Wharton Behavioral Laboratory
Annual Report for Calendar Year 2016

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 2016, the on-campus volume was over 24,000 participant-hours and online volume was over 280,000 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; however, faculty from Finance, Healthcare Management, and Legal Studies and Ethics have also used WBL services. In general, all indications are that demand for data collection by the WBL is likely to continue to grow 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 "factory-like" design allows the WBL to achieve high levels of efficiency and quick

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1 Prepared by Professor Wes Hutchinson (Faculty Director), SaraRose Christodoulou (Senior Research Coordinator for the On-Campus Panel), Kate Kelley, (Senior Research Coordinator for Specialized Samples), and Robert Botto (Senior IT Project Leader). The 2016 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 December 5, 2017.
turnaround times, and it contrasts with the traditional model for behavioral research, in which individual researchers run separate labs or share facilities and scheduling, but collect data with their own students and staff (see Exhibit 7).

**2016 Summary**

Table 1 summarizes the key user, cost, and productivity metrics since 2006. It is clear that the use of WBL services has continued to grow in 2016. The number of users increased slightly from 96 to 100. Although the number of Wharton standing faculty users decreased slightly to 35, it has increased to 43 in 2017 (as of November, 2017). Moreover, based on requests for on-campus and specialized samples thus far in 2017, this growth is expected to continue.

**Table 1. Productivity and Cost Analysis 2006 -2016**

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<tr>
<td>Wharton Standing Faculty Users</td>
<td>35</td>
<td>38</td>
<td>37</td>
<td>32</td>
<td>31</td>
<td>27</td>
<td>24</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>Wharton Visitors/Post-doc Users</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>3.7</td>
</tr>
<tr>
<td>Other Faculty/Post-doc Users</td>
<td>18</td>
<td>16</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>9</td>
<td>6</td>
<td>3</td>
<td>3.3</td>
</tr>
<tr>
<td>Student Users</td>
<td>43</td>
<td>38</td>
<td>29</td>
<td>30</td>
<td>35</td>
<td>27</td>
<td>24</td>
<td>24</td>
<td>21.3</td>
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<tr>
<td>Published Articles²</td>
<td>33/19</td>
<td>21</td>
<td>31</td>
<td>23</td>
<td>23</td>
<td>15</td>
<td>14</td>
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<td>8</td>
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<td>Working Papers</td>
<td>65</td>
<td>67</td>
<td>65</td>
<td>78</td>
<td>45</td>
<td>45</td>
<td>38</td>
<td>34</td>
<td>30</td>
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<tr>
<td>New Projects</td>
<td>50</td>
<td>80</td>
<td>51</td>
<td>53</td>
<td>40</td>
<td>40</td>
<td>13</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>On-Campus Subject-Sessions</td>
<td>24,675</td>
<td>23,387</td>
<td>22,358</td>
<td>22,735</td>
<td>21,940</td>
<td>21,532</td>
<td>17,756</td>
<td>17,847</td>
<td>14,914</td>
</tr>
<tr>
<td>Specialized Sample Subject-Sessions</td>
<td>288,004</td>
<td>270,230</td>
<td>266,404</td>
<td>133,157</td>
<td>47,102</td>
<td>7,260</td>
<td>5,468</td>
<td>3,473</td>
<td>1,375</td>
</tr>
<tr>
<td>Cost per Adjusted Subject-Sessions⁴</td>
<td>$12.81</td>
<td>$14.02</td>
<td>$9.57</td>
<td>$11.10</td>
<td>$17.19</td>
<td>$22.75</td>
<td>$26.30</td>
<td>$29.73</td>
<td>$22.01</td>
</tr>
<tr>
<td>Articles per $100K⁵</td>
<td>3.1</td>
<td>1.9</td>
<td>4.6</td>
<td>3.0</td>
<td>3.6</td>
<td>2.8</td>
<td>2.7</td>
<td>2.5</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Overall, this is good news. Although costs have stayed constant (or decreased slightly), the number of users, the amount of data collected, the number of working papers and published articles and the amount of external funding have all increased. 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), and the

² 33 articles were published in 2016, and there were 19 articles that were accepted or published by April, 2017. Only the 32 articles published in 2016 were used for computing "Articles per $100K" for 2016.

⁴ Specialized samples are adjusted to be 1/3 of an On-Campus Subject-Session because they are mainly brief online surveys (10 - 20 minutes).

