

Wharton Behavioral Laboratory¹ Annual Report for Calendar Years 2014

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 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 2014, the on-campus volume was over 22,000 participant-hours and online volume was over 250,000 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/Information/Decisions, Management, and Business Economics/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 1-5 consecutive days (called a "session," which typically consist of 20 one-hour time slots with 14-20 participants scheduled for each slot, but might also be four 50-person time slots in a single day in a large computer lab). Each session provides a sample size of 150-200 participants. This allows the WBL to achieve high levels of efficiency and quick turnaround times. This contrasts with the traditional model for behavioral research, in which individual researchers run separate

¹ Prepared by Professor Wes Hutchinson, Faculty Director, SaraRose Christodoulou, Senior Research Coordinator for the On-Campus Panel, Kate Kelley, Senior Research Coordinator for Specialized Samples, and Robert Botto, Senior IT Project Leader. The 2014 members of the faculty advisor board were Sigal Barsade (MGMT), Judd Kessler (BEPP), Bob Meyer (MKTG), and Maurice Schweitzer (OPIM). This report was updated on September 23, 2015.

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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.

2014 Summary

Table 1 summarizes the key user, cost, and productivity metrics since 2006. It is clear that the lab has experienced strong growth in 2014, continuing the growth seen in recent years. The number of Wharton standing faculty users and the number of publications, in particular, jumped up. Moreover, based on requests for on-campus and specialized samples thus far in 2015, this growth is expected to continue. 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, although Amazon implemented a 40% price increase in 2015), and the count of published-articles-per-\$100K looks good compared to benchmarks like NSF and NIH grants. More specifically, the on-campus labs had a volume of 22,358 participant-hours (22,735 in 2013) -- 17,692 participant-hours from normal sessions, 2,690 participant-hours from morning sessions and 1,293 from large sample session run in computer labs. Specialized samples had a volume of 266,404 participant-surveys from M-Turk samples (116,391 in 2013), 11,308 participant-surveys from Qualtrics samples (15,522 in 2013), and 2,018 participant-surveys from field studies (1,244 in 2013). See Exhibits 4 & 5 for details.

Table 1. Productivity and Cost Analysis 2006 -2014

CY	2014	2013	2012	2011	2010	2009	2008	2007	2006
Wharton Standing Faculty Users	37	32	31	27	24	25	22	24	17
Wharton Visitors/ Post-doc Users	4	8	9	2	5	4	4	4	3
Other Faculty Users	7	9	15	9	3	6	7	2	1
Student Users	29	30	35	27	24	24	23	25	16
Published Articles	33/16 (1)	23	23	15	14	14	8	7	9
Working Papers	72	79	90		38	34	20	40	
New Projects	51	53	81		13	22	25	35	
On-Campus Subject-Sessions	22,358	22,735	21,940	21,532	17,756	17,847	14,745	14,996	15,000
Specialized Sample Subject-Sessions	266,404	133,157	47,102	7,260	5,468	3,473	2,995	530	600
Cost per Adjusted Subject-Sessions ²	\$ 9.57	\$ 11.10	\$17.19	\$22.75	\$26.30	\$29.73	\$23.50	\$22.94	\$19.61
Articles per \$100K ³	4.6	3.0	3.6	2.8	2.7	2.5	2.2	2.0	3.0

¹ 32 articles were published in 2014, and there were 16 articles that were accepted or published by April, 2015. Only the 32 articles published in 2014 were used for computing "Articles per \$100K" for 2014.

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 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 (36% of total users) and Operations, Information, and Decisions (23%), followed by Management (19%), Business Economics and Public Policy (6%), Legal Studies & Business Ethics (3%), and Health Care Management (3%), and Real Estate (1%). See Exhibit 3 for details.

Table 2. Usage of WBL Services

	% Sponsor Expenditures	Expenditure per Sponsor	% Total Users
Wharton Faculty	82%	\$9,856	47%
Wharton Visiting Faculty & Post-docs	2%	\$4,126	6%
Other Faculty	2%	\$1,974	9%
Student	12%	\$4,432	37%
BEPP	8%	\$7,191	6%
HCMG	0%	-	3%
LGST	2%	\$8,059	3%
MGMT	12%	\$4,706	19%
MKTG	38%	\$8,496	36%
OID	37%	\$12,542	23%
Penn	1%	\$2,532	4%
Other	0%	-	5%

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.

Funding for the WBL in 2014 was provided by the Wharton School and by gifts from the Graves family and the Esserman family.

Goals for 2015

1. Increase the current high levels of productivity and efficiency in the on-campus labs (including scaling up from 14 to 20 workstations in the SHDH lab location -- similar to the 2014 renovation of the JMHH lab, 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. Continue and increase IT and RA support of eye-tracking equipment, physiological equipment, and emotion coding software as easily used research tools.
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 2014

On-Campus Panel

SaraRose and Kimberly provided the following list of on-campus lab improvements that were implemented in 2014.

Session schedule. Beginning in the fall of 2014 both the SHDH and JMHH labs moved the start day of new sessions to Mondays. SHDH now runs on a Monday through Thursday schedule at 15 people per hour and JMHH runs on a Monday through Wednesday schedule at 20 people per hour.

Extra sessions. We now schedule extra sessions on Thursdays and/or Fridays to accommodate complicated and last minute requests due to our labs running at capacity.

Large computer lab sessions. We began to utilize the large computer labs in JMHH during the summer months. The large computer lab enabled the WBL to run an entire session in one day, at 50 people per hour.

Panel promotion. The WBL participated in student orientation fair during the fall semester, signage on Locust Walk, and Facebook postings.

Specialized Samples and General Operations

Kate provided the following list of improvements that were implemented in 2014.

Renovations. The JMHH lab was renovated in the summer of 2014. The lab increased the capacity from 14 to 20 computer stations, refurnished the space with new desks, dividers, chairs, and carpeting, the focus group room was updated to support eye tracking activity, the office area was modified to maximize space, the check-in and check-out process was redesigned to be more efficient. Both the SHDH and JMHH labs updated the computers. These renovations were funded by a gift from the Graves Family and the JMHH lab location is now named the Graves Behavioral Research Suite. This was a total team effort that involved the entire staff.

Expanded grant activity. Provided support for existing grants. Coordinated response to RFP for a Consumer Financial Protection Bureau contract, and a contract was awarded to the WBL in June 2015.

