Wharton Behavioral Laboratory
Annual Report for Calendar Years 2015

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 2015, the on-campus volume was over 23,000 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 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 for 1 to 4 distinct research projects. 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

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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 2015 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 November 4, 2016.
separate labs or share facilities and scheduling, but collect data with their own students and staff (see Exhibit 7).

**2015 Summary**

Table 1 summarizes the key user, cost, and productivity metrics since 2006. It is clear that the lab has continued to grow in 2015, continuing the trend seen in recent years. The number of Wharton standing faculty users and the number of students and non-Wharton users, in particular, jumped up. Moreover, based on requests for on-campus and specialized samples thus far in 2016, this growth is expected to continue.

**Table 1. Productivity and Cost Analysis 2006-2015**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Wharton Standing Faculty Users</td>
<td>38</td>
<td>37</td>
<td>32</td>
<td>31</td>
<td>27</td>
<td>24</td>
<td>25</td>
<td>22</td>
<td>20.5</td>
</tr>
<tr>
<td>Wharton Visitors/ Post-doc Users</td>
<td>5</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>3.5</td>
</tr>
<tr>
<td>Other Faculty/ Post-doc Users</td>
<td>18</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>7</td>
<td>1.5</td>
</tr>
<tr>
<td>Student Users</td>
<td>38</td>
<td>29</td>
<td>30</td>
<td>35</td>
<td>27</td>
<td>24</td>
<td>24</td>
<td>23</td>
<td>20.5</td>
</tr>
<tr>
<td>Published Articles</td>
<td>21/18 (1)</td>
<td>31</td>
<td>23</td>
<td>23</td>
<td>15</td>
<td>14</td>
<td>14</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Working Papers</td>
<td>67</td>
<td>65</td>
<td>78</td>
<td>90</td>
<td>38</td>
<td>34</td>
<td>20</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>New Projects</td>
<td>81</td>
<td>51</td>
<td>53</td>
<td>81</td>
<td>13</td>
<td>22</td>
<td>25</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>On-Campus Subject-Sessions</td>
<td>23,387</td>
<td>22,358</td>
<td>22,735</td>
<td>21,940</td>
<td>21,532</td>
<td>17,756</td>
<td>17,847</td>
<td>14,745</td>
<td>14,998</td>
</tr>
<tr>
<td>Specialized Sample Subject-Sessions</td>
<td>270,230</td>
<td>266,404</td>
<td>133,157</td>
<td>47,102</td>
<td>7,260</td>
<td>5,468</td>
<td>3,473</td>
<td>2,995</td>
<td>565</td>
</tr>
<tr>
<td>Cost per Adjusted Subject-Sessions</td>
<td>$11.02</td>
<td>$9.57</td>
<td>$11.10</td>
<td>$17.19</td>
<td>$22.75</td>
<td>$26.30</td>
<td>$29.73</td>
<td>$23.50</td>
<td>$21.27</td>
</tr>
<tr>
<td>Articles per $100K</td>
<td>2.5</td>
<td>4.6</td>
<td>3.0</td>
<td>3.6</td>
<td>2.8</td>
<td>2.7</td>
<td>2.5</td>
<td>2.2</td>
<td>2.5</td>
</tr>
</tbody>
</table>

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 since 2012 (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.

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2 21 articles were published in 2015, and there were 18 articles that were accepted or published by April, 2016. Only the 21 articles published in 2015 were used for computing "Articles per $100K" for 2015.

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

4 Published benchmarks for articles per $100K range from .6 to 5 (e.g., .9 for NSF grants, 1.5 to 3.2 for NIH grants, and .6 for all US Higher Education Research and Development). Note these numbers are somewhat inflated because they do not reflect the funding for participant costs provided by internal and external grants (or other research expenses often included in benchmark grants).
More specifically, the on-campus labs had a volume of 23,387 participant-hours (22,358 in 2014) -- 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 270,230 participant-surveys (266,404 in 2014), 251,988 from M-Turk samples (253,078 in 2014), 13,190 participant-surveys from Qualtrics samples (11,308 in 2014), and 4,685 participant-surveys from field studies (2,018 in 2014). See Exhibits 4 & 5 for details.

Table 2 summarizes usage of WBL services by user type and department. The greatest usage of WBL services in 2015 were by Marketing (32% of total users, 50% of sponsor expenditures) and Operations, Information, and Decisions (17% and 30%), followed by Management (17% and 10%) and Business Economics and Public Policy (7% and 7%). See Exhibit 3 for details.

<table>
<thead>
<tr>
<th></th>
<th>% Sponsor Expenditures</th>
<th>% Total Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wharton Faculty</td>
<td>85%</td>
<td>40%</td>
</tr>
<tr>
<td>Wharton Visiting Faculty &amp; Post-docs</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other Faculty</td>
<td>2%</td>
<td>16%</td>
</tr>
<tr>
<td>Student</td>
<td>12%</td>
<td>40%</td>
</tr>
<tr>
<td>BEPP</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>HCMG</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>LGST</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>MGMT</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>MKTG</td>
<td>50%</td>
<td>32%</td>
</tr>
<tr>
<td>OID</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>Penn</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

Funding for the WBL in 2015 was provided by the Wharton School and by gifts from the Graves family and the Esserman family.

**Goals for 2016**

1. Increase the current high levels of productivity and efficiency in the on-campus labs 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 Wharton faculty and graduate students using the WBL.

6. Work closely with the new Wharton Neuroscience Initiative to provide efficient, high quality behavioral data that serves as "proof of concept" for more expensive neuroscience paradigms (such as fMRI).

**Lab Activity Highlights for 2015**

**On-Campus Panel**

SaraRose and Kimberly provided the following list of lab improvements that were implemented in 2015.

*Extra sessions.* We continue to schedule extra sessions on Thursdays and/or Fridays in both SHDH and JMHH to accommodate complicated and last minute requests due to our labs running at capacity.

*Large computer lab sessions.* We now schedule large computer labs in JMHH on an as needed weekly basis. The large computer lab enabled the WBL to run an entire session in one day, at 50 people per hour.

*Panel promotion.* The WBL designed a new mascot image, the hummingbird. This was utilized for all promotional material and flyers. We participated in student orientation fair during the fall semester, signage on Locust Walk, and Facebook postings.

*Additions to the Lab Space.* For the continued safety of the staff and students, the JMHH lab and SHDH lab both had security cameras and distress buttons installed in the offices.

*Procedures Manual.* Together, Jessica Simms and Kimberly Marion created a procedures manual for the WBL throughout 2015. This was completed and delivered in 2016. This addition to the lab is essential for the labs’ continued success. The manual details all daily, weekly, monthly and yearly duties and responsibilities. It is applicable to student, part time and full time lab staff. This tool will be highly effective when hiring and training new RAs.

*Website and ECP Development.* The WBL has been in transition to an entirely new interface. This will allow for better overall management of our lab sessions, organization on the top level for finances and data tracking purposes, and smoother transition between studies on the participant level, and participant profile management. This interface will be used by the WBL staff, researchers, and participants. The anticipated roll out is Fall 2016.
Specialized Samples and General Operations

Kate provided the following list of improvements that were implemented in 2015.

