Wharton Behavioral Laboratory
Annual Report for Calendar Years 2017

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 2017, the on-campus volume was approximately 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 several 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 turnaround times, and it contrasts with the traditional model for behavioral research, in which

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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 2017 members of the faculty advisor board were Sigal Barsade (MGMT), Judd Kessler (BEPP), Bob Meyer (MKTG), Michael Platt (WiN) and Maurice Schweitzer (OPIM).
individual researchers run separate labs or share facilities and scheduling, but collect data with their own students and staff (see Exhibit 7).

2017 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 2017. The number of users increased from 100 to 119. Importantly, the number of Wharton standing faculty users increased to 39, compared to 35 in 2016.

Table 1. Productivity and Cost Analysis 2006 -2017

<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wharton Standing Faculty Users</td>
<td>39</td>
<td>35</td>
<td>38</td>
<td>37</td>
<td>32</td>
<td>31</td>
<td>27</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Wharton Visitors/Post-doc Users</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>5</td>
<td>3.8</td>
</tr>
<tr>
<td>Other Faculty/Post-doc Users</td>
<td>25</td>
<td>18</td>
<td>16</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>9</td>
<td>3</td>
<td>4.0</td>
</tr>
<tr>
<td>Student Users</td>
<td>43</td>
<td>43</td>
<td>38</td>
<td>29</td>
<td>30</td>
<td>35</td>
<td>27</td>
<td>24</td>
<td>22.0</td>
</tr>
<tr>
<td>Published Articles(^2)</td>
<td>17/30</td>
<td>26</td>
<td>21</td>
<td>31</td>
<td>23</td>
<td>23</td>
<td>14</td>
<td>14</td>
<td>9.50</td>
</tr>
<tr>
<td>Working Papers</td>
<td>67</td>
<td>67</td>
<td>67</td>
<td>65</td>
<td>78</td>
<td>45</td>
<td>45</td>
<td>38</td>
<td>31.3</td>
</tr>
<tr>
<td>New Projects</td>
<td>63</td>
<td>49</td>
<td>80</td>
<td>51</td>
<td>53</td>
<td>40</td>
<td>40</td>
<td>13</td>
<td>27.3</td>
</tr>
<tr>
<td>On-Campus Subject-Sessions</td>
<td>23,499</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>15,647</td>
</tr>
<tr>
<td>Specialized Sample Subject-Sessions</td>
<td>357,094</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>1,900</td>
</tr>
<tr>
<td>Cost per Adjusted Subject-Sessions(^3)</td>
<td>$12.68</td>
<td>$12.81</td>
<td>$14.02</td>
<td>$11.60</td>
<td>$18.29</td>
<td>$25.01</td>
<td>$28.74</td>
<td>$33.12</td>
<td>$29.89</td>
</tr>
<tr>
<td>Articles per $100K(^4)</td>
<td>1.4</td>
<td>2.5</td>
<td>1.9</td>
<td>3.5</td>
<td>2.9</td>
<td>2.1</td>
<td>2.2</td>
<td>2.0</td>
<td></td>
</tr>
</tbody>
</table>

Overall, the trends are good and exhibit slow, but steady, growth over the past 3 or 4 years. 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 decreased slightly in 2017 compared to 2106. Also, the count of published-articles-per-$100K looks good compared to benchmarks like NSF and NIH grants. It dipped slightly in 2017, but should rebound in 2018 given the large number of articles already in January - April of 2018. Finally, the on-campus labs had a volume of

\(^1\) 17 articles were published in 2017, and there were 30 articles that were accepted or published by June, 2017. Only the 17 articles published in 2017 were used for computing "Articles per $100K" for 2017.

\(^2\) Specialized samples are adjusted to be 1/3 of an On-Campus Subject-Session because they are mainly brief online surveys (10 - 20 minutes).