New outward reaching Website. Given our goal of increased external funding, having a website designed for the general public is important. This new website can be found at <http://wbl.wharton.upenn.edu/>.

Specialized samples. Expanded our set of panel providers and software supported in the labs. Met the rapidly growing volume of research requests for specialized panels.

Software Development and Information Technology

Robert provided the following list of improvements that were implemented in 2014.

New Computers. We replaced all of the old desktop towers and monitors with new all-in-one computers from Dell. The new computers are much faster and have larger monitors as well as built-in webcams. They are the same models being used in other public Wharton computer labs and we are partnering with the Labs Group to provide centralized support for all of the WBL PCs.

Eye Tracking. We started collecting data using mobile eye tracking hardware from SMI.

Emotion Recognition. Our Noldus Facereader software has allowed us to run automated emotional response recognition on webcam video collected in the lab.

Penn+Box. Penn's Box file sharing system has enabled us to share human subject data with experimenters in a manner that is easier, safer, and more secure than ever. Data can be shared with Penn affiliates and outside collaborators. It also comes with IRB's stamp of approval.

Electronic Cover Page. An all-encompassing "shell program" for integrating and controlling experiments run in the on-campus labs was designed and development was begun. This important project was supported and funded by WCIT (Alec Lamon, Senior Director for Research & Innovation, and John Piotrowski, IT Senior Project Leader).

Staffing

In 2014, our staffing saw some changes with the addition of a second full time coordinator position and a few new faces to the WBL team. With the additional coordinator the WBL was able to increase quality and efficiency in each of the labs.

Our current staff (as of May 2015) is listed below, and a cumulative list of WBL is provided in Exhibit 9.

Full Time

Kate Kelley (Senior Coordinator – Specialized Samples)

Robert Botto (Senior IT Project Leader)

SaraRose Christodoulou (Senior Coordinator–On-Campus Panel)–began in August 2014

Kimberly Marion (Coordinator)

Jessica Simms (Coordinator) – began May 2014

Part Time

Magdalena Arya (Staff RA) *

Kimberly Benenhaley (Staff RA) *

Zoe Goldberg (Student RA)

Kamar Saint-Louis (Student RA)

Jonathan Lau (Student RA) *

Javier Castro (Student RA)

Scott Cesta (Student RA) *

Kevin Su (Student RA) *

*Indicates RAs continuing in Summer/Fall 2015

Guide to the Exhibits

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Exhibit 2 (pp. 10-63): Cumulative List of Published Articles (pp. 10-22), Working Papers (pp. 23-47), and New research Projects (pp. 47-63)

Exhibit 3 (pp. 64-65): Users and Usage Rates for 2013

Exhibit 4 (p. 66): Summary Statistics for On-Campus and Specialized Samples for 2013

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Exhibit 6 (pp. 68-69): Cumulative List of WBL Staff

Exhibit 7 (pp. 70-72): 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).

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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

2015 (as of April)

- Akpinar, Ezgi and Jonah Berger, (forthcoming) “Drivers of Cultural Evolution: The Case of Sensory Metaphors,” *Journal of Personality and Social Psychology*.
- Berger, Jonah, (forthcoming) “Does Presentation Order Impact Choice After Delay?” *Topics in Cognitive Science*.
- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small (2015), “The Braggart’s Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior.” *Journal of Marketing Research*, 25 (1), 90-104.
- Clemons, Eric K. “Family Preferences Concerning Online Privacy, Data Mining, and Targeted Ads: Regulatory Implications ”, (Eric K. Clemons and Josh Wilson), *Journal of Management Information Systems* (To Appear, 2015).
- Clemons, Eric K. “Students’ and Parents’ Attitudes towards Online Privacy: An International Study”, (Eric. K. Clemons, Josh Wilson, Fujie JIN), Proceedings, 48th International Conference on System Sciences, Wailea, Hawaii, January 2015) (Revision of 2013 WISE paper, with data from six more countries) (Revised paper to appear in *Journal of Management Information Systems*, 2015).
- Coleman, Nicole M. and Patti Williams (2015) Looking for My Self: Identity-Driven Attention Allocation,” *Journal of Consumer Psychology*, 25 (3), 504 - 511.
- Dietvorst, B. J., Simmons, J. P., Massey, C. (2015). Algorithm Aversion: People Erroneously Avoid Algorithms After Seeing Them Err, *Journal of Experimental Psychology: General*, 144(1), 114 - 126.
- Frank, Douglas H., Klaus Wertenbroch, and William W. Maddux (forthcoming), “Performance Pay or Redistribution? Cultural Differences in Just-World Beliefs and Preferences for Wage Inequality,” *Organizational Behavior and Human Decision Processes*.
- Gopalakrishnan, Arun, Raghuram Iyengar, Robert J. Meyer (2015) Consumer Dynamic Usage Allocation and Learning Under Multipart Tariffs. *Marketing Science*, 34(1):116-133
- Gromet, D. M., Hartson, K., & Sherman, D. K. (forthcoming). The politics of luck: Political ideology and the perceived relationship between luck and success. *Journal of Experimental Social Psychology*.

- Gurcay, B., Mellers, B.A., & Baron, J. (forthcoming). The power of social influence on estimation accuracy. *Journal of Behavioral Decision Making*.
- Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberan, and Dan Ariely (forthcoming). The Stability of Temporal Versus Monetary Valuations. *Journal of Marketing Research*.
- Levine, E. E., & Schweitzer, M. (2015) The affective and interpersonal consequences of obesity; *Organizational Behavior and Human Decision Processes*, 127, 66-84
- Levine, E. E., Schweitzer, M. E. (2015) Prosocial lies: When deception breeds trust. *Organizational Behavior and Human Decision Processes*, 126, 88-106.
- Milkman, K.L., M. Akinola, and D. Chugh (forthcoming). "What Happens Before? A Field Experiment Exploring How Pay and Representation Differentially Shape Bias on the Pathway into Organizations." *Journal of Applied Psychology*.
- Rosette, A.S., Mueller, J.S., & Lebel, R.D. (forthcoming). Are male leaders penalized for seeking help? The Influence of gender and asking behaviors on competence perceptions. *The Leadership Quarterly*.