*New Software.* Support of new software and Hardware for the Labs, e.g. ChatPlat, iMotions, mobile eye tracking glasses

*Website.* Continuous updating of the New outward facing website

*External Funding.* Coordination of gift (Esserman and Graves) budget activity. Grant proposal activity increased with TIAA/Pension Research Council Grant to Professors Hutchinson and Zauberman, which mainly funded eye-tracking data collection by the WBL.

*Documentation.* Assist with implementation, testing and documentation of new Behavioral Lab system

*Specialized Panel Development.* Support continued growth of Specialized Panel projects: Field studies, special panels and crowd-sourced panels.

Software Development and Information Technology

Robert provided the following list of improvements that were implemented in 2015.

*New Computers.* Now one year old, the desktop computers put into service in 2015 continue to see daily use. Our support agreement with Wharton Public Computing provides us with up-to-date security patches, seamless updates, and quick fixes for PC-related problems. They also facilitate our “big lab” days in JMHH’s 50 seat computer labs.

*Upgraded Database.* We upgraded our main database that powers both the public and internal administrative WBL web sites. It is now managed by database experts at Wharton Computing and boasts improved performance, security, and protection from data loss.

*Hardware Backup Server.* Given how much of our computing infrastructure has been moving to virtual machines in the “cloud,” we had plans to stand up a physical hardware backup server in the case of service outages. Finally in 2015, I was able to install a failover server in a Wharton Computing data center rack. We keep it current with snapshots of our website and database in the case of an emergency.

*Eye Tracking.* We continue to gain experience with remote and mobile eye tracking. In 2015 we really started collecting high-quality eye tracking data at scale, both in our lab and in the field.

*Laptops.* We refreshed our supply of laptops and configured them for wireless use anywhere on campus. Along with a weather-proof rolling case, we expanded our ability to collect data outside the lab environment (often in tandem with eye tracking).
Electronic Cover page. Not yet released in 2015, we made significant progress toward completing this system. Big underlying changes to our database were carried out. Look for more news in 2016. This project continues to be supported by Wharton Computing.

Staffing

In 2015, our level of staffing was approximately the same as in 2014. With the increase in lab usage and demand, we have heavily utilized our part time and student worker, which enabled the WBL to run efficiently without sacrificing quality.

Our current staff (as of September 2016) is listed below, and a cumulative list of WBL is provided in Exhibit 6.

**Full Time**
Kate Kelley (Senior Research Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Research Coordinator–On-Campus Panel)
Kimberly Marion (Research Coordinator)
Jessica Simms (Research Coordinator)

**Part Time**

Our current part time staff for the Regular Lab (and eye-tracking as needed) is as follows:

Magadelna Arya (Staff RA)
Emily Benenhaley (Staff RA)
Jonathan Lau (Student RA)
Madison Connelly (Student RA)
Michelle Xu (Student RA)
Justin Kelly (Student RA)
Stephan Lecorps (Student RA)
Marcella Plazas (Student RA)

Our current part time staff exclusively for eye-tracking is as follows:

Hilary Dubin (Student RA)
Cindy Ngo (Student RA)
Margaret Molen (Student RA)
Guide to the Exhibits

Exhibit 1 (pp. 8-9): Background Information and Terminology

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 2015

Exhibit 4 (p. 66): Summary Statistics for On-Campus and Specialized Samples for 2015

Exhibit 5 (p. 67): Panel Member Participation Statistics

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

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

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

Participants qualify for experiments (and sessions) based on rules defined in terms of subject and experiment characteristics.
Exhibit 2
Cumulative List of Papers and Research Projects

PUBLICATIONS

2016 (as of April)


2015


2014


Gray, Julia and Raymond Hicks, (2014) "Reputations, Perceptions, and International Agreements," *International Interactions*.


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

Kessler, Judd and Stephan Meier, Forthcoming (2014), "Learning from (Failed) Replications: Cognitive Load Manipulations and Charitable Giving" *Journal of Economic Behavior and Organization: Columbia Business School*


Simmons, Joseph (2014), "What If Games Were Shorter?" DataColada. [26].


2013


Huang, Laura, Marcia Frideger, and Jone L. Pearce. (2013) "Political skill: Explaining the effects of nonnative accent on managerial hiring and entrepreneurial investment decisions." Journal of Applied Psychology 98.6 : 1005.


2012


Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar, “Hope from Choosing among Sequentially (vs. Simultaneously) Presented Options Reduces Choice Commitment and Satisfaction,” Conditionally Accepted at *Journal of Consumer Research.*


2011


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


2010


2009


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


2008


**2007**


**2006**


WORKING PAPERS

New or Revised in 2015


Chang, E.H., K.L. Milkman, D. Chugh, M. Akinola. “‘Twokenism’ on Corporate Boards: Threshold Effects and Gender Diversity.”

Chang, Edward, and Katy Milkman, "Threshold Effects May Limit Gender Diversity in Groups, As Evidenced by 'Twokenism' on U.S. Corporate Boards".


Coleman, Nicole Verrochi, Andrea C. Morales, Patti Williams and Andrew Edward White, “Attention, Attitude, and Action: The Effect of Incidental Fear on Choice Deferral,” Invited Revision for Journal of Consumer Research


Dejarnette, Patrick E., "Effort Momentum"

Dietvorst, B. J., Simmons, J. P., Massey, C. “Overcoming Algorithm Aversion: People Will Use Algorithms If They Can (Even Slightly) Modify Them” (invited revision at Management Science) [previously titled "Abating Algorithm Aversion"]


Gong, Min, Robert Lempert, Andrew Parker, Lauren A. Mayer, Jordan Fischbach, Matthew Sisco, Zhamin Mao, David H. Krantz, Howard Kunreuther, (2015),"Testing the Scenario Hypothesis: An Experimental Comparison of Scenarios and Forecasts for Decision Support".


Gromet, D. M., & Tetlock, P. E. Waste of money or worthy investment? Ideological values color perceptions of escalation of commitment. Working paper. (Additional studies run since 2014)


Kessler, Judd “Announcements of Support and Public Good Provision” Revise and Resubmit, American Economic Review.


Levine, E.E. Community standards of deception.

Levine, E.E. Fibbing about your feelings: The relationship between emotional misrepresentation and interpersonal trust.

Lu, Joy and J. Wesley Hutchinson (2015), "Consumption Patterns in Online vs. Online Clothing Retail."


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.

Mislavsky, Robert, and Uri Simonsohn, "When Risk is Weird: The Weirdness of Risky Transactions Can Cause Risk Aversion"

Mislavsky, Robert, Berkeley Dietvorst, and Uri Simonsohn, "Critical Condition: People Only Object to Corporate Experiments If They Object to a Condition".

Packard, Grant and Jonah Berger “Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion” *Under Revision*

Pillemer, Julianna, "Is Good Enough Better Than Best?: The effect of maximizing versus satisficing mindsets on employees’ objective and subjective success”.