\(^3\) Published benchmarks for articles per $100K range from .6 to 5 (e.g., 9 for NSF grants, 1.5 to 3.2 for NIH grants, and .6 for all US Higher Education Research and Development). Note that in contrast to previous years, these numbers are considerably less inflated, if a all, because they now reflect the funding for participant costs provided by researchers, departments, and internal and external grants.
23,499 participant-hours (24,675 in 2016), and specialized samples had a volume of 357,094 participant-surveys (288,004 in 2016). 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 2017 were by Marketing (32% of total users, 31% of expenditures) and Operations, Information, and Decisions (22% and 46%), followed by Management (14% and 17%). See Exhibit 3 for details.

<table>
<thead>
<tr>
<th></th>
<th>% Total Users</th>
<th>% Expenditures</th>
<th>Expenditure per User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wharton Faculty</td>
<td>33%</td>
<td>90%</td>
<td>$14,644.31</td>
</tr>
<tr>
<td>Wharton Visiting</td>
<td>10%</td>
<td>1%</td>
<td>$505.98</td>
</tr>
<tr>
<td>Faculty &amp; Post-docs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Faculty</td>
<td>21%</td>
<td>2%</td>
<td>$604.37</td>
</tr>
<tr>
<td>Student</td>
<td>36%</td>
<td>7%</td>
<td>$960.53</td>
</tr>
<tr>
<td>BEPP</td>
<td>5%</td>
<td>2%</td>
<td>$1,717.33</td>
</tr>
<tr>
<td>LGST</td>
<td>3%</td>
<td>0%</td>
<td>$681.68</td>
</tr>
<tr>
<td>MGMT</td>
<td>14%</td>
<td>17%</td>
<td>$6,476.19</td>
</tr>
<tr>
<td>MKTG</td>
<td>31%</td>
<td>32%</td>
<td>$5,395.67</td>
</tr>
<tr>
<td>OID</td>
<td>22%</td>
<td>46%</td>
<td>$11,185.42</td>
</tr>
<tr>
<td>Penn</td>
<td>18%</td>
<td>3%</td>
<td>$941.23</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>0%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

NOTE: Expenditures are based on 100% of participant incentive cost and reflect both on-campus and specialized samples; less than 70% of these costs come from the WBL budget and operational costs are not included. Wharton faculty members sponsor almost all research done by doctoral students.

Funding for the WBL in 20167 was provided by the Wharton School (approximately 94%), by gifts from the Graves family and the Esserman family, and by a grant from the TIAA Institute/Pension Research Council Partnership.

**Goals for 2018**

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, EEG, and emotion coding software as easily used research tools. Complete the cross-validation study begun in 2017.

5. Increase the number of Wharton faculty and graduate students using the WBL.

6. Work closely with the Wharton Neuroscience Initiative (WiN) to provide efficient, high quality behavioral data that serves as "proof of concept" for more expensive neuroscience paradigms (such as fMRI). Continue collaboration in developing best practices for neurophysiological data collected by both WBL and WiN labs.

Lab Activity Highlights for 2017

On-Campus Panel

SaraRose provided the following list of lab improvements that were implemented in 2017.

SaraRose and Magdalena provided the following list of lab improvements that were implemented in 2017.

Extra sessions. We now consistently schedule extra sessions on Thursdays and/or Fridays in both SHDH and JMHH to accommodate more interactive and physiological studies independent of our regular schedule due to our regular labs running at capacity. Additionally, we run morning sessions in both SHDH and JMHH prior to our regular lab time in an effort to accommodate last minute requests and reruns.

Eye tracking/Physio. The WBL increased the number of eye tracking and physiological studies this year, and has been able to run them in the JMHH focus room simultaneously with normal lab sessions. This is in more demand and requires more of our staff and our Tech Lead’s time.

WBL Interface/ECP. We deployed an updated WBL website for participants, researchers and administrators last year and have continued to develop on that in addition to moving forward with testing of our Electronic Cover Page. The ECP will be beneficial for the overall management of our sessions daily and for data and participant tracking purposes.

