in preparation.

Berman, Jonathan Z., and Barbara Mellers, “Loss Aversion in Emotions: When Does the Magnitude of Judged Pain Exceed that of Judged Pleasure?”

Bhattacharjee, Amit Alixandra Barasch, and Klaus Wertenbroch, "Judging Good Taste: True Preference or Pretense?" Manuscript in preparation.

Bhattacharjee, Amit K., Jonathan Z. Berman, Jason Dana and Barbara Mellers, “Selling Out: How Appealing to Customer Tastes Affects Perceptions of Product Quality.” Manuscript in preparation.

Bitterly, B. Humor and status

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

Cai, Jeffrey, Bob Meyer and Jagmohan Raju, "Silent or Salient? Social Information and Salesforce Performance", .

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.”

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

Diehl, Kristin, Gal Zauberman, and Alixandra Barasch, “Gaining or losing focus? How taking pictures affects experiences and memories.” Manuscript in preparation.

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

Gromet, D. M., Kunreuther, H., & Mellers, B. Perceptions of moral hazard.

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

Gromet, D. M., & Kunreuther, H. Tenant demand for energy efficient buildings.

Gromet, D. M., Kunreuther, H., & Larrick, R. P. The effect of labels and information on energy efficiency choices.

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.

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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"

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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.

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

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

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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.

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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.

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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".
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- 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
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- 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
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- 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".

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- 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.
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Williams, Patti, Andrea Morales, Will Allender and Eugenia Wu, "The Effect of Anthropomorphism on Sympathetic Responses," *Data Collection in Progress*

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

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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.

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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.

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

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

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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"

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

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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.

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

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Bhargave, 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.

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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.
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- 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
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- 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.
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- 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 Zauberan (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 Zauberan (2008), "Regretting Resource Use: Consumer Responses to the Waste of Time, Money, and Other Valued Resources," Data collected in 2008.
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- 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"
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- 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 3
Users and Usage Rates for 2013

Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Wharton Standing Faculty</i>					
		BEPP	1.4%	.0%	1.4%
		BEPP	2.1%	.1%	2.0%
NAMES		HCMG	0.9%	.9%	.0%
REMOVED		LGST	0.4%	.0%	.4%
		MGMT	0.5%	.0%	.5%
		MGMT	0.9%	.0%	.9%
		MGMT	0.6%	.3%	.3%
		MGMT	0.1%	.0%	.1%
		MGMT	0.9%	.7%	.2%
		MGMT	0.5%	.2%	.4%
		MGMT	3.3%	.5%	2.8%
		MKTG	1.9%	.1%	1.8%
		MKTG	8.9%	6.8%	2.1%
		MKTG	0.8%	.6%	.2%
		MKTG	3.3%	.4%	2.9%
		MKTG	0.9%	.1%	.8%
		MKTG	5.0%	.3%	4.7%
		MKTG	1.3%	.0%	1.3%
		MKTG	3.9%	1.8%	2.1%
		MKTG	2.2%	.0%	2.2%
		MKTG	1.2%	.0%	1.2%
		MKTG	3.8%	.7%	3.1%
		MKTG	3.2%	.0%	3.2%
		MKTG	4.3%	.7%	3.6%
		OPIM	4.8%	4.8%	.0%
		OPIM	6.4%	5.6%	.8%
		OPIM	3.2%	2.2%	1.0%
		OPIM	10.7%	2.9%	7.8%
		OPIM	7.1%	4.3%	2.9%
		OPIM	0.0%	.0%	.0%
		OPIM	0.2%	.2%	.0%
		REAL	0.9%	.9%	.0%
<i>Wharton Visiting Faculty & Post-docs</i>					
		BEPP Visiting Faculty	1.6%	.0%	1.6%
NAMES		BEPP Visiting Faculty	0.7%	.0%	.7%
REMOVED		LGST post-doc	1.5%	.7%	.8%
		MKTG Visiting Faculty	0.1%	.0%	.1%
		MKTG Visiting Faculty	0.3%	.0%	.3%
		OPIM post-doc Risk			
		OPIM Visiting Faculty	1.4%	1.4%	.0%
		OPIM Visiting Faculty	0.3%	.0%	.3%
<i>Other Faculty (Penn & elsewhere)</i>					
		Other Faculty, UT-SA			
NAMES		Other Faculty, Duke			
REMOVED		Political Science, Penn			
		Other Faculty, USC			
		Other Faculty	0.0%	.0%	.0%
		Political Science, Penn	0.2%	.0%	.2%
		Other Faculty, INSEAD			
		Other Faculty			
		Other Faculty, UPitt			

Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Wharton Doctoral Students (& others)</i>					
		INSEAD	0.6%	.0%	.6%
NAMES		LGST	1.2%	.0%	1.2%
REMOVED		MGMT	0.2%	.2%	.0%
		MGMT	2.2%	.0%	2.2%
		MGMT	1.1%	.0%	1.1%
		MGMT			
		MKTG			
		MKTG			
		MKTG	0.3%	.0%	.3%
		MKTG	0.2%	.0%	.2%
		MKTG			
		MKTG	0.4%	.1%	.3%
		MKTG			
		MKTG			
		MKTG	0.9%	.1%	.8%
		OPIM			
		OPIM			
		OPIM			
		OPIM	0.0%	.0%	.0%
		OPIM	0.1%	.1%	.0%
		OPIM			
		OPIM			
		Psych			
		Psych			
		Rutgers			
		Undergraduate			
		Undergraduate	1.1%	.0%	1.1%

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.

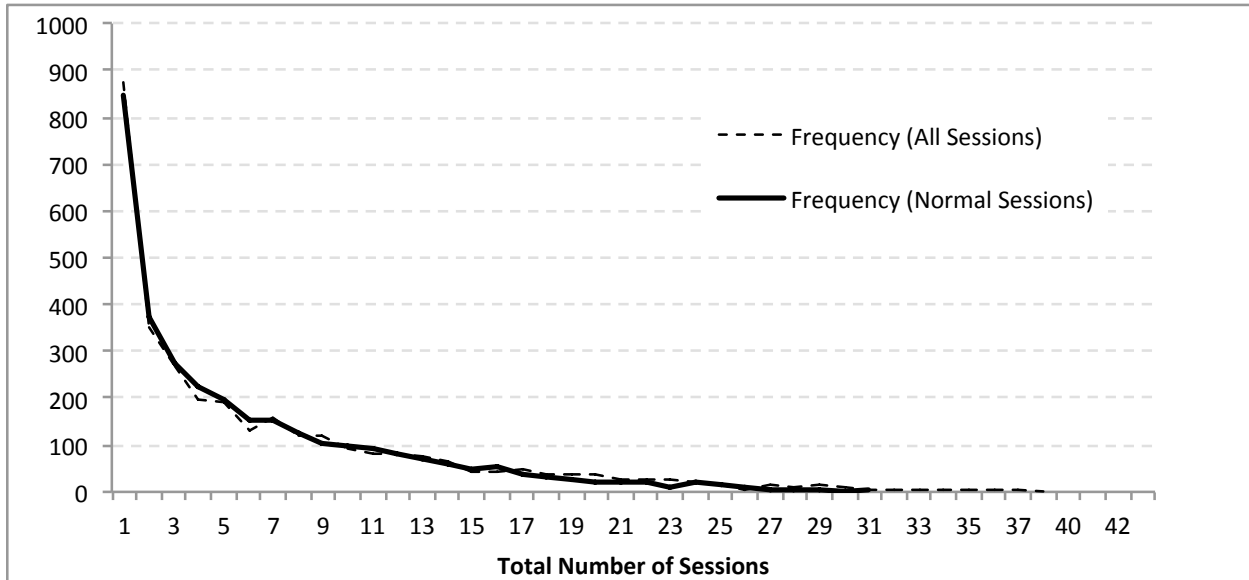
Exhibit 4
Summary Statistics for On-Campus and Specialized Samples for 2013

Session Type	Room	Number of Participant-Sessions	Avg. Payment	Avg. Showup Payment	Avg. Extra Payment	Avg. Time	Avg. Satisfaction
<i>On-Campus</i>							
1		22,502	\$11.71	\$9.70	\$2.45	41.2	7.3
2	Field Study	96	\$10.00	\$10.00		1.4	6.0
3	JMHFF82	12,983	\$12.04	\$9.38	\$3.36	41.9	7.3
4	SHDH112	9,419	\$11.22	\$10.06	\$1.31	40.3	7.2
5	none	4	\$100.00	\$100.00		19.0	9.0
6	Morning	2,750	\$7.62	\$6.11	\$2.11	26.8	7.3
7	Normal	19,485	\$12.24	\$10.08	\$2.50	43.1	7.3
8	Pickup	267	\$14.73	\$16.06	\$0.70	103.7	7.5
9	Morning	2,750	\$7.62	\$6.11	\$2.11	26.8	7.3
10	Normal	10,066	\$13.19	\$10.10	\$3.65	45.7	7.3
11	Normal	9,419	\$11.22	\$10.06	\$1.31	40.3	7.2
12	Payment	96	\$10.00	\$10.00		1.4	6.0
13	Payment	167	\$15.40	\$14.31	\$1.65	129.0	
14	Payment	4	\$100.00	\$100.00		19.0	9.0
<i>Specialized</i>							
15	All	133,157	\$1.28			5 to 15	
16	M-Turk	116,391	\$0.67			5 to 15	
17	Qualtrics	15,522	\$5.74			5 to 15	
18	Field Study	1,244	\$2.85			5 to 15	

