
Debrief

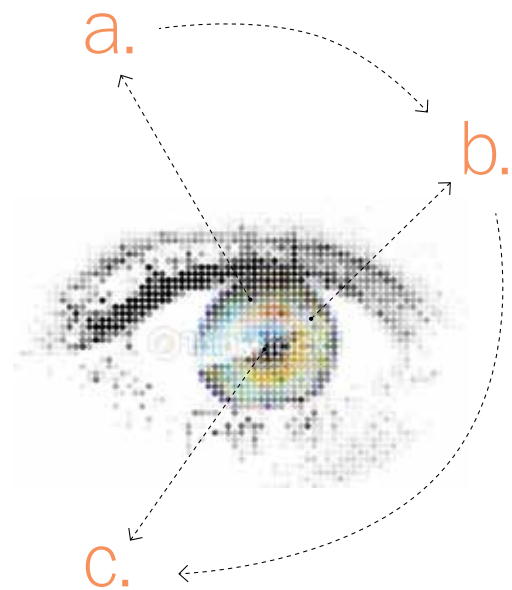
On Their Best Behavior

The Wharton Behavioral Lab was launched in its current form in 2005 as a shared asset for all Wharton faculty and students. Its services support data collection for any and all behavioral research on business-related topics. A lot of their experiments could be considered surveys “on steroids,” says Faculty Director and Stephen J. Heyman Professor of Marketing J. Wesley Hutchinson. Recently, the lab has expanded into using eye-tracking technology and other physiological markers, like heart rate and facial expressions.

Now the biggest student employer on campus—students are the test subjects—the lab is a well-run, and expanding, machine.

“The unique thing about the lab is the volume and its efficiency,” says Hutchinson.

As many as 22,000 subject hours of data collection occur per year in the lab. Faculty use, experiment volume and resulting published research all trend upward. Costs, on the other hand, are dropping. View the infographics below for a better sense of how well the lab is doing.



Specialized Sample Subject Sessions



Faculty Users

Wharton Standing Faculty Users have increased from 17 in 2006 to 32 in 2013.



Published Articles

Nine articles were published in 2006, 22 were published in 2013.



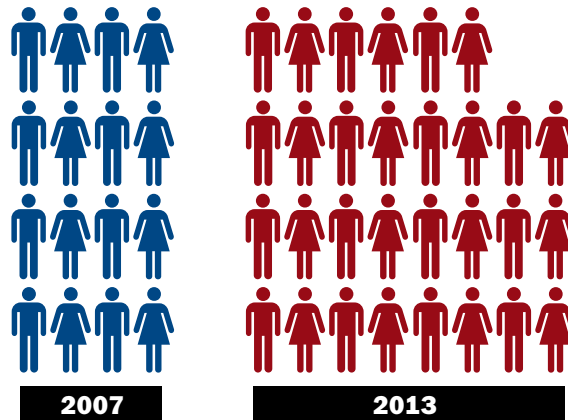
Working papers

have nearly doubled in the past 7 years to 78 in 2013.



Student Users

Student Users have increased from 16 in 2006 to 30 in 2013.



New Research Projects

There were 35 new research projects in 2007, and 53 in 2013.

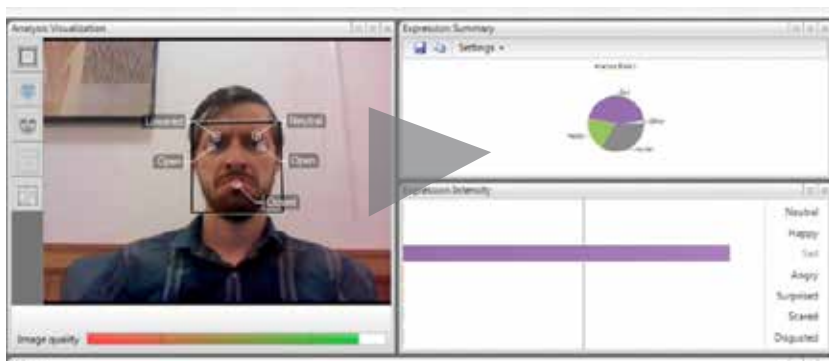
Costs



Costs are down to \$11.10 in 2013 from \$19.61 in 2006 per adjusted subject-session

((ON THE web))

Watch a Wharton Behavioral Lab experiment in action in a video at <http://whartonmagazine.com/digital-only>.



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