

## **Wharton Behavioral Laboratory<sup>1</sup> 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

---

<sup>1</sup> 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**

CY	2015	2014	2013	2012	2011	2010	2009	2008	2006-07 (avg.)
Wharton Standing Faculty Users	38	37	32	31	27	24	25	22	20.5
Wharton Visitors/ Post-doc Users	5	4	8	9	2	5	4	4	3.5
Other Faculty/ Post-doc Users	18	7	9	15	9	3	6	7	1.5
Student Users	38	29	30	35	27	24	24	23	20.5
Published Articles <sup>2</sup>	21/18 (1)	31	23	23	15	14	14	8	8
Working Papers	67	65	78	90		38	34	20	40
New Projects	81	51	53	81		13	22	25	35
On-Campus Subject-Sessions	23,387	22,358	22,735	21,940	21,532	17,756	17,847	14,745	14,998
Specialized Sample Subject-Sessions	270,230	266,404	133,157	47,102	7,260	5,468	3,473	2,995	565
Cost per Adjusted Subject-Sessions <sup>3</sup>	\$11.02	\$9.57	\$11.10	\$17.19	\$22.75	\$26.30	\$29.73	\$23.50	\$21.27
Articles per \$100K <sup>4</sup>	2.5	4.6	3.0	3.6	2.8	2.7	2.5	2.2	2.5

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.

<sup>2</sup> 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.

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

<sup>4</sup> 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 2. Usage of WBL Services**

	% Sponsor Expenditures	% Total Users
Wharton Faculty	85%	40%
Wharton Visiting Faculty & Post-docs	1%	3%
Other Faculty	2%	16%
Student	12%	40%
BEPP	7%	7%
HCMG	0%	4%
LGST	0%	2%
MGMT	10%	17%
MKTG	50%	32%
OID	30%	17%
Penn	1%	11%
Other	1%	9%

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

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

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

## Exhibit 2

### Cumulative List of Papers and Research Projects

#### PUBLICATIONS

##### 2016 (as of April)

- Barasch, Alixandra, Jonathan Berman, and Deborah Small. “When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising.” *Forthcoming at Psychological Science*.
- Chen, Zoey and Jonah Berger (2016) “Finding versus Receiving: How Content Acquisition Affects Sharing,” Journal of Consumer Research.
- Deng, X., Barbara Kahn, R. Unnava, and H. Lee, A “Wide” Variety: The Effects of Horizontal vs. Vertical Product Display at *Journal of Marketing Research*, forthcoming.
- Diehl, Kristin, Gal Zauberaman, and Alixandra Barasch. “How Taking Photos Increases Enjoyment of Experiences.” *Forthcoming at Journal of Personality and Social Psychology*.
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell and Kim Peijnenburg. (2016). “Ambiguity Attitudes and Economic Behavior: Results from a US Household Survey.” *Journal of Financial Economics*. 119(3): 559–577.
- Haselhuhn, M., Schweitzer, M., Kray, L., & Kennedy, J. (Forthcoming). Perceptions of high integrity can persist after deception: How implicit beliefs moderate trust erosion. *Journal of Business Ethics*.
- Hershfield, H. E., Mogilner, C., and Barnea, U. (Forthcoming). People Who Choose Time over Money Are Happier, *Social Psychological and Personality Science*.
- Inbar, Y., Scott, S., & Rozin, P. (2016). Gray and Schein’s Objections (2016) are Theoretically and Statistically Faulty. Perspectives on Psychological Science, 11, 330-332.
- Jung, J., & Mellers, B.A. (2016). American attitudes toward nudges, *Journal of Judgment and Decision Making*, 11, 62–74.
- Kessler, Judd and Stephen Leider, "Procedural Fairness and the Cost of Control", Forthcoming, *Journal of Law, Economics, and Organization*.
- Levendusky, M., Druckman J., & McLain A. (2016). How Group Discussions Create Strong Attitudes and Strong Partisans. *Research and Politics*. 3(2), 1-6.

- Patil, S., Tetlock, P., & Mellers, B. (2016). Accountability systems and group norms: Balancing the risks of mindless conformity and reckless deviation. *Journal of Behavioral Decision Making*, (In press).
- Rogers, T., and K.L. Milkman (forthcoming). “Reminders through Association.” *Psychological Science*.
- Schrift, Rom Y., Ran Kivetz, and Oded Netzer (2016), “Complicating Decisions: The Effort-Outcome Link and the Construction of Effortful Decision Processes,” forthcoming at the *Journal of Experimental Psychology: General*
- Scott, S., Inbar, Y., & Rozin, P. (2016). Evidence for Absolute Moral Opposition to Genetically Modified Food in the United States. *Perspectives on Psychological Science*, 11, 315-324.
- Sevilla, J., J. Zhang and B. Kahn, Anticipation of Future Variety Reduces Satiation from Current Experiences at *Journal of Marketing Research*, forthcoming.
- Shin, J., and K.L. Milkman (forthcoming). “Can Preparing for Failure Reduce the Probability of Success?” *Organizational Behavior and Human Decision Processes*.
- Speck, R., Neuman, M., Resnick, K. Mellers, B. Fleisher, L. (2016) Anticipated regret in shared decision making: A randomized experimental study. *Perioperative Medicine*, in press.

## 2015

- Akpinar, Ezgi and Jonah Berger, (2015) “Drivers of Cultural Evolution: The Case of Sensory Metaphors,” *Journal of Personality and Social Psychology*, 109 (1), 20-34.
- Berger, Jonah, (forthcoming) “Does Presentation Order Impact Choice After Delay?” *Topics in Cognitive Science*.
- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small (2015), “The Braggart’s Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior.” *Journal of Marketing Research*, 25 (1), 90-104.
- Brooks, A. W., Gino, F., & Schweitzer, M. E. (2015). Smart people ask for (my) advice: Seeking advice boosts perceptions of competence. *Management Science*, 61(6), 1421-1435.
- Clemons, Eric K. “Family Preferences Concerning Online Privacy, Data Mining, and Targeted Ads: Regulatory Implications ”, (Eric K. Clemons and Josh Wilson), *Journal of Management Information Systems* (To Appear, 2015).
- Clemons, Eric K. “Students’ and Parents’ Attitudes towards Online Privacy: An International Study”, (Eric. K. Clemons, Josh Wilson, Fujie JIN), Proceedings, 48th International Conference on System Sciences, Wailea, Hawaii, January 2015) (Revision of 2013 WISE paper, with data from six more countries) (Revised paper to appear in *Journal of Management Information Systems*, 2015).

- Coleman, Nicole M. and Patti Williams (2015) Looking for My Self: Identity-Driven Attention Allocation,” *Journal of Consumer Psychology*, 25 (3), 504 - 511.
- Dai, H., K.L. Milkman, and J. Riis (2015). “Put Your Imperfections Behind You: Goal Initiation Is Motivated by Temporal Landmarks that Signal the Beginning of New Time Periods.” *Psychological Science*, Vol. 26(12), 1927-1936.
- Dietvorst, B. J., Simmons, J. P., Massey, C. (2015). Algorithm Aversion: People Erroneously Avoid Algorithms After Seeing Them Err, *Journal of Experimental Psychology: General*, 144(1), 114 - 126.
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell and Kim Peijnenburg. (2015). “Estimating Ambiguity Preferences and Perceptions in Multiple Prior Models: Evidence from the Field.” *Journal of Risk and Uncertainty*. 51(3): 219-244.
- Frank, Douglas H., Klaus Wertenbroch, and William W. Maddux (2015), “Performance Pay or Redistribution? Cultural Differences in Just-World Beliefs and Preferences for Wage Inequality,” *Organizational Behavior and Human Decision Processes*.
- Gopalakrishnan, Arun, Raghuram Iyengar, Robert J. Meyer (2015) Consumer Dynamic Usage Allocation and Learning Under Multipart Tariffs. *Marketing Science*, 34(1):116-133
- Gromet, D. M., Hartson, K., & Sherman, D. K. (2015). The politics of luck: Political ideology and the perceived relationship between luck and success. *Journal of Experimental Social Psychology*, 59, 40-46.
- Gurcay, B., Mellers, B.A., & Baron, J. (2015). The power of social influence on estimation accuracy. *Journal of Behavioral Decision Making*, 28, 250-261.
- Haselhuhn, M., Kennedy, J., Kray, L., Van Zant, A., & Schweitzer, M. (2015). Gender differences in trust dynamics: Women trust more than men following a trust violation. *Journal of Experimental Social Psychology*, 56, 104-109.
- Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberman, and Dan Ariely (2015). The Stability of Temporal Versus Monetary Valuations. *Journal of Marketing Research*.
- Levine, E. E., & Schweitzer, M. (2015) The affective and interpersonal consequences of obesity; *Organizational Behavior and Human Decision Processes*, 127, 66-84
- Levine, E. E., Schweitzer, M. E. (2015) Prosocial lies: When deception breeds trust. *Organizational Behavior and Human Decision Processes*, 126, 88-106.
- Milkman, K.L., M. Akinola, and D. Chugh (2015). “What Happens Before? A Field Experiment Exploring How Pay and Representation Differentially Shape Bias on the Pathway into Organizations.” *Journal of Applied Psychology*, Vol. 100(6), 1678-1712.

Rosette, A.S., Mueller, J.S., & Lebel, R.D. (2015). Are male leaders penalized for seeking help? The Influence of gender and asking behaviors on competence perceptions. *The Leadership Quarterly*.

Schrift, Rom Y. and Moty Amar (2015), "Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences", *Journal of Consumer Research*, 42(4), 515-534.

## 2014

Barasch, A., Levine, E.E., Berman, J.Z., Small, D.A. (2014) Selfish or selfless? On the signal value of emotion in altruistic behavior. *Journal of Personality and Social Psychology*, 107(3), 393.

Barasch, Alix and Jonah Berger (2014) "Broadcasting and Narrowcasting: How Audience Size Impacts What People Share," *Journal of Marketing Research*, 51(3), 286-299.

Berg, J. M. (2014). The primal mark: How the beginning shapes the end in the development of creative ideas. *Organizational Behavior and Human Decision Processes*, 125(1), 1-17.

Berger, Jonah (2014) "Word-of-Mouth and Interpersonal Communication: A Review and Directions for Future Research" *Journal of Consumer Psychology*, 24(4), 586-607.

Berger, Jonah (2014), "Beyond Viral: Interpersonal Communication in the Internet Age," *Psychological Inquiry*, 24, 293-296.

Bhattacharjee, Amit and Cassie Mogilner, "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research*, 41 (June), 1-17.

Bhattacharjee, Amit, Jonah Berger and Geeta Menon (2014), "Escaping the Crosshairs: When Identity Marketing Backfires," *Journal of Consumer Research*, 41(2), 294-309.

Brooks, A., Dai, H. & Schweitzer, M. (2014). I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. *Social Psychological and Personality Science*, 5, no. 4 (May 2014): 467-474.

Brooks, A. W., Huang, L., Kearney, S. W., and Murray, F. E. 2014. Investors Prefer Entrepreneurial Ventures Pitched by Attractive Men. *Proceedings of the National Academy of Sciences*, 111(12): 4427-4431.

Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, (2014) "Moral Violations Reduce Oral Consumption," *Journal of Consumer Psychology*.

Clemons, Eric K. "Investigations into Consumers Preferences Concerning Privacy: An Initial Step Towards the Development of Modern and Consistent Privacy Protections Around the Globe", (Eric. K. Clemons, Josh Wilson, Fujie JIN), *Proceedings, 47th International Conference on System Sciences*, Wailea, Hawaii, January 2014).

- Cutright, Keisha M. and Adriana Samper (2014), "Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services." *Journal of Consumer Research*, 41 (3), 730-745.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar (2014), "Finding Brands and Losing Your Religion?" *Journal of Experimental Psychology: General*, 143 (6), 2209-2222.
- Dai, H., K.L. Milkman, J. Riis (2014). "The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior." *Management Science*, Vol. 60(10), 2563–2582.
- Duclos, Rod and Alixandra Barasch (2014). "Prosocial Behavior in Intergroup Relations: How Donor Self-Construal and Recipient Group-Membership Shape Generosity." *Journal of Consumer Research*, 41 (1), 93-107.
- Gino, Francesca and Cassie Mogilner (2014), "Time, Money, and Morality," *Psychological Science*, 25 (2), 414-421.
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber (2014). "The Role of Subsidies in Coordination Games with Interconnected Risk." *Journal of Behavioral Decision Making*, 27(5):395-407.
- Gray, Julia and Raymond Hicks, (2014) "Reputations, Perceptions, and International Agreements," *International Interactions*.
- Gromet, D. M., & Okimoto, T. G. (2014). Back into the fold: The influence of offender amends and victim forgiveness on peer reintegration. *Business Ethics Quarterly*, 24, 411-441.
- Hafenbrack, Andrew C., Kinias, Zoe, & Barsade, Sigal G. (2014). Debiasing the mind through meditation: Mindfulness and the sunk-cost bias. *Psychological Science*, 25: 369-376.
- Kessler, Judd and Alvin Roth, Forthcoming (2014), "Loopholes undermine donation: An experiment motivated by an organ donation priority loophole in Israel" *Journal of Public Economics: Stanford University*
- Kessler, Judd and Stephan Meier, Forthcoming (2014), "Learning from (Failed) Replications: Cognitive Load Manipulations and Charitable Giving" *Journal of Economic Behavior and Organization: Columbia Business School*
- Kinias, Z., Kim, H.S., Hafenbrack, A.C., & Lee, J.J. (2014). Standing out as a signal to selfishness: Culture and devaluation of non-normative characteristics. *Organizational Behavior and Human Decision Processes*, 124(2), 190-203.
- Levine, E. E., & Schweitzer, M. E. (2014). Are liars ethical? On the tension between benevolence and honesty. *Journal of Experimental Social Psychology*, 53, 107-117.

- Milkman, K.L., J.A. Minson, and K.G.M. Volpp (2014). "Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling." *Management Science*, Vol. 60(2), 283-299.
- Milkman, Katherine and Jonah Berger (2014), "The Science of Sharing and the Sharing of Science" *Proceedings of the National Academy of Sciences*. 111(4), 13642-13649.
- Schrift, Rom Y. and Jeffrey R. Parker (2014), "Staying the Course: The Option of Doing Nothing and Its Impact on Post-Choice Persistence," *Psychological Science*
- Sevilla, J. and B. E. Kahn, (2014) "The Effect of Product Shape Completeness on Size Perceptions, Preference and Consumption," *Journal of Marketing Research*.
- Simmons, Joseph (2014), "What If Games Were Shorter?" *DataColada*, [26].
- Townsend, C. and B. E. Kahn (2014), "The "Visual Preference Heuristic:" The Influence of Visual versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload," *Journal of Consumer Research*, February.
- Yang, Lin, Keisha M. Cutright, Tanya L. Chartrand & Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings." *Journal of Consumer Research*, 40 (5), 973-992.