Specialized Samples and General Operations

Kate provided the following list of improvements that were implemented in 2017:

Specialized Panel Development. Implement process for expedited reimbursements while experiencing growth in panel activity, develop policies for experimenters and participants. Investigate alternative methods for paying participants.

Business School Behavioral Lab Survey. Continue ongoing communication with participants in the Survey.
**New Panel of Participants.** Identified new panels/resources for research, including successful incorporation of new vendor that complements M-turk activity.

**IRB.** Maintain communication with IRB and ongoing changes with the Common Rule.

**M-Turk.** Work on best practices, issues with quality and dealing with reimbursements.

**SHDH Lab modifications.** Identify changes required to expand SHDH Lab.

**Vendor Relations.** Communicate with vendors concerning special needs, ongoing license activity, specifically resolve issues relating to Wharton and the Qualtrics license modifications.

**Website.** Provide ongoing updates to the outward facing WBL website.

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**Software Development and Information Technology**

Robert provided the following list of improvements that were implemented in 2017.

**iMotions.** While it's use is still somewhat limited, we've expanded our iMotions implementation to include EEG and heart rate variability (HRV). As our experience grows, we are learning more and more about the integration of multi-modal physiological measurements. This investigation is ongoing.

**Electronic Cover Page.** The ECP was released to the production site and has been piloted in a few lab sessions. We continue to work with lab staff to improve its capabilities.

**Noldus ObserverXT and Axis POE Cameras.** We built a portable multi-camera behavioral observation system around Noldus ObserverXT using Axis POE network security cameras. The ObserverXT also provides behavioral coding tools for post-hoc analysis.

**Electrical Stimulation.** Yes, we now shock participants! Using our BIOPAC systems, we are able to safely administer (IEC 601-2-10 compliant) aversive stimulation in the form of electric shocks. This capability has been very popular with our experimenters.

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**Staffing**

In 2017, our level of staffing was approximately the same as in 2016. 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**
Kate Kelley   (Senior Coordinator – Specialized Samples)
Robert Botto   (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator–On-Campus Panel)
Jessica Simms (Coordinator)
Magdalena Araya Curuchet (Coordinator – Oct. 2017)

**Part Time**
Magdalena Araya (Staff RA)
Emily Benenhaley (Staff RA)
Ingrid Tous (Staff RA) (until Oct. 2017)
Montserrat Ganderats (Staff RA) (from Nov. 2017)
Jackson Baker (Student RA)
Amanada Barnett (Staff RA) (from Dec. 2017)
Madison Connelly (Student RA)
Sonia Hussain (Student RA)
Gabrielle S Jackson (Student RA)
Justin Kelly (Student RA)
Stephan Y Lecorps (Student RA)
Grace J Lee (Student RA)
Rachel Marx (Student RA)
Marcella Plazas (Student RA)
Beau Staso (Student RA)
Ingrid Tous (Student RA)
Michelle Xu (Student RA)
Linda Zhang (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)
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

2018 (as of June)


2017


2016


2015


2014


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


2013


2012


**2011**


**2010**


**2009**


2008


2007


2006


New or Revised in 2017


2. Bedi, Suneal, Errors in Valuing Minor Attribute Features Using Choice Based Conjoint (w/ Dave Reibstein)


6. Berman, Jonathan Z., Amit Bhatacharjee, Deborah A. Small, & Gal Zauberman, “Passing the buck to the wealth-ier.”


14. Chaudhry, Shereen J. and Jeff Czajkowski. "How much or how likely? The effect of communicating risky outcome versus probability information on risk mitigation behavior."


21. Dilara B*, Ramakrishnan A*, Platt ML Can foraging behavior shed insights on depression and anxiety?


31. Kelly, Brooke, Ike M. Silver, and Deborah A. Small, “The first mover authentic advantage”


33. Kessler, Judd, Equity Concerns are Narrowly Framed (with Christine Exley at Harvard Business School), 2017.


36. Lewis, J., Gaertig, C., & Simmons, J.P. Extremeness Aversion is a Cause of Anchoring (third round review at Psych Science).