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)

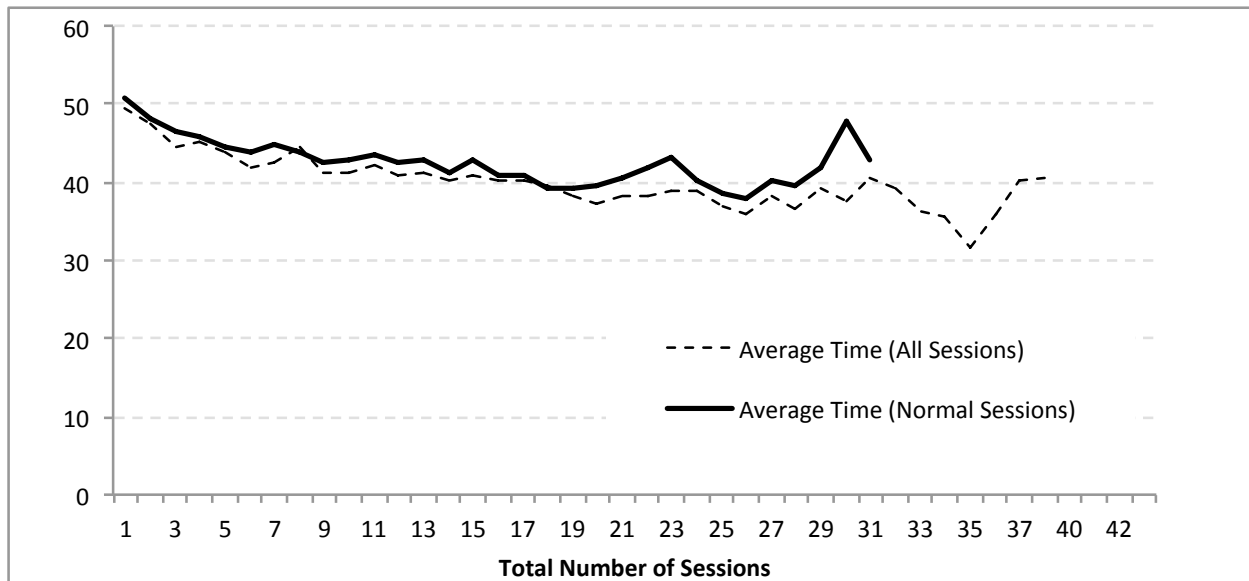


Exhibit 6**Cumulative List of Wharton Behavioral Laboratory Staff****Before 2006**

Ben Hutchinson (Student RA)
 Puja Guja (Student RA)
 Sean Sullivan (Student RA)
 Jenny Li (Student RA)
 Stacie Smith (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)
 Darius 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)

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

School	Location	Who runs studies?	Incentive	Miscellaneous
Stanford	Dedicated space	Experimenter runs or can ask RA to administer	Paid on avg \$20 per hour	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.
Yale	Dedicated space as of Jan 2014	RAs run	Paying \$5 for Friday sessions	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
Columbia	Dedicated space; 4 research rooms; 39 computer stations, eye tracking equipment, physiological equipment	Researchers schedule their Lab time. Lab Mgr handles scheduling, RA assignments, lab resources and petty cash	Paid cash, averages \$5 per study or \$16 per hour.	2012-2013 had 130 studies run and 13,445 participants. Lab is supported by Mgmt and Mktg depts. Uses SONA.
Penn State		RA's administer studies. PhD student handles logistics for semester. Faculty Mgr schedules requested studies at beginning of semester	Credit for class	Lab runs about 12,000 half hour student sessions per semester. 15 faculty use the Lab (not including outside collaborators). Lab demand is high.
Dartmouth	Room with equipment .	3 student RA's help to recruit and run sessions. They are paid from faculty budgets.	\$15 per hour	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.
Georgia Tech	Biz Lab Experiential Lab – 16 desktop computer lab and Ussery Management Lab with 4 small breakout rooms and 1 large break out room.			Uses SONA.
Harvard	Computer Lab for Experimental Research (CLER)	Administered by PI who provides own RAs	Cash	No deception is allowed.
University of Maryland		Experimenters administer own studies	Cash or class credit	Has eye tracking and specialized focus rooms. Uses SONA.
Vanderbilt		eLab is an online panel of 80,000 participants. A physical lab has just been built.	Some cash but primarily lottery	Uses SONA.