Schilke, Oliver, and Huang, Laura. Worthy of Trust? How Interpersonal Contact Increases Trust Accuracy


Schrift, Rom Y., Jeffrey Parker, Gal Zauberman, and Shalena Srna “How we choose changes our perception of what we choose: Categorization and Similarity in Multi-Stage Decision Processes,”

Schrift, Rom Y., Shalena Srna and Gal Zauberman “A Prediction Gap in Effect of Income Tax on Effort,”

Schrift, Rom Y., Shalena Srna and Gal Zauberman “Perception of Multitasking and Its Impact on Performance,”


Scott, Sydney E., Paul Rozin, & Deborah A. Small. “Consumers Prefer “Natural” More for Preventatives than for Curatives" 


Sela, Aner Jonah Berger, and Joshua Kim “How Self-Control Shapes the Meaning of Choice”

Sela, Aner, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”

Synkov, Alexander, and Jeremy Tobacman, "Anchoring Stakes."


Weingarten, Evan and Jonah Berger “When Do People Talk about and Why” Under Revision


Weingarten, Evan, Diehl, Kristin, Evan Weingarten, and Gal Zauberman (in prep), “Duration and Key Moments,”

Weingarten, Evan, Sudeep Bhatia, and Barbara Mellers (in prep), “Multiple Goals as Reference Points,"
Wu, Eugenia C. & Keisha M. Cutright, “In God’s Hands: How Religion Dampens the Effectiveness of Fear Appeals


Cutright, Srna, Samper, "Suit up and shop: How Consumer Attire Influences Purchasing Decisions."

Schrift, Parker, Zauberma, Srna, "Multitstage Decisions."

**New or Revised in 2014**


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.”


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.

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


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


Druckman, James, Matthew Levendusky, and Audrey McLain. 2015. “No Need to Watch: How the Polarizing Effects of Partisan Media Spread via Social Networks.” Manuscript: Northwestern University.

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


Gromet, D. M., & Tetlock, P. E. Waste of money or worthy investment? Ideological values color perceptions of escalation of commitment. Working paper. (Additional studies run since 2013)

Gunia, B.C, & Levine, E.E., Deception and the professions; working.


Kahn, Barbara, A “Wide” Variety: The Effects of Horizontal vs. Vertical Product Display (with X. Deng, R. Unnava, and H. Lee) under revision Journal of Marketing Research

Kelly, T. F. & Simmons, J. P. “Making detailed predictions makes (some) predictions worse” (under review)

Kessler, J.B. "Announcements of Support and Public Good Provision"


Levine, E.E. Community standards of deception; in preparation.

Levine, E.E., Bitterly, T.B., & Schweitzer, M.E. Trust the guilty! Guilt-prone individuals are more trustworthy, in preparation.

Levine, Livia, dissertation.


Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: What Predicts Happiness?"


Mollock, Ethan and Jason Greenberg Leaning In or Leaning OnAkpinar, Ezgi and Jonah Berger, "Valuable Virality" Under Review.

Nurmohamed, S. “Knocked down, but not out: A field experiment on an underdog motivation"
Nurmohamed, S. “The underdog is on top: How being seen as unlikely to succeed motivates”

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”


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, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”


Tobacman, Jeremy and Patrick Dejarnette, Intertemporal Labor Supply

Tobacman, Jeremy, Anchoring in Corporate Valuation, with Alex Synkov (run in 2014)


Weingarten, Evan and Jonah Berger “When Do People Talk about and Why”

Wu, Eugenia C. & Keisha M. Cutright, “In God’s Hands: How Religion Dampens the Effectiveness of Fear Appeals.”


Yip, J. A. & Schweitzer, M. E. (revise & resubmit). Mad and misleading: Incidental anger promotes deception. OBHDP.


New or Revised in 2013

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


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


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


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


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

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


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

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


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


Kahn, Barbara, X. Deng, R. Unnava, and H. LeeA “Wide” Variety: The Effects of Horizontal vs. Vertical Product Display, under review at Journal of Marketing Research
Kelly, T.F. & Simmons, J.P. “Why and when does question specificity affect prediction quality?”


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

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

Kessler, Judd and Muriel Niederle, "Information and Fairness" , Stanford Economics

Kessler, Judd and Stephen Leider, "Finding the Hidden Cost of Control" , University of Michigan School of Management

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


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


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

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

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


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


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


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


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

Schrift, Rom, Ran Kivetz and Oded Netzer, “Complicating Decisions: The Effort-Outcome Link and the Construction of Deliberative Decision Processes,” (under review at the Journal of Experimental Psychology: General)
Simmons, Joseph, "Exactly": The Most Famous Framing Effect Is Robust To Precise Wording, DataColada.org

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

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

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

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


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

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


Listed in 2011 and 2012

Barasch, Alixandra, Emma E. Levine, Jonathan Z. Berman, and Deborah A. Small “Selfish or Selfless? On the signal value of emotion in altruistic behavior,”


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


Brooks, A.W. Get excited: Reappraising pre-performance anxiety as excitement, under review at OBHDP.

Brooks, A.W., Schweitzer, Maurice, Dai, Hengchen (under review) I’m sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust

Brooks, A.W., Dai, H., & Schweitzer, M. (Working paper). I’m sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. Invited for resubmission at Social Psychological and Personality Science


Brooks, A.W., 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., Schweitzer, M.E., & Gino, F. Smart people ask for (my) advice: The surprising benefits of advice seeking, invited for revision at Management Science.

Cai, Jeffrey and Robert Meyer, "Biases in Information Seeking to Avoid Catastrophic Risks."
Chan, Cindy and Cassie Mogilner, “Experiential Gifts Are Socially Connecting.”

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


Channels.”Buechel, Eva and Jonah Berger, “Facebook Therapy? Why Do People Share Self-Relevant Content Online?”

Coleman, Nicole Verrochi and Patti Williams “Feeling like My Self: Emotion Regulation and Social Identity” Invited for resubmission to the Journal of Consumer Research

Coleman, Nicole Verrochi and Americus Reed, II, “Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit”

Coleman, Nicole Verrochi, and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,”

Coleman, Nicole Verrochi, Patti Williams and Gavan J. Fitzsimons, “Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors,”


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


Dommer, Sara Loughran and Nicole Verrochi Coleman “Closing the Gap: How Self-Discrepancy and Gender Drive Ideal Self-Congruency with Brands and Social Groups”

Dzhogleva, Hristina and Nicole Verrochi Coleman “Strategies to Cope with Social Identity Threats: Defending the “Self” without Sabotaging Self-Control” Under Review.


Gray, Julia and Raymond Hicks, "The Company You Keep: Perceptions of International Agreements."

Hafenbrack, A.C., Kinias, Z., & Barsade, S.G. Debiasing the mind through meditation: Mindfulness and the sunk cost bias.


Iyengar, Raghuram and Jehoshua Eliashberg, “A Decision Analysis Framework for Analyzing Demand for Sport Events”

Jung, H., & Kinias, Z. (under review, Psych Science). When the group fails: Culture and group membership change.


Kennedy, Jessica and Diana Robertson, "The normativity of unethical socialization practices."

Kennedy, Jessica and Maurice Schweitzer, "Effects of accusations of unethical behavior on trust."

Kennedy, Jessica, "When overconfidence is revealed: Testing the status-enhancement theory of overconfidence" (with co-authors at Berkeley, under 3rd review at OBHDP)

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

Kessler, Judd and Alvin Roth "Organ Donation Loopholes Undermine Warm Glow Giving: An Experiment Motivated By Priority Loopholes in Israel."
Kessler, Judd and Stephen Leider "Finding the Hidden Cost of Control."