37. Lewis, Joshua and Deborah A. Small, “Ineffective altruism: On giving less when donations do more.”

38. Lu, Joy and J. Wesley Hutchinson (2018), "Split-Second Decisions During Online Information Search: A Model of the Eye Movement Scan Path to the First Click."


41. Melumad, Shiri and Michel Tuan Pham, “Understanding the Psychology of Smartphone Usage: The Adult Pacifier Hypothesis,”


44. Mislavsky, Robert & Celia Gaertig. $60\% + 60\% = 60\%$, but Likely + Likely = Very Likely


46. Moon, A., & Bos, M.W. The illusion of design: Framing decisions as creative processes increases perceived customization. Under revision to submit to Journal of Marketing Research.


49. Moon, A.*, & Van Epps, E.* Should I give or how much should I give? Continuous (versus discrete) requests increase prosocial engagement. Under revision to submit to Journal of Marketing Research.


52. Ramakrishnan A*, Sheng F*, Seok D, Cen P, Platt ML. Individual differences in gaze patterns during a gambling task is reflective of loss aversion and subclinical depression.

53. Rees-Jones, Alex and Sam Skowronek: On the Limits of incentive design: examining medical students’ misunderstanding of “the match”


55. Shalev, Edith, and Rom Y. Schrift, “The Dual Effect of Centrality on Susceptibility to Group Influence,” (invited for 2-round review at the Journal of Marketing Research)

56. Sharif, Marissa A. and Daniel M. Oppenheimer, “The Effect of Salient Categories in Relative Encoding on Memory-Based Judgments”


59. Srna, Shalena, Alixandra Barasch, and Deborah A. Small, “When signaling status backfires: How signals of self-interest undermine cooperation”

60. Tewfik, Basima, Phil Tetlock “Declining requests”

61. Uduehi, Esther and Americus Reed, “When People Stop Being Nice and Get Real: Identity Labels for Stigmatized Groups”


New or Revised in 2016


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


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


23. Green, Etan. "Optimal Anchors".

24. 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*


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


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

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


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


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

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

39. 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.

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


43. Mislavsky, Robert, and Uri Simonsohn, "When Risk is Weird: The Weirdness of Risky

44. Mislavsky, Robert, Berkeley Dietvorst, and Uri Simonsohn, "Critical Condition: People Only


47. Object to Corporate Experiments If They Object to a Condition”. Undergoing 2- Round Revision for Marketing Science.


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


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


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


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

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


64. Yimin Cheng, Anirban Mukhopadhyay and Patti Williams “Smiling Signals Intrinsic Motivation,” Invited Revision, Journal of Consumer Research


New or Revised in 2015


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


13. 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*


18. Dejarnette, Patrick E., "Effort Momentum"


32. Levine, E.E. Fibbing about your feelings: The relationship between emotional misrepresentation and interpersonal trust.
33. Lu, Joy and J. Wesley Hutchinson (2015), "Consumption Patterns in Online vs. Online Clothing Retail."
39. Mislavsky, Robert, and Uri Simonsohn, "When Risk is Weird: The Weirdness of Risky Transactions Can Cause Risk Aversion"
40. Mislavsky, Robert, Berkeley Dietvorst, and Uri Simonsohn, "Critical Condition: People Only Object to Corporate Experiments If They Object to a Condition".
41. Packard, Grant and Jonah Berger “Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion” Under Revision
42. Pillemer, Julianna, "Is Good Enough Better Than Best?: The effect of maximizing versus satisficing mindsets on employees’ objective and subjective success”.
45. Schilke, Oliver, and Huang, Laura. Worthy of Trust? How Interpersonal Contact Increases Trust Accuracy
46. Schrift, Parker, Zauberman, Srna, "Multitstage Decisions."
48. 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,"