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- Barasch, A., Levine, E.E., Berman, J.Z., Small, D.A. (2014) Selfish or selfless? On the signal value of emotion in altruistic behavior. *Journal of Personality and Social Psychology*, 107(3), 393.
- Barasch, Alix and Jonah Berger (2014) "Broadcasting and Narrowcasting: How Audience Size Impacts What People Share," *Journal of Marketing Research*, 51(3), 286-299.
- Berg, J. M. (2014). The primal mark: How the beginning shapes the end in the development of creative ideas. *Organizational Behavior and Human Decision Processes*, 125(1), 1-17.
- Berger, Jonah (2014) "Word-of-Mouth and Interpersonal Communication: A Review and Directions for Future Research" *Journal of Consumer Psychology*, 24(4), 586-607.
- Berger, Jonah (2014), "Beyond Viral: Interpersonal Communication in the Internet Age," *Psychological Inquiry*, 24, 293-296.
- Bhattacharjee, Amit and Cassie Mogilner, "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research*, 41 (June), 1-17.
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- Brooks, A., Dai, H. & Schweitzer, M. (2014). I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. *Social Psychological and Personality Science*, 5, no. 4 (May 2014): 467–474.
- Brooks, A. W., Huang, L., Kearney, S. W., and Murray, F. E. 2014. Investors Prefer Entrepreneurial Ventures Pitched by Attractive Men. *Proceedings of the National Academy of Sciences*, 111(12): 4427-4431.
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, (2014) “Moral Violations Reduce Oral Consumption,” *Journal of Consumer Psychology*,.
- Clemons, Eric K. “Investigations into Consumers Preferences Concerning Privacy: An Initial Step Towards the Development of Modern and Consistent Privacy Protections Around the Globe”, (Eric. K. Clemons, Josh Wilson, Fujie JIN), *Proceedings, 47th International Conference on System Sciences*, Wailea, Hawaii, January 2014).
- Cutright, Keisha M. and Adriana Samper (2014), “Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services.” *Journal of Consumer Research*, 41 (3), 730-745.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar (2014), “Finding Brands and Losing Your Religion?” *Journal of Experimental Psychology: General*, 143 (6), 2209-2222.
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- 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*, 41 (1), 93-107.
- Gino, Francesca and Cassie Mogilner (2014), “Time, Money, and Morality,” *Psychological Science*, 25 (2), 414-421.
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber (2014). “The Role of Subsidies in Coordination Games with Interconnected Risk.” *Journal of Behavioral Decision Making*, 27(5):395-407.
- Gray, Julia and Raymond Hicks, (2014) "Reputations, Perceptions, and International Agreements," *International Interactions*.
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- 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
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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.).
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WORKING PAPERS

New or Revised in 2014

Atanasov, P., Dana, J., & Mellers, B (2015) Profit insensitivity. Working paper

Bakker, J. & Mellers, B. (2015). When does loss aversion explain risk aversion? Working paper.

Barasch, Alixandra, Kristin Diehl, and Gal Zauberman “The Other Side of Sharing: How Photo-taking Goals Impact Evaluations of Experiences.”

Barasch, Alixandra, Emma E. Levine, and Maurice Schweitzer, “Bliss is Ignorance: Very Happy People are Perceived as Naïve.”

Barasch, Alixandra, Jonathan Berman, and Deborah Small “Are selfish motives detectable? Evidence from fundraising experiments.”

Barasch, Alixandra, Kristin Diehl, and Gal Zauberman, “Does Photography Get in the Way of Enjoyment?”

Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberman. Expense Neglect in Predicting Financial Resources. *Working Paper*

Beshears, J., **Dai, H.**, Milkman, K.L., & Benartzi, S. Save more tomorrow and even more after my birthday: A field experiment on increasing retirement savings.

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

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Chan, Cindy and Cassie Mogilner, “Experiential Gifts Foster Stronger Relationships than Material Gifts,” under revision for 4th review, *Journal of Consumer Research*.

Chen, Zoey and Jonah Berger “Finding versus Receiving: How Content Acquisition Affects Sharing”

Coleman, Nicole M. and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,” Under Revision

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

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- Etkin, Jordan and Cassie Mogilner, "Does Variety Increase Happiness?" under revision for 2nd review, *Journal of Consumer Research*.
- Gong, M. "Testing the Scenario Hypothesis: The Effect of Alternative Characterizations of Uncertainty on Decision Structuring", with Robert Lempert, Andrew Parker, et al. Working paper.
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- Gunia, B.C, & Levine, E.E., Deception and the professions; working.
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- Mollick, Ethan & Rothbard, Nancy. Mandatory Fun: Gamification and the Impact of Games at Work.
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- Ollier-Malaterre, A., Rothbard, N., Tussing, D. Letting it all hang out? Consequences of online boundary management strategies for individuals and teams.
- Packard, Grant and Jonah Berger "Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion"
- Rogers, T., and K.L. Milkman. "Elephants and Aliens: Co-opting the Distinct as Reminders."
- Rogers, T., Zeckhauser, R., Gino, F., Schweitzer, M. & Norton, M. (Invited Revision) Artful Paltering: The Risks and Rewards of Using Truthful Statements to Mislead Others, Journal of Personality and Social Psychology.

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- Schrift, Rom Y. and Moty Amar, (forthcoming) "Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences," *Journal of Consumer Research*
- Schrift, Rom Y., Ran Kivetz, and Oded Netzer, "Complicating Decisions: The Effort-Outcome Link and the Construction of Effortful Decision Processes," (3rd round at JEP General)
- Sela, Aner and Jonah Berger, "On Culture and Metacognition" Under Review.
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- Shin, J., and K.L. Milkman. "Can Preparing for Failure Reduce the Probability of Success?" Under review.
- Tobacman, Jeremy and Patrick DeJarnette, Intertemporal Labor Supply
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- Wu, Eugenia C. & Keisha M. Cutright, "In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals."
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Akpinar, Ezgi and Jonah Berger, "How Senses Shape Language: The Cultural Success of Sensory Metaphors" *Under Revision*

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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"

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- 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.

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- 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.
- Hengchen Dai, Katherine L. Milkman, Jason Riis (2014). Put your imperfections behind you: Why and how meaningful temporal landmarks motivate aspirational behavior. Working Paper.
- 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).
- Kahn, Barbara, X. Deng, R. Unnava, and H. LeeA "Wide" Variety: The Effects of Horizontal vs. Vertical Product Display, under review at Journal of Marketing Research
- Kelly, T.F. & Simmons, J.P. "Why and when does question specificity affect prediction quality?"
- 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 Zauberman. 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 Coopetitive Workplace Relationships
- Milkman, K.L., and J. Berger. "The Science of Sharing and the Sharing of Science."
- Milkman, K.L., L. Huang and M.E. Schweitzer. "Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Coopetitive Workplace Relationships."
- Milkman, K.L., M. Akinola, and D. Chugh. "Discrimination is Not Evenly Distributed: A Field Experiment in Academia." Under review at Organization Science.
- Mogilner, C. & Mellers, B.A. (2013). "Wants" and "shoulds" in daily life: What predicts happiness? Under review.