Kessler, Judd, Theresa Kelly and Stephan Meier "Cautious Tale About Cognitive Load Manipulations: Learning from (Failed) Replications"


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


Minson, J., Ruedy, N., & Schweitzer, M. (Working paper). Ask (the right way) and you shall receive: The effect of question type on information disclosure and deception.


Mueller, J. S. & Melwani, S. A Tale of Two Creativities: Why the Roles We Assign to Create and Evaluate Ideas Shape Creativity Assessments. Revise and Resubmit requested from Journal of Experimental Social Psychology.

Patil, S.V. Cognitive ambidexterity: How converging-countervailing structures shape adaptation errors

Patil, S.V., Tetlock, P.E., & Mellers, B.A. Looking too close -- or not close enough: Accountability, distribution norms, and the balancing of conformity and deviation


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


Schrift Rom and Jeffrey R. Parker, “Staying the Course: The Impact of No-choice Options on Post-Choice Persistence”

Schrift Rom, Ran Kivetz, and Oded Netzer “Harder Than it Should Be: The Effort-Outcome Link and the Construction of Deliberative Choice Processes”


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

Simmons, Joeseph, and Leif Nelson, "Intuitive Choice Theory."
Wertenbroch, Klaus, “Cultural Differences in Just-World Beliefs Explain Preferences for Economic Redistribution,” working paper with Will Maddux and Douglas Frank.

Williams, Patti and Jennifer L. Aaker, “When Do Mixed Emotions Reflect Reality?”

Williams, Patti, Nicole Verrochi Coleman, and Kirsten Passyn “Do Mixtures of Negative Emotions Create Discomfort?” Preparing for resubmission to the Journal of Consumer Psychology


Listed in the 2010 Annual Report

Berger, Jonah, Katy Milkman (2011), Social Transmission, Emotion, and the Virality of Online Content

Berman, Jonathan Z. and Deborah A. Small “Self-interest without selfishness: Imposing self-interest increases happiness,” Under review


Bucchianeri, Grace Wong and Talya Miron-Shatz, “Know how much your home is worth? Think again.”

Chan, Cindy, Jonah Berger, and Leaf Van Boven, "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Revising for resubmission.


Deslorieux, Kingsley, Cassie Mogilner and Eric Bradlow, "The Lasting Effects of Hedonic Experiences" that uses data from the WBL. are also involved with it.

Erte Xiao and Howard Kunreuther. "Punishment and Cooperation in Stochastic Prisoner’s Dilemma Game" (under review at Journal of Public Economics)

Finnel, Stephanie, Americus Reed II, and Patti Williams (Stephanie Finnel’s Dissertation Proposal), “Lean on Me: Relying on Relationships to Regulate Ambivalence and Relying on Consumption to Repair Relationships”

Gino, F., Brooks, A.W., & Schweitzer, M. (working paper) Anxiety, advice, and the ability to discern: Feeling anxious makes people seek and use advice, under second-round review.


Minson, J., Mueller, J. S. Two Is Company And Four Is A Crowd: Why Individuals Are More Likely To Take Advice Than Dyads. Revise and Resubmit Requested from Psychological Science


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


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

Staats, B.R., K.L. Milkman, and C. Fox. Forecasting time to complete team projects: An empirical test of coordination neglect in the field and lab.
Listed in the 2009 Annual Report


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


Gong, M., Baron, J. and H. Kunreuther. "Why do Groups Cooperate More than Individuals to Reduce Risks?"

Gong, M., Baron, J., and H. Kunreuther. “Fairness Perception and Decisions Under Uncertainty.”

Gong, M., Baron, J. and H. Kunreuther. “When does uncertainty reduce inter-group competition and encourage inter-group cooperation?”


Kim, B. Kyu, Gal Zauberman, & James Bettman (2009), "Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting"

Kornish, Laura J. and Ulrich, Karl T., Characterizing Opportunity Spaces in Innovation: Evidence from Large Samples of Ideas in Five Domains (November 9, 2009).


Liersch, Michael J, Rottenstreich, Yuval, Kunreuther, Howard, and Gong, Min. " Uncertainty Exacerbates the Reluctance to Trade: Testing between Reference-Dependent and Connection-Based Accounts of the Endowment Effect."


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


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


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

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


Listed in the 2008 Annual Report


Listed in the 2007 Annual Report


Huang, Yanliu and J. Wesley Hutchinson (2008), "There is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Consumers' Store Choice Behavior," Working paper.


Malkoc, Selin, Gal Zauberoman, and James R. Bettman. (2008) Unstuck from the Concrete: 

Melwani, S. & Barsade, S. (2008), Held in contempt: The interpersonal effects of contempt in a 
work setting. Working Paper.


Passyn, Kirsten, Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based 

Ramarajan, L. (2007) "Who am I? The Influence of Multiple Intrapersonal Identities on 


Reed II, Americus, Joel Cohen, and Amit Bhatta4charjee, “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, 

Reed, II, Americus, Eric Levy, Karl Aquino, and Stephanie Finnel (2008) "Giving Time versus 


Small, D.A. & Verrochi, N.M. (2007). The face of need: Emotion expression on charity 


Verrochi, Nicole M. (2008), "Fit Theory: Towards an Understanding of Judgments and 

Verrochi, Nicole M. and Americus Reed, II (2008), "Brand Alliances: When Do Consumers 
(Not) Fit?" Working Paper.


Williams, Patti and Jennifer Aaker (2008) “Reflections of Reality: Mixed Emotions and 


RESEARCH IN PROGRESS

New or Ongoing in 2015

Anderson, C., Van Zant, A. B., & Moore, D. A. Feigning competence in the pursuit of social status.


Barasch, Alixandra, “You are What You Track: The Effect of Failing to Log an Experience on Future Use of Tracking Apps” with Jackie Silverman.


Berman, Ron and Raghu Iyengar, "The Impact of Homophily and Popularity on Product Choice”.

Bitterly, T.B., & Schweitzer, M.E. How power increases use of inappropriate humor, *data collection in progress*.

Bitterly, T.B., VanEpps, E.M., & Schweitzer, M.E. Stand up or fall down? How humor attempts impact sense of power, *data collection in progress*.


Cesareo, Ludovica, Awe and Religiosity: Can Beautiful Products Influence Spirituality? (with Keisha Cutright, Patti Williams and Eugenia Wu, Katz School of Business)

Cesareo, Ludovica, Emotions in Immoral Behaviors: The Role of Envy in Luxury Counterfeit Purchases (with Patti Williams and Silvia Bellezza, Columbia Business School)

Cesareo, Ludovica, Social Identity and Warm Glow: The Tension between Doing Good and Feeling Good (with Americus Reed, Patti Williams and Nicole Verrochi-Coleman, Katz School of Business)

Chang, Welton and Philip Tetlock, How accountability processes influence decision-making in environments that vary in irreducible uncertainty.

Chuan, Amanda and Judd Kessler, Pay it forward: serial reciprocity in giving

Contigiani, Andrea, Motivation, Experimentation, and Creativity.

Cutright, Keisha M., Chadwick Miller and Adriana Samper, “Resource Constraints and the Desire for Warmth versus Competence”

Cutright, Keisha M., Boyoun (Grace) Chae and Joey Hoegg, “Personal Control and Price/Quality Inferences”

Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Variety Seeking”

Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Savoring”.