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


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


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

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

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


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


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

62. Weingarten, Evan, Sudeep Bhatia, and Barbara Mellers (in prep), “Multiple Goals as Reference Points,”

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


New or Revised in 2014

4. Barasch, Alixandra, Emma E. Levine, and Maurice Schweitzer, “Bliss is Ignorance: Very Happy People are Perceived as Naïve.”
8. 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.
13. Coleman, Nicole M. and Patti Williams, “Hardening My Heart: Regulating Emotions to Resist Sad Appeals,” Under Revision


28. 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*

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


34. Levine, E.E. Community standards of deception; in preparation.
35. Levine, E.E., Bitterly, T.B., & Schweitzer, M.E. Trust the guilty! Guilt-prone individuals are more trustworthy, in preparation.


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

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

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

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


51. 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)

53. Sela, Aner, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”
55. Tobacman, Jeremy and Patrick Dejarnette, Intertemporal Labor Supply
56. Tobacman, Jeremy, Anchoring in Corporate Valuation, with Alex Synkov (run in 2014)
58. Weingarten, Evan and Jonah Berger “When Do People Talk about and Why”

New or Revised in 2013

1. Akpinar, Ezgi and Jonah Berger, “How Senses Shape Language: The Cultural Success of Sensory Metaphors” Under Revision
5. Berg, Justin M., "Balancing on the creative high-wire: The selection and rejection of novel ideas in organizations"


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

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


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


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


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

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

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

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

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


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


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


64. 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.


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

68. 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)

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

70. Simmons, Joseph, A New Way To Increase Charitable Donations: Does It Replicate? DataColada.org
71. Simmons, Joseph, MTurk vs. the Lab: Either Way We Need Big Samples, DataColada.org

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

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


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

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


Listed in 2011 and 2012


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

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


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

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


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

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


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

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


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


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

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

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

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

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

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

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


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


75. 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.
76. Patil, S.V. Cognitive ambidexterity: How converging-countervailing structures shape adaptation errors

77. 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


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


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

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


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

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

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

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

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


Listed in the 2010 Annual Report


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


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


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


15. 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”


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


38. 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


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


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


20. 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."