⁵ 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 for 2006-2014 because they do not reflect the funding for participant costs provided by internal and external sources, which are now reported for 2015 and 2016.
count of published-articles-per-$100K looks good compared to benchmarks like NSF and NIH grants. More specifically, the on-campus labs had a volume of 24,675 participant-hours (23,387 in 2015), and specialized samples had a volume of 288,004 participant-surveys (270,230 in 2015). 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 2016 were by Marketing (33% of total users, 42% of expenditures) and Operations, Information, and Decisions (34% and 25%), followed by Management (11% and 14%) and Business Economics and Public Policy (7% and 8%). See Exhibit 3 for details.

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

NOTE: Expenditures are based on 100% of participant incentive cost and reflect both on-campus and specialized samples; operational costs are not included. Wharton faculty members sponsor almost all research done by doctoral students.

Funding for the WBL in 2016 was provided by the Wharton School (approximately 83%), by gifts from the Graves family and the Esserman family, and by grants from the TIAA Institute/Pension Research Council Partnership, Qualtrics, and the Russell Sage Foundation.

Goals for 2017

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 2016

On-Campus Panel

SaraRose and Kimberly provided the following list of lab improvements that were implemented in 2016.

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. We have also utilized this time for experiments which required specialized procedures.

Large computer lab sessions. We continue to 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.

Eyetracking. The WBL increased the number of eyetracking studies this year, and has been able to run them in the JMHH focus room simultaneously with normal lab sessions.

New WBL Interface. We deployed an updated WBL website for participants, researchers and administrators. This has allowed 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.

Specialized Samples and General Operations

Kate provided the following list of improvements that were implemented in 2016:

Physiological Measurement. Coordinate purchase of iMotions physiological equipment and software, including contract negotiations along with supplemental training; communication with vendor about testing.

Business School Behavioral Lab Survey. Conducted a detailed survey of other business school behavioral labs for information on common practices. Thirty-five business schools
responded. This appears to be the most extensive survey available and was used to initiate an consortium of business school behavioral labs.

*New Panel of Participants.* Identified new panels/resources for research, including a panel of University of Pennsylvania staff.

*External Grants.* Assisted with obtaining clarification of billing capabilities associated with grants,

*Budget Reports.* Developed reports to monitor budget/threshold activity

*Vendor Relations.* Communicate with vendors for special needs, ongoing license activity, etc.

*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 2016.

*Website Redesign.* We deployed a major revision of the WBL website used by our staff, participants, and experimenters. Web usability highlights include modernized page templates, user authentication by PennKey (or local account for our non-Penn community panel), and better experimenter tools. Under-the-hood changes include industry leading ASP.NET MVC framework, web server load balancing, a greatly expanded database schema, and a continuous integration deployment server.

*Physiological Data Collection.* Following on the success of eye tracking, we expanded our capacity to collect other physiological signals in sync with eye data and stimulus presentation. To accomplish this we purchased two iMotions Attention Tool systems with Shimmer GSR+. These systems, in conjunction with our SMI eye trackers, can record eye movements, pupil diameter, electrodermal activity (GSR), heart rate, and facial expression analysis in parallel.

*MATLAB Psychtoolbox and PST E-Prime.* For greater control over stimulus presentation and better measurement of participant interaction, we’ve deployed Psychtoolbox and E-Prime to both our iMotions systems as well as to our larger capacity lab workstations.

*Electronic Cover Page.* Our beta version was deployed in 2016 and we are continuing to work with Wharton Computing on making it production-ready by 2017.

*Penn Box.* To share video, physio, and other data collected in our lab with experimenters in a reliable and secure fashion, we have been using collaborative cloud storage from Penn Box.
Staffing

In 2016, our level of staffing was approximately the same as in 2015. 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.

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

**Part Time**
Magadelna Arya (Staff RA)
Emily Benenhaley (Staff RA)
Jonathan Lau (Student RA)
Scott Cesta (Student RA)
Madison Connelly (Student RA)
Hannah Grossman (Student RA)
Yassmin Kaboud (Student RA)
Justin Kelly (Student RA)
Stephan Lecorps (Student RA)
Steve Menkes (Staff RA)
Marcella Plazas (Student RA)
Carissa Redfield (Student RA)
Angie Wang (Student RA)
Michelle Xu (Student RA)
Guide to the Exhibits

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

Exhibit 2 (pp. 10-82): Cumulative List of Published Articles (pp. 10-26), Working Papers (pp. 27-58), and New research Projects (pp. 59-82)

Exhibit 3 (pp. 82-84): Users and Usage Rates for 2016

Exhibit 4 (p. 85): Summary Statistics for On-Campus and Specialized Samples for 2016