Dejarnette, Patrick E., "Effort Momentum"

Fu, Youran and Marshall Fisher, “Value of Social Media data in Color Trends Forecasting”.


Rubin, Matthew, Paul Rozin, Barbara Mellers. The psychology of adaptation.

Gao, Rozin and Zauberman. A study, the second of what will be a number, on determinants of the estimation of the distance of futukre events.

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

Hart, Einav & Maurice Schweitzer, Negotiating for services.

Hart, Einav, Cristina Bicchieri, Alessandro Sontuoso, and Alexander Funcke. Risky choices on networks

Huang, Jennie, Judd Kessler, Corinne Low, and Katy Milkman. "Click Here to Save the World: Slacktivism in Charitable Giving"

Hutchinson, J. Wesley, Gal Zauberman, and Robert Botto, "Financial Communications and Asset Mix Decisions."

Hutchinson, J. Wesley, Robert Botto, and Doug Wiebe, "An Eye-tracking Analysis of Urban Environments."

Kessler, Judd, Hannu Kivimaki, Muriel Niederle, "Thinking Fast and Slow: Generosity Over Time"

Kunreuther, H., & Gromet, D.M. Incentives and choice.


Levine, E.E., & Cohen, T.R. You can handle the truth: Mispredicting the intrapersonal consequences of honesty and kindness.

Levine, E.E., & Schweitzer, M.E. “I’m just being honest.” Honesty enables interpersonal harm.

Levine, E.E., Hart, J., Moore, K., Rubin, E. Yadav, K., & Halpern, S. Asymmetric preferences for lies of omission and commission during healthcare communication


Lewis, J., Levine, E.E., & Schweitzer, M.E. The ethical foundations of friendship and leadership.

Light, S. E., Gromet, D. M., & Kunreuther, H. National security and military leadership: Can they bridge the ideological gap on renewable energy?

Low, Corinne, and Jennie Huang, The Parley Before the Conflict: Gender Meets Communication in the Battle of the Sexes.
Minson, J., Gaertig, C., Born, D., & Milkman, K. (2016). This is your brain on guns: An empirical investigation into the effects of the use of firearms on judgment.

Mislavsky, Robert, and Deb Small, "Rationalizing Dictator Game Choices".

Mislavsky, Robert, Uri Simonsohn and Joe Simmons, "Discrete Loss Aversion".

Potter, Jaime, & Sigal Barsade, "Cynical Attribution."

Rothbard, Nancy and Ethan Mollick, Mandatory Fun

Schrift, Rom Y. and Yonat Zwebner “Conspicuous Conflict: how being observed while Making Tradeoffs Impacts Consumers’ Choice and Why,”


Scott, Inbar & Rozin, P. A 3 country study (US, France and Germany) on attitudes to genetic engineered foods. The data were collected in 2015 and 2016, with a subsidy from WBL for qualtrics sample. Data analysis is underway now.

Simmons, Joseph P., “Avoiding Information About Tempting Alternatives.”

Simmons, Joseph P., “Choice Architecture in Donation Requests.”

Simmons, Joseph P., “Discrete Loss Aversion” (w/ Uri Simonsohn & Rob Mislavsky).

Simmons, Joseph P., “Do People Prefer Recommender Systems That Express Uncertainty?” (w/ Berkeley Dietvorst & Cade Massey)

Simmons, Joseph P., “Framing Effects in Estimating Differences” (w/ Joshua Lewis).


Srna, Schrift, Zauberman, "Multitask: perception and Performance."

Srna, Zauberman, Schrift, "A prediction gap in the effect of income tax on effort."

Tewfik, Basima and Drew Carton, "Group Brainstorming Over Time."

Van Zant, A. B., Kunreuther, H., & Michel-Kerjan, E. Deception when the numbers look like they are against you: How insensitivity to the unit of analysis can drive deception.

Van Zant, A. B., Kray, L. J., & Kennedy, J. A. Blaming the victim and deception detection: Explaining the negative impact of deception on the subjective experience of deceivers and their targets in negotiations.

Van Zant, A. B., & Berger, J. When verbal persuasion attempts can backfire, and why nonverbal persuasion attempts often fly under the radar.
Weingarten, Evan and Jonah Berger How Far From Now Do People Talk.

Weingarten, Evan and Wes Hutchinson Accessibility-Diagnosticity Revisited.

Weingarten, Evan, Patti Williams and Amit Bhattacharjee So Bad It’s Good!.

Williams, Patti, “Emotional Expression as Reflections of Intrinsic Motivation,” (with Yimin Cheng and Anirban Mukhopadhyay),

Williams, Patti, “Recognizing My Self: Emotion Recognition and Social Identity,” (with Nicole Verrochi Coleman)

Williams, Patti, “Unconscious Thought Processes and Conjoint,” (with Ellie Kyung, Evan Weingarten, Eric T. Bradlow),

Williams, Patti, Awe and Religiosity: Can Beautiful Products Influence Spirituality? (with Keisha Cutright, Ludovica Cesareo and Eugenia Wu, Katz School of Business)

Williams, Patti, Emotions in Immoral Behaviors: The Role of Envy in Luxury Counterfeit Purchases (with Ludovica Cesareo and Silvia Bellezza, Columbia Business School)

Williams, Patti, So Bad It’s Good!; with Evan Weingarten and Amit Bhattacharjee

Williams, Patti, Social Identity and Warm Glow: The Tension between Doing Good and Feeling Good (with Americus Reed, Ludovica Cesareo and Nicole Verrochi-Coleman, Katz School of Business)

Yip, Jeremy, Gratitude and negotiations. (with Lee, K., Brooks A. W., & Chan. C.)

Yip, Jeremy, Humor and negotiations (with Bitterly, B., Schweitzer, M. E.. & Schweinsberg, M.)

Zheng, Yiran, Xuan Gao, Paul Rozin and Gal Zauberman Memory protection or contamination.


**New or Ongoing in 2014**

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

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

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


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.”


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)


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, “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*


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


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 –


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**


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


Bitterly, B. Humor and status

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

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.”


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


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


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

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


Inbar, Y., Gromet, D. M., & Wertenbroch, K. Subjective wealth and support for redistribution.
Jung, 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., Schweitzer, M. Interpersonal judgment in ethical dilemmas; data collection in progress.


Levine, Livia, Negotiating with the Millennial Generation

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

Milkman, K.L., and Jihae Shin, "The Downside of Having a Plan B."

Minson, J., Ruedy, N., & Schwetizer, M. Question types and Honesty

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

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

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

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

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

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

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

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

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

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

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

Terwiesch, Christian, "Online Learning."

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


Zauberman, Gal, Photography and Experiences

**New or Ongoing in 2011 and 2012**

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting


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

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

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


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

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

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

Chan and Berger – arousal and social transmission


Chen and Berger - controversy and conversation

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

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

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

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

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

Cutright, Keisha and Ron Shachar and Gavan Fitzsimons, “Identity Crisis: Consumer Reactions to Brand Changes”
Cutright, Keisha, Adriana Samper, “Perceptions of control and quick-fix products”

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

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


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

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


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

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

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

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

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

Kessler, Judd (2011) "Finding the Hidden Cost of Control" with Stephen Leider, University of Michigan School of Management

Kessler, Judd (2011) "Information and Fairness" with Muriel Niederle, Stanford Economics

Levine, Livia, and Diana Robertson, "Eliciting Cooperation with Communication: Negotiating with the Millennial Generation."