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- 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

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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*.

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- 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*

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- 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."

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- Hafenbrack, A.C., Kinias, Z., & Barsade, S.G. Debiasing the mind through meditation: Mindfulness and the sunk cost bias.
- Huang, L, Frideger, M., and Pearce, J. "Political Skill: Explaining the Effects of Nonnative Accent on Managerial Hiring and Entrepreneurial Investment Decisions," Under second review, *Journal of Applied Psychology*.
- Iyengar, Raghuram and Jehoshua Eliashberg, "A Decision Analysis Framework for Analyzing Demand for Sport Events"
- Jung, H., & Kinias, Z. (under review, *Psych Science*). When the group fails: Culture and group membership change.
- Kable, Joseph W., B. Kyu Kim, Nicole Senecal and Gal Zauberman. Neural Correlates of Future Time Judgments Are Heterogeneous and Differentially Linked to Time Discounting. Working Paper.
- Kahn, Barbara, and C. Townsend, "The Visual Preference Heuristic: Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose." under revision at *Journal of Consumer Research*
- Kennedy, Jessica and Diana Robertson, "The normativity of unethical socialization practices."
- Kennedy, Jessica and Maurice Schweitzer, "Effects of accusations of unethical behavior on trust."
- Kennedy, Jessica, "When overconfidence is revealed: Testing the status-enhancement theory of overconfidence" (with co-authors at Berkeley, under 3rd review at OBHDP)
- Kessler, Judd and Alvin Roth "Don't take 'No' for an answer: An experiment with actual organ donor registrations."
- Kessler, Judd and Alvin Roth "Organ Donation Loopholes Undermine Warm Glow Giving: An Experiment Motivated By Priority Loopholes in Israel."
- Kessler, Judd and Stephen Leider "Finding the Hidden Cost of Control."
- Kessler, Judd, Theresa Kelly and Stephan Meier "Cautious Tale About Cognitive Load Manipulations: Learning from (Failed) Replications"
- Kim, B. Kyu, and Gal Zauberman. Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. Working Paper.
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.
- Kim, B. Kyu, Gal Zauberman, and James R. Bettman. The Impact of Perceived Temporal Scarcity of Life on Temporal Distance Judgments. Working Paper.

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- 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.

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- 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*

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Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons, "When Opposites Attract: Exposure to Multiple Brands in Low Persuasion Knowledge Settings."

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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 Zauberman. 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.

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- 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 Finnell'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

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- 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.

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- 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.

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- 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).

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- Liberman, 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). "Cheapened 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.

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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 Zauberan (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 Zauberan (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.

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- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in the Evaluation of Self-Designed Products," Working Paper.
- Eisenstein, E. and S.J. Hoch (2007), "Intuitive compounding: Framing, temporal perspective, and expertise", Working Paper.
- Filipowicz, A, Barsade, S. & Melwani, S. (2008), The Criticality of Change: Affective Transitions in Negotiations. Working Paper.
- Finnel, Stephanie, Americus Reed, II, Karl Aquino, and Stefan Thau, "Consuming War: The Case of Dueling Identities," Working Paper.
- Huang, Yanliu and J. Wesley Hutchinson (2008), "There is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Consumers' Store Choice Behavior," Working paper.
- Huang, Yanliu and Robert J. Meyer (2008), "Tradeoffs in the Dark: The Algebraic Structure of Extrapolated Consumer Preference Functions," Working paper.
- Huang, Yanliu, Sam Hui, and Barbara Kahn (2007), "Health Communication Effectiveness: Using Underlying Processes to Understand the Relationship between Risk Attitudes and Behavioral Intentions," Working paper.
- Hui, Sam, Yanliu Huang, and Edward George (December 2007), "Model-based Analysis of Concept Maps in Marketing," Working Paper.
- Kunreuther, H, Silvasi, G., Bradlow, E.T., and Small, D. (2007), "Deterministic and Stochastic Prisoner's Dilemma Games: Experiments in Interdependent Security", Working Paper.
- Lee, Michelle, Barbara Kahn and Susheela Varghese: "Retrospective Preference for Variety: An Ease of Retrieval Perspective." Working Paper.
- Lee, T.Y., and Bradlow, E.T. (2007), "Automatic Construction of Conjoint Attributes and Levels From Online Customer Reviews", Working Paper
- Malkoc, Selin, Gal Zauberaman, and James R. Bettman. (2008) Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. Working Paper.
- Melwani, S. & Barsade, S. (2008), Held in contempt: The interpersonal effects of contempt in a work setting. Working Paper.
- Mueller, J. S. & Overbeck, J. R., Melwani, S. (2008) Emotional Expression and Status Conferral. Working Paper.
- Passyn, Kirsten , Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior." Working Paper.

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- 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 2014

Barasch, Alixandra and Deborah Small “The motivating force of carrot versus stick incentives in prosocial behavior.”

Barsade, Sigal G., Smith-Crowe, Kristen & Potter, Jaime. “Outgroups and Counter-Contagion.”

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small “The Limits of Effective Altruism”

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small "Rational versus Emotional Signals of Cooperation"

Bitterly, B., Yip, J. A., & Schweitzer, M. E.. Aggressive humor and negotiations.

Bitterly, T.B., & Schweitzer, M.E., Humor and power.

Bitterly, T.B., & Schweitzer, M.E., Humor and trust.

Bitterly, T.B., Levine, E.E., & Schweitzer, M.E., Power and omission bias.

Cutright, Keisha M., Shalena Srna and Adriana Samper, “How Dress Influences Purchase Behavior.”

Dietvorst, B. J., Milkman, K. L, Soll, J. B. Outcome Nudges and Process Nudges

Dietvorst, B. J., Simmons, J. P. When do People Pick the First Presented Option Most Often?

Dietvorst, B. J., Simmons, J. P., Massey, C. “Abating Algorithm Aversion”

Featherstone, Clayton, The one experiment I ran in the lab has yet to make it to working paper status. My co-author on the project is Jacob Leshno, who is at Columbia Business School.