Exhibit 5 (p. 86): Panel Member Participation Statistics

Exhibit 6 (pp. 87-89): Cumulative List of WBL Staff

Exhibit 7 (pp. 90): Survey of Business School Behavioral Labs (2017)
Exhibit 1

Wharton Behavioral Laboratory Background Information

The Wharton Behavioral Laboratory (WBL) provides a variety of services that support data collection for behavioral research on business-related topics. The primary goal is to enhance the research productivity of Wharton faculty by minimizing the operational costs, both time and money, of conducting research. The primary services provided are maintaining and updating facilities, participant pools, and staffing for a state-of-the-art experimental research laboratory that will be a shared asset for all faculty and students doing behavioral research. It contributes to Wharton's reputation for excellence in academic research and enhances our ability to attract and retain the very best faculty and students. The WBL operates two lab locations, and members of the WBL panel are mainly Penn students, but also include staff and members of the community. Each session lasts 30 to 60 minutes. During a session panel members may complete questionnaires, participate in online experiments, or interact in groups. Payment for each session is usually $10, but may exceed that amount for studies in which payment depends on performance in some way. Members report that most of the studies are interesting. Each lab begins a new session every week. The lab manager coordinates with faculty to schedule the experiments in each session, to estimate needed time, to understand the experimental procedures used. Typically, on the first day of each session the lab manager and experimenters are present in the lab to train the staff and student RAs, to observe the procedures, and to correct any problems that arise. On subsequent days, the labs are run by the RAs.

WBL Terminology:

A session is a group of experiments that are (were) run at the same time in the same location. It is also the series of time slots allocated to those experiments. Each session has a unique ID in all databases (e.g., 062305).

An experiment is a self-contained data collection event. Each experiment has a unique ID in all databases (e.g., 062305E1).

A time slot (or slot) is a specific time period during which a specific subject can (did) participate in a session. Each slot has a unique ID in all databases (e.g., 062305-01).

An experimenter is the person (usually faculty or graduate student) who is primarily responsible for an experiment. Each experimenter has a unique ID in all databases (which is the same as the Wharton ID, e.g., jwhutch). The principal investigator (PI) is the person who submits the request for a session and is the primary contact person for the project (often a doctoral student). The sponsor is the person who funds the research (typically a Wharton faculty member).

A subject or participant is a person who participates in one or more sessions. In most cases, a subject will participate in all experiments in a given session; however, there can be exceptions to this (e.g., subjects may qualify for some, but not all, experiments, or the session structure dictates that subjects participate in only 2 of 3 experiments in the session). Each participant has a unique ID in all databases (which will be an integer number assigned when the person registers).
A *panel* or *participant pool* is a group of participants that have registered with WBL and may qualify participation in experiments. People may be dropped from the panel by their own request or because of unsatisfactory performance in lab sessions.

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

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

Participants *qualify* for experiments (and sessions) based on rules defined in terms of subject and experiment characteristics.
Exhibit 2

Cumulative List of Papers and Research Projects

PUBLICATIONS

2017 (as of April)


Aner Sela, Jonah Berger, and Joshua Kim “How Self-Control Shapes the Meaning of Choice” Journal of Consumer Research, Conditionally Accepted.


**2016**


2015


2014


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


2013


2012


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


**2011**


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


2010


2009


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


2008


2007


2006


New or Revised in 2016


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


Berger, Jonah and Alixandra Barasch, “Posting Posed, Choosing Candid: Photo Posters Mispredict Audience Preferences”


Chaudhry, Shereen and Howard Kunreuther, “The effectiveness of cumulative probabilities in the gain and loss domains”


Coleman, Nicole Verrochi, Patti Williams, and Andrea C. Morales, “Hardening My Heart: Persuasion Knowledge Activation and Emotion Regulation to Resist Sad Appeals,” Revising for 2nd round review, Journal of Consumer Research


Diehl, K., Weingarten, E., & Zauberman, G. Duration Sensitivity of Key Moments.


Green, Etan. "Optimal Anchors".

Gunia, B.C, Levine, E.E., Deception as competence: The effect of occupation on ethical judgment and behavior, invited revision at Organizational Behavior and Human Decision Processes


Hart, E., Bicchieri, C., & Mellers, B. (under review). Bad luck or bad people: When do third party observers reveal intentions for harm to victims?


Kelly, Brooke, Deb Small and Evan Weingarten: Prosocial Conflicts of Interest.


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


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


Lewis, Joshua, Celia Gaertig, and Joseph P. Simmons, “Extremeness Aversion Is a Cause of Insufficient Adjustment,” Manuscript Submitted For Publication.

Ludovica Cesareo, Patti Williams, Keisha Cutright, and Eugenia Wu "The Unexpected Consequences of Beautiful Products: Sacredness, Awe and Forgiveness."

Ludovica Cesareo, Patti Williams, Silvia Bellezza I'm a Fashionista and I (think) I Know it: Fashion knowledge and the Impact of Counterfeits on Luxury Brands.