Levine, Livia, and Maurice Schweitzer, "Behavioral Responses to Contemptuous Expressions."

Mellers & Berman, "Hedonic Tests of Loss Aversion."

Mellers, Gurcay, & Baron, "When do Social Influences Make Crowds Wiser?"

Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health
Minson, J. A. & Mueller, J. S.  When two heads are no better than one: When and why dyads perform no better than individuals


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

Mogilner, Cassie and Barbara Mellers, "The Happy Life: The Balance between Wants and Shoulds."

Mogilner, Cassie and Mike Norton, “Choose Your Happiness: Experienced or Remembered”

Mogilner, Mellers, & Seligman, "Happiness and Perceptions of Life as Wants Versus Shoulds."


Robertson, Diana et al., "Neuroscience of Risk Taking and Morality in Future Business Leaders".

Schrift Rom and Gal Zauberman, "Regret and Counterfactual Thoughts in Hierarchical Decision Structure."

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

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


Schrift Y. Rom and Jeffrey R. Parker “Time inconsistent preferences and the option to defer choice” (in progress)

Schrift Y. Rom, Jeffrey R. Parker, and Eric Hamerman “Multitasking and its impact on decision making” (in progress)

Schrift, Y. Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,” (in progress)
Schrift, Y. Rom, Ran Kivetz, and Oded Netzer, “As difficult as it should: the effort-outcome link and the construction of deliberative choice processes” (in preparation for submission to Psychological Science)

Schweitzer, M. and Emma Levine, "Prosocial Lying and Trust"

Schweitzer, M. and Jessica Kennedy "Accusations and Trust"

Schweitzer, M., Barash, Alix and Emma Levine, "The Harmful Effects of Happiness."


Schweitzer, M., Minson, Julia and Nicole Ruedy "Question Disclosure Model."

Thomas and Berger – Topic breadth and sharing

Thomas, Melanie and Cassie Mogilner, “Speed and the Effect on Social Connection.”


Wertenbroch, Klaus, Breagin Riley and Barbara Briers "Redistribution and the Protestant Ethic," research in progress.

Wertenbroch, Klaus and Barbara Briers “The Politics of Consumption: Capitalism and the Quest for More”.

Williams, Patti and Nicole Verrochi Coleman, “Looking Away: Identity-based Emotion Regulation.”

Williams, Patti and Nicole Verrochi, “Emotions and Identity Threat.”

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


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

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


Zhao Tingting and Rom Y. Schrift “the long term impact of metacognitive experiences” (in progress)
New or Ongoing in 2010

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


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

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


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

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


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

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

New or Ongoing in 2009


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

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

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


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

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

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

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

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

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

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

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

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

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

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


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

**New or Ongoing in 2008**


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

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

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

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


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

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

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

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

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

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

Milkman, K. & Schweitzer, M. Envy and prosocial behavior.
Reed II, Americus, Patti Williams, and Stephanie Finnel, "Conflicting Identities and Mixed Emotions"

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


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


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

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

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


Listed in the 2007 Annual Report

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


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


Bhattacharjee, Amit, and Jonah Berger, “When Costliest is Best: Identity and Costly Signaling Theory.”(data collection in progress)

Deng, Xiaoyan and Barbara E. Kahn (2008), "Associative and Rule-Based Processing of Product Image Location on Package Façade"

Deng, Xiaoyan and J. Wesley Hutchinson (2008), "From Self-Design to Co-Design: The Value
of Consumer Collaboration"

Deng, Xiaoyan and Barbara E. Kahn (2008), "Consumer Responses to Visual Packaging Cues: A Strategic Framework"

Deng, Xiaoyan, Sam Hui and J. Wesley Hutchinson (2008), "Balancing Consumer Self-Design with Automated Expert Guidance"


Finnel, Stephanie, Dan Ariely and Gal Zauberman (2008), "Exploring the Boundaries of Self-Deception: An Assessment of the Situational Variables that Enable People to Believe What They Want to Believe," Data collected in February 2008.


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


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


Rick, Scott, Deborah Small, and Eli Finkel (2008), "When Tightwads and Spendthrifts Attract"

Saldanha, Neela, Nicole M. Verrochi and Deborah A. Small (2008), "Disgust and the Brand: When Extensions are Revolting"

Saldanha, Neela and Patti Williams (2008), "Mixed Indulgences - Consumer Perceptions, Evaluations and Choice."


Verrochi, Nicole M. and Americus Reed, II (2008), "Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit"

Verrochi, Nicole M., Americus Reed, II, and Jennifer Tong (2008), "Moral Identity and Attributions of Corporate Social Responsibility"

Verrochi, Nicole M., Deborah A. Small, Amy J. C. Cuddy and Michael I. Norton (2008), "Cross-
Race Emotional Contagion

Williams, Patti “Emotional Contagion in Word of Mouth,” (2008), (with Andrea Morales and Loraine Lau-Gesk), Data Collection in Progress


Williams, Patti, Gavan Fitzsimons and Eugenia Wu (2008), “Coping with Mixed Emotions,” Data collection in progress


Williams, Patti, Gavan Fitzsimons and Nicole Verrochi (2008), “Emotional Responses to Stock-outs,” Data Collection in Progress

Williams, Patti, Neela Saldanha and Lauren Block (2008), “Consumer Responses to Removing Sin from Hedonic Products,” Data Collection in Progress

Williams, Patti, with Joe Redden and Gavan Fitzsimons (2008), “Price Partitioning: No One Likes Surprises,” Manuscript in Preparation

Zauberman, Gal and John G. Lynch (2008), Perceived Slack and Intertemporal Preferences. [Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim (2008), Subjective Time Perception and Prospective Evaluations. [Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim and Rebecca Ratner (2008), Preserving Memories through Choice. [Data collection and analysis in progress.]

Zauberman, Gal, Kyu Kim and Selin Malkoc (2008), The Role of Mental Representation in Intertemporal Preferences. [Data collection and analysis in progress.]
### Exhibit 3
**Users and Usage Rates for 2015 (Names deleted)**

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| **Wharton Visiting Faculty & Post-docs** |            |       |                        |                         |                       |
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**NOTE:** Percentages of incentive expense were based on the total (100%) 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 sponsor. Some researchers obtain outside funding from grants and pay for all, or most, of incentive expense. The above amounts are based on research sponsors who are almost always Wharton faculty. Doctoral student users typically have 0% in this analysis because their sessions are charged to their faculty advisor, although some have grants.
### Exhibit 4

**Summary Statistics for On-Campus and Specialized Samples for 2015**

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<tr>
<th>Session Type</th>
<th>Room</th>
<th>Number of Participant-Sessions</th>
<th>Avg. Payment</th>
<th>Avg. Showup Payment</th>
<th>Avg. Extra Payment</th>
<th>Avg. Time (min.)</th>
<th>Avg. Satisfaction (9 pt. scale)</th>
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Exhibit 5