## 2013

- Bhattacharjee, Amit K., Jonathan Z. Berman, and Americus Reed II (2013). "Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish." *Journal of Consumer Research*, 39 (April), 1167-1184. [First two authors contributed equally]
- Berger, Jonah and Raghuram Iyengar (2013), "Communication Channels and Word of Mouth: How the Medium Shapes the Message," *Journal of Consumer Research*, 40(3), 567-579.
- Chen, Zoey and Jonah Berger (2013), "When, Why, and How Controversy Causes Conversation," *Journal of Consumer Research*, 40(3), 580-593.
- Clemons, Eric K. , Jujie JIN, Fei REN, Josh Wilson, Noi Sian Koh, Thomas Hess, Christian Matt, (2013) "The Role of Trust in Successful eCommerce Websites in China: Field Observations and Experimental Studies", Accepted pending revisions by *Journal of Management Information Systems*.XXX
- Clemons, Eric K. Josh Wilson, Steve Barnett, Fujie JIN, "Investigations into Consumers Preferences Concerning Privacy: An Initial Step Towards the Development of Modern and Consistent Privacy Protections Around the Globe." *Proceedings, 47th International Conference on System Sciences*, Maui, Hawaii, January 2014.
- Coleman, Nicole Verochi and Patti Williams (2013), "Feeling Like Myself: Emotion Regulation and Identity," *Journal of Consumer Research*, 40 (August), 203-222 (Lead Article)

- Coleman, Nicole Verrochi and Patti Williams (2013), "The Emotional Self," In *The Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio (eds.).
- Cooper, Nicole, Joseph W. Kable, B. Kyu Kim, and Gal Zauberman (2013). Brain Activity in Valuation Regions while Thinking about the Future Predicts Individual Discount Rates. *Journal of Neuroscience*. 33 (32). 13150-13156.
- Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons (2013), "Putting Brands in their Place: How a Lack of Control Keeps Brands Contained." *Journal of Marketing Research*, 50 (3), 365-377.
- Grant, A. M., & Rothbard, N. P. (2013). When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. *Journal of Applied Psychology*, 98: 810-819.
- Gromet, D. M., Kunreuther, H., & Larrick, R. P. (2013). Political ideology affects energy efficiency attitudes and choices. *Proceedings of the National Academy of Sciences*, 110, 9314-9319.
- Huang, Laura, Marcia Friderger, 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.
- Huang, Yanliu and J. Wesley Hutchinson (2013), "The Roles of Planning, Learning, and Mental Models in Repeated Dynamic Decision Making," *Organizational Behavior and Human Decision Processes*, 122 (November), 163-176.
- Kennedy, J. A., Anderson, C., & Moore, D. M. (2013). When overconfidence is revealed to others: Testing the status-enhancement theory of overconfidence. *Organizational Behavior and Human Decision Processes*, 122 (2), 266-279.
- Kennedy, J. A., & Kray, L. J. (2013). Who is willing to sacrifice ethical values for money and social status? Gender differences in reactions to ethical compromises. In press at *Social Psychological and Personality Science*.
- Kim, B. Kyu, and Gal Zauberman (2013). Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. *Journal of Experimental Psychology: General*. 142 (2). 328-335.
- Levendusky, Matthew S. (2013). *How Partisan Media Polarize America*. , Chicago, IL: University of Chicago Press
- Levendusky, Matthew S. (2013). "Why Do Partisan Media Polarize Viewers?," *American Journal of Political Science*. 57(3), 611-623.
- Lin-Healy, Fern and Deborah A. Small (2013), "Nice guys finish last and guys in last are nice: The clash between doing well and doing good," *Social Psychological and Personality Science*, 4(6), 693-99.



- Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar (2013), "Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment," *Journal of Consumer Research*, 39 (April), 1300-1312.
- Rick, S. & Schweitzer, M. (2013). The imbibing idiot bias: Consuming alcohol can be hazardous to your (perceived) intelligence. *Journal of Consumer Psychology*, 23(2), 212-219.
- Ruedy, N., Moore, C., Gino, F., & Schweitzer, M. (2013). The cheater's high: The unexpected benefits of unethical behavior. *Journal of Personality and Social Psychology*, 105(4), 531-548.
- Tetlock, P.E., Vieider, F., Patil, S.V., & Grant, A.M. (2013). Accountability and ideology: When left looks right and right looks left. *Organizational Behavior and Human Decision Processes*, 122 (1), 22-35.

## 2012

- Berger, J. and K.L. Milkman (2012). "What Makes Online Content Viral?" *Journal of Marketing Research*, Vol. XLIX (April 2012), 192-205.
- Berman, Jonathan Z. and Deborah A. Small (2012), "Self-interest without selfishness: The hedonic benefit of imposed self-interest," *Psychological Science*, 23(10), 1193-1199.
- Chan, Cindy, Jonah Berger, and Leaf Van Boven (2012), "Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice," *Journal of Consumer Research*, 39 (3).
- Coleman, Nicole Verrochi and Patti Williams (2012), "The Emotional Self," In *The Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio (Eds)
- Dhar, Ravi and Klaus Wertenbroch (2012), "Self-Signaling and the Costs and Benefits of Temptation in Consumer Choice," *Journal of Marketing Research*.
- Dunn, J., Ruedy, N. & Schweitzer, M. (2012). It hurts both ways: How social comparisons harm affective and cognitive trust. *Organizational Behavior and Human Decision Processes*, 117(1), 2-14.
- Gino, F., Brooks, A. & Schweitzer, M. (2012). Anxiety, advice and the ability to discern: Feeling anxious motivates individuals to seek and use advice. *Journal of Personality and Social Psychology*, 102(3), 497-512.
- Gong, M., Baron, J. and H. Kunreuther. 2012. "Why do Groups Cooperate More than Individuals to Reduce Risks?" *Theory and Decision*, June 2012, (DOI) 10.1007/s11238-012-9318-3.
- Grant, A. M., & Dutton, J. E. 2012. Beneficiary or benefactor: The effects of reflecting about receiving versus giving on prosocial behavior. *Psychological Science*, 23: 1033-1039.

- Kim, B. Kyu, Gal Zauberman, and James R. Bettman (2012). Space, Time, and Intertemporal Preferences. *Journal of Consumer Research*. **39** (4). 867-880.
- Lin, Fern and Deborah A. Small (2012), "Cheapened altruism: Discounting prosocial behavior by friends of victims," *Organizational Behavior and Human Decision Processes*, 117, 269-274.
- Milkman, K.L (2012). "Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of Wants over Shoulds." *Organizational Behavior and Human Decision Processes*, Vol. 119, 163-176.
- Milkman, K.L., M. Akinola, and D. Chugh (2012). "Temporal Distance and Discrimination: An Audit Study in Academia." *Psychological Science*, Vol. 23(7), 710-717.
- Milkman, K.L., M.C. Mazza, L.L. Shu, C. Tsay, and M.H. Bazerman (2012). "Policy Bundling to Overcome Loss Aversion: A Method for Improving Legislative Outcomes." *Organizational Behavior and Human Decision Processes*, Vol. 117, 158-167.
- Minson, J. & Mueller, J. S. (2012). The cost of collaboration: Why joint decision making exacerbates the rejection of outside information. *Psychological Science*, 3, 219-224.
- Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar, "Hope from Choosing among Sequentially (vs. Simultaneously) Presented Options Reduces Choice Commitment and Satisfaction," Conditionally Accepted at *Journal of Consumer Research*.
- Mogilner, Cassie, Jennifer Aaker, and Sep Kamvar (2012), "How Happiness Affects Choice," *Journal of Consumer Research*.
- Mogilner, Cassie, Zoe Chance, and Michael Norton (2012), "Giving Time Gives You Time," *Psychological Science*, *Psychological Science*, 23 (10), 1233-1238.
- Mueller, J. S., Melwani, S., Goncalo, J. (2012). The bias against creativity: Why people desire yet reject creative ideas. *Psychological Science*, 21(1), 13-17
- Sela, Aner and Jonah Berger (2012), "Decision Quicksand: When Trivial Sucks Us In" *Journal of Consumer Research*, August.
- Small, Deborah A., Devin Pope, and Michael I. Norton (in press), "An age penalty in racial preferences," *Social Psychological and Personality Science*.
- Staats, B.R., K.L. Milkman, and C. Fox (2012). "The Team Scaling Fallacy: Underestimating the Declining Efficiency of Larger Teams." *Organizational Behavior and Human Decision Processes*, Vol. 118, 132-142.
- Wilkinson-Ryan, Tess (2012), Transferring Trust: Reciprocity Norms and Assignment of Contract, *Journal of Empirical Legal Studies*.

**2011**

- Berger, Jonah , Devin Pope (2011), Can Losing Lead to Winning?, *Management Science*, Forthcoming
- Berger, Jonah , Eric Schwartz (2011), What Gets Talked About? Drivers of Immediate and Ongoing Word-of-Mouth, *Journal of Marketing Research*, October, 869-880.
- Berger, Jonah and Baba Shiv (2011), “Food, Sex, and the Hunger for Distinction.” *Journal of Consumer Psychology*, 21, 464-472.
- Berger, Jonah (2011), Arousal Increases Social Transmission of Information, *Psychological Science*, 22(7), 891-893.
- Brooks, A.W. & Schweitzer, M.E. (2011). Can Nervous Nelly negotiate? How anxiety causes negotiators to make low first offers, exit early, and earn less profit. *Organizational Behavior and Human Decision Processes*, 115, 43-54. This paper won the *Best Conference Paper with a Student as First Author Award* at the International Association for Conflict Management Conference, 2010.
- Filipowicz, A., Barsade, S. & Melwani, S. (2011). “Emotional Transitions in Social Interactions: Beyond Steady State Emotion,” *Journal of Personality and Social Psychology*, 101, 541-556.
- Finnel, Stephanie, Americus Reed II, and Karl Aquino (Forthcoming), “Promoting Multiple Policies to the Public: The Difficulties of Simultaneously Promoting War and Promoting Foreign Humanitarian Aid,” *Journal of Public Policy and Marketing*
- Gino, F., Schweitzer, M., Mead, N. & Ariely, D. (2011). Unable to resist temptation: How self-control depletion promotes unethical behavior. *Organizational Behavior and Human Decision Processes*, 115(2), 191-203.
- Grant, A. M., & Hofmann, D. A. (2011). Outsourcing inspiration: The performance effects of ideological messages from leaders and beneficiaries. *Organizational Behavior and Human Decision Processes*, 116: 173-187.
- Melwani, S. & Barsade, S.G. (2011) “Held in Contempt: The Psychological, Interpersonal and Performance Outcomes of Contempt in a Work Setting,” *Journal of Personality & Social Psychology*, 101, 503-520.
- Mogilner, Cassie, Sep Kamvar, and Jennifer Aaker (2011), “The Shifting Meaning of Happiness,” *Social Psychological and Personality Science*, 2 (4), 395-402.
- Mueller, J. S., Goncalo, J., Kamdar, D. (2011). Recognizing creative leadership: Can creative idea expression negatively relate to perceptions of leadership potential? *Journal of Experimental Social Psychology*, 47, 494-498.

- Mueller, J. S., Goncalo, J. A., & Kamdar, D. (2011). Recognizing creative leadership: Can creative idea expression negatively relate to perceptions of leadership potential? *Journal of Experimental Social Psychology*, 47(2), 494-498.
- Wood, A. & Schweitzer, M. (2011). Can Nervous Nelly negotiate? How anxiety causes negotiators to make low first offers, exit early, and earn less profit. *Organizational Behavior and Human Decision Processes*, 115(1), 43-54.
- Zhao, Min, Steve Hoeffler, and Gal Zauberan (2011). Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome-Simulation. *Journal of Marketing Research*. 48 (5), 827-839.

## 2010

- Berger, Jonah , Alan T. Sorensen, Scott J. Rasmussen (2010), Positive Effects of Negative Publicity: When Negative Reviews Increase Sales, *Marketing Science*, 29(5), 815-827
- Berger, Jonah and Morgan Ward, (2011) “Subtle Signals and Inconspicuous Consumption.” Forthcoming, *Journal of Consumer Research*.
- Clemons, E. K., Barnett, S., Gokal, R., Hu, K., and Madhani, N. “Self-Regulating Public Servant, Profitable Internet Innovator, or Rapacious Monopoly: Assessing Google, Thinking About the Possibility of Regulation”, *Proceedings, 43rd Hawaii International Conference on System Sciences*, January 2010, Poipu, Kauai, Hawaii.
- Deng, Xiaoyan, Sam K. Hui and J. Wesley Hutchinson (2010), "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Relationships," forthcoming, *Journal of Consumer Psychology*.
- Graefe, A. & Armstrong, J. S. (2010). Comparing face-to-face meetings, nominal groups, Delphi and prediction markets on an estimation task. *International Journal of Forecasting* (forthcoming).
- Hardy, Sam, Amit Bhattacharjee, Karl Aquino, and Americus Reed II (2010), “Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization,” *Journal of Adolescence*, 33, 111-123.
- Haselhuhn, M., Schweitzer, M., & Wood, A. (2010). How implicit beliefs influence trust recovery. *Psychological Science*, 21(5), 645-648.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2010) “Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays,” forthcoming, *Journal of Marketing Research*.

- Malkoc, Selin, Gal Zauberma, and James R. Bettman (2010). Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. *Organizational Behavior and Human Decision Processes*. 113, 112-126.
- Mogilner, Cassie (2010) "The Pursuit of Happiness: Time, Money, and Social Connection" forthcoming in *Psychological Science*
- Mogilner, Cassie Jennifer Aaker and Kathleen Vohs (2010) "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter" forthcoming in *Journal of Consumer Research*
- Ruedy, N., & Schweitzer, M. (2010). In the Moment: The effect of mindfulness on ethical decision making. *Journal of Business Ethics*, 95, 73-87.
- Small, Deborah A. "Reference-dependent sympathy," (2010), *Organizational Behavior and Human Decision Processes*, 112, 151-160.
- Zauberma, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargava (2010). 1995 Feels so Close Yet so Far: The Effect of Event Markers on the Subjective Feeling of Elapsed Time. *Psychological Science*. 21(1), 23-31.

## 2009

- Berger, Jonah and Gael Le Mens (2009), "How Adoption Speed Affects the Abandonment of Cultural Tastes," *Proceedings of the National Academy of Sciences*, 106, 8146-8150.
- Chen, Yuxin, Yogesh Joshi, Jagmohan S Raju and John Zhang (2009), "A Theory of Combative Advertising," *Marketing Science*, 28 (1), 1-19.
- Deng, Xiaoyan and Barbara E. Kahn (2009), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product Heaviness and Package Evaluation," in press at the *Journal of Marketing Research*.
- Drèze, Xavier and Joseph C. Nunes (2009), "Feeling Superior: The Impact of Loyalty Program Structures on Consumer's Perceptions of Status," *Journal of Consumer Research*, forthcoming.
- Gong, M., Baron, J. and H. Kunreuther. 2009. "Group Cooperation Under Uncertainty". *Journal of Risk and Uncertainty*, 39(3): 251-270.
- Kim, B. Kyu & Gal Zauberma (2009), "Perception of Anticipatory Time in Temporal Discounting," *Journal of Neuroscience, Psychology, and Economics*, 2, 91 - 101.
- Redden, Joseph P. and Stephen J. Hoch (2009), "The Presence of Variety Reduces Perceived Quantity," *Journal of Consumer Research*, in press.

- Reed II, Americus, Joel Cohen, and Amit Bhattacharjee (2009), "When Brands are Built from Within: A Social Identity Pathway to Liking and Evaluation." Chapter to appear in *Handbook of Brand Relationships*, Eds. Deborah J. MacInnis, C. Whan Park, and Joseph R. Priester, M.E. Sharpe, Inc.
- Sela, Aner, Jonah Berger, and Wendy Liu (2009), "Variety, Virtue, and Vice: How Assortment Size Influences Option Choice," *Journal of Consumer Research*, 35(3), 941-951.
- Simonsohn, U. (2009) "Direct-Risk-Aversion: Evidence from Risky Prospects Valued Below Their Worst Outcome" *Psychological Science*, V20(6) p.686-692
- Small, D.A. & Verrochi, N.M. (in press). "The face of need: Facial emotion expression on charity advertisements." *Journal of Marketing Research*.
- 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)
- Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman (2009). Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. *Journal of Marketing Research*. 46 (4), 543-556.
- Zauberman, Gal, Rebecca K. Ratner, & B. Kyu Kim (2009), "Memories as Assets: Strategic Memory Protection through Avoidance and Acquisition," *Journal of Consumer Research*, 35 (February).
- 2008**
- Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", *Journal of Consumer Research*, 34 (5), 713-726.
- Huang, Yanliu and J. Wesley Hutchinson (2008), "Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising," *Journal of Consumer Research*, 35 (June), 98-118.
- Hui, Sam K., Yanliu Huang, Edward George (2008) "Model-based Analysis of Concept Maps in Marketing", *Bayesian Analysis*, 3 (3), 2008, 479-512.
- Miller, E. G., B. E. Kahn and M.F. Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.
- Redden, Joseph (2008), "Reducing Satiations", *Journal of Consumer Research*, 34 (5), 624-634.
- Schweitzer, M. & Gibson, D. (2008). Fairness, feelings, and ethical decision making: Consequences of violating community standards of fairness. *Journal of Business Ethics*, 77, 287-301.

Small, D.A. & Simonsohn, U. (2008). "Friends of victims: Personal experience and prosocial behavior," *Journal of Consumer Research*, 35, 532-542.

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

## 2007

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

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

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

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

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

Small, D.A., Gelfand, M., Babcock, L., & Gettman, H. (2007). Who goes to the bargaining table? Understanding gender variation in the initiation of negotiation. *Journal of Personality and Social Psychology*, 93(4), 600-613.