Lupoli, M., Levine, E.E., & Greenberg, A. Paternalistic lies, invited revision at Organizational Behavior and Human Decision Processes


Mislavsky, Robert, and Uri Simonsohn, "When Risk is Weird: The Weirdness of Risky
Mislavsky, Robert, Berkeley Dietvorst, and Uri Simonsohn, "Critical Condition: People Only
Nurmohamed, S. Underdogs and performance.
Nurmohamed, S., & Ong, M. An underdog reactance orientation and thriving.
Object to Corporate Experiments If They Object to a Condition". Undergoing 2nd Round Revision for Marketing Science.


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


Shalev, Edith and Rom Y. Schrift, “The Dual Effect of Centrality on Susceptibility to Group Influence”


Tussing, Danielle & Bianchi, Emily. Do the “Best and Brightest” Make the Best Employees? An Examination of Prestige and Commitment.


Van Zant, A. B., & Andrade, E. B. Is there a “voice” of certainty? Speakers’ certainty is detected through paralanguage. Under review.


Van Zant, A. B., Kunreuther, H., & Michel-Kerjan, E. A matter of time: Elongating the time horizon of probabilistic estimates curtails opportunistic deception.

Weingarten, E. & Hutchinson, J. W. Temporal Effects of Internal and External Salience on Product Valuations


New or Revised in 2015


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

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


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


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


Dejarnette, Patrick E., "Effort Momentum"

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


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


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


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

Levine, E.E. Community standards of deception.

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

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


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


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

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

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

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


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

Schrift, Parker, Zauberman, Srna, "Multistage Decisions."

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

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

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


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


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

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

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


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


Weingarten, Evan, Diehl, Kristin, Evan Weingarten, and Gal Zauberma (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


**New or Revised in 2014**


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

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


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


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


Chen, Zoey and Jonah Berger “Finding versus Receiving: How Content Acquisition Affects Sharing”
Coleman, Nicole M. and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,” Under Revision


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

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


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

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

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

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

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


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

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

Levine, Livia, dissertation.


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


Mollock, Ethan and Jason Greenberg Leaning In or Leaning On Akpinar, Ezgi and Jonah Berger, “Valuable Virality” Under Review.

Nurmohamed, S. “Knocked down, but not out: A field experiment on an underdog motivation"

Nurmohamed, S. “The underdog is on top: How being seen as unlikely to succeed motivates”

Ollier-Malaterre, A., Rothbard, N., Tussing, D. Letting it all hang out? Consequences of online boundary management strategies for individuals and teams.

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


Schrift, Rom Y., Ran Kivetz, and Oded Netzer, “Complicating Decisions: The Effort-Outcome Link and the Construction of Effortful Decision Processes,” (3rd round at JEP General)


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


Tobacman, Jeremy and Patrick Dejarnette, Intertemporal Labor Supply

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


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


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


**New or Revised in 2013**

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


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


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

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


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


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

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


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


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


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


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

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


Kessler, Judd and Alvin Roth, "Don't take 'No' for an answer: An experiment with actual organ donor registrations" , Stanford University
Kessler, Judd and Julio Reynaga Galeas, Wharton Undergrad, "Impact of Social Norms and Others’ Suggestions on Collective Decisions: An Experiment".

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

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

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


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


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

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

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


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


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


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


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

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

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

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

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

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

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

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

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


Listed in 2011 and 2012

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


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


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*.


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., Moran, S., Schweitzer, M., & Bereby-Myer, Y. Glad to be mad: When negotiators strategically choose to feel angry, under review at *Social Psychological and Personality Science*.


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

Cai, Jeffrey and Robert Meyer, "Biases in Information Seeking to Avoid Catastrophic Risks."

Chan, Cindy and Cassie Mogilner, “Experiential Gifts Are Socially Connecting.”

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

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,”


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


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

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


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

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

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

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


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

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

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

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

Kessler, Judd and Alvin Roth "Organ Donation Loopholes Undermine Warm Glow Giving: An Experiment Motivated By Priority Loopholes in Israel."

Kessler, Judd and Stephen Leider "Finding the Hidden Cost of Control."

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


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.

You Do: How Conscientiousness and Extraversion Shape the Evaluative Consequences 

Lee, Leonard, Michelle Lee and Gal Zaubereman. The Stability of Temporal Versus Monetary 

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 

envy and the tension between cooperation and competition.

Increases the Appeal of Wants over Shoulds.” Under review.

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*


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


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

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


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

Simmons, Joeseph, and Leif Nelson, "Intuitive Choice Theory."