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


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


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


**Listed in the 2008 Annual Report**


Listed in the 2007 Annual Report


New or Ongoing in 2017

1. Barsade, Sigal, Inspirational Quotes and Motivation
2. Barsade, Sigal, Organizational Structure, Status, and Leadership Emergence
3. Bedi, Suneal, Collecting data around a health identity scale w/ Americus Reed and Ester Uduehi
4. Bedi, Suneal, Collecting data on how consumers react to certain employee citation decisions w/ Americus Reed
5. Cesareo, Ludovica Patti Williams, and Robert Meyer (“Is it Real of Fake? The Psychology of Assessments of Counterfeit Luxury Goods” (being written up)
8. Gaertig, C., & Simmons, J. When Are Uncertain Marketing Promotions More or Less Effective?
10. Grant, Adam, Authentic impressions study (with Julianna Pillemer)
11. Grant, Adam, Entrepreneur experiments (with Nick LoBuglio)
12. Grant, Adam, Job pitch study (with Julianna Pillemer)
13. Grant, Adam, Recognition study (with Julianna Pillemer, Grace Cormier, Reb Rebele)
14. Grant, Adam, Social media survey (with Julianna Pillemer)
15. Green, Etan and Josh Lewis, "The Forgone Option Fallacy"
16. Hagmann, David Alex Rees-Jones and Jeffrey Yang, Tax Information Avoidance
17. Hart, Enav, Negotiating for services and goods / w. Maurice Schweitzer
18. Kahn, Barbara, Consumer Navigation of Hospital Performance Data (with J. Y. Jung, J Sun)
19. Kahn, Barbara, Variety and Goals: with H. Rafieian and M. Shariff
20. Kahn, Barbara, Variety Counts: How Variety is Perceived in the Presence of Self-Regulatory Goals (with H. Rafieian and Y. Huang)
22. Kessler, Judd, Self-Image Motives and Risk Preferences in Charitable Behavior (with Jeffrey Yang, University of Pennsylvania).
23. Kim, Yoonduk Shiri Melumad, and Robert Meyer, “Biases in text summaries created from multiple sources” (one WBL study run)
26. Leib, M., Schweitzer, M. See some evil: Information search about other’s dishonesty as a justifications for one’s own
27. Liad Weiss and Rom Y. Schrift, “Consumers’ Aggregation of Negative Experiences”
32. Melumad, Shiri, “How Emotions are Experienced Across Devices”, with Maurice Schweitzer
34. Melumad, Shiri, “Physiological Responses to Smartphone Ownership,” with Michael Platt, Arjun Ramakrishnan and Feng Shen
39. Nurmohamed, S. Speaking up while stressed.
42. Rees-Jones Alex and Ao Wang, An Approach to Testing Reference Points
44. Schrift, Rom Y., Jeffrey R. Parker, and Donald R. Lehmann, “Order Effects of External and Internal Factors in Product Adoption”
45. Sharif, Marissa A. "The Effect of Delayed Rewards on Motivation"
47. Silver, Ike, Teamwork in Estimations - with Barb Mellers
48. Silver, Ike, The Risky Samaritan - with Jackie Silverman
50. Skowronek S.E., Moon, A. Attribute substitution moderates the effect of priming in performance evaluations.
52. Skowronek, S.E., Milkman, K.L., & Rogers, T. Improving memory without medication: An application of the reminders through association approach in the healthcare domain.
53. Small, Deborah, Choice satisfaction from algorithms (with Joowon Kim)
54. Small, Deborah, Cues to sincerity (with Juliana Schoeder, Alix Barasch, and Jonathan Berman)
55. Small, Deborah, Justifying selfishness (with Yonat Zwebner and Rob Mislavsky)
56. Small, Deborah, The psychology of dares (with Ike Silver)
59. Strohminger, Nina, "Folk Intuitions about happiness, ethics, business, and other philosophical problems " -- co-authors are David Melnikoff and Matthew Jordan
60. Uduehi Esther and Gideon Nave “Status Signaling and Experience Consumption Utility”

New or Ongoing in 2016

1. Aboul-Seoud, Fatima, "The efficacy of apologies"
2. Berger, Jonah, Evan Weingarten “Near Past, Distant Future”
3. Berger, Jonah, Katherine Crain and Jacqueline Rifkin “Tip Wars”
4. Berger, Jonah, Kelley Gullo and Bryan Bollinger “Variety for Breakfast?”
5. Berger, Jonah, Silvia Bellezza “When Low Status Becomes High”
9. Chaudhry, Shereen and Howard Kunreuther, “The role of responsibility in blameworthiness after low probability, high consequence events”
11. Green, Etan and Edward Chang. Algorithmic Prediction and racial Stereotypes
13. Grewal, Lauren, Nicole Verrochi Coleman, and Patti Williams “Mixed Indulgences: None of the Guilt, None of the Pleasure?” In preparation; 4 studies complete
17. Knowlton, Karen, Adam Grant and Alison Fragale (UNC), called “Feeling for your foes: when and why we prefer helping outgroup members”.
19. Ludovica Cesareo, Patti Williams and Robert Meyer "Luxury Counterfeiting: Visual Cues"
20. Ludovica Cesareo, Patti Williams, Americus Reed and Nicole Verrochi-Coleman "Moral Hypocrisy and Moral Identity."
24. Mislavsky, Robert, Celia Gaertig. “Combining Forecasts: 60% + 60% = 60%, but Likely + Likely = Very Likely”
25. 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.
26. Rees-Jones, Alex and Sam Skowronek. “Why do we doctors lie in the medical residency match?”
27. Ruby, Matthew, Paul Rozin, Barb Mellers, "The psychology of adaptation."
28. Schrift, Rom Y., Aaron Brough and Stephanie Chen “The impact of active versus passive choice on customer churn.”
29. Schrift, Rom Y., Klaus Wertenbroch and Quentin Andre “Choosing Free Will: The Freedom from Randomness and Determinism,”
33. 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”
34. Scott, Sydney E., Yoel Inbar, and Paul Rozin, “Cross-Cultural Opposition to Genetically Modified Crops”
36. Silverman, Jackie, and Alixandra Barasch “On a Roll: Breaking a Streak Decreases the Likelihood of Future Behaviors”.
37. Sperger, Johnand Kunreuther, H. Untitled.
38. Srna, Shalena, Deborah Small and Alixandra Barasch “The Positive Effects of Not Status Signaling”
40. Tewfik, Basima, Phil Tetlock “Declining requests”
42. Van Zant, A. B., & Schweitzer, M. E. Trust retoration when one’s true intentions are unknown to others.
43. Van Zant, A. B., Kray, L. J., & Kennedy, J. A. Why don’t lies pay? Deceiver guilt undermines negotiator subjective value.
44. Weingarten, E., Bhattacharjee, A., & Williams, P. Consumption of so-bad-it’s-good content
45. Williams, Patti and Nicole Verrochi Coleman, “Recognizing My Self: Emotion Recognition and Social Identity,” 4 studies complete
47. 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