Panel Member Participation Statistics

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

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

### Cumulative List of Wharton Behavioral Laboratory Staff

**Before 2006**
- Ben Hutchinson (Student RA)
- Puja Gajria (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 Lin (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 Eilen (Student RA)
- Elana Hoffman (Student RA)
- Luciana Costa (Staff RA)
- Michele Alessandroni (Staff RA)
- Lisa Alessandroni (Staff RA)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Susan McMullen (Sr. Coordinator 2)

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

**Spring 07**
- Dominique Eilen (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 Prabhau (Student RA)
- Luciana Costa (Staff RA)
- Michele Alessandroni (Staff RA)
- Patricia Zapter-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 Alessandroni (Staff RA)
- Patricia Zapter-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 Eilen (Student RA)
- Ketki Soin (Student RA)
- Catharine Zemahan (Student RA)
- Pia Banerjee (Student RA)
- Erin Chang (Student RA)
- Michele Alessandroni (Staff RA)
- Patricia Zapter-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 Eilen (Student RA)
- Pia Banerjee (Student RA)
- Alicia Hawkins (Student RA)
- Michele Alessandroni (Staff RA)
- Patricia Zapter-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 Zapter-Roig (Staff RA)
- Natalia Junqueira (Staff RA)
- Isabel Swinburn (Staff RA)
- Tatiana Silva (Staff RA)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Susan McMullen (Sr. Coordinator 2)

**Fall 08**
- David Freeland (Student RA)
- Hanna Maksymova (Student RA)
- David Hynes (Student RA)
- Jennifer Costello (Student RA)
- Patrick Hernandez (Student RA)
- Sarisha Meda (Student RA)
- Aakash Mathur (Student RA)
- Jimena Piacenza (Staff RA)
- Tatiana Silva (Staff RA)
- Patrizia Dimartino (Staff RA)
- Isabel Swinburn (Staff RA)
- Patricia Zapter-Roig (Coordinator)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Kate Kelley (Sr. Coordinator 2)

**Spring 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 Zapter-Roig (Coordinator)
- Daniela Lejtneker (Sr. Coordinator 1)
- Young Lee (IT Specialist)
- Kate Kelley (Sr. Coordinator 2)

**Summer 09**
- Saraisha 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 Zapter-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)
- Amy Lange (Student RA)
- Danielle Smith (Student RA)
- Jeffrey Ng (Student RA)
- Durus Hunter (Student RA)
- Ewa Asmar (Staff RA)
- Michelle DeGagné (Staff RA)
- Patrizia Dimartino (Staff RA)
- Isabel Swinburn (Staff RA)
- Marta Garriga (Staff RA)
- Patricia Zapter-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)
- Durus Hunter (Student RA)
- Ewa Asmar (Staff RA)
- Michelle DeGagné (Staff RA)
- Patrizia Dimartino (Staff RA)
- Isabel Swinburn (Staff RA)
- Marta Garriga (Staff RA)
- Patricia Zapter-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 Lejnisker (Sr. Coordinator 1)
Kait Moors (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)
Kait Moors (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)
Joshua Carrigan (Coordinator)
Kait Moors (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)
Kait Moors (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)
Kait Moors (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)
Anna Szczuka (Staff RA)
Anna Szczuka (Staff RA)
Rut Senesh (Staff RA)
Joshua Carrigan (Coordinator)
Kait Moors (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)
Kait Moors (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)
Kait Moors (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)

Spring & Summer 13
Ruth Gold (Student RA)
Lance Gurewitz (Student RA)
Christina Hardison (Student RA)
Angela Bae (Staff 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 Riff (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)

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)
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 Benenhalay (Staff RA)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Robert Botto (IT Project Leader)
Sara Rose Christodoulou (Sr. Coordinator 1)
Kate Kelley (Sr. Coordinator 2)

Spring 2015
Magdalena Arya (Staff RA)
Kimberly Benenhalay (Staff RA)
Zoe Goldberg (Student RA)
Kamar St. Louis (Student RA)
Jonathan Lau (Student RA)
Javier Castro (Student RA)
Scott Cesta (Student RA)
Kevin Su (Student RA)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Robert Botto (IT Project Leader)
SaraRose Christodoulou (Sr. Coordinator 1)
Kate Kelley (Sr. Coordinator 2)

Summer 2015
Magdalena Arya (Staff RA)
Kimberly Benenhaley (Staff RA)
Ryan Petrillo (Staff RA)
Jonathan Lau (Student RA)
Maragret Murray (Student RA)

Sherry Yao (Student RA)
Emily Benenhaley (Student RA)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Robert Botto (IT Project Leader)
SaraRose Christodoulou (Sr. Coordinator 1)
Kate Kelley (Sr. Coordinator 2)

Fall 2015
Magadlena Arya (Staff RA)
Steve Menkes (Staff RA)
Zoe Goldberg (Staff RA)
Jonathan Lau (Student RA)

Scott Cesta (Student RA)
Hannah Grossman (Student RA)
Madison Connelly (Student RA)
Angie Wang (Student RA)
Michelle Xu (Student RA)
Justin Kelly (Student 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)