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

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

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

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

Listed in the 2010 Annual Report

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

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


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

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


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

Erte Xiao and Howard Kunreuther. "Punishment and Cooperation in Stochastic Prisoner’s Dilemma Game" (under review at Journal of Public Economics)
Finnel, Stephanie, Americus Reed II, and Patti Williams (Stephanie Finnel’s Dissertation Proposal), “Lean on Me: Relying on Relationships to Regulate Ambivalence and Relying on Consumption to Repair Relationships”

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


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


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


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

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

**Listed in the 2009 Annual Report**


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


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

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

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


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

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

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


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


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


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


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


Listed in the 2008 Annual Report


**Listed in the 2007 Annual Report**


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


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


New or Ongoing in 2016

Aboul-Seoud, Fatima, "The efficacy of apologies"

Berger, Jonah, Evan Weingarten “Near Past, Distant Future”

Berger, Jonah, Katherine Crain and Jacqueline Rifkin “Tip Wars”

Berger, Jonah, Kelley Gullo and Bryan Bollinger “Variety for Breakfast?”

Berger, Jonah, Silvia Bellezza “When Low Status Becomes High”

Berger, Jonah, Virginia Weber and Jennifer Argo “Rejection and Disposal”


Chang, Welton. Accountability, Stochastic Processes, and Errors of Omission & Commission

Chaudhry, Shereen and Howard Kunreuther, “The role of responsibility in blameworthiness after low probability, high consequence events”


Green, Etan and Edward Chang. Algorithmic Prediction and racial Stereotypes

Green, Etan, Joe Simmons and Cade Massey. Calibration information and the law of small numbers.

Grewal, Lauren, Nicole Verrochi Coleman, and Patti Williams “Mixed Indulgences: None of the Guilt, None of the Pleasure?” In preparation; 4 studies complete


Kelly, Brooke, Deb Small and Evan Weingarten, Prosocial Conflicts of Interest.

Knowlton, Karen, Adam Grant and Alison Fragale (UNC), called “Feeling for your foes: when and why we prefer helping outgroup members”.

Levine, E.E. & Gnanasambandan, S. “I’m just being honest.” Ethical rules enable interpersonal harm, in preparation

Ludovica Cesareo, Patti Williams and Robert Meyer "Luxury Counterfeiting: Visual Cues"
Ludovica Cesareo, Patti Williams, Americus Reed and Nicole Verrochi-Coleman "Moral Hypocrisy and Moral Identity."

Milkman, K.L., Edward Chang, Cade Massey, Adam Grant, and Angela Duckworth: Does Unconscious Bias Training Work?

Milkman, K.L., Gretchen Chapman and Steven Jones: Are Boosts Better than Nudges?

Mislavsky, Robert, Deb Small and Yonat Zwebner. “Explaining Away Selfish Behavior”

Mislavsky, Robert, Celia Gaertig. “Combining Forecasts: 60% + 60% = 60%, but Likely + Likely = Very Likely”

Nurmohamed, S. Aquino, K., & Okimoto, T. Easier lie the heads: Differences in third parties’ support for the reintegration or punishment of male vs. female transgressors in organizations.

Rees-Jones, Alex and Sam Skowronek. “Why do we doctors lie in the medical residency match?”

Ruby, Matthew, Paul Rozin, Barb Mellers, "The psychology of adaptation."

Schrift, Rom Y., Aaron Brough and Stephanie Chen “The impact of active versus passive choice on customer churn,”

Schrift, Rom Y., Klaus Wertenbroch and Quentin Andre “Choosing Free Will: The Freedom from Randomness and Determinism,”

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

Schrift, Rom Y., Yonat Zwebner “Preferences Under Construction, Please Come Back Later: The Aversion to Being Observed During the Deliberation Phase,”


Scott, Sydney E. and Deborah A. Small, “In Nature We Trust: Natural Products Are Perceived as Trustworthy and More Preferred in Absence of Other Trustworthiness Indicators”

Scott, Sydney E., Yoel Inbar, and Paul Rozin, “Cross-Cultural Opposition to Genetically Modified Crops”

Silverman, Jackie, Alixandra Barasch and Deborah Small “Hot Streak: Inference from Streaks of Virtuous Behaviors” with.

Silverman, Jackie, and Alixandra Barasch “On a Roll: Breaking a Streak Decreases the Likelihood of Future Behaviors”.
Sperger, Johnand Kunreuther, H. Untitled.

Srna, Shalena, Deborah Small and Alixandra Barasch “The Positive Effects of Not Status Signaling”

Srna, Shalena, Rom Y. Schrift and Gal Zauberman “The Perception of Multitasking”

Tewfik, Basima, Phil Tetlock “Declining requests”


Van Zant, A. B., & Schweitzer, M. E. Trust retoration when one’s true intentions are unknown to others.