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

Gromet, D. M., & Okimoto, T. G. The social costs and benefits of (non) forgiveness.

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

- Hershfield, Hal, Cassie Mogilner, and Uri Barnea, "Happiness and Preferences between Having More Time or More Money."
- Hosanagar, Kartik and Dokyun Lee, When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance.
- Huang, Yanliu and J. Wesley Hutchinson, "Partial Planning."
- Kelly, T. F. & Simmons, J. P. "Framing effects on loss aversion" (data collection in progress)
- Kelly, T. F. & Simmons, J. P. "Is loss aversion a System 1 response?" (data collection in progress)
- Kelly, T. F. & Simmons, J. P. "People can take the outside view, but they don't want to use it" (in preparation)
- Kessler, J.B. and Muriel Niederle, "Thinking Fast and Slow".
- Levine, E.E. "I'm just being honest: Ethical justifications for antisocial behavior" (With M.E. Schweitzer)
- Levine, E.E. Emotion and reason as signals in social dilemmas" (With A. Barasch, D. Rand, J. Berman, & D. Small)
- Light, Sarah, Howard Kunreuther and Dena Gromet, "National Security and Military Leadership on Renewable Energy."
- Mogilner, Cassie and Michael Norton, "Preferred Happiness: Experienced or Remembered?"
- Nurmohamed, S. "When good people go bad: How citizenship impacts unethical pro-organizational behavior"
- Patti Williams, "Emotional Expression as Reflections of Intrinsic Motivation," (with Yimin Cheng and Anirban Mukhopadhyay), *Data Collection in Progress*
- Patti Williams, "Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors," (with Nicole M. Coleman, Andrea C. Morales and Gavan J. Fitzsimons), *Working Paper Available*
- Patti Williams, "Emotions, and Identity Threat," (with Nicole M. Coleman), *Working Paper in Progress* (To be submitted to *Journal of Consumer Research*)
- Patti Williams, "Loneliness and Consumer Perceptions of Distance (with Joy Lu and Gavan J. Fitzsimons), *Data Collection in Progress*
- Patti Williams, "Recognizing My Self: Emotion Recognition and Social Identity," (with Nicole M. Coleman), *Data Collection in Progress*

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Rifkin, Jacqueline, C. Chan, and B. E. Kahn, FOMO: "How the Fear of Missing Out leads to Missing Out."

Schrift, Rom Y. "Choosing Free Will: The Freedom from Randomness and Determinism," with Klaus Wertenbroch

Schrift, Rom Y. "The Impact of Income Tax and Redistribution of Tax Money on Productivity, Satisfaction, and Perceptions of Fairness," with Shalena Srna and Gal Zauberman

Schrift, Rom Y. "The Sweet Spot of Choice Under Conflict," with Oded Netzer

Silverman, Jackie, Alix Barasch and Gal Zauberman – Effects of photo-taking on memory.

Simmons, Joseph, Understanding Math Interest and Anxiety.

Srna, Shalena and Cassie Mogilner, "Buying Time."

Srna, Shalena, Appearance Project with Keisha Cutright -Mturk only (work in progress, 2014)

Srna, Shalena, Categorization, similarity, and Stickiness in Decision Trees with Rom Schrift, Jeff Parker, Gal Zauberman (work in progress, 2014-15)

Srna, Shalena, Strategic Messiness Project with Keisha Cutright (work in progress, 2014)

Tewfik, Basima, and Drew Carton, "Creative Brainstorming in Groups."

Tussing, Danielle Shef Patil (UT Austin), and Santosh Srinivas (UT Austin), Balancing prosocial norms with self-reliance –

Tussing, Danielle , Nancy Rothbard, and Ariane Ollier-Malaterre Letting it all hang out? Consequences of online boundary management strategies for individuals and teams – (University of Quebec in Montreal)

Tussing, Danielle & Sigal Barsade, Testing the Boundaries of Emotional Labor: A Case for Surface Acting via Email –

Yip, J. A. & Schweitzer, M. E. (data collection). Anger and perspective-taking.

Zauberman, Gal, Photography and Memory. (With Silverman, Barasch and Diehl).

Zauberman, Gal, Preserving Memories through Choice. (With Gao and Rozin).

Zauberman, Gal, Taxes and Preferences for Effort and Pay. (With Srna and Schrift).

New or Ongoing in 2013

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

Berman, 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.
- Hutchinson, J. Wesley, "Measuring Social Impact: A Longitudinal Analysis of Brands and Product Categories."
- Inbar, Y., Gromet, D. M., & Wertenbroch, K. Subjective wealth and support for redistribution.
- Jung, J and Kahn, B: Perceptions and Prioritization of Hospital Safety Records
- Jung, Janice, Barb Mellers and Jonathan Baron, Attitudes towards nudges
- Jung, Janice, Hilke Plassmann and Barb Mellers, Subjective risk attitudes
- Jung, Janice, Jonathan Baron, Policies that are too effective to be good
- Kelly, T.F., Simmons, J.P., Inbar, Y. "The consequences of moralizing behaviors for goal endorsement and behavior change."
- Levine, E.E., Bitterly, B., Schweitzer, M. Guilt-proneness and trust; data collection in progress.
- Levine, E.E., Schweitzer, M. Interpersonal judgment in ethical dilemmas; data collection in progress.
- Levine, E.E., Schweitzer, M. The benefits of faking it: Emotional misrepresentation increases cognitive trust; manuscript in preparation.
- Levine, Livia, Negotiating with the Millennial Generation
- Levine, Livia, Why the F*** Don't They Trust: The Relationship between Online Incivility and Trust
- Milkman, K.L., and Jihae Shin, "The Downside of Having a Plan B."
- Minson, J., Ruedy, N., & Schweitzer, M. Question types and Honesty

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

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

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

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

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

Sela, Aner and Jonah Berger, "On Culture and Metacognition"

Sela, Aner, Jonah Berger, and Gia Nardini "How Tradeoffs Shrink Attribute Hierarchy" Alixandra Barasch and Jonathan Berman, "The Discernment Hypothesis: How Negative Gossip Fosters Social Connection and Builds Trust." Manuscript in preparation.

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

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

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

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

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

Terwiesch, Christian, "Online Learning."

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

Vohs, Kathleen, Cassie Mogilner, George Newman, and Jennifer Aaker, "Focusing on Money Makes Us Behave Functionally."