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

## 2006

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

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

- Nunes, Joseph C. and Xavier Drèze (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research*, 32 (4), 504-12.
- Schweidel, David, Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (May/2), 237-243.
- Schweitzer, M., Hershey, J., and Bradlow, E.T. (2006), "Promises and Lies: Restoring Violated Trust," *Organizational Behavior and Human Decision Processes*, Issue 1, September, Pages 1-19, Lead Article.
- Gino, F. & Schweitzer, M. (2008). Blinded by anger or feeling the love: How emotions influence advice taking. *Journal of Applied Psychology*. 93(5), 1165-1173. This paper won the Best Empirical Paper Award in the Conflict Management Division at the Academy of Management, August 2008.
- Sood, Sanjay and Xavier Drèze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, 33 (3), 352-60.
- Vanhuele, Marc, Gilles Laurent, and Xavier Drèze (2006), "Consumers' Immediate Memory for Prices," *Journal of Consumer Research*, 33 (2), 163-72.
- Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "Simply Asking Questions About Health Behaviors Increases Both Healthy and Unhealthy Behaviors," *Social Influence* 1 (2, June), 117-127.



## WORKING PAPERS

### New or Revised in 2015

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

Barasch, A., Levine, E., & Schweitzer, M. (Invited for Revision). Bliss is ignorance: The interpersonal costs of extreme happiness.” *Organizational Behavior and Human Decision Processes*.

Barasch, Alexandra, Gal Zauberaman, and Kristin Diehl. “The Other Side of Sharing: How Photo-taking Goals Impact Evaluations of Experiences.” *Invited revision at Journal of Consumer Research*.

Beshears, J., H. Dai, K.L. Milkman, S. Benartzi. “The Explicit and Implicit Messages Embedded in Choice Architecture Designs: Evidence from a Field Experiment on Retirement Savings.”

Bitterly, T. B., Wood, A. W., & Schweitzer, M. (Invited for 2<sup>nd</sup> round revision). Risky business: When humor increases and decreases status. *Journal of Personality and Social Psychology*.

Brooks, A., Moran, S., Schweitzer, & M. Bereby-Meyer, Y., (Working paper). Glad to be mad: How negotiators strategically choose to feel worse.

Brooks, A., Schroeder, J., Risen, J., Gino, F., Galinsky, A., Norton, M., & Schweitzer, M. (Invited for Revision). Don't Stop Believing: Rituals Decrease Anxiety and Improve Performance. *Journal of Personality and Social Psychology*.

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

Chan, Cindy and Cassie Mogilner, “Experiential Gifts Foster Stronger Relationships than Material Gifts.” Conditionally accepted at the *Journal of Consumer Research*.

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

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

Coleman, Nicole Verrochi and Patti Williams, “That’s Not How I Should Feel: Emotions in Identity Management and Verification,” Invited Revision for *Journal of Consumer Research*

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*

- Cutright, Keisha M., Shalena Srna, Adriana Samper, "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions.
- Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "'Don't Tell Me What To Do!' People Rely Less on Consumer Reviews for Experiential Purchases than for Material Purchases." Under review.
- Dai, H. B. Dietvorst, K.L. Milkman, M.E. Schweitzer and B. Tuckfield. "Quitting: The Downside of Great Expectations." Revise and resubmit at *Academy of Management Journal*.
- 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"]
- Gaertig, C., Barasch, A., Levine, E., & Schweitzer, M. (2016). Magnitude matters: the role of anger intensity in interpersonal perceptions.
- 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., & Kunreuther, H. Framing, politics, and energy choices. Working paper. (Additional studies run since 2014).
- 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)
- Gunia, B.C, Levine, E.E., Deception as competence: The effect of occupation on ethical judgment and behavior.
- Huang, L., K.L. Milkman, and M.E. Schweitzer. "Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Coopetitive Workplace Relationships." Revise and resubmit at *Academy of Management Discoveries*.
- Hutchinson, J. Wesley, Robert Meyer, and Lyle Brenner (2015), "Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values."
- Kelly, Theresa and Joseph P. Simmons, "When Does Making Detailed Predictions Make Predictions Worse?" Resubmitted for Publication.
- Kennedy, J., & Schweitzer, M. (Invited for Revision). Holding people responsible for ethical violations: The surprising benefits of accusing others. *Organizational Behavior and Human Decision Processes*.

- Kessler, Judd “Announcements of Support and Public Good Provision” Revise and Resubmit, *American Economic Review*.
- Levine, E., Bitterly, B., Cohen, T. & Schweitzer, M. (Invited for Revision). Trust the Guilty: Anticipated Guilt Increases Trustworthiness. *Journal of Applied Psychology*.
- 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."
- Lupoli, M. Levine, E.E., & Greenberg, A. Paternalistic lies.
- Mellers, B., Baker, J., Chen, E., & Tetlock, P. (2016). Connecting correspondence and coherence benchmarks of rationality: Are superforecasters also super-coherent?
- Milkman, K., Huang, L., & Schweitzer, M. (Invited for Revision) Toggling between Cooperation and Competition: How Subtle Cues Shift Co-opetitive Workplace Relationships. Invited for Revision: *Academy of Management Discoveries*.
- Minson, J., Van Epps, E., Schweitzer, M. E., & Yip, J. A. (in preparation). Questions and Deception.
- 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".
- Rifkin, Jacqueline, Cindy Chan, and Barbara E. Kahn, “FOMO: How the Fear of Missing Out Leads to Missing Out.” In preparation.
- Rogers, T., Zeckhauser, R., Gino, F., Norton, M., & Schweitzer, M. (Invited for Revision). Artful paltering: The risks and rewards of using truthful statements to mislead others. *Journal of Personality and Social Psychology*.

- Schilke, Oliver, and Huang, Laura. Worthy of Trust? How Interpersonal Contact Increases Trust Accuracy
- Schrift, Rom Y. Yimin Cheng and Anirban Mukhopadhyay “Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit,” (preparation for 3rd round at JMR)
- 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,”
- Schweitzer, M., Ho, T. & Zhang, X. (Invited for 3<sup>rd</sup> Round Revision). How monitoring influences trust: A tale of two faces. *Management Science*.
- Scott, Sydney E., Paul Rozin, & Deborah A. Small. “Consumers Prefer “Natural” More for Preventatives than for Curatives”
- Sela, Aner and Jonah Berger, “On Culture and Metacognition” *Under Revision*.
- 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."
- Van Zant, A. B. Certainty posturing: Evidence of inauthentic certainty in advice. Under review, *Journal of Personality and Social Psychology*.
- Weingarten, Evan and Jonah Berger “When Do People Talk about and Why” *Under Revision*
- Weingarten, Evan, and Jonah Berger (under review), “Fired Up For the Future: How Time Shapes Sharing,”
- Weingarten, Evan, and Jonah Berger (under review), “Fired Up For the Future: How Time Shapes Sharing,”
- 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
- Yip, J. & Schweitzer, M. (Invited for Revision). Mad and misleading: Incidental anger promotes deception. *Organizational Behavior and Human Decision Processes*.
- Yip, J., Schweitzer, M., & Nurmohamed, S. (Invited for revision). Trash-talking: Competitive incivility motivates rivalry, performance, and unethical behavior. *Organizational Behavior and Human Decision Processes*.
- Yip, J. A. & Schweinsberg, M. (under review). Infuriating impasses: Expressing anger increases negotiation impasses.
- Yip, J.A., & Schweitzer, M. E.(in preparation). Losing Perspective: Anger harms perspective-taking.
- Cutright, Srna, Samper, "Suit up and shop: How Consumer Attire Influences Purchasing Decisions."
- Schrift, Parker, Zauberan, Srna, "Multistage Decisions."
- New or Revised in 2014**
- Atanasov, P., Dana, J., & Mellers, B (2015) Profit insensitivity. Working paper
- Bakker, J. & Mellers, B. (2015). When does loss aversion explain risk aversion? Working paper.
- Barasch, Alixandra , Kristin Diehl, and Gal Zauberan "The Other Side of Sharing: How Photo-taking Goals Impact Evaluations of Experiences."
- Barasch, Alixandra, Emma E. Levine, and Maurice Schweitzer, "Bliss is Ignorance: Very Happy People are Perceived as Naïve."
- Barasch, Alixandra, Jonathan Berman, and Deborah Small "Are selfish motives detectable? Evidence from fundraising experiments."
- Barasch, Alixandra, Kristin Diehl, and Gal Zauberan, "Does Photography Get in the Way of Enjoyment?"
- Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberan. Expense Neglect in Predicting Financial Resources. *Working Paper*
- Beshears, J., **Dai, H.**, Milkman, K.L., & Benartzi, S. Save more tomorrow and even more after my birthday: A field experiment on increasing retirement savings.
- Bitterly, T.B., Brooks, A.W., & Schweitzer, M.E. Risky business: When humor increases and decreases status, *in preparation*.

- Buechel, Eva and Jonah Berger, "Facebook Therapy: Why People Share Self-Relevant Content Online".
- Chan, Cindy and Cassie Mogilner, "Experiential Gifts Foster Stronger Relationships than Material Gifts," under revision for 4<sup>th</sup> review, *Journal of Consumer Research*.
- Chen, Zoey and Jonah Berger "Finding versus Receiving: How Content Acquisition Affects Sharing"
- Coleman, Nicole M. and Patti Williams, "Hardening My Heart: Regulating Emotions to Resist Sad Appeals," Under Revision
- Cutright, Keisha M., Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption."
- Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "Don't Tell Me What to Do! People Rely Less on Consumer Reviews for Experiential than Material Purchases."
- Dai., H. A double-edged sword: How and why resetting performance metrics affects future performance.
- Dimmock, Stephen G. , Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Ambiguity Aversion and Household Portfolio Choice Puzzles: Empirical Evidence." *Journal of Financial Studies*, forthcoming.
- Dimmock, Stephen G. , Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Estimating Ambiguity Preferences and Perceptions in Multiple Prior Models: Evidence from the Field." *Journal of Risk and Uncertainty*, forthcoming.
- 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
- Etkin, Jordan and Cassie Mogilner, "Does Variety Increase Happiness?" under revision for 2<sup>nd</sup> review, *Journal of Consumer Research*.
- Gong, M. "Testing the Scenario Hypothesis: The Effect of Alternative Characterizations of Uncertainty on Decision Structuring", with Robert Lempert, Andrew Parker, et al. Working paper.
- Gong, M., Robert Lempert, Andrew Parker, et al., "Testing the Scenario Hypothesis: The Effect of Alternative Characterizations of Uncertainty on Decision Structuring", Working paper.
- Gromet, D. M., & Kunreuther, H. Framing, politics, and energy choices. Working paper.

- 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.
- Jung, J. & Mellers, B. (2015) Why Americans oppose nudges. *Journal of Marketing Research*, under review.
- 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"
- Kessler, J.B. and K.L. Milkman. “Identity in Charitable Giving.” Revise and resubmit at *Management Science*.
- Lebel, R. David, Rothbard, Nancy P., Klein, Katherine. J., Wilk, Steffanie, L., & Dokko, G. The Way You Do the Things You Do: How Extraversion and Conscientiousness Shape the Consequences of Individual Innovation.
- Levine, E. E., & Schweitzer, M. E. Fibbing about your feelings: Emotional misrepresentation increases cognitive trust; in preparation.
- 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.
- Mellers, B., Bakker, J., Chen, E. & Tetlock, P. (2015). Connections between Coherence and Correspondence. Working paper
- Minson, J., Schweitzer, M. E., & Yip, J. A. (in preparation). Question disclosure model.
- Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: What Predicts Happiness?"
- Mollick, Ethan & Rothbard, Nancy. Mandatory Fun: Gamification and the Impact of Games at Work.
- Mollock, Ethan and Jason Greenberg Leaning In or Leaning On Akpınar, 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”
- Rogers, T., and K.L. Milkman. “Elephants and Aliens: Co-opting the Distinct as Reminders.”
- Rogers, T., Zeckhauser, R., Gino, F., Schweitzer, M. & Norton, M. (Invited Revision) Artful Paltering: The Risks and Rewards of Using Truthful Statements to Mislead Others, *Journal of Personality and Social Psychology*.
- Rothbard, Nancy P., Berg, Justin, & Ollier-Malaterre. OMG - My Boss Just Friended me: Boundary management and the role of Hierarchy, Disclosure, and Gender of Boss in online social networking.
- Rottenstreich, Y., Kunreuther, H., Liersch, M. J, and Gong, M. " High Levels of Uncertainty Exacerbate the Endowment Effect." Under Revision for the *Journal of Behavioral Decision Making* .
- Schrift, Rom Y. and Moty Amar, (forthcoming) “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” *Journal of Consumer Research*
- Schrift, Rom Y., Ran Kivetz, and Oded Netzer, “Complicating Decisions: The Effort-Outcome Link and the Construction of Effortful Decision Processes,” (3rd round at JEP General)
- Sela, Aner and Jonah Berger, “On Culture and Metacognition” Under Review.
- Sela, Aner, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”
- Shin, J., and K.L. Milkman. “Can Preparing for Failure Reduce the Probability of Success?” Under review.
- Tobacman, Jeremy and Patrick DeJarnette, Intertemporal Labor Supply
- Tobacman, Jeremy, Anchoring in Corporate Valuation, with Alex Synkov (run in 2014)
- Tuckfield, B., B. Dietvorst, K.L. Milkman, and M.E. Schweitzer. “Quitting: The Downside of Great Expectations.” Under review.
- Weingarten, Evan and Jonah Berger “When Do People Talk about and Why”
- White, Andrew Edward, Andrea C. Morales and Patti Williams, “Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral,” Under Revision, *Journal of Consumer Research*



- Wu, Eugenia C. & Keisha M. Cutright, "In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals."
- Yan, S. & Mellers, B. (2015). Bad trades and good upgrades. *Journal of Decision Making*, under review.
- Yimin Cheng, Anirban Mukhopadhyay, and Rom Y. Schrift, "Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit," (2nd round at JMR)
- Yip, J. A. & Schweitzer, M. E. (revise & resubmit). Mad and misleading: Incidental anger promotes deception. *OBHDP*.
- Yip, J.A. & Schweinsberg, M. (in preparation). Infuriating impasses: Expressed anger increases impasses.
- Yip, J.A., Schweitzer, M. E., & Nurmohamed, S. (in preparation). Trash-talking increases your opponent's performance.

### **New or Revised in 2013**

- Akpinar, Ezgi and Jonah Berger, "How Senses Shape Language: The Cultural Success of Sensory Metaphors" *Under Revision*
- Akpinar, Ezgi and Jonah Berger, "Valuable Virality" *Under Revision*.
- Barasch, A., Levine, E. E., Schweitzer, M. Bliss is ignorance: the social costs of extreme happiness; under review at the *Journal of Personality and Social Psychology*.
- Barasch, Alixandra, Emma E. Levine, Jonathan Z. Berman, and Deborah A. Small, "Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior." Under second-round review at the *Journal of Personality and Social Psychology*.
- Berg, Justin M., "Balancing on the creative high-wire: The selection and rejection of novel ideas in organizations"
- Berger, Jonah, "Word-of-Mouth and Interpersonal Communication: An Organizing Framework and Directions for Future Research" *Under Revision*
- Berman Jonathan, John G. Lynch and An Tran, and Gal Zauberman. Expense Neglect in Predicting Financial Resources.
- Berman, Jonathan Z. and Deborah A. Small, "Judgments of Virtue in Consumer Behavior," Revising for re-submission.
- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small, "The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior." Under review at the *Journal of Marketing Research*.