Van Zant, A. B., Kray, L. J., & Kennedy, J. A. Why don’t lies pay? Deceiver guilt undermines negotiator subjective value.

Weingarten, E., Bhattacharjee, A., & Williams, P. Consumption of so-bad-it’s-good content

Williams, Patti and Nicole Verrochi Coleman, “Recognizing My Self: Emotion Recognition and Social Identity,” 4 studies complete

Williams, Patti, Ludovica Cesareo, Eugenia Wu and Keisha Cutright “Beauty in the ‘Awe’ of the Beholder: How Beautiful Products Evoke Perceptions of Sacredness, Feelings of Awe and Forgiveness,” Data Collection in Progress

Williams, Patti, Nicole Verrochi Coleman, Andrea C. Morales Nicole and Ludovica Cesareo “Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands,” Manuscript in Preparation

Williams, Patti, Robert Meyer and Ludovica Cesareo "Luxury Counterfeiting: Exploring Mental Schemas Through Visual Studies," Data Collection in Progress


New or Ongoing in 2015

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


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


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


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

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


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

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

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

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

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

Contigiani, Andrea, Motivation, Experimentation, and Creativity.

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

Cutright, Keisha M., Boyoun (Grace) Chae and Joey Hoegg, “Personal Control and Price/Quality Inferences”
Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Variety Seeking”
Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Savoring”.
Dejarnette, Patrick E., "Effort Momentum"
Fu, Youran and Marshall Fisher, “Value of Social Media data in Color Trends Forecasting”.
Rubin, Matthew, Paul Rozin, Barbara Mellers. The psychology of adaptation.
Gao, Rozin and Zauberman. A study, the second of what will be a number, on determinants of the estimation of the distance of futukre events.
Gromet, D. M., & Okimoto, T. G. The social costs and benefits of (non) forgiveness.
Hart, Einav & Maurice Schweitzer, Negotiating for services.
Hart, Einav, Cristina Bicchieri, Alessandro Sontuoso, and Alexander Funcke. Risky choices on networks
Huang, Jennie, Judd Kessler, Corinne Low, and Katy Milkman. "Click Here to Save the World: Slacktivism in Charitable Giving"
Hutchinson, J. Wesley, Gal Zauberman, and Robert Botto, "Financial Communications and Asset Mix Decisions."
Hutchinson, J. Wesley, Robert Botto, and Doug Wiebe, "An Eye-tracking Analysis of Urban Environments."
Kessler, Judd, Hannu Kivimaki, Muriel Niederle, "Thinking Fast and Slow: Generosity Over Time"
Kunreuther, H., & Gromet, D.M. Incentives and choice.
Levine, E.E., & Cohen, T.R. You can handle the truth: Mispredicting the intrapersonal consequences of honesty and kindness.

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

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


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

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

Low, Corinne, and Jennie Huang, The Parley Before the Conflict: Gender Meets Communication in the Battle of the Sexes.

Minson, J., Gaertig, C., Born, D., & Milkman, K. (2016). This is your brain on guns: An empirical investigation into the effects of the use of firearms on judgment.

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

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

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

Rothbard, Nancy and Ethan Mollick, Mandatory Fun

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


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

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

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

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

Simmons, Joseph P., “Do People Prefer Recommender Systems That Express Uncertainty?” (w/ Berkeley Dietvorst & Cade Massey)
Simmons, Joseph P., “Framing Effects in Estimating Differences” (w/ Joshua Lewis).


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

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

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

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

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

Van Zant, A. B., & Berger, J. When verbal persuasion attempts can backfire, and why nonverbal persuasion attempts often fly under the radar.

Weingarten, Evan and Jonah Berger How Far From Now Do People Talk.

Weingarten, Evan and Wes Hutchinson Accessibility-Diagnosticity Revisited.

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

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

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

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

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

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

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

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

Yip, Jeremy, Gratitude and negotiations. (with Lee, K., Brooks A. W., & Chan. C.)
Yip, Jeremy, Humor and negotiations (with Bitterly, B., Schweitzer, M. E., & Schweinsberg, M.)
Zheng, Yiran, Xuan Gao, Paul Rozin and Gal Zauberman Memory protection or contamination.