Weingarten, E and Kahn, B: . Deciding Now and Later: The Benefit of Delay in Staged Decision-Making

Yip, J. A., & Schweitzer, M. Emotional intelligence and negotiation. Data Collection.

Zauberman, Gal, Photography and Experiences

New or Ongoing in 2011 and 2012

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Chan and Berger – arousal and social transmission

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- Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, "Gratitude, Guilt, and Gift-Giving: Building and Maintaining Relationships."
- Chen and Berger - controversy and conversation
- Coleman, Nicole Verrochi and Patti Williams "Emotion Profile-Inconsistency as an Identity Threat" In Preparation
- Coleman, Nicole Verrochi and Patti Williams, "Attention Deployment for Maintaining Identity-Consistent Emotion Profiles" 2 Studies complete; manuscript in preparation
- Coleman, Nicole Verrochi, Pattie Williams, and Kirsten Passyn "Do Mixtures of Negative Emotions Create Discomfort?," *Data Collection in Progress*
- Cutright, Keisha and Alice Isen and Gavan Fitzsimons, "Positive Affect and Religiosity"
- Cutright, Keisha and Aparna Sundar, "Believing in a 'Just World' of Symmetric Faces."
- Cutright, Keisha and Ron Shachar and Gavan Fitzsimons, "Identity Crisis: Consumer Reactions to Brand Changes"
- Cutright, Keisha, Adriana Samper, "Perceptions of control and quick-fix products"
- Cutright, Keisha, Eugenia Wu, "Religion and Fear Appeals"
- Cutright, Keisha, Ezgi Akpınar, "Religion and Brand Transgressions"
- Cutright, Keisha, Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption."
- Deng Xiaoyan, and Hutchinson, J. Wesley, "Reversing the Self-Design Effect," work in progress.
- Edelman, E., Brooks, A.W., Schweitzer, M. "She Is What She Wears: Women's wardrobe choices affect their preferences, judgments, and behaviors."
- Finnel, Stephie Patti Williams, and Americus Reed "Identity Conflict and Mixed Emotions," Data Collection in Progress
- Gonzales, A.L. (in progress). The frequency and quality of everyday digital communication and mental and physical health.
- Gromet, Dena and Deborah A.Small. The bailout bias.
- Hafenbrack, Andrew C., Zoe Kinias, and Sigal G. Barsade, "Attentional Focus and Judgmental Bias: The Effect of Mindfulness on the Sunk Cost Fallacy".
- Huffman, David, and Bjoern Bartling, "Subjective Evaluation and Fairness".

- Jung, J. and Mellers, B (2013) When a Nudge Turns into a Shove
- Kennedy, Jessica and Phil Tetlock, "Status and the selection of accountability systems."
- Kessler, Judd (2011) "Finding the Hidden Cost of Control" with Stephen Leider, University of Michigan School of Management
- Kessler, Judd (2011) "Information and Fairness" with Muriel Niederle, Stanford Economics
- Levine, Livia, and Diana Robertson, "Eliciting Cooperation with Communication: Negotiating with the Millennial Generation."
- Levine, Livia, and Maurice Schweitzer, "Behavioral Responses to Contemptuous Expressions."
- Mellers & Berman, "Hedonic Tests of Loss Aversion."
- Mellers, Gurcay, & Baron, "When do Social Influences Make Crowds Wiser?"
- Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health
- Minson, J. A. & Mueller, J. S. When two heads are no better than one: When and why dyads perform no better than individuals
- Mitchell, Olivia S. , Stephen G. Dimmock, Roy Kouwenberg, and Kim Peijnenburg, "Examining How People Respond to Uncertainty and Ambiguity".
- Mogilner, C. and Mellers, B. (2013). Wants and Shoulds in Daily Life: What Tradeoffs Predict Happiness?
- Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"
- Mogilner, Cassie and Barbara Mellers, "The Happy Life: The Balance between Wants and Shoulds."
- Mogilner, Cassie and Mike Norton, "Choose Your Happiness: Experienced or Remembered"
- Mogilner, Mellers, & Seligman, "Happiness and Perceptions of Life as Wants Versus Shoulds."
- Mueller, J. S., & Wakslak, C. *Construing Creativity: The How and Why of Recognizing Creative Ideas* (in preparation for submission to *Psychological Science*)
- Robertson, Diana et al., "Neuroscience of Risk Taking and Morality in Future Business Leaders".
- Schrift Rom and Gal Zauberan, "Regret and Counterfactual Thoughts in Hierarchical Decision Structure."

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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.
- Wertenbroch, Klaus, and Barbara Briers "The Politics of Consumption: Capitalism and the Quest for More" .
- Williams, Patti and Nicole Verrochi Coleman, "Looking Away: Identity-based Emotion Regulation."
- Williams, Patti and Nicole Verrochi, "Emotions and Identity Threat."

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

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

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

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

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

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

New or Ongoing in 2010

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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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.

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

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

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

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

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

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

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

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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?

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

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

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

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

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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 2014

Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Wharton Standing Faculty</i>					
		MGMT	1.6%	0.0%	1.6%
		MKTG	0.1%	0.1%	0.0%
		MGMT	0.5%	0.0%	0.5%
		OID	5.6%	5.6%	0.0%
		MKTG	5.7%	3.4%	2.3%
		MKTG	0.4%	0.0%	0.4%
		BEPP	1.5%	0.0%	1.5%
		BEPP	1.2%	0.0%	1.2%
		MGMT	1.1%	0.0%	1.1%
		OID	2.1%	2.1%	0.0%
		MGMT	0.5%	0.1%	0.4%
		MKTG	1.0%	0.9%	0.1%
		MKTG	1.5%	0.0%	1.5%
		MKTG	0.3%	0.0%	0.3%
		BEPP	4.8%	2.0%	2.8%
		OID	3.3%	2.4%	0.8%
		MKTG	7.2%	2.7%	4.5%
		MKTG	1.2%	0.0%	1.2%
		OID	4.5%	2.5%	2.0%
		BEPP	0.1%	0.0%	0.1%
		MKTG	3.0%	2.0%	1.0%
		MGMT	0.4%	0.0%	0.4%
		MGMT	1.2%	0.3%	0.9%
		MKTG	1.2%	0.0%	1.2%
		MKTG	0.5%	0.0%	0.5%
		MGMT	0.5%	0.3%	0.2%
		HLTC	0.0%	0.0%	0.0%
		MKTG	2.3%	0.5%	1.8%
		OID	11.4%	3.8%	7.6%
		HLTC	0.0%	0.0%	0.0%
		OID	5.6%	3.5%	2.1%
		OID	0.4%	0.4%	0.0%
		MKTG	3.0%	0.5%	2.5%
		MGMT	1.3%	0.2%	1.1%
		BEPP	0.6%	0.0%	0.6%
		MKTG	1.9%	0.0%	1.9%
		MKTG	4.8%	1.6%	3.3%
<i>Wharton Visiting Faculty & Post-docs</i>					
		MKTG Visiting Faculty			
		OPIM post-doc Risk			
		LGST post-doc	1.8%	0.9%	1.0%
		OPIM Visiting Faculty			
		MKTG Visiting Faculty	0.04%	0.04%	0.00%
<i>Other Faculty (Penn & elsewhere)</i>					
		MKTG Student			
		Other Faculty			
		POLSCI Faculty		1.0%	0.0%
		OPIM Affiliate		0.5%	0.0%
		POLSCI Faculty		0.2%	0.0%
		Wash. Univ.		0.2%	0.0%
		Other Faculty			