<table>
<thead>
<tr>
<th>School</th>
<th>Location</th>
<th>Who runs studies?</th>
<th>Incentive</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanford</td>
<td>Dedicated space</td>
<td>Experimenter runs or can ask RA to administer</td>
<td>Paid on avg $20 per hour</td>
<td>Lab does not provide petty cash – experimenter must handle. Operating budget is $250K. Student panel has about 1300 members. National pool has about 1500 members. Ran about 3100 subjects in the lab last year (not individuals). Uses SONA.</td>
</tr>
<tr>
<td>Yale</td>
<td>Dedicated space as of Jan 2014</td>
<td>RAs run</td>
<td>Paying $5 for Friday sessions</td>
<td>Prior to Jan 2014 studies are run every Friday from 12 – 4 pm, averaging 80-100 students. Have 2100 active panel members. Also has online panel of non-students. Payment in form of lottery or raffle. Use Google to recruit. Lab is supported by Marketing and Organizational Behavior Departments</td>
</tr>
<tr>
<td>Columbia</td>
<td>Dedicated space; 4 research rooms; 39 computer stations, eye tracking equipment, physiological equipment</td>
<td>Researchers schedule their Lab time. Lab Mgr handles scheduling, RA assignments, lab resources and petty cash</td>
<td>Paid cash, averages $5 per study or $16 per hour.</td>
<td>2012-2013 had 130 studies run and 13,445 participants. Lab is supported by Mgmt and Mktg depts. Uses SONA.</td>
</tr>
<tr>
<td>Penn State</td>
<td></td>
<td>RA’s administer studies. PhD student handles logistics for semester. Faculty Mgr schedules requested studies at beginning of semester</td>
<td>Credit for class</td>
<td>Lab runs about 12,000 half hour student sessions per semester. 15 faculty use the Lab (not including outside collaborators). Lab demand is high.</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>Room with equipment</td>
<td>3 student RA’s help to recruit and run sessions. They are paid from faculty budgets.</td>
<td>$15 per hour</td>
<td>Low usage, sessions run several times a semester consisting of 2 – 4 studies each session. Lab Mgr and RA’s spend time doing research also.</td>
</tr>
<tr>
<td>Georgia Tech</td>
<td>Biz Lab Experiential Lab – 16 desktop computer lab and Ussery Management Lab with 4 small breakout rooms and 1 large break out room</td>
<td></td>
<td>Uses SONA.</td>
<td></td>
</tr>
<tr>
<td>Harvard</td>
<td>Computer Lab for Experimental Research (CLER)</td>
<td>Administered by PI who provides own RAs</td>
<td>Cash</td>
<td>No deception is allowed.</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>Experimenters administer own studies</td>
<td></td>
<td>Cash or class credit</td>
<td>Has eye tracking and specialized focus rooms. Uses SONA.</td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>eLab is an online panel of 80,000 participants. A physical lab has just been built.</td>
<td></td>
<td>Some cash but primarily lottery</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>School</td>
<td>Location</td>
<td>Who runs studies?</td>
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</tr>
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<td>--------------------------------------------------------------------------</td>
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<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>Large Conference room. 3 Smaller interview rooms and a focus group room</td>
<td>Researchers locate participants and conduct experiments.</td>
<td></td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Cornell</td>
<td></td>
<td>Experimenters request lab space</td>
<td>Earn course credits or cash</td>
<td>Last year they hired 4 RAs (students) and are waiting for someone to give them control to run a study; 6128 participants available; 80 researchers able to use the Lab but used by only 17; 3818.9 hours used. Budget around $100K. Mostly salaries. Uses SONA.</td>
</tr>
<tr>
<td>Northwestern</td>
<td>Two physical labs and 6 break out rooms</td>
<td>Experimenters run their own studies</td>
<td></td>
<td>maintains two student pools one that does not permit deception; also has a separate pool of off campus adults. Uses SONA.</td>
</tr>
<tr>
<td>Indiana U-Bloomington</td>
<td>Behavioral Technology Research Lab; has one central room and 8 individual rooms</td>
<td>Experimenters conduct their own research</td>
<td></td>
<td>Also has a virtual reality simulations of a retail store and tracking to study shopper behavior</td>
</tr>
<tr>
<td>UVA</td>
<td>BRAD Lab</td>
<td>Experimenter conducts own studies; Lab has a pool of Ra’s available for hire</td>
<td>Preferred method of payment is University check</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Emory</td>
<td>Behavioral Research lab; Lab has 20 mobile stations</td>
<td>Lab provides assistance for studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duke</td>
<td>Lab has 3 distinct spaces, 4 small rooms with 1 computer, 1 med-sized room with 8 computers and 1 large room with 16 computers</td>
<td>Researchers book lab space, post and manage studies/time slot themselves. Lab Mgr advertises current studies to the pool once a week.</td>
<td>Cash only Lab with a standard rate of $15/hour with payments averaging $7-10. Lab is open Mon-Fri.</td>
<td>Their pool is undergrad heavy but open to anyone. Uses SONA.</td>
</tr>
<tr>
<td>UCLA</td>
<td>Anderson Behavioral Lab</td>
<td>Staff administers the studies.</td>
<td>Student participants are paid through Bruin Card; community members via amazon gift cards. Payment is approx. $1 / 5 minutes.</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>MIT</td>
<td></td>
<td>Experimenter administers studies.</td>
<td>Payment is between $10 – 30 per study</td>
<td>Usage hours – 1567.6 Total users = 16 (includes some grad students). Uses SONA.</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>There are 2 labs; Chicago Research Lab is downtown for non-students; Decision Research Lab on campus for students, walk-ins encouraged</td>
<td>Decision Research Lab operates like ours. Studies administered by RA’s. Experimenters are billed for RA’s time. If experimenters has a particularly complex study they will train their own RAs.</td>
<td>Limited online studies but usually paid by lottery.</td>
<td>Sona used for monitoring and scheduling but not registration. Uses SONA.</td>
</tr>
<tr>
<td>School</td>
<td>Location</td>
<td>Who runs studies?</td>
<td>Incentive</td>
<td>Miscellaneous</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>--------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>University of CA-Berkeley</td>
<td>The Behavioral Lab</td>
<td>Experimenters conduct their own studies</td>
<td>Experimenters make arrangements for petty cash to pay</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>NYU</td>
<td>Center for Behavioral Research</td>
<td>Before 2013, experimenters ran their own studies. Now has 3 RAs to staff lab M-F, 10-4. RAs handle participants and administer study.</td>
<td>Paid in cash, electronic cash or credit</td>
<td>100% of any cost of a study comes from faculty research accounts. Uses SONA.</td>
</tr>
<tr>
<td>U of Texas-Austin</td>
<td>McCombs School Behavioral Research Laboratory, 1 large room with viewing mirror; 1 room with 12 workstations; 1 smaller room for focus groups</td>
<td>Experimenters conduct their own studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carnegie Mellon</td>
<td>Center for Behavioral and Decision Research- lab is a large room with computer cubicles and smaller rooms for focus groups. Charge is $14 per hour to use</td>
<td>Experimenters conduct their own studies</td>
<td>Course credit</td>
<td>Have access to truck to take out into community. Charge is $35/hour for use. Uses SONA.</td>
</tr>
<tr>
<td>UNC-Chapel Hill</td>
<td>UNC Center for Decision Research</td>
<td>Experimenters conduct their own studies</td>
<td>Paid or if online study - lottery</td>
<td></td>
</tr>
<tr>
<td>Washington U of St Louis</td>
<td>CB Research Lab</td>
<td>Student or RAs usually run studies 5 days a week from 9 am to 6pm</td>
<td>Course credits or cash</td>
<td>No staff members dedicated to run studies. Uses SONA.</td>
</tr>
<tr>
<td>University of Minnesota-Twin Cities</td>
<td>Behavioral Labs</td>
<td>Experimenters run their own studies</td>
<td></td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Georgetown</td>
<td>MSB Behavioral Lab; a lab mgr, 5 RAs (5 hours per week) paid for by the school</td>
<td>Most studies are online. If a more complicated study then the prof provides the resources and runs the study themselves</td>
<td>Students receive course credit and in some cases bonuses</td>
<td>16 faculty use, 3000 in person subject hours (student subject pool); 20,000+ online subject hours (panels). Uses SONA.</td>
</tr>
<tr>
<td>Ohio State</td>
<td>One lab mgr (30 hrs./week), asst (20 hrs./week), 3 student employees</td>
<td>Primarily an undergraduate panel</td>
<td>Extra credit is incentive</td>
<td>Lab is busiest during school year. November and April are highest volume. Studies run between 9:30 and 5:30 but not every day. Uses SONA.</td>
</tr>
<tr>
<td>USC</td>
<td>1 Large room with 16 computers, a room with 7 computers, a room with 6 computers and 2 individual rooms with 1 computer</td>
<td>No staff and run completely by doctoral students.</td>
<td>Usually participate as part of course requirement unless specific study and then payment from faculty’s research budget</td>
<td>Uses SONA.</td>
</tr>
<tr>
<td>Arizona State University</td>
<td>Behavioral Research Lab</td>
<td>Lab assistants run the studies for the faculty</td>
<td>Students receive extra credit for participating</td>
<td>Each semester split into 6 two week time periods. Prof allotted 15 min for an experiment.</td>
</tr>
</tbody>
</table>