- Bitterly, T.B., Brooks, A.W., & Schweitzer, M.E. Risky business: How humor increases status, in preparation.
- Brooks, A., Gino, F., & Schweitzer, M. (Under second round review). Smart people ask for (my) advice: Seeking advice boosts perceptions of competence. *Management Science*.
- Brooks, A., Schroeder, J., Risen, J., Gino, F., Galinsky, A., Norton, M., & Schweitzer, M. (Working paper). Don't Stop Believing: Rituals Decrease Anxiety and Improve Performance
- Chan, Cindy and Cassie Mogilner, "Experiential Gifts Are More Socially Connecting than Material Gifts," Under revision.
- Clemons, Eric K. and Josh Wilson, "Students' and Parents' Attitudes towards Online Privacy: The Start of an International." 26th Workshop on Information Systems Economics, Milan, Italy, December 2013 (no proceedings).
- Coleman, Nicole M. and Patti Williams (2013) Looking for My Self: Allocation Attention for Identity-Based Emotion Regulation," (Under Review for Special Issue of *Journal of Consumer Psychology*)
- Coleman, Nicole M. and Patti Williams, "Hardening My Heart: Regulating Emotions to Resist Sad Appeals," Under Review, *Journal of Consumer Research*
- 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
- Cutright, Keisha M. and Adriana Samper, "Doing it the Hard Way: How Low Control Drives Product Preferences." Under 2nd round review at *Journal of Consumer Research*.
- Cutright, Keisha M., Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar, "Finding Brands and Losing Your Religion?" Invited revision at *Journal of Experimental Psychology: General*.
- Dai, H., K.L. Milkman, J. Riis. "Why and How Meaningful Temporal Landmarks Motivate Aspirational Behavior."
- Dietvorst, B., Simmons, J., & Massey C. (2013). Understanding Algorithm Aversion: People Erroneously Avoid Algorithms After Seeing Them Err.
- Dimmock, Stephen G. , Roy Kouwenberg, Olivia S. Mitchell, Kim Peijnenburg. AMBIGUITY AVERSION AND HOUSEHOLD PORTFOLIO CHOICE: EMPIRICAL EVIDENCE

- Ericson, Keith M Marzilli and Amanda Starc, (2013). "How Product Standardization Affects Choice: Evidence from the Massachusetts Health Insurance Exchange," NBER Working Paper No. 19527
- Etkin, Jordan and Cassie Mogilner, "Does Variety Increase Happiness?"
- Gaspar, J. P. & Schweitzer, M. E. 2014. Confident and Cunning: Negotiator Self-Efficacy and Unethical Behavior.
- Gaspar, J. P. & Schweitzer, M. E. 2014. Confident and Cunning: Negotiator Self-Efficacy and Unethical Behavior. Accepted for presentation at the Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania.
- Gopalakrishnan, A., Iyengar, R., and Meyer, R.J. (2013). Consumer Dynamic Usage Allocation and Learning under Multi-part Tariffs. Revising for 3rd round review at Marketing Science
- Gromet, D. M., & Okimoto, T. G. Back into the fold: The influence of offender amends and victim forgiveness on reintegration. Under Review.
- Gromet, D. M., & Tetlock, P. E. Waste of money or worthy investment? Ideological values color perceptions of escalation of commitment. Under Review.
- Gromet, D. M., & Van Boven, L. Oppositional projection in perceived support for partisan environmental policies. Working paper.
- Gromet, D. M., Hartson, K., & Sherman, D. K. The politics of luck: Political ideology and the relationship between luck, success, and wealth (re)distribution. Under Review.
- Gurcay, B., Mellers, B.A., & Baron, J. (2013). The power of social influence on estimation Accuracy. Under review. JBDM
- Haselhuhn, M., Kennedy, J., Kray, L., Zant, A., & Schweitzer, M. (Under revision) Gender differences in trust dynamics: Women's trust is more resilient and robust than men's. Invited for R&R at Journal of Experimental Social Psychology.
- Hengchen Dai, Katherine L. Milkman, Jason Riis (2014). Put your imperfections behind you: Why and how meaningful temporal landmarks motivate aspirational behavior. Working Paper.
- Hutchinson, J. Wesley, Robert Meyer, and Lyle Brenner (2013), "Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values," (under revision for Journal of Experimental Psychology: General).
- Kahn, Barbara, X. Deng, R. Unnava, and H. Lee A "Wide" Variety: The Effects of Horizontal vs. Vertical Product Display, under review at Journal of Marketing Research

- Kelly, T.F. & Simmons, J.P. "Why and when does question specificity affect prediction quality?"
- Kennedy, J. A., & Anderson, C. Why do high-ranking individuals fail to stop unethical practices? The perils of group identification. Revise & resubmit.
- Kennedy, J. A., & Robertson, D. Explaining why demeaning socialization practices persist: A desire for equity corrupts. Working paper.
- Kennedy, J. A., & Schweitzer, M. E. Building trust by tearing others down: The benefits of accusing others. Working paper.
- Kessler, Judd and Alvin Roth, "Don't take 'No' for an answer: An experiment with actual organ donor registrations" , Stanford University
- Kessler, Judd and Julio Reynaga Galeas, Wharton Undergrad, "Impact of Social Norms and Others' Suggestions on Collective Decisions: An Experiment" .
- Kessler, Judd and Muriel Niederle, "Information and Fairness" , Stanford Economics
- Kessler, Judd and Stephen Leider, "Finding the Hidden Cost of Control" , University of Michigan School of Management
- Kessler, Judd, "When Will There Be Gift Exchange? Addressing the Lab-Field Debate With a Laboratory Gift Exchange Experiment"
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference.
- Kinias, Z., Kim, H.S., Hafenbrack, A.C., & Lee, J.J. Standing out as a signal to selfishness: Culture and devaluation of non-normative characteristics. Invited Revision, Organizational Behavior and Human Decision Processes.
- Levine, E. & Schweitzer, M. (Under revision). When liars are ethical: The tension between benevolence and honesty. Invited for R&R at Journal of Experimental Social Psychology.
- Levine, E. E., Schweitzer, M. (working paper) The affective and interpersonal consequences of obesity; under review at Organizational Behavior and Human Decision Processes.
- Levine, E. E., Schweitzer, M. Are liars ethical? Moral character judgments favor benevolence over honesty; under revision.
- Levine, E. E., Schweitzer, M. Prosocial lies: When deception breeds trust; under second round review at Organizational Behavior and Human Decision Processes.
- Marzilli Ericson, Keith M , Amanda Starc, How Product Standardization Affects Choice: Evidence from the Massachusetts Health Insurance Exchange

- Milkman, K., Huang, L., & Schweitzer, M. (Working paper) Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Cooperative Workplace Relationships
- Milkman, K.L., and J. Berger. "The Science of Sharing and the Sharing of Science."
- Milkman, K.L., L. Huang and M.E. Schweitzer. "Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Cooperative Workplace Relationships."
- Milkman, K.L., M. Akinola, and D. Chugh. "Discrimination is Not Evenly Distributed: A Field Experiment in Academia." Under review at Organization Science.
- Mogilner, C. & Mellers, B.A. (2013). "Wants" and "shoulds" in daily life: What predicts happiness? Under review.
- Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: Which Activities Predict Happiness?"
- Mollick, E. & Rothbard, N. Mandatory Fun: Gamification and the Impact of Games at Work. (Revise and Resubmit Requested).
- Moran, S., Yip, J. A., Schweitzer, M., & Miller, M. New Working Paper.
- Nurmohamed, S. Expected to win or lose? The motivational effects of an underdog image on effort and performance. Preparing submission to Academy of Management Journal.
- Patil, S.V. Shifting between the small details and big picture: How systemic incongruity reduces conformity and deviation traps. Working paper.
- Patil, S.V., Tetlock, P.E., & Mellers, B.A. Accountability systems and distributive justice norms: When do people adhere too much or stray too far from decision rules? under review at Organizational Behavior and Human Decision Processes.
- Raub, S., & Grant, A. M. 2014. Fighting uphill battles: Proactive personality and the allure of psychologically unsafe environments.
- Rothbard, N. P., Berg, J., & Ollier-Malaterre, A. OMG - My Boss Just Friended me: Boundary management and the role of Hierarchy, Disclosure, and Gender of Boss in online social networking. (Under Review).
- Schrift, Rom, and Moty Amar, "Decisional Conflict, Empathy, and the Convergence of Preferences".
- Schrift, Rom, Ran Kivetz and Oded Netzer, "Complicating Decisions: The Effort-Outcome Link and the Construction of Deliberative Decision Processes," (under review at the Journal of Experimental Psychology: General)

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

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

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

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

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

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

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

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

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

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

### **Listed in 2011 and 2012**

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

Berg, J.M. (2012). The primal mark: How the beginning shapes the end in the development of creative ideas. Revise and resubmit, *Academy of Management Journal*.

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

Berman, Jonathan Z. and Deborah A. Small, "The Meaning of Virtue in Decision Making." Working Paper.

Berman, Jonathan Z., Amit Bhattacharjee and Americus Reed, II, "Motivational and Ideological Factors Influence Judgments of Moral Relevance in Politics," working paper.

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small "The Braggarts Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior."

- Bhargave, Rajesh and Gal Zauberan. Aspects of Experiences: The Role of Novelty in Hedonic Evaluations of Extended Experiences. Working Paper.
- Bhattacharjee, Amit and Cassie Mogilner, "What Experiences Make Us Most Happy? Time and the Increasing Power of the Ordinary," working paper.
- Bhattacharjee, Amit, Jason Dana and Jonathan Baron, "Is Profit Evil? Associations of Profit with Social Harm," under 2nd round review at Management Science.
- Bhattacharjee, Amit, Jonah Berger and Geeta Menon, "Escaping the Crosshairs: When Identity Marketing Backfires," under 3rd round review at Journal of Consumer Research.
- Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed, II, "Motivated Moral Decoupling: Politically Motivated Standards of Moral Relevance," Working paper.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed, II, "License to Lapse: Lay Theories of Medicine, Remedy Marketing, and a Healthy Lifestyle," Under review at *Psychological Science*.
- Bolton, Lisa, Americus Reed, II and Amit Bhattacharjee, "The Perils of Marketing Weight Management Remedies," under review at Journal of Public Policy & Marketing.
- Brooks, A.W. Get excited: Reappraising pre-performance anxiety as excitement, under review at OBHDP.
- Brooks, A.W., Schweitzer, Maurice, Dai, Hengchen (under review) I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust
- Brooks, A.W., Dai, H., & Schweitzer, M. (Working paper). I'm sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. Invited for resubmission at Social Psychological and Personality Science
- Brooks, A.W., Huang, L., Kearney, S.W., Murray, F. (working paper) Entrepreneurial attraction: Preferences for entrepreneurial ventures pitched by attractive men, in preparation.
- Brooks, A.W., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: When negotiators strategically choose to feel angry, under review at Social Psychological and Personality Science.
- Brooks, A.W., Schroeder, J., Risen, J., Gino, F., Galinsky, A., Norton, M., & Schweitzer, M. (Working paper). Don't stop believing: Rituals decrease anxiety and improve singing and math performance.
- Brooks, A.W., Schweitzer, M.E., & Gino, F. Smart people ask for (my) advice: The surprising benefits of advice seeking, invited for revision at Management Science.
- Cai, Jeffrey and Robert Meyer, "Biases in Information Seeking to Avoid Catastrophic Risks."

- Chan, Cindy and Cassie Mogilner, “Experiential Gifts Are Socially Connecting.”
- Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, “Gratitude, Guilt, and Gift-Giving.”
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, “Moral Violations Reduce Consumption.” Revision requested at *Journal of Consumer Psychology*.
- Channels.”Buechel, Eva and Jonah Berger, “Facebook Therapy? Why Do People Share Self-Relevant Content Online?”
- Coleman, Nicole Verrochi and Patti Williams “Feeling like My Self: Emotion Regulation and Social Identity” *Invited for resubmission to the Journal of Consumer Research*
- Coleman, Nicole Verrochi and Americus Reed, II, “Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit”
- Coleman, Nicole Verrochi, and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,”
- Coleman, Nicole Verrochi, Patti Williams and Gavan J. Fitzsimons, “Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors,”
- Cutright, Keisha M., James R. Bettman, & Gavan J. Fitzsimons, “Putting Brands in their Place: How the Need for Structure Keeps Brands Contained.” Under revision.
- Cutright, Keisha, Tulin Erdem, Gavan Fitzsimons and Ron Shachar, “Finding Brands and Losing Your Religion?” Under revision.
- Dai, H., K.L. Milkman, J. Riis. “The Fresh Start Effect: Breaking Points in Life Motivate Virtuous Behavior.” Under review at Management Science.
- Dai, Hengchen, Cindy Chan, and Cassie Mogilner. Don’t Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Ambiguity Attitudes and Economic Behavior."
- Dimmock, Stephen G., Roy Kouwenberg, Olivia S. Mitchell, and Kim Peijnenburg, "Measuring Ambiguity Attitudes."
- Dommer, Sara Loughran and Nicole Verrochi Coleman “Closing the Gap: How Self-Discrepancy and Gender Drive Ideal Self-Congruency with Brands and Social Groups”
- Dzhogleva, Hristina and Nicole Verrochi Coleman “Strategies to Cope with Social Identity Threats: Defending the “Self” without Sabotaging Self-Control” Under Review.
- Gino, Francesca and Cassie Mogilner, “Time, Money, and Morality: How Focusing on Time, Rather than Money, Decreases Dishonest Behavior.”



- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber. "The Role of Subsidies in Coordination Games with Interconnected Risk." Under the second round of review for the *Journal of Behavioral Decision Making*.
- Gopalakrishanan, Arun, Raghuram Iyengar and Robert Meyer, "Should I Take this Call? Theory and Empirical Evidence on the Optimality of Cell-Phone Usage by Consumers"
- Grant, A. M., & Rothbard, N. P. 2011. When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. Invited revision, *Journal of Applied Psychology*.
- Gray, Julia and Raymond Hicks, "The Company You Keep: Perceptions of International Agreements."
- Hafenbrack, A.C., Kinias, Z., & Barsade, S.G. Debiasing the mind through meditation: Mindfulness and the sunk cost bias.
- Huang, L, Frideger, M., and Pearce, J. "Political Skill: Explaining the Effects of Nonnative Accent on Managerial Hiring and Entrepreneurial Investment Decisions," Under second review, *Journal of Applied Psychology*.
- Iyengar, Raghuram and Jehoshua Eliashberg, "A Decision Analysis Framework for Analyzing Demand for Sport Events"
- Jung, H., & Kinias, Z. (under review, *Psych Science*). When the group fails: Culture and group membership change.
- Kable, Joseph W., B. Kyu Kim, Nicole Senecal and Gal Zauberman. Neural Correlates of Future Time Judgments Are Heterogeneous and Differentially Linked to Time Discounting. Working Paper.
- Kahn, Barbara, and C. Townsend, "The Visual Preference Heuristic: Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose." under revision at *Journal of Consumer Research*
- Kennedy, Jessica and Diana Robertson, "The normativity of unethical socialization practices."
- Kennedy, Jessica and Maurice Schweitzer, "Effects of accusations of unethical behavior on trust."
- Kennedy, Jessica, "When overconfidence is revealed: Testing the status-enhancement theory of overconfidence" (with co-authors at Berkeley, under 3rd review at OBHDP)
- Kessler, Judd and Alvin Roth "Don't take 'No' for an answer: An experiment with actual organ donor registrations."
- Kessler, Judd and Alvin Roth "Organ Donation Loopholes Undermine Warm Glow Giving: An Experiment Motivated By Priority Loopholes in Israel."

- Kessler, Judd and Stephen Leider "Finding the Hidden Cost of Control."
- Kessler, Judd, Theresa Kelly and Stephan Meier "Cautious Tale About Cognitive Load Manipulations: Learning from (Failed) Replications"
- Kim, B. Kyu, and Gal Zauberman. Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. Working Paper.
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.
- Kim, B. Kyu, Gal Zauberman, and James R. Bettman. The Impact of Perceived Temporal Scarcity of Life on Temporal Distance Judgments. Working Paper.
- Kinias, Z., Kim, H.S., Hafenbrack, A., & Lee, J. (R&R, OBHDP). Does the squeaky wheel always get the grease? Culture and devaluation of non-normative characteristics.
- Lebel, R. D., & Grant, A. M. 2012. Speaking up for the greater good: Prosocial motivation and voice in unfavorable contexts. Working paper.
- Lebel, R.D. Overcoming the fear factor: Exploring what leads employees to voice despite fear. Working paper.
- Lebel, R.D., Rothbard, N.P., Klein, K.J., Wilk, S.L., & Dokko, G. The Way You Do the Things You Do: How Conscientiousness and Extraversion Shape the Evaluative Consequences of Individual Innovation. Under review at the Academy of Management Journal.
- Lee, Leonard, Michelle Lee and Gal Zauberman. The Stability of Temporal Versus Monetary Valuations. Working Paper.
- Levine, E.E., Brooks, A.W., & Schweitzer, M.E. A theory of anxiety and motivation in the workplace, under review at Research in Organizational Behavior.
- Lin, Fern and Deborah A. Small (working paper). Nice Guys Finish Last and Guys in Last are Nice.
- Mellers, Barbara and Jonathan Z. Berman "Emotional Loss Aversion: When Does the Pain of a Loss Out-Weigh the Pleasure of a Comparable Gain?" Working Paper.
- Milkman, K. & Schweitzer, M. (Working paper). Will the best man win? Social comparisons, envy and the tension between cooperation and competition.
- Milkman, K.L. "Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of Wants over Shoulds." Under review.
- Milkman, K.L. and M.E. Schweitzer. "Teetering between Cooperation and Competition: Social Comparisons and Peer Nominations."