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Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Wharton Doctoral Students (& others)</i>					
		MGMT Student	0.3%	0.0%	0.3%
		MKTG Student			
		MKTG Student			
		MGMT Student	3.1%	0.6%	2.5%
		MGMT Student			
		MKTG Student			
		OPIM Student			
		MKTG Student	0.5%	0.0%	0.5%
		OPIM Student	0.2%	0.2%	0.0%
		OPIM Student			
		OPIM Student	0.3%	0.1%	0.2%
		Psych Student			
		Rutgers student			
		MKTG Student			
		INSEAD Student			
		MKTG Student	0.8%	0.5%	0.4%
		OPIM Student	2.7%	2.7%	0.0%
		MKTG Student			
		OPIM Student			
		LGST Student			
		MKTG Student	0.3%	0.1%	0.2%
		MGMT Student			
		MGMT Student	1.2%	0.0%	1.2%
		MKTG Student	0.1%	0.1%	0.0%
		MGMT Student			
		MGMT Student			
		MKTG Student	2.3%	0.4%	1.9%
		MKTG Student			
		OPIM Student	0.1%	0.1%	0.0%

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.

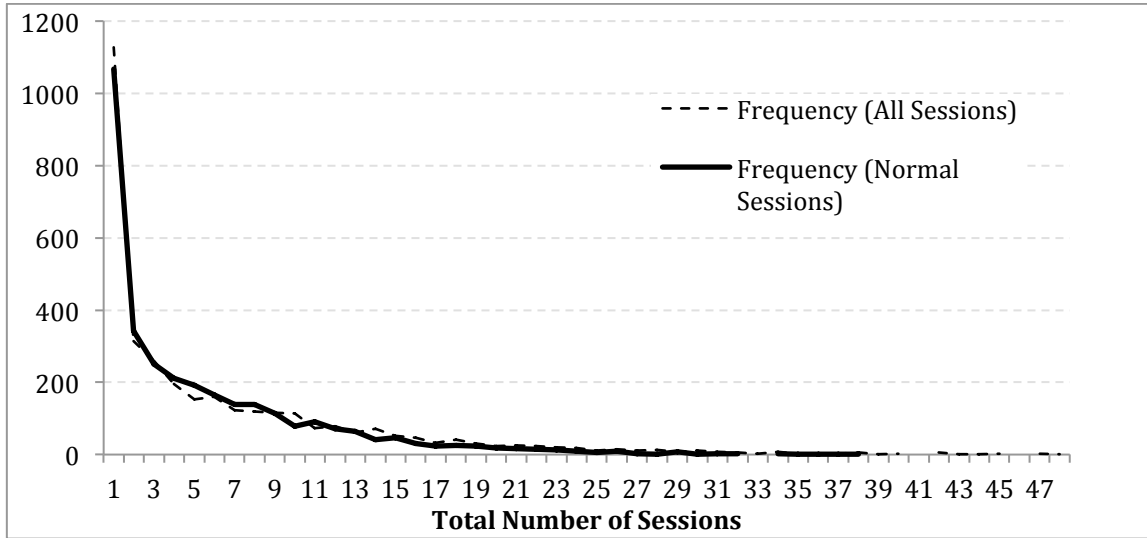
Exhibit 4
Summary Statistics for On-Campus and Specialized Samples for 2014

Session Type	Room	Number of Participant-Sessions	Avg. Payment	Avg. Showup Payment	Avg. Extra Payment	Avg. Time (min.)	Avg. Satisfaction (9 pt. scale)	
<i>On-Campus</i>								
1		22,358	\$11.80	\$9.70	\$2.11	41.2	7.1	
2	Field Study	178	\$15.62	\$15.62	\$-	.	.	
3	JMHH380	2,184	\$11.02	\$9.37	\$1.65	36.3	7.2	
4	JMHHF75	1,115	\$10.39	\$9.87	\$0.52	35.0	7.1	
5	JMHHF82	9,440	\$11.96	\$9.54	\$2.45	43.6	7.0	
6	SHDH112	9,441	\$11.92	\$9.80	\$2.11	40.7	7.2	
7	Comp. Lab	1,293	\$10.94	\$9.21	\$1.74	36.1	7.0	
8	Eye Tracking	257	\$7.59	\$7.59	\$-	35.1	7.5	
9	AM/Extra	2,690	\$10.13	\$8.04	\$2.09	34.3	7.3	
10	Normal	17,692	\$12.16	\$9.95	\$2.22	42.6	7.1	
11	Pay Pickup	426	\$12.41	\$12.41	\$-	41.6	.	
12	Comp. Lab	JMHH380	178	\$14.42	\$5.00	\$9.42	43.2	6.4
13	Comp. Lab	JMHHF75	1,115	\$10.39	\$9.87	\$0.52	35.0	7.1
14	Eye Tracking	JMHHF82	178	\$8.94	\$8.94	\$-	39.3	7.1
15	Eye Tracking	SHDH112	79	\$5.00	\$5.00	\$-	31.0	8.3
16	AM/Extra	JMHH380	97	\$5.24	\$5.00	\$0.24	16.6	7.7
17	AM/Extra	JMHHF82	2,100	\$10.49	\$8.22	\$2.27	34.9	7.2
18	AM/Extra	SHDH112	493	\$9.56	\$7.84	\$1.72	35.2	7.3
19	Normal	JMHH380	1,909	\$11.00	\$10.00	\$1.00	36.6	7.3
20	Normal	JMHHF82	6,914	\$12.54	\$9.93	\$2.65	46.3	7.0
21	Normal	SHDH112	8,869	\$12.11	\$9.96	\$2.15	41.0	7.2
22	Pay Pickup	Field Study	178	\$15.62	\$15.62	\$-	.	.
23	Pay Pickup	JMHHF82	248	\$10.10	\$10.10	\$-	41.6	.
<i>Specialized</i>								
15	All	266,404	\$0.78			1 to 15		
16	M-Turk	253,078	\$0.41			1 to 15		
17	Qualtrics	11,308	\$7.08			5 to 15		
18	Field Study	2,018	\$10.94			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)