School	Location	Who runs studies?	Incentive	Miscellaneous
University of Michigan	Large Conference room. 3 Smaller interview rooms ,and a focus group room	Researchers locate participants and conduct experiments.		Uses SONA.
Cornell		Experimenters request lab space	Earn course credits or cash	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.
Northwestern	Two physical labs and 6 break out rooms	Experimenters run their own studies		maintains two student pools one that does not permit deception; also has a separate pool of off campus adults. Uses SONA.
Indiana U-Bloomington	Behavioral Technology Research Lab; has one central room and 8 individual rooms	Experimenters conduct their own research		Also has a virtual reality simulations of a retail store and tracking to study shopper behavior
UVA	BRAD Lab	Experimenter conducts own studies; Lab has a pool of Ra's available for hire	Preferred method of payment is University check	Uses SONA.
Emory	Behavioral Research lab; Lab has 20 mobile stations	Lab provides assistance for studies		
Duke	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	Researchers book lab space, post and manage studies/time slot themselves. Lab Mgr advertises current studies to the pool once a week.	Cash only Lab with a standard rate of \$15/hour with payments averaging \$7-10. Lab is open Mon-Fri.	Their pool is undergrad heavy but open to anyone. Uses SONA.
UCLA	Anderson Behavioral Lab	Staff administers the studies.	Student participants are paid through Bruin Card; community members via amazon gift cards. Payment is approx. \$1 / 5 minutes.	Uses SONA.
MIT		Experimenter administers studies.	Payment is between \$10 – 30 per study	Usage hours – 1567.6 Total users = 16 (includes some grad students). Uses SONA.
University of Chicago	There are 2 labs; Chicago Research Lab is downtown for non-students; Decision Research Lab on campus for students, walk-ins encouraged	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.	Limited online studies but usually paid by lottery.	Sona used for monitoring and scheduling but not registration. Uses SONA.

School	Location	Who runs studies?	Incentive	Miscellaneous
University of CA-Berkeley	The Behavioral Lab	Experimenters conduct their own studies	Experimenters make arrangements for petty cash to pay	Uses SONA.
NYU	Center for Behavioral Research	Before 2013, experimenters ran their own studies. Now has 3 RAs to staff lab M-F, 10-4 . RAs handle participants and administer study.	Paid in cash, electronic cash or credit	100% of any cost of a study comes from faculty research accounts. Uses SONA.
U of Texas-Austin	Mcombs School Behavioral Research Laboratory, 1 large room with viewing mirror; 1 room with 12 workstations; 1 smaller room for focus groups	Experimenters conduct their own studies		
Carnegie Mellon	Center for Behavioral and Decision Research- lab is a large room with computer cubicles and smaller rooms for focus groups. Charge is \$14 per hour to use	Experimenters conduct their own studies	Course credit	Have access to truck to take out into community. Charge is \$35/hour for use. Uses SONA.
UNC-Chapel Hill	UNC Center for Decision Research	Experimenters conduct their own studies	Paid or if online study - lottery	
Washington U of St Louis	CB Research Lab	Student or RAs usually run studies 5 days a week from 9 am to 6pm	Course credits or cash	No staff members dedicated to run studies. Uses SONA.
University of Minnesota-Twin Cities	Behavioral Labs	Experimenters run their own studies		Uses SONA.
Georgetown	MSB Behavioral Lab; a lab mgr, 5 RAs (5 hours per week) paid for by the school	Most studies are online. If a more complicated study then the prof provides the resources and runs the study themselves	Students receive course credit and in some cases bonuses	16 faculty use, 3000 in person subject hours (student subject pool); 20,000+ online subject hours (panels). Uses SONA.
Ohio State	One lab mgr (30 hrs./week), asst (20 hrs./week), 3 student employees	Primarily an undergraduate panel	Extra credit is incentive	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.
USC	1 Large room with 16 computers, a room with 7 computers, a room with 6 computers and 2 individual rooms with 1 computer	No staff and run completely by doctoral students.	Usually participate as part of course requirement unless specific study and then payment from faculty's research budget	Uses SONA.
Arizona State University	Behavioral Research Lab	Lab assistants run the studies for the faculty	Students receive extra credit for participating	Each semester split into 6 two week time periods. Prof allotted 15 min for an experiment.