- Milkman, K.L., J.A. Minson, and K.G.M. Volpp. "Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling." Revise & resubmit at Management Science.
- Milkman, K.L., M. Akinola, and D. Chugh. "Heterogeneity in Discrimination?: A Field Experiment." Under review
- Milkman, K.L., M. Akinola, and D. Chugh. "Where Women and Minorities Face Bias in the Academy."
- Minson, J., Ruedy, N., & Schweitzer, M. (Working paper). Ask (the right way) and you shall receive: The effect of question type on information disclosure and deception.
- Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Ordinary or the Extraordinary?" Working paper.
- Mueller, J. S. & Melwani, S. *A Tale of Two Creativities: Why the Roles We Assign to Create and Evaluate Ideas Shape Creativity Assessments*. Revise and Resubmit requested from Journal of Experimental Social Psychology.
- Patil, S.V. Cognitive ambidexterity: How converging-countervailing structures shape adaptation errors
- Patil, S.V., Tetlock, P.E., & Mellers, B.A. Looking too close -- or not close enough: Accountability, distribution norms, and the balancing of conformity and deviation
- Rick, S. & Schweitzer, M. (Working paper). The imbibing idiot bias: Merely holding an alcoholic beverage can reduce perceived intelligence.
- Rosenwald, Dean and Nicole Verrochi Coleman "Facing your Consumers: FACS-Augmented Advertising Analysis."
- Ruedy, N., Moore, C., Gino, F., & Schweitzer, M. (Working paper). The cheater's high: The unexpected affective benefits of unethical behavior. Invited for resubmission at Journal of Personality and Social Psychology
- Schrift Rom and Jeffrey R. Parker, "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence"
- Schrift Rom, Ran Kivetz, and Oded Netzer "Harder Than it Should Be: The Effort-Outcome Link and the Construction of Deliberative Choice Processes"
- Schweitzer, M. & Ho, T. (Working paper). How monitoring influences trust: A tale of two faces. Invited for resubmission at Management Science
- Sela, Aner and Jonah Berger, "How Attribute Quantity Influences Option Choice,"
- Simmons, Joseph, and Leif Nelson, "Intuitive Choice Theory."

Wertenbroch, Klaus, "Cultural Differences in Just-World Beliefs Explain Preferences for Economic Redistribution," working paper with Will Maddux and Douglas Frank.

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

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

Williams, Patti, Andrea Morales, Christine Ringler and Loraine Lau-Gesk "How Stretching the Truth While Giving Feedback Can Change It," *Working Paper Available*

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

### **Listed in the 2010 Annual Report**

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

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

Berman, Jonathan, Amit Bhattacharjee, and Americus Reed II, "Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish." Under review at *Journal of Consumer Research*.

Bhattacharjee, Amit, Jonah Berger, and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing." Revising for invited 2<sup>nd</sup> round review at *Journal of Consumer Research*.

Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "License to Lapse: Lay Theories of Medicine, Remedy Marketing, and a Healthy Lifestyle." Under review at *Journal of Marketing*.

Bhargave, Rajesh and Gal Zauberman. Aspects of Experiences: The Role of Novelty in Hedonic Evaluations. Working Paper

Brooks, A.W., Grant, A., Schweitzer, M., & Edelman, E. (working paper) Worry at work: Anxiety and motivation in the workplace, *invited for review*.

Brooks, A.W., Moran, S., Schweitzer, M., & Bereby-Myer, Y. (working paper) Glad to be mad: When negotiators strategically choose to feel angry, *under first-round review*.

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

- Bucchianeri, Grace Wong and Talya Miron-Shatz, "Know how much your home is worth? Think again."
- Chan, Cindy, Jonah Berger, and Leaf Van Boven, "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Revising for resubmission.
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption." Working paper.
- Deslorieux, Kingsley, Cassie Mogilner and Eric Bradlow, "The Lasting Effects of Hedonic Experiences" that uses data from the WBL. are also involved with it.
- Erte Xiao and Howard Kunreuther. "Punishment and Cooperation in Stochastic Prisoner's Dilemma Game" (under review at *Journal of Public Economics*)
- Finnel, Stephanie, Americus Reed II, and Patti Williams (Stephanie Finnel's Dissertation Proposal), "Lean on Me: Relying on Relationships to Regulate Ambivalence and Relying on Consumption to Repair Relationships"
- Gino, F., Brooks, A.W., & Schweitzer, M. (working paper) Anxiety, advice, and the ability to discern: Feeling anxious makes people seek and use advice, *under second-round review*.
- Gino, F., Wood, A. & Schweitzer, M. (Working paper). Increased fears, open ears: How anxiety increases advice-taking (even when the advice is bad).
- Gong, M., Heal, G., Krantz, D., Kunreuther, H., and E. Weber. "Facilitating Pareto-Optimal Coordination by Subsidies in Deterministic and Risky Settings." Working paper.
- Grant, A. M., & Dutton, J. E. 2011. From beneficiary to benefactor: The effects of journaling about receiving versus giving benefits on prosocial behavior. Working paper.
- Grant, A. M., & Hofmann, D. A. 2011. Outsourcing inspiration: The performance effects of ideological messages from leaders and beneficiaries. Under third review, *Organizational Behavior and Human Decision Processes*.
- Grant, A. M., & Rothbard, N. P. 2011. When in doubt, seize the day? Security values, prosocial values, and proactivity under ambiguity. Manuscript in progress.
- Kable, Joseph W., Kyu Kim, Nicole S., and Gal Zauberman Neural Substrate of Anticipatory Time Perception and Time Discounting. Working Paper.
- Kim, B. Kyu, and Gal Zauberman. Can Victoria's Secret Change the Future? Sexually-arousing Images, Anticipatory Time Perception, and Impatience for Monetary Rewards. Working Paper
- Kim, B. Kyu, and Gal Zauberman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. Working Paper.

- Kim, B. Kyu, Gal Zauberman, and James R. Bettman. Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting. Working Paper
- Lebel, R.D., Rothbard, N.P., Klein, K.J., Wilk, S.L., & Dokko, G. Speaking up for change: When and why individuals benefit from innovative behavior. Revise and resubmit at the Journal of Applied Psychology.
- Lee, Leonard, Michelle Lee and Gal Zauberman. Preference Stability for Time versus Money. Working Paper
- Minson, J., Mueller, J. S. *Two Is Company And Four Is A Crowd: Why Individuals Are More Likely To Take Advice Than Dyads*. Revise and Resubmit Requested from Psychological Science
- Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar, "A Bird in the Hand or Two in the Bush: The Effect of Simultaneously vs. Sequentially Presented Options," Revision requested at *Journal of Consumer Research*.
- Mogilner, Cassie, Jennifer Aaker, and Sep Kamvar, "How the Meaning of Happiness Impacts Choice," Revision requested at *Journal of Consumer Research*.
- Mogilner, Cassie, Zoe Chance, and Michael Norton, "Giving Time Gives You Time." Working paper.
- Mueller, J. S. & Lebel, D., Rosette, A. S. *Why Men Do Not Ask for Directions: Help Seeking and Perceptions of Leadership Competence*. Targeted submission to Organizational Behavior and Human Decision Processes.
- Mueller, J. S., Melwani, S., Goncalo, J. *The Bias Against Creativity*. Under full review at Psychological Science
- Reed II, Americus, Stephanie Finnel, Eric Levy, and Karl Aquino, "When the Going Gets Tough, the Moral Get Going: How Moral Identity Motivates Giving Time (vs. Money) Even When Doing So Is Costly"
- Rothbard, Nancy P., Berg, Justin, & Ollier-Malaterre. OMG - My Boss Just Friended me: Boundary management and the role of Hierarchy, Disclosure, and Gender of Boss in online social networking.
- Shin, J. 2011. Putting Work off Pays off: The Hidden Benefits of Procrastination for Creativity. Working Paper.
- Small, Deborah A., Devin Pope, and Michael I. Norton "An age penalty in racial preferences," *Under review*
- Staats, B.R., K.L. Milkman, and C. Fox. Forecasting time to complete team projects: An empirical test of coordination neglect in the field and lab.

**Listed in the 2009 Annual Report**

- Anand, K., Feldman, P., and Schweitzer, M. (Under review) Getting to NO: The Strategic Use of Instrumental Negotiations.
- Berger, Jonah and Devin Pope, "Can Losing Lead to Winning?" Under Review.
- Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2010), "Positive Effects of Negative Publicity: When Negative Reviews Increase Sales," *Marketing Science*, 29(5), 815-827.
- Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Under 2nd round review at *Journal of Experimental Psychology: Applied*.(now under review)
- Bhattacharjee, Amit, Jonah Berger, and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing." Manuscript in preparation.(now working paper)
- Chan, Cindy, Jonah Berger, and Leaf Van Boven (2009), "Differentiating the "I" in "In-Group": How Identity Signaling and Uniqueness Combine to Drive Consumer Choice." Working Paper.
- Dunn, J., Ruedy, N., & Schweitzer, M. (Under 3rd round review at OBHDP) It Hurts Both Ways: How Social Comparisons Harm Affective and Cognitive Trust.
- Filipowicz, A., Barsade, S. & Melwani S. Emotional Transitions in Social Interactions: The Effects of Changing Emotions in a Negotiation. Working paper.
- Filipowicz, A., Barsade, S. & Melwani S. The Emotional Contagion of Changing Emotions. Working paper
- Gino, F., Wood, A., & Schweitzer, M. (working paper) What should I do? Feeling anxious makes people seek and use (bad) advice, invited for second-round review.
- Gino, F. & Schweitzer, M. (Under review) Seeing and Believing: How Expressed Emotions Influence Trust and Advice Taking.
- Gong, M., Baron, J. and H. Kunreuther. "Why do Groups Cooperate More than Individuals to Reduce Risks?"
- Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty."
- Gong, M., Baron, J. and H. Kunreuther. "When does uncertainty reduce inter-group competition and encourage inter-group cooperation?"
- Graefe, A. (2010). Taking advice from prediction markets, meetings, and the Delphi method. Working paper.

- Kim, B. Kyu & Gal Zauberman (2009), "Can Victoria's Secret Change Men's Perception of Future Time? Sexually-arousing Images, Anticipatory Time Perception, and Intertemporal Preferences for Monetary Rewards"
- Kim, B. Kyu, Gal Zauberman, & James Bettman (2009), "Time Embedded in Space: The Influence of Space-time Interdependence on Anticipatory Time Perception and Temporal Discounting"
- Kornish, Laura J. and Ulrich, Karl T., Characterizing Opportunity Spaces in Innovation: Evidence from Large Samples of Ideas in Five Domains (November 9, 2009).
- Liberman, Minson, Ross & Bryan (2010). False consensus, naïve realism, and capturing “the wisdom of dyads”. Under review.
- Liersch, Michael J, Rottenstreich, Yuval, Kunreuther, Howard, and Gong, Min. " Uncertainty Exacerbates the Reluctance to Trade: Testing between Reference-Dependent and Connection-Based Accounts of the Endowment Effect."
- Lin, Fern and Deborah A. Small (2010). "Cheapened Altruism: Discounting Prosocial Behavior of Friends of Victims".
- Lin, Fern and Deborah A. Small. “Nice Guys Finish Last and Guys in Last Are Nice: Heuristic Clash of Altruism and Self-Benefit”
- Milkman, Katherine L. 2010, Unsure what the future will bring? You may overindulge: Uncertainty increases the appeal of wants over shoulds. Working Paper.
- Milkman, Katherine L., Mary Carol Mazza, Lisa L. Shu, Chia-Jung Tsay, Max H. Bazerman 2009, Policy bundling to overcome loss aversion: A method for improving legislative outcomes. Working Paper.
- Milkman, K., Schweitzer, & Beshears, J. (Under Review) Competitive Rewards and Social Comparison
- Minson, Liberman & Ross (2010). Two to Tango: Effects of Collaboration and Disagreement on Dyadic Judgment. Under review.
- Mueller, J. S. & Lebel, D., Rosette, A. S. The Male Leadership Disadvantage: Are Male Leaders Penalized When Asking For Help? Submitted to Journal of Applied Psychology.
- Mueller, J. S., Goncalo, J., Kamdar, D. Creativity and Attributions of Leadership Capability: Why Nobody Wants Creativity at the Top. Targeted submission to Psychological Science.
- Pope D., Simonsohn U. "Round Numbers as Goals: Evidence from Baseball, SAT Takers, and the Lab"



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

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

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

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

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

### **Listed in the 2008 Annual Report**

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

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

Berger, Jonah and Gael Le Mens (2008), "Adoption Velocity and the Abandonment of Cultural Tastes." Working Paper.

Berger, Jonah and Ward, Morgan (2008), "Subtle Signals and Inconspicuous Consumption." Working Paper.

Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2008), "Negative Publicity: When Negative Is Positive." Working Paper.

Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II (2008), "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle." Working Paper.

Deng, Xiaoyan and J. Wesley Hutchinson (2008), "The Effect of Metaphoric Design on Product Evaluation," Working Paper.

Dunn, J., Ruedy, N. & Schweitzer, M. (2008). Too good to be trusted? The effect of performance comparisons on affective and cognitive trust. Working Paper.

Finnel, Stephanie, Eric Bradlow, and Americus Reed II (2008), "Oscillation in the Dynamic Consumer Self-Control Process" Working Paper.

Gong, M., Baron, J. and H. Kunreuther, (2008) "Group Cooperation Under Uncertainty." Working Paper.

- Graefe, Andreas & Armstrong, J. Scott (2008). Advice-taking from prediction markets, meetings, and the Delphi method. Working Paper.
- Graefe, Andreas & Armstrong, J. Scott (2008). Comparing Face-to-face Meetings, Nominal Groups, Delphi and Prediction Markets on an Estimation Task. Working Paper.
- Haselhuhn, M. & Schweitzer, M. (2008). Can people change? How implicit Beliefs moderate the erosion of trust following deception. Working Paper.
- Huang, Yanliu and Hutchinson, J. Wesley (2008), "There Is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Multi-Store Price Search Task. Working Paper.
- Hutchinson, J. Wesley and Yanliu Huang (2008), "The Price Shopper's Dilemma: Optimal Multi-Store Search." Working Paper.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein (2008) "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays." Working Paper.
- Lee, Leonard, Michelle Lee and Gal Zauberman (2008), Preference Stability for Time versus Money. Working Paper.
- Rick, S.I., Small, D.A., & Finkel, E.J. (2008). "Fatal (fiscal) attraction: Tightwads, spendthrifts, and marriage." Working Paper.
- Small, D.A. (2008). "Reference-dependent sympathy." Working Paper.
- Zhao, Min, Steve Hoeffler, and Gal Zauberman (2008), Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process- Versus Outcome-Focused Thoughts. Working Paper.

### **Listed in the 2007 Annual Report**

- Barsade, S, Eylon, D, Goethals G.R. and Perl, R. (2008) "Is silence golden? Attributions of silence and its effects in a negotiation context." Working Paper.
- Barsade, S., Ramarajan, L. and Allred, K. (2005). "Cynicism or Benevolence?: The role of positive and negative acts on our work place attributions." Working Paper.
- Berger, Jonah and Winter Mason (2008), "How Culture Spreads: Identity-Signaling, Social Networks, and the Diffusion of Culture." Working Paper.
- Bolton, Lisa E. (2006), "Believing in First Mover Advantage." Working Paper.
- Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste." Working Paper.

- Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA." Funded by the Guanghua-Wharton Joint Research Initiative on Firms and Markets in China. Working Paper.
- Deng, Xiaoyan and Barbara E. Kahn (2007), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product Heaviness and Package Evaluation," Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2007), "A Form-Function-Elaboration Model of Consumer Responses to Product Design: The Effects of Visual Metaphors," Working Paper.
- Deng, Xiaoyan and J. Wesley Hutchinson (2008), "Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in the Evaluation of Self-Designed Products," Working Paper.
- Eisenstein, E. and S.J. Hoch (2007), "Intuitive compounding: Framing, temporal perspective, and expertise", Working Paper.
- Filipowicz, A, Barsade, S. & Melwani, S. (2008), The Criticality of Change: Affective Transitions in Negotiations. Working Paper.
- Finnel, Stephanie, Americus Reed, II, Karl Aquino, and Stefan Thau, "Consuming War: The Case of Dueling Identities," Working Paper.
- Huang, Yanliu and J. Wesley Hutchinson (2008), "There is More to Planned Purchases than Knowing What You Want: Dynamic Planning and Learning in Consumers' Store Choice Behavior," Working paper.
- Huang, Yanliu and Robert J. Meyer (2008), "Tradeoffs in the Dark: The Algebraic Structure of Extrapolated Consumer Preference Functions," Working paper.
- Huang, Yanliu, Sam Hui, and Barbara Kahn (2007), "Health Communication Effectiveness: Using Underlying Processes to Understand the Relationship between Risk Attitudes and Behavioral Intentions," Working paper.
- Hui, Sam, Yanliu Huang, and Edward George (December 2007), "Model-based Analysis of Concept Maps in Marketing," Working Paper.
- Kunreuther, H, Silvasi, G., Bradlow, E.T., and Small, D. (2007), "Deterministic and Stochastic Prisoner's Dilemma Games: Experiments in Interdependent Security", Working Paper.
- Lee, Michelle, Barbara Kahn and Susheela Varghese: "Retrospective Preference for Variety: An Ease of Retrieval Perspective." Working Paper.
- Lee, T.Y., and Bradlow, E.T. (2007), "Automatic Construction of Conjoint Attributes and Levels From Online Customer Reviews", Working Paper

- Malkoc, Selin, Gal Zauberaman, and James R. Bettman. (2008) Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. Working Paper.
- Melwani, S. & Barsade, S. (2008), Held in contempt: The interpersonal effects of contempt in a work setting. Working Paper.
- Mueller, J. S. & Overbeck, J. R., Melwani, S. (2008) Emotional Expression and Status Conferral. Working Paper.
- Passyn, Kirsten , Mary Frances Luce and Barbara Kahn, "Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior." Working Paper.
- Ramarajan, L. (2007) "Who am I? The Influence of Multiple Intrapersonal Identities on Interpersonal Problem Solving." Working Paper.
- Redden, J. and S.J. Hoch (2008), "The Psychology of Two-Part Tariffs," Working Paper.
- Reed II, Americus, Joel Cohen, and Amit Bhattacharjee, "When Brands are Built from Within: Implications of a Social Identity Pathway to Evaluation." (chapter to appear in *Handbook of Brand Relationships*, Eds. Deborah MacInnis, Chan Ho Park, and Joseph Priester, M.E. Sharpe). Working Paper.
- Reed, II, Americus, Eric Levy, Karl Aquino, and Stephanie Finnel (2008) "Giving Time versus Money: A Social Identity Perspective". Working Paper.
- Rothbard, Nancy (2007), "Task engagement and the self-affirmation motive," Working Paper.
- Small, D.A. (2007). Reference-dependent sympathy. Working Paper.
- Small, D.A. & Verrochi, N.M. (2007). The face of need: Emotion expression on charity advertisements. Working Paper.
- Subramanian, Upender, Jagmohan S. Raju, Z. John Zhang (2008), "Customer Value-Based Management: Competitive Implications." Working Paper.
- Verrochi, Nicole M. (2008), "Fit Theory: Towards an Understanding of Judgments and Evaluations of Fit" Working Paper.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Brand Alliances: When Do Consumers (Not) Fit?" Working Paper.
- Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Health Remedies: >From Perceptions to Preference to a Healthy Lifestyle." Working Paper.
- Williams, Patti and Jennifer Aaker (2008) "Reflections of Reality: Mixed Emotions and Perceptions of Verisimilitude." Working Paper.
- Williams, Patti and Kirsten Grasshoff (2008) "Layered Not Stirred: Negative Mixing for

Emotional Intensity.” Working Paper.

Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman. Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. Working Paper.

Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave. 1995 Feels so Close Yet so Far: The Effect of "Event Markers" on the Subjective Feeling of Elapsed Time. Working Paper.

Zauberman, Gal, Rebecca K. Ratner, and B. Kyu Kim. Memories as Assets: Strategic Memory Protection in Choice over Time. Working Paper.

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

## **RESEARCH IN PROGRESS**

### **New or Ongoing in 2015**

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

Barasch, Alixandra, “Emotion and Reason as Signals of Cooperation,” with Jonathan Z. Berman, Emma E. Levine, David Rand, and Deborah A. Small.

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

Barasch, Alixandra, “Magnitude Matters: The Role of Emotion Intensity in Interpersonal Perception” with Celia Gaertig, Emma Levine, and Maurice Schweitzer.

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

Barnea, Uri, Jonah Berger, and Keisha M. Cutright. “How Sense of Control Affects Choice of Communication Channels”.

Berman, J.Z., Barasch, A., Levine, E.E., Small, D.A. The limits of effective altruism.

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

Bitterly, T.B., Levine, E.E., & Schweitzer, M.E. How power reduces status quo bias, *data collection in progress*.

- 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*.
- Bitterly, T.B., Yip, J.A., Schweinsberg, M., & Schweitzer, M.E. Aggressive humor and negotiations, *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".
- Gaertig, C., & Simmons, J. (2016). Confidently expressing uncertainty.
- Gaertig, C., Barasch, A., Levine, E.E., & Schweitzer, M.E. Anger and status revisited.
- Gaertig, C., Kelly, T., VanEpps, E., & Simmons, J. (2016). Framing effects in medical decision making.
- Gaertig, C., Kelly, T., VanEpps, E., & Simmons, J. (2016). Perceived decision quality in medical decision making.

- 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 future 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.
- Levendusky, M., Druckman J., & McLain A. (2016). "No Need to Watch: How the Effects of Partisan Media Spread via Inter-Personal Discussions." Invited to revise-and-resubmit, American Journal of Political Science (resubmitted sent in August 2016).
- 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
- Levine, E.E.\*, Barasch, A.\*, Rand, D., Berman, J.Z., Small, D. Emotion and reason as signals of cooperation. \*denotes equal authorship
- 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,"
- Schrift, Rom Y. and Yonat Zwebner "The Pain of Choice: Preference Elicitation Modes, Effort and Conflict,"
- 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).
- Simmons, Joseph P., "The Moral Virtue of Authenticity: A Replication of Gino et al. (2015)."
- 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.
- Zwebner Yonat and Schrift Rom, "Sceptophobia in Decision-Making: the Aversion to Being Observed During Decisions and its Impact on Consumers' Choices."
- Zwebner Yonat and Schrift Rom, "The Pain of Choice: Preference Elicitation Modes, Effort and Conflict.

### **New or Ongoing in 2014**

- Barasch, Alixandra and Deborah Small "The motivating force of carrot versus stick incentives in prosocial behavior."
- Barsade, Sigal G., Smith-Crowe, Kristen & Potter, Jaime. "Outgroups and Counter-Contagion."

- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small "The Limits of Effective Altruism"
- Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small "Rational versus Emotional Signals of Cooperation"
- Bitterly, B., Yip, J. A., & Schweitzer, M. E.. Aggressive humor and negotiations.
- Bitterly, T.B., & Schweitzer, M.E., Humor and power.
- Bitterly, T.B., & Schweitzer, M.E., Humor and trust.
- Bitterly, T.B., Levine, E.E., & Schweitzer, M.E., Power and omission bias.
- Cutright, Keisha M., Shalena Srna and Adriana Samper, "How Dress Influences Purchase Behavior."
- Dietvorst, B. J., Milkman, K. L, Soll, J. B. Outcome Nudges and Process Nudges
- Dietvorst, B. J., Simmons, J. P. When do People Pick the First Presented Option Most Often?
- Dietvorst, B. J., Simmons, J. P., Massey, C. "Abating Algorithm Aversion"
- Featherstone, Clayton, The one experiment I ran in the lab has yet to make it to working paper status. My co-author on the project is Jacob Leshno, who is at Columbia Business School.
- Gromet, D. M., & Kunreuther, H. Messaging and individual adoption of solar power.
- Gromet, D. M., & Okimoto, T. G. The social costs and benefits of (non) forgiveness.
- Hafenbrack, A.C., Barsade, S.G., & Kinias, Z. On whether to meditate before a negotiation: A test of state mindfulness.
- Hershfield, Hal, Cassie Mogilner, and Uri Barnea, "Happiness and Preferences between Having More Time or More Money."
- Hosanagar, Kartik and Dokyun Lee, When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance.
- Huang, Yanliu and J. Wesley Hutchinson, "Partial Planning."
- Kelly, T. F. & Simmons, J. P. "Framing effects on loss aversion" (data collection in progress)
- Kelly, T. F. & Simmons, J. P. "Is loss aversion a System 1 response?" (data collection in progress)

- Kelly, T. F. & Simmons, J. P. "People can take the outside view, but they don't want to use it" (in preparation)
- Kessler, J.B. and Muriel Niederle, "Thinking Fast and Slow" .
- Levine, E.E. "I'm just being honest: Ethical justifications for antisocial behavior" (With M.E. Schweitzer)
- Levine, E.E. Emotion and reason as signals in social dilemmas" (With A. Barasch, D. Rand, J. Berman, & D. Small)
- Light, Sarah, Howard Kunreuther and Dena Gromet, "National Security and Military Leadership on Renewable Energy."
- Mogilner, Cassie and Michael Norton, "Preferred Happiness: Experienced or Remembered?"
- Nurmohamed, S. "When good people go bad: How citizenship impacts unethical pro-organizational behavior"
- Patti Williams, "Emotional Expression as Reflections of Intrinsic Motivation," (with Yimin Cheng and Anirban Mukhopadhyay), *Data Collection in Progress*
- Patti Williams, "Emotional Reactions to Stock-outs: Predicting Retaliatory Behaviors," (with Nicole M. Coleman, Andrea C. Morales and Gavan J. Fitzsimons), *Working Paper Available*
- Patti Williams, "Emotions, and Identity Threat," (with Nicole M. Coleman), *Working Paper in Progress* (To be submitted to *Journal of Consumer Research*)
- Patti Williams, "Loneliness and Consumer Perceptions of Distance (with Joy Lu and Gavan J. Fitzsimons), *Data Collection in Progress*
- Patti Williams, "Recognizing My Self: Emotion Recognition and Social Identity," (with Nicole M. Coleman), *Data Collection in Progress*
- Rifkin, Jacqueline, C. Chan, and B. E. Kahn, FOMO: "How the Fear of Missing Out leads to Missing Out."
- Schrift, Rom Y. "Choosing Free Will: The Freedom from Randomness and Determinism," with Klaus Wertenbroch
- Schrift, Rom Y. "The Impact of Income Tax and Redistribution of Tax Money on Productivity, Satisfaction, and Perceptions of Fairness," with Shalena Srna and Gal Zauberman
- Schrift, Rom Y. "The Sweet Spot of Choice Under Conflict," with Oded Netzer
- Silverman, Jackie, Alix Barasch and Gal Zauberman – Effects of photo-taking on memory.
- Simmons, Joseph, Understanding Math Interest and Anxiety.

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

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

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

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

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

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

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

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

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

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

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

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

### **New or Ongoing in 2013**

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

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

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

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

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

- Bhattacharjee, Amit K., Jonathan Z. Berman, Jason Dana and Barbara Mellers, "Selling Out: How Appealing to Customer Tastes Affects Perceptions of Product Quality." Manuscript in preparation.
- Bitterly, B. Humor and status
- Buechel, Eva and Jonah Berger, "Facebook Therapy: Why People Share Self-Relevant Content Online"
- Cai, Jeffrey, Bob Meyer and Jagmohan Raju, "Silent or Salient? Social Information and Salesforce Performance", .
- Coleman, Nicole Verrochi and Patti Williams, "That's Not How I Should Feel: Emotion Profile-Inconsistent Emotions as Identity Threats" 4 Studies complete; manuscript in preparation
- Cutright, Keisha M. and Claire Tang, Adriana Samper and Nathan Martin, "Influence of Personal Control and Environmental Cues on Consumer Cheating."
- Cutright, Keisha M. and Lisa A. Cavanaugh, "Personal Control & Happy Togetherness in Advertising."
- Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential than Material Purchases."
- Diehl, Kristin, Gal Zauberaman, and Alixandra Barasch, "Gaining or losing focus? How taking pictures affects experiences and memories." Manuscript in preparation.
- Grewal, Lauren, Nicole Verrochi Coleman, and Patti Williams "Mixed Indulgences: None of the Guilt, None of the Pleasure?"
- Gromet, D. M., Kunreuther, H., & Mellers, B. Perceptions of moral hazard.
- Gromet, D. M., & Kunreuther, H. Messaging and individual adoption of solar power.
- Gromet, D. M., & Kunreuther, H. Tenant demand for energy efficient buildings.
- Gromet, D. M., Kunreuther, H., & Larrick, R. P. The effect of labels and information on energy efficiency choices.
- Guillion, Daniel, "Governing with Words: The Political Dialogue on Race, Public Policy, and Inequality in America" (book project).
- Hafenbrack, A.C., Barsade, S.G., & Kinias, Z. On whether to meditate before a negotiation: A test of state mindfulness.
- Hutchinson, J. Wesley, "Measuring Social Impact: A Longitudinal Analysis of Brands and Product Categories."
- Inbar, Y., Gromet, D. M., & Wertenbroch, K. Subjective wealth and support for redistribution.

- Jung, J and Kahn, B: Perceptions and Prioritization of Hospital Safety Records
- Jung, Janice, Barb Mellers and Jonathan Baron, Attitudes towards nudges
- Jung, Janice, Hilke Plassmann and Barb Mellers, Subjective risk attitudes
- Jung, Janice, Jonathan Baron, Policies that are too effective to be good
- Kelly, T.F., Simmons, J.P., Inbar, Y. "The consequences of moralizing behaviors for goal endorsement and behavior change."
- Levine, E.E., Bitterly, B., Schweitzer, M. Guilt-proneness and trust; data collection in progress.
- Levine, E.E., Schweitzer, M. Interpersonal judgment in ethical dilemmas; data collection in progress.
- Levine, E.E., Schweitzer, M. The benefits of faking it: Emotional misrepresentation increases cognitive trust; manuscript in preparation.
- Levine, Livia, Negotiating with the Millennial Generation
- Levine, Livia, Why the F\*\*\* Don't They Trust: The Relationship between Online Incivility and Trust
- Milkman, K.L., and Jihae Shin, "The Downside of Having a Plan B."
- Minson, J., Ruedy, N., & Schweitzer, M. Question types and Honesty
- Mogilner, Cassie and Cindy Chan, "Forgiving by Not Forgetting: The Effect of Compensations Following Brand Transgressions."
- Schrift, Rom, Jae Young and Raghuram Iyengar "The Contingent Value of Social Search on the Purchase Funnel."
- Schrift, Rom, "Choosing Free Will: The Freedom from Randomness and Determinism," with Klaus Wertenbroch
- Schrift, Rom, Jonathan Levav and Jeff Parker "All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,"
- Schrift, Rom, Yimin Cheng and Anirban Mukhopadhyay "Protestant Work Ethic and its role in Outcome Prediction Based on Cost of Means,"
- Sela, Aner and Jonah Berger, "On Culture and Metacognition"
- Sela, Aner, Jonah Berger, and Gia Nardini "How Tradeoffs Shrink Attribute Hierarchy" Alixandra Barasch and Jonathan Berman, "The Discernment Hypothesis: How Negative Gossip Fosters Social Connection and Builds Trust." Manuscript in preparation.

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

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

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

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

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

Terwiesch, Christian, "Online Learning."