New or Ongoing in 2014

Barasch, Alixandra and Deborah Small “The motivating force of carrot versus stick incentives in prosocial behavior.”
Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small “The Limits of Effective Altruism”
Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small "Rational versus Emotional Signals of Cooperation"
Bitterly, T.B., & Schweitzer, M.E., Humor and power.
Bitterly, T.B., & Schweitzer, M.E., Humor and trust.
Cutright, Keisha M., Shalena Srna and Adriana Samper, “How Dress Influences Purchase Behavior.”
Dietvorst, B. J., Milkman, K. L, Soll, J. B. Outcome Nudges and Process Nudges
Dietvorst, B. J., Simmons, J. P. When do People Pick the First Presented Option Most Often?
Dietvorst, B. J., Simmons, J. P., Massey, C. “Abating Algorithm Aversion”
Featherstone, Clayton, The one experiment I ran in the lab has yet to make it to working paper status. My co-author on the project is Jacob Leshno, who is at Columbia Business School.
Gromet, D. M., & Kunreuther, H. Messaging and individual adoption of solar power.
Gromet, D. M., & Okimoto, T. G. The social costs and benefits of (non) forgiveness.
Hafenbrack, A.C., Barsade, S.G., & Kinias, Z. On whether to meditate before a negotiation: A test of state mindfulness.

Hershfield, Hal, Cassie Mogilner, and Uri Barnea, “Happiness and Preferences between Having More Time or More Money.”


Huang, Yanliu and J. Wesley Hutchinson, "Partial Planning."

Kelly, T. F. & Simmons, J. P. “Framing effects on loss aversion” (data collection in progress)

Kelly, T. F. & Simmons, J. P. “Is loss aversion a System 1 response?” (data collection in progress)

Kelly, T. F. & Simmons, J. P. “People can take the outside view, but they don’t want to use it” (in preparation)

Kessler, J.B. and Muriel Niederle, "Thinking Fast and Slow".

Levine, E.E. "I'm just being honest: Ethical justifications for antisocial behavior" (With M.E. Schweitzer)

Levine, E.E. Emotion and reason as signals in social dilemmas" (With A. Barasch, D. Rand, J. Berman, & D. Small)


Mogilner, Cassie and Michael Norton, "Preferred Happiness: Experienced or Remembered?"

Nurmohamed, S. “When good people go bad: How citizenship impacts unethical pro-organizational behavior"

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


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

Patti Williams, “Loneliness and Consumer Perceptions of Distance (with Joy Lu and Gavan J. Fitzsimons), Data Collection in Progress
Patti Williams, “Recognizing My Self: Emotion Recognition and Social Identity,” (with Nicole M. Coleman), *Data Collection in Progress*


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

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

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


Simmons, Joseph, Understanding Math Interest and Anxiety.

Srna, Shalena and Cassie Mogilner, “Buying Time.”

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

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

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

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

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

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

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


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

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

Zauberman, Gal, Taxes and Preferences for Effort and Pay. (With Srna and Schrift).
New or Ongoing in 2013


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


Bitterly, B. Humor and status

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


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

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

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


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

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


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

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


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

Jung, J and Kahn, B: Perceptions and Prioritization of Hospital Safety Records

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

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

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

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


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


Levine, Livia, Negotiating with the Millennial Generation

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

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

Minson, J., Ruedy, N., & 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”


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


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


Zauberman, Gal, Photography and Experiences
New or Ongoing in 2011 and 2012

Akpinar and Berger – Sensory metaphors

Akpinar and Berger – valuable virality

Barasch and Berger – Broadcasting and narrowcasting


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

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


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


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

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

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

Chen and Berger - controversy and conversation

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

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

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

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

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

Cutright, Keisha and Ron Shachar and Gavan Fitzsimons, “Identity Crisis: Consumer Reactions to Brand Changes”

Cutright, Keisha, Adriana Samper, “Perceptions of control and quick-fix products”

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

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


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

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


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

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

Huffman, David, and Bjoern Bartling, "Subjective Evaluation and Fairness".
Jung, J. and Mellers, B (2013) When a Nudge Turns into a Shove

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

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

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

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

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

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

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

Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health

Minson, J. A. & Mueller, J. S. When two heads are no better than one: When and why dyads perform no better than individuals


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

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

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

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


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

Schrift Rom and Gal Zauberman, "Regret and Counterfactual Thoughts in Hierarchical Decision Structure."
Schrift Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy.”

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


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

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

Schrift, Y. Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,” (in progress)

Schrift, Y. Rom, Ran Kivetz, and Oded Netzer, “As difficult as it should: the effort-outcome link and the construction of deliberative choice processes” (in preparation for submission to Psychological Science)

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

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

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


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

Thomas and Berger – Topic breadth and sharing

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


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

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

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

Williams, Patti and Nicole Verrochi, “Emotions and Identity Threat.”
Williams, Patti, Andrea Morales, Will Allender and Eugenia Wu, “The Effect of Anthropomorphism on Sympathetic Responses,” Data Collection in Progress


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

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


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

New or Ongoing in 2010

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


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

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


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

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

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

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

New or Ongoing in 2009


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

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

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


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

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

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

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

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

Lin, Fern and Paul Rozin, "The Natural-is-Better Bias"
Melwani, S. A Little Bird Told Me..: Emotions, Attributions and Relationships as Consequences of Gossip

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

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

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

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


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

New or Ongoing in 2008


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

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

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

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

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

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

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

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

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

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

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

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

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


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

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

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

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

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.