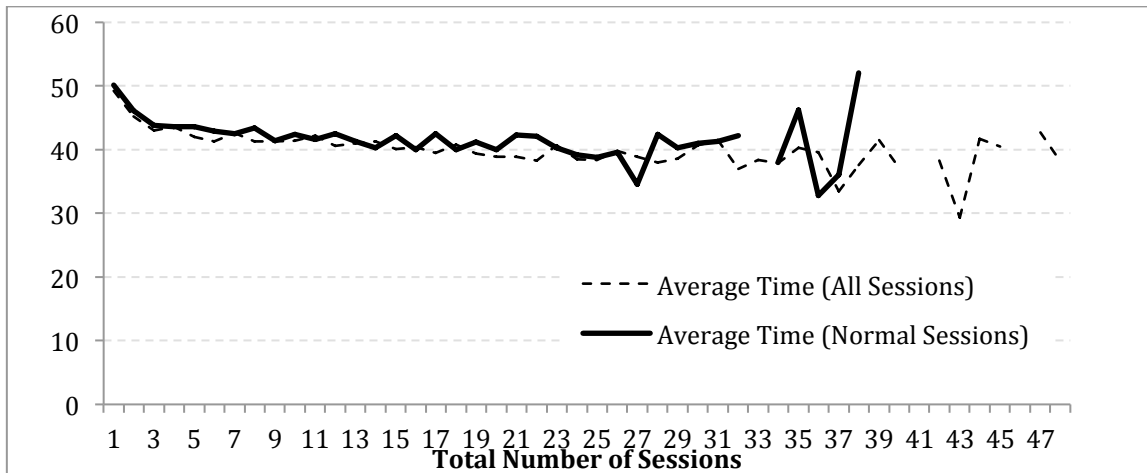


Exhibit 6

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

Spring 08

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

Summer 08

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

Fall 08

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

Spring 09

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

Summer 09

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

Fall 09

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

Spring 10

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

Summer 10

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

Fall 10

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

Spring 11

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

Summer 11

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

Fall 11

Vanessa Marsh (Student RA)
Chu Hui Cha (Staff RA)
Nicole Ofori-Atta (Staff RA)
Attilio Dimartino (Staff RA)
Carla Piedra (Staff RA)
Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)

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

Spring 12

Angela Bae (Student RA)
Ruth Gold (Student RA)
Corey Werbelow (Student RA)
Chu Hui Cha (Staff RA)
Nicole Ofori-Atta (Staff RA)
Attilio Dimartino (Staff RA)
Carla Piedra (Staff RA)
Marta Garriga (Staff RA)
Monica Castellanos (Staff RA)
Alex Nechemia (Staff RA)
Sophie Carlue (Staff RA)
Joshua Carrigan (Coordinator)
Kaity Moore (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Summer 12

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

Fall 12

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

Spring & Summer 13

Ruth Gold (Student RA)
Lance Gurewitz (Student RA)
Christina Hardison (Student RA)
Angela Bae (Student RA)
Zoe Goldberg (Student RA)
Corey Werbelow (Student RA)
Attilio DiMartino (Staff RA)
Magdalena Minkowicz (Staff RA)
Erica Hayman Meme (Staff RA)
Ryan Petrillo (Staff RA)
Molly Mockovak (Staff RA)
Sophie Carlue Riffart (Staff RA)
Rut Senesh (Staff RA)

Michael Fry (Staff RA)
Joshua Carrigan (Coordinator)
Katherine Moore (Sr. Res. Coord. 1)
Amanda Gulick (Sr. Res. Coord. 1)
Kate Kelley (Sr. Res. Coord. 2)
Robert Botto (IT Project Leader)

Fall 13

Zoe Goldberg (Student RA)
Kamar Saint-Louis (Student RA)
Corey Werbelow (Student RA)
Carmen Abello (Student RA)
Frank Delpizzo (Student RA)
Erica Meme (Staff RA)
Kevin Adams (Staff RA)
Magdalena Minkowicz (Staff RA)
Attilio Dimartino (Staff RA)
Kimberly Marion (Staff RA)
Joshua Carrigan (Coordinator)
Amanda Gulick (Sr. Coordinator 1)
Robert Botto (IT Project Leader)
Kate Kelley (Sr. Coordinator 2)

Spring 14

Zoe Goldberg (Student RA)
Kamar Saint-Louis (Student RA)
Corey Werbelow (Student RA)
Carmen Abello (Student RA)
Frank Delpizzo (Student RA)
Erica Meme (Staff RA)
Kevin Adams (Staff RA)
Magdalena Minkowicz (Staff RA)
Attilio Dimartino (Staff RA)
Kimberly Marion (Coordinator)
Joshua Carrigan (Coordinator)
Amanda Gulick (Sr. Coordinator 1)
Robert Botto (IT Project Leader)
Kate Kelley (Sr. Coordinator 2)

Summer 14

Ashleigh Seely (Student RA)
Jonathan Lau (Student RA)
Ryan Petrillo (Staff RA)
Magdalena Arya (Staff RA)
Kevin Adams (Staff RA)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Robert Botto (IT Project Leader)
Kate Kelley (Sr. Coordinator 2)

Fall 14

Zoe Goldberg (Student RA)
Kamar Saint-Louis (Student RA)
Jonathan Lau (Student RA)
Javier Castro (Student RA)
Scott Cesta (Student RA)
Kevin Su (Student RA)
Magdalena Arya (Staff RA)
Kimberly Benenhaley (Staff RA)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Robert Botto (IT Project Leader)
SaraRose Christodoulou (Sr. Coordinator 1)
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.

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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	Mccombs 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.