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

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

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

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

Zauberman, Gal, Photography and Experiences

### **New or Ongoing in 2011 and 2012**

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting

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

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

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

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

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

- Berman, Jonathan, Dena Gromet and Deborah A. Small. The cost of charitable behavior and charitable credit.
- Berman, Jonathan, Gal Zauberaman, John Lynch & An Tran, "Forecasting Future Expenses in Personal Finance". Data collection in progress.
- Bhattacharjee, Amit and Rom Schrift, "Measurement Ease and Importance," Data collection in progress.
- Bhattacharjee, Amit, Americus Reed, II, and Geeta Menon, "Identity Definition and Self-Complexity," Data collection in progress.
- Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed II, "Motivated Moral Decoupling: Politically Motivated Standards of Moral Relevance." Manuscript in preparation.
- Bhattacharjee, Amit, Jonathan Z. Berman, Jason Dana and Barbara Mellers, "Selling Out: Motives and Artistic Quality," data collection in progress.
- Brooks, A.W. (in prep) How to become the next American Idol: Reappraising pre-performance anxiety as excitement.
- Brooks, A.W. Juliana Schroeder, Jane Risen, Francesca Gino, Adam Galinsky, Maurice Schweitzer (in prep) Don't stop believing: Coping with anxiety through rituals.
- Cai, Jeff and Bob Meyer, "Dyadic Decision-Making under Uncertainty"
- Chan and Berger – arousal and social transmission
- Chan, Cindy, Cassie Mogilner, and Leaf Van Boven, "Gratitude, Guilt, and Gift-Giving: Building and Maintaining Relationships."
- Chen and Berger - controversy and conversation
- Coleman, Nicole Verrochi and Patti Williams "Emotion Profile-Inconsistency as an Identity Threat" In Preparation
- Coleman, Nicole Verrochi and Patti Williams, "Attention Deployment for Maintaining Identity-Consistent Emotion Profiles" 2 Studies complete; manuscript in preparation
- Coleman, Nicole Verrochi, Pattie Williams, and Kirsten Passyn "Do Mixtures of Negative Emotions Create Discomfort?," *Data Collection in Progress*
- Cutright, Keisha and Alice Isen and Gavan Fitzsimons, "Positive Affect and Religiosity"
- Cutright, Keisha and Aparna Sundar, "Believing in a 'Just World' of Symmetric Faces."
- Cutright, Keisha and Ron Shachar and Gavan Fitzsimons, "Identity Crisis: Consumer Reactions to Brand Changes"



- Cutright, Keisha, Adriana Samper, "Perceptions of control and quick-fix products"
- Cutright, Keisha, Eugenia Wu, "Religion and Fear Appeals"
- Cutright, Keisha, Ezgi Akpinar, "Religion and Brand Transgressions"
- Cutright, Keisha, Gavan J. Fitzsimons & James R. Bettman, "Heart-felt Constraints: Needing Structure and Fighting Incidental Emotions in Consumption."
- Deng Xiaoyan, and Hutchinson, J. Wesley, "Reversing the Self-Design Effect," work in progress.
- Edelman, E., Brooks, A.W., Schweitzer, M. "She Is What She Wears: Women's wardrobe choices affect their preferences, judgments, and behaviors."
- Finnel, Stephie Patti Williams, and Americus Reed "Identity Conflict and Mixed Emotions," Data Collection in Progress
- Gonzales, A.L. (in progress). The frequency and quality of everyday digital communication and mental and physical health.
- Gromet, Dena and Deborah A.Small. The bailout bias.
- Hafenbrack, Andrew C., Zoe Kinias, and Sigal G. Barsade, "Attentional Focus and Judgmental Bias: The Effect of Mindfulness on the Sunk Cost Fallacy".
- Huffman, David, and Bjoern Bartling, "Subjective Evaluation and Fairness".
- Jung, J. and Mellers, B (2013) When a Nudge Turns into a Shove
- Kennedy, Jessica and Phil Tetlock, "Status and the selection of accountability systems."
- Kessler, Judd (2011) "Finding the Hidden Cost of Control" with Stephen Leider, University of Michigan School of Management
- Kessler, Judd (2011) "Information and Fairness" with Muriel Niederle, Stanford Economics
- Levine, Livia, and Diana Robertson, "Eliciting Cooperation with Communication: Negotiating with the Millennial Generation."
- Levine, Livia, and Maurice Schweitzer, "Behavioral Responses to Contemptuous Expressions."
- Mellers & Berman, "Hedonic Tests of Loss Aversion."
- Mellers, Gurcay, & Baron, "When do Social Influences Make Crowds Wiser?"
- Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health

- Minson, J. A. & Mueller, J. S. When two heads are no better than one: When and why dyads perform no better than individuals
- Mitchell, Olivia S. , Stephen G. Dimmock, Roy Kouwenberg, and Kim Peijnenburg, “Examining How People Respond to Uncertainty and Ambiguity”.
- Mogilner, C. and Mellers, B. (2013). Wants and Shoulds in Daily Life: What Tradeoffs Predict Happiness?
- Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"
- Mogilner, Cassie and Barbara Mellers, "The Happy Life: The Balance between Wants and Shoulds."
- Mogilner, Cassie and Mike Norton, “Choose Your Happiness: Experienced or Remembered”
- Mogilner, Mellers, & Seligman, "Happiness and Perceptions of Life as Wants Versus Shoulds."
- Mueller, J. S., & Wakslak, C. *Construing Creativity: The How and Why of Recognizing Creative Ideas* (in preparation for submission to *Psychological Science*)
- Robertson, Diana et al., "Neuroscience of Risk Taking and Morality in Future Business Leaders".
- Schrift Rom and Gal Zauberman, "Regret and Counterfactual Thoughts in Hierarchical Decision Structure."
- Schrift Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy."
- Schrift Rom and Klaus Wertenbroch, “Choosing Free Will: The Freedom from Randomness and Determinism."
- Schrift Rom and Moty Amar, “Watching Others Choose: How Observing Others’ Decision Processes Impacts Our Own Preferences.”
- Schrift Y. Rom and Jeffrey R. Parker “Time inconsistent preferences and the option to defer choice” (in progress)
- Schrift Y. Rom, Jeffrey R. Parker, and Eric Hamerman “Multitasking and its impact on decision making” (in progress)
- Schrift, Y. Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,” (in progress)

- Schrift, Y. Rom, Ran Kivetz, and Oded Netzer, "As difficult as it should: the effort-outcome link and the construction of deliberative choice processes" (in preparation for submission to Psychological Science)
- Schweitzer, M. and Emma Levine, "Prosocial Lying and Trust"
- Schweitzer, M. and Jessica Kennedy "Accusations and Trust"
- Schweitzer, M., Barash, Alix and Emma Levine, "The Harmful Effects of Happiness."
- Schweitzer, M. and Brooks, Alison Wood , "Anxiety and Rituals."
- Schweitzer, M., Minson, Julia and Nicole Ruedy "Question Disclosure Model."
- Thomas and Berger – Topic breadth and sharing
- Thomas, Melanie and Cassie Mogilner, "Speed and the Effect on Social Connection."
- Vohs, Kathleen, Cassie Mogilner, George Newman, Jennifer Aaker, "Focusing on Money Makes Us Functional."
- Wertenbroch, Klaus, Breagin Riley and Barbara Briers "Redistribution and the Protestant Ethic," research in progress.
- Wertenbroch, Klaus, and Barbara Briers "The Politics of Consumption: Capitalism and the Quest for More" .
- Williams, Patti and Nicole Verrochi Coleman, "Looking Away: Identity-based Emotion Regulation."
- Williams, Patti and Nicole Verrochi, "Emotions and Identity Threat."
- Williams, Patti, Andrea Morales, Will Allender and Eugenia Wu, "The Effect of Anthropomorphism on Sympathetic Responses," *Data Collection in Progress*
- Williams, Patti, Andrew Edward White and Andrea C. Morales, "Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral."
- Zauberman, Gal, Alix Barasch and Kristin Diehl Photography, Memory, and Meaning.
- Zauberman, Gal, and Jonathan Berman, John Lynch and An Tran, "Expense Neglect in Predicting Financial Resources."
- Zauberman, Gal, and Kyu Kim Subjective Time Perception and Prospective Evaluations.
- Zhao Tingting and Rom Y. Schrift "the long term impact of metacognitive experiences" (in progress)

**New or Ongoing in 2010**

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

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

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

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

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

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

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

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

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

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

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

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

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

**New or Ongoing in 2009**

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

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

- Bucchianeri, Grace Wong and Talya Miron-Shatz, "Do We Know How Much Our Homes Are Worth?"
- Chan, Cindy and Alice M. Isen, "When Preferences Differ Among Friends: How Positive Affect Influences Choosing to Accommodate Others vs. Choosing to Express Oneself."
- Chan, Cindy, Leaf Van Boven, Eduardo B. Andrade, and Dan Ariely, "Moral Violations Reduce Consumption."
- Deng, Xiaoyan and J. Wesley Hutchinson (2009), "The Effect of Metaphoric Design on Product Evaluation," (new data collected).
- Gong, M., Baron, J., and H. Kunreuther. "Fairness Perception and Decisions Under Uncertainty." In preparation for submission for publication.
- Haug, Yanliu, B. Kyu Kim, & Gal Zauberman, "Understanding Emotional Attachment to Possessions."
- Kim, B. Kyu & Gal Zauberman (2009) "Scaling Life and Scaling Time: The Impact of Perceived Remaining Time in Life on Anticipatory Duration Perception and Impatience for Monetary Rewards"
- Kim, B. Kyu & Gal Zauberman (2009), "Spend 2-Da-Beat: Auditory Tempo, Internal Clock Speed, and Consumers' Time-related Decisions"
- Kim, B. Kyu, Deborah Small & Gal Zauberman, "Now I Can Die in Peace: The Impact of Conflict Resolution in Life on Perceived Distance to Death."
- Lin, Fern and Gal Zauberman, "Meaningful versus Pleasurable Activities, Experience, and Products"
- Lin, Fern and Paul Rozin, "The Natural-is-Better Bias"
- Melwani, S. A Little Bird Told Me...: Emotions, Attributions and Relationships as Consequences of Gossip
- Milkman, Katherine L. Modupe Akinola, Dolly Chugh 2010, A Study of Discrimination and Intertemporal Choice
- Mogilner, Cassie, and Amit Bhattacharjee, "Meaning vs. Happiness"
- Mogilner, Cassie, Mike Norton and Zoe Chance, "Getting Time by Giving It"
- Staats, Brad, Katherine L. Milkman, Craig Fox 2010, Underestimation of Coordination Costs in Teamwork
- Wood, A., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: How negotiators strategically choose to feel worse, in preparation.

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

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

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

### **New or Ongoing in 2008**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Listed in the 2007 Annual Report**

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

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

Bhargave, R. and Small, D. (2008), "The Role of Resolution of Emotional Goals in Memory for Discrete Emotions" with Deborah Small.

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

Bhattacharjee, Amit, Lisa Bolton, and Americus Reed II, "The Effects of Drug and Supplement Marketing on a Healthy Lifestyle." (data collected 2005 - 2007)

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

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

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

of Consumer Collaboration"

- Deng, Xiaoyan and Barbara E. Kahn (2008), "Consumer Responses to Visual Packaging Cues: A Strategic Framework"
- Deng, Xiaoyan, Sam Hui and J. Wesley Hutchinson (2008), "Balancing Consumer Self-Design with Automated Expert Guidance"
- Finnel, Stephanie and Americus Reed II (2008), "Finding Ways to Prime Patriotism and Nationalism," with. Data collected in 2007.
- Finnel, Stephanie, Dan Ariely and Gal Zauberman (2008), "Exploring the Boundaries of Self-Deception: An Assessment of the Situational Variables that Enable People to Believe What They Want to Believe," Data collected in February 2008.
- Finnel, Stephanie, Deborah Small and Gal Zauberman (2008), "Regretting Resource Use: Consumer Responses to the Waste of Time, Money, and Other Valued Resources," Data collected in 2008.
- Finnel, Stephanie, Eric Bradlow and Americus Reed II (2008), "Rationalization of Behaviors that Hurt Others," Data collected in 2007.
- Lin, F., & Small, D. (2008), "Dominance of Visual over Somatosensory Systems in Representing the Future."
- Mueller, J. S. Lebel, D. (2008), Does asking for help aid or hinder network tie formation?
- Ramarajan, L. & Barsade, S. (2005). "Service with a Snub: Using Shame to Gain in the American Wedding Dress Industry."
- Rick, Scott, Deborah Small, and Eli Finkel (2008), "When Tightwads and Spendthrifts Attract"
- Saldanha, Neela, Nicole M. Verrochi and Deborah A. Small (2008), "Disgust and the Brand: When Extensions are Revolting"
- Saldanha, Neela and Patti Williams (2008), "Mixed Indulgences - Consumer Perceptions, Evaluations and Choice."
- Sanchez-Burks, J., Filipowicz, A., & Huy, Q. (2008). Emotional Aperture: Convergent and Divergent Validity.
- Verrochi, Nicole M. and Americus Reed, II (2008), "Self Expression and Need for Reinforcement (SENSOR): A Dynamic Process of Relationship Fit"
- Verrochi, Nicole M., Americus Reed, II, and Jennifer Tong (2008), "Moral Identity and Attributions of Corporate Social Responsibility"
- Verrochi, Nicole M., Deborah A. Small, Amy J. C. Cuddy and Michael I. Norton (2008), "Cross-



## Race Emotional Contagion"

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

Williams, Patti, and Kyu Kim (2008), "Consumer Responses to Feelings of Loneliness," *Data Collection in Progress*

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

Williams, Patti, Gavan Fitzsimons and Neela Saldanha (2008), "No Regrets: How Intentions Questions License Sinful Behaviors," *Data collection in progress*

Williams, Patti, Gavan Fitzsimons and Nicole Verrochi (2008), "Emotional Responses to Stock-outs," *Data Collection in progress*

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

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

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

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

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

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

**Exhibit 3**  
**Users and Usage Rates for 2015 (Names deleted)**

Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Wharton Standing Faculty</i>					
		MGMT	0.4%	0.4%	0.0%
		MGMT	0.2%	0.0%	0.2%
		MKTG	2.9%	0.5%	2.4%
		MKTG	0.0%	0.0%	0.0%
		MGMT	1.3%	0.0%	1.3%
		MKTG	13.6%	12.2%	1.5%
		MKTG	0.3%	0.0%	0.3%
		BEPP	0.7%	0.0%	0.7%
		MGMT	0.9%	0.0%	0.9%
		MGMT	1.4%	0.1%	1.3%
		MKTG	1.3%	1.1%	0.2%
		MKTG	0.9%	0.0%	0.8%
		MKTG	0.5%	0.3%	0.2%
		BEPP	2.8%	0.8%	2.0%
		OID	7.0%	2.4%	4.6%
		HCMG	0.0%	0.0%	0.0%
		BEPP	2.2%	0.0%	2.2%
		MKTG	2.4%	0.7%	1.6%
		MKTG	0.9%	0.0%	0.9%
		OID	3.6%	2.8%	0.8%
		MKTG	2.5%	2.3%	0.1%
		MGMT	0.6%	0.0%	0.6%
		MGMT	2.7%	0.7%	2.0%
		MKTG	0.7%	0.0%	0.7%
		MKTG	2.8%	2.5%	0.3%
		MGMT	0.0%	0.0%	0.0%
		MKTG	2.7%	1.3%	1.4%
		OID	9.3%	3.4%	6.0%
		OID	3.9%	2.8%	1.1%
		OID	0.3%	0.3%	0.0%
		MKTG	2.5%	1.5%	1.0%
		HCMG	0.0%	0.0%	0.0%
		HLTC	0.0%	0.0%	0.0%
		MGMT	1.6%	0.1%	1.5%
		BEPP	0.0%	0.0%	0.0%
		MKTG	2.0%	0.3%	1.7%
		MKTG	0.1%	0.0%	0.1%
		MKTG	9.6%	7.1%	2.5%
<i>Wharton Visiting Faculty &amp; Post-docs</i>					
		MKTG	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		OID	0.6%	0.0%	0.6%
		OID	0.3%	0.2%	0.1%
		OID	0.0%	0.0%	0.0%
<i>Other Faculty (Penn &amp; elsewhere)</i>					
		MKTG	0.0%	0.0%	0.0%
		Other	0.0%	0.0%	0.0%
		MKTG	0.0%	0.0%	0.0%
		MKTG	0.0%	0.0%	0.0%
		PSOM	0.0%	0.0%	0.0%
		Other	0.0%	0.0%	0.0%
		PPE	0.3%	0.0%	0.3%

Last Name	First Name	Dept.	Incentive Expense (%)	Specialized Samples (%)	On-Campus Samples (%)
<i>Other Faculty (Penn &amp; elsewhere)</i>					
		Drexel	0.0%	0.0%	0.0%
		INSEAD	0.0%	0.0%	0.0%
		GCP	0.6%	0.6%	0.0%
		PSYCH	0.0%	0.0%	0.0%
		POLSCI	0.0%	0.0%	0.0%
		Other	0.0%	1.1%	0.0%
		PSOM	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		PSYCH	0.2%	0.2%	0.0%
		Other	0.0%	0.0%	0.0%
		INSEAD	1.2%	0.0%	1.2%
<i>Wharton Doctoral Students (&amp; others)</i>					
		MKTG	0.0%	0.0%	0.0%
		MKTG	0.0%	0.0%	0.0%
		MKTG	0.0%	0.0%	0.0%
		MGMT	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		MGMT	0.0%	0.0%	0.0%
		BEPP	0.8%	0.0%	0.8%
		MGMT	0.4%	0.0%	0.4%
		OID	2.5%	1.0%	1.5%
		BEPP	0.7%	0.0%	0.7%
		OID	0.0%	0.0%	0.0%
		OID	1.0%	0.0%	1.0%
		Psych	0.0%	0.0%	0.0%
		OID	0.5%	0.5%	0.0%
		OID	0.0%	0.0%	0.0%
		Mktg	0.0%	0.0%	0.0%
		INSEAD	0.0%	0.0%	0.0%
		BEPP	0.1%	0.0%	0.1%
		Mktg	0.0%	0.0%	0.0%
		OID	1.9%	1.9%	0.0%
		OID	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		Mgmt	0.0%	0.0%	0.0%
		MKTG	0.9%	0.1%	0.9%
		INSEAD	0.0%	0.0%	0.0%
		OID	0.0%	0.0%	0.0%
		Mgmt	0.0%	0.0%	0.0%
		Mgmt	0.0%	0.0%	0.0%
		Psych	0.0%	0.0%	0.0%
		MKTG	0.1%	0.1%	0.0%
		Mgmt	0.3%	0.0%	0.3%
		MKTG	0.1%	0.0%	0.1%
		MKTG	0.0%	0.0%	0.0%
		MGMT	0.0%	0.0%	0.0%
		MKTG	2.7%	0.2%	2.5%
		MKTG	0.0%	0.0%	0.0%
		MKTG	0.0%	0.0%	0.0%