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

and Word-of-Mouth Behavior."

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


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

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

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

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

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


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


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


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


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

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

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


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

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

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

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


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


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

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


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 2016**

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<th>Last Name</th>
<th>First Name</th>
<th>Dept.</th>
<th>Incentive Expense (%)</th>
<th>Specialized Samples (%)</th>
<th>On-Campus Samples (%)</th>
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NOTE: Percentages of incentive expense were based on the total (100%) amounts paid to participants. Typically, 70% of incentive expense comes from the WBL budget, the researcher sponsoring the data collection pays 15%, and 15% is paid by the academic department of the sponsor. Some researchers obtain outside funding from grants and pay for all, or most, of incentive expense. The above amounts are based on research sponsors who are almost always Wharton faculty. Doctoral student users typically have 0% in this analysis because their sessions are charged to their faculty advisor, although some have grants.
### Exhibit 4

**Summary Statistics for On-Campus and Specialized Samples for 2016**

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<th>Session Type</th>
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<th>Avg. Payment</th>
<th>Avg. Showup Payment</th>
<th>Avg. Extra Payment</th>
<th>Avg. Time (min.)</th>
<th>Avg. Satisfaction (9 pt. scale)</th>
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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)
### Cumulative List of Wharton Behavioral Laboratory Staff

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<td>Dominique Elen (Student RA)</td>
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<td>David Freeland (Student RA)</td>
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<td>Ketki Soin (Student RA)</td>
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<td>Pia Banerjee (Student RA)</td>
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<td>Jenny Li (Student RA)</td>
<td>Erin Chang (Student RA)</td>
<td>Patrick Hernandez (Student RA)</td>
<td>Akash Mathur (Student RA)</td>
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<td>Stacie Smith (Student RA)</td>
<td>Michele Alessandroni (Staff RA)</td>
<td>Michele Alessandroni (Staff RA)</td>
<td>Jimena Piacenza (Staff RA)</td>
<td>Jennifer Costello (Student RA)</td>
<td>Sarisha Meda (Student RA)</td>
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<td>Michelle Sloane (Student RA)</td>
<td>Patricia Zapater-Roig (Staff RA)</td>
<td>Patricia Zapater-Roig (Staff RA)</td>
<td>Tatiana Silva (Staff RA)</td>
<td>Jennifer Costello (Student RA)</td>
<td>Sarisha Meda (Student RA)</td>
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<td>Nancy Kil (Student RA)</td>
<td>Natalia Junqueira (Staff RA)</td>
<td>Natalia Junqueira (Staff RA)</td>
<td>Tatiana Silva (Staff RA)</td>
<td>Tatiana Silva (Staff RA)</td>
<td>Jennifer Costello (Student RA)</td>
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<td>Jason Bond (Student RA)</td>
<td>Isabel Swinburn (Staff RA)</td>
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<td>Tatiana Silva (Staff RA)</td>
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<td>Jordan Litten (High school Intern)</td>
<td>Tatiana Silva (Staff RA)</td>
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<tr>
<td>Andrea Arias (Staff RA)</td>
<td>Young Lee (IT Specialist)</td>
<td>Young Lee (IT Specialist)</td>
<td>Young Lee (IT Specialist)</td>
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<td>Young Lee (IT Specialist)</td>
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<tr>
<td>Catherine Verdi (Sr. Coordinator 1)</td>
<td>Susan McMullen (Sr. Coordinator 2)</td>
<td>Susan McMullen (Sr. Coordinator 2)</td>
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</tbody>
</table>
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)
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
Magdalena 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)

Summer 2015
Kate Kelley (Senior Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator – On-Campus Panel)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Magdalena Arya (Staff RA)
Steve Menkes (Staff RA)
Emily Benenhaley (Staff RA)
Carissa Redfield (Student RA)
Yassmin Kaboud (Student RA)

Fall 2015
Kate Kelley (Senior Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator – On-Campus Panel)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Magdalena Arya (Staff RA)
Emily Benenhaley (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)

Spring 2016
Kate Kelley (Senior Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator – On-Campus Panel)
Kimberly Marion (Coordinator)
Jessica Simms (Coordinator)
Magdalena Arya (Staff RA)
Zoe Goldberg (Staff RA)
Steve Menkes (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)
Exhibit 7

Survey of Business School Behavioral Labs (2017)

The results of the 2017 Wharton Survey of Business School Behavioral Labs can be downloaded here, 2017 Wharton Survey of Business School Labs.