**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.

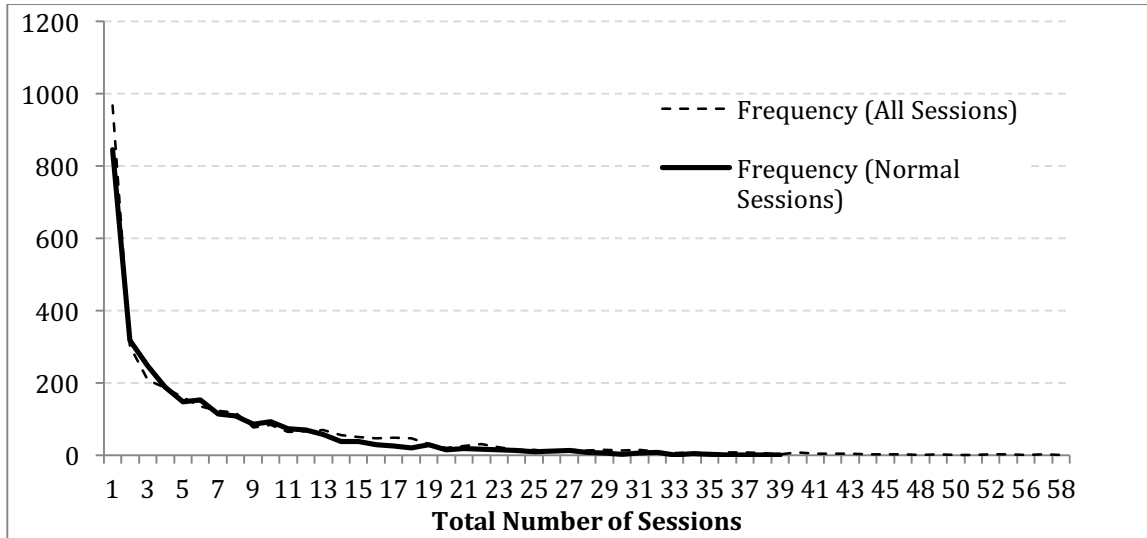
**Exhibit 4**  
**Summary Statistics for On-Campus and Specialized Samples for 2015**

Session Type	Room	Number of Participant-Sessions	Avg. Payment	Avg. Showup Payment	Avg. Extra Payment	Avg. Time (min.)	Avg. Satisfaction (9 pt. scale)	
<i>On-Campus</i>								
1		23,387	\$11.62	\$9.61	\$2.01	37.8	7.2	
2	F56 (GSR)	82	\$14.05	\$6.95	\$7.10	24.4	7.8	
3	Field Study	525	\$10.00	\$10.00	\$-	.	.	
4	JMHH375	466	\$10.62	\$10.00	\$0.62	38.8	6.5	
5	JMHH608	95	.	.	.	.	.	
6	JMHHF75	1,653	\$11.27	\$10.00	\$1.27	36.6	7.2	
7	JMHHF81	11,901	\$11.47	\$9.41	\$2.07	35.9	7.2	
8	SHDH112	8,665	\$11.91	\$9.82	\$2.09	40.6	7.1	
9	Comp. Lab	1,997	\$10.83	\$10.00	\$0.83	36.2	7.0	
10	Eye Tracking	402	\$5.00	\$5.15	\$(0.15)	14.4	7.7	
11	AM/Extra	3,331	\$9.48	\$8.20	\$1.28	28.4	7.4	
12	Normal	17,017	\$12.26	\$9.93	\$2.33	40.2	7.1	
13	Pay Pickup	640	\$12.18	\$10.29	\$-	1.0	.	
14	Comp. Lab	JMHH375	466	\$10.62	\$10.00	\$0.62	38.8	6.5
15	Comp. Lab	JMHHF75	1,484	\$10.72	\$10.00	\$0.72	34.8	7.2
16	Comp. Lab	JMHHF81	47	\$16.26	\$10.00	\$6.26	53.6	7.3
17	Eye Tracking	JMHHF81	379	\$5.00	\$5.15	\$(0.15)	14.4	7.7
18	Eye Tracking	SHDH112	23	.	.	.	.	.
19	AM/Extra	F56 (GSR)	82	\$14.05	\$6.95	\$7.10	24.4	7.8
20	AM/Extra	JMHHF81	3,059	\$9.61	\$8.44	\$1.17	29.1	7.3
21	AM/Extra	SHDH112	190	\$5.50	\$5.00	\$0.50	17.3	7.5
22	Normal	JMHHF75	169	\$16.15	\$10.00	\$6.15	52.5	7.1
23	Normal	JMHHF81	8,396	\$12.38	\$9.93	\$2.46	39.1	7.1
24	Normal	SHDH112	8,452	\$12.06	\$9.93	\$2.13	41.2	7.1
25	Pay Pickup	Field Study	525	\$10.00	\$10.00	\$-	.	.
26	Pay Pickup	JMHH608	95	.	.	.	.	.
27	Pay Pickup	JMHHF81	20	.	.	.	.	.
<i>Specialized</i>								
15	All	270,230	\$1.00			1 to 15		
16	M-Turk	251,988	\$0.69			1 to 15		
17	Qualtrics	13,190	\$4.81			5 to 15		
18	Field Study	4,685	\$6.96			5 to 60		

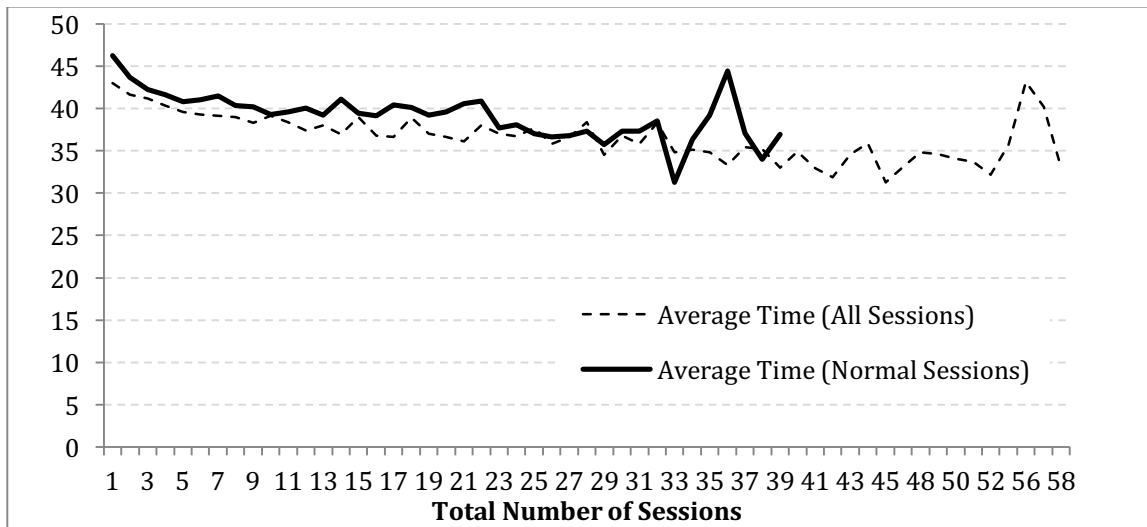
**Exhibit 5**

**Panel Member Participation Statistics**

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



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



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

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

**Summer 06**

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

**Fall 06**

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

**Spring 07**

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

**Summer 07**

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

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

**Fall 07**

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

**Spring 08**

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

**Summer 08**

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

**Fall 08**

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

**Spring 09**

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

**Summer 09**

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

**Fall 09**

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

**Spring 10**

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

**Summer 10**

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

**Fall 10**

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

**Spring 11**

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

**Summer 11**

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

**Fall 11**

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

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

**Spring 12**

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

**Summer 12**

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

**Fall 12**

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

**Spring & Summer 13**

Ruth Gold (Student RA)  
Lance Gurewitz (Student RA)  
Christina Hardison (Student RA)  
Angela Bae (Student RA)  
Zoe Goldberg (Student RA)  
Corey Werbelow (Student RA)  
Attilio DiMartino (Staff RA)  
Magdalena Minkowicz (Staff RA)  
Erica Hayman Meme (Staff RA)  
Ryan Petrillo (Staff RA)  
Molly Mockovak (Staff RA)  
Sophie Carlue Riffart (Staff RA)  
Rut Senesh (Staff RA)  
Michael Fry (Staff RA)  
Joshua Carrigan (Coordinator)  
Katherine Moore (Sr. Res. Coord. 1)  
Amanda Gulick (Sr. Res. Coord. 1)

Kate Kelley (Sr. Res. Coord. 2)  
Robert Botto (IT Project Leader)

**Fall 13**

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

**Spring 14**

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

**Summer 14**

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

**Fall 14**

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

**Spring 2015**

Magdalena Arya (Staff RA)  
Kimberly Benenhaley (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**

Magadelna 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)**

School	Location	Who runs studies?	Incentive	Miscellaneous
Stanford	Dedicated space	Experimenter runs or can ask RA to administer	Paid on avg \$20 per hour	Lab does not provide petty cash – experimenter must handle. Operating budget is \$250K, Student panel has about 1300 members. National pool has about 1500 members. Ran about 3100 subjects in the lab last year (not individuals). Uses SONA.
Yale	Dedicated space as of Jan 2014	RAs run	Paying \$5 for Friday sessions	Prior to Jan 2014 studies are run every Friday from 12 – 4 pm, averaging 80-100 students. Have 2100 active panel members.  Also has online panel of non-students. Payment in form of lottery or raffle. Use Google to recruit  Lab is supported by Marketing and Organizational Behavior Departments
Columbia	Dedicated space; 4 research rooms; 39 computer stations, eye tracking equipment, physiological equipment	Researchers schedule their Lab time. Lab Mgr handles scheduling, RA assignments, lab resources and petty cash	Paid cash, averages \$5 per study or \$16 per hour.	2012-2013 had 130 studies run and 13,445 participants. Lab is supported by Mgmt and Mktg depts. Uses SONA.
Penn State		RA's administer studies. PhD student handles logistics for semester. Faculty Mgr schedules requested studies at beginning of semester	Credit for class	Lab runs about 12,000 half hour student sessions per semester.  15 faculty use the Lab (not including outside collaborators). Lab demand is high.
Dartmouth	Room with equipment .	3 student RA's help to recruit and run sessions. They are paid from faculty budgets.	\$15 per hour	Low usage, sessions run several times a semester consisting of 2 – 4 studies each session.  Lab Mgr and RA's spend time doing research also.
Georgia Tech	Biz Lab Experiential Lab – 16 desktop computer lab and Ussery Management Lab with 4 small breakout rooms and 1 large break out room.			Uses SONA.
Harvard	Computer Lab for Experimental Research (CLER)	Administered by PI who provides own RAs	Cash	No deception is allowed.
University of Maryland		Experimenters administer own studies	Cash or class credit	Has eye tracking and specialized focus rooms. Uses SONA.
Vanderbilt		eLab is an online panel of 80,000 participants. A physical lab has just been built.	Some cash but primarily lottery	Uses SONA.

School	Location	Who runs studies?	Incentive	Miscellaneous
University of Michigan	Large Conference room. 3 Smaller interview rooms ,and a focus group room	Researchers locate participants and conduct experiments.		Uses SONA.
Cornell		Experimenters request lab space	Earn course credits or cash	Last year they hired 4 RAs (students) and are waiting for someone to give them control to run a study; 6128 participants available; 80 researchers able to use the Lab but used by only 17; 3818.9 hours used, Budget around \$100K. Mostly salaries. Uses SONA.
Northwestern	Two physical labs and 6 break out rooms	Experimenters run their own studies		maintains two student pools one that does not permit deception; also has a separate pool of off campus adults. Uses SONA.
Indiana U-Bloomington	Behavioral Technology Research Lab; has one central room and 8 individual rooms	Experimenters conduct their own research		Also has a virtual reality simulations of a retail store and tracking to study shopper behavior
UVA	BRAD Lab	Experimenter conducts own studies; Lab has a pool of Ra's available for hire	Preferred method of payment is University check	Uses SONA.
Emory	Behavioral Research lab; Lab has 20 mobile stations	Lab provides assistance for studies		
Duke	Lab has 3 distinct spaces, 4 small rooms with 1 computer, 1 med-sized room with 8 computers and 1 large room with 16 computers	Researchers book lab space, post and manage studies/time slot themselves. Lab Mgr advertises current studies to the pool once a week.	Cash only Lab with a standard rate of \$15/hour with payments averaging \$7-10. Lab is open Mon-Fri.	Their pool is undergrad heavy but open to anyone. Uses SONA.
UCLA	Anderson Behavioral Lab	Staff administers the studies.	Student participants are paid through Bruin Card; community members via amazon gift cards. Payment is approx. \$1 / 5 minutes.	Uses SONA.
MIT		Experimenter administers studies.	Payment is between \$10 – 30 per study	Usage hours – 1567.6 Total users = 16 (includes some grad students). Uses SONA.
University of Chicago	There are 2 labs; Chicago Research Lab is downtown for non-students; Decision Research Lab on campus for students, walk-ins encouraged	Decision Research Lab operates like ours. Studies administered by RA's. Experimenters are billed for RA's time. If experimenters has a particularly complex study they will train their own RAs.	Limited online studies but usually paid by lottery.	Sona used for monitoring and scheduling but not registration. Uses SONA.

School	Location	Who runs studies?	Incentive	Miscellaneous
University of CA-Berkeley	The Behavioral Lab	Experimenters conduct their own studies	Experimenters make arrangements for petty cash to pay	Uses SONA.
NYU	Center for Behavioral Research	Before 2013, experimenters ran their own studies. Now has 3 RAs to staff lab M-F, 10-4 . RAs handle participants and administer study.	Paid in cash, electronic cash or credit	100% of any cost of a study comes from faculty research accounts. Uses SONA.
U of Texas-Austin	McCombs School Behavioral Research Laboratory, 1 large room with viewing mirror; 1 room with 12 workstations; 1 smaller room for focus groups	Experimenters conduct their own studies		
Carnegie Mellon	Center for Behavioral and Decision Research-lab is a large room with computer cubicles and smaller rooms for focus groups. Charge is \$14 per hour to use	Experimenters conduct their own studies	Course credit	Have access to truck to take out into community. Charge is \$35/hour for use. Uses SONA.
UNC-Chapel Hill	UNC Center for Decision Research	Experimenters conduct their own studies	Paid or if online study - lottery	
Washington U of St Louis	CB Research Lab	Student or RAs usually run studies 5 days a week from 9 am to 6pm	Course credits or cash	No staff members dedicated to run studies. Uses SONA.
University of Minnesota-Twin Cities	Behavioral Labs	Experimenters run their own studies		Uses SONA.
Georgetown	MSB Behavioral Lab; a lab mgr, 5 RAs (5 hours per week) paid for by the school	Most studies are online. If a more complicated study then the prof provides the resources and runs the study themselves	Students receive course credit and in some cases bonuses	16 faculty use, 3000 in person subject hours (student subject pool); 20,000+ online subject hours (panels). Uses SONA.
Ohio State	One lab mgr (30 hrs./week), asst (20 hrs./week), 3 student employees	Primarily an undergraduate panel	Extra credit is incentive	Lab is busiest during school year. November and April are highest volume. Studies run between 9:30 and 5:30 but not every day. Uses SONA.
USC	1 Large room with 16 computers, a room with 7 computers, a room with 6 computers and 2 individual rooms with 1 computer	No staff and run completely by doctoral students.	Usually participate as part of course requirement unless specific study and then payment from faculty's research budget	Uses SONA.
Arizona State University	Behavioral Research Lab	Lab assistants run the studies for the faculty	Students receive extra credit for participating	Each semester split into 6 two week time periods. Prof allotted 15 min for an experiment.