New or Ongoing in 2015

5. Barasch, Alixandra, “You are What You Track: The Effect of Failing to Log an Experience on Future Use of Tracking Apps” with Jackie Silverman.
8. Berman, Ron and Raghu Iyengar, ”The Impact of Homophily and Popularity on Product Choice”.
13. Cesareo, Ludovica, Awe and Religiosity: Can Beautiful Products Influence Spirituality? (with Keisha Cutright, Patti Williams and Eugenia Wu, Katz School of Business)
15. 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)
17. Chuan, Amanda and Judd Kessler, Pay it forward: serial reciprocity in giving
18. Contigiani, Andrea, Motivation, Experimentation, and Creativity.
19. Cutright, Keisha M., Chadwick Miller and Adriana Samper, “Resource Constraints and the Desire for Warmth versus Competence”
20. Cutright, Keisha M., Boyoun (Grace) Chae and Joey Hoegg, “Personal Control and Price/Quality Inferences”
21. Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Variety Seeking”
22. Cutright, Keisha M., Eugenia Wu and Jacqueline Rifkin, “Religiosity and Savoring”.
23. Dejarnette, Patrick E., "Effort Momentum"
29. Rubín, Matthew, Paul Rozin, Barbara Mellers. The psychology of adaptation.
30. 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.
32. Hart, Einav & Maurice Schweitzer, Negotiating for services.
33. Hart, Einav, Cristina Bicchieri, Alessandro Sontuoso, and Alexander Funcke. Risky choices on networks
34. Huang, Jennie, Judd Kessler, Corinne Low, and Katy Milkman. "Click Here to Save the World: Slacktivism in Charitable Giving"
35. Hutchinson, J. Wesley, Gal Zauberman, and Robert Botto, "Financial Communications and Asset Mix Decisions."
37. Kessler, Judd, Hannu Kivimaki, Muriel Niederle, "Thinking Fast and Slow: Generosity Over Time"
38. Kunreuther, H., & Gromet, D.M. Incentives and choice.
42. Levine, E.E., Hart, J., Moore, K., Rubin, E. Yadav, K., & Halpern, S. Asymmetric preferences for lies of omission and commission during healthcare communication
44. Lewis, J., Levine, E.E., & Schweitzer, M.E. The ethical foundations of friendship and leadership.
45. Light, S. E., Gromet, D. M., & Kunreuther, H. National security and military leadership: Can they bridge the ideological gap on renewable energy?
46. Low, Corinne, and Jennie Huang, The Parley Before the Conflict: Gender Meets Communication in the Battle of the Sexes.
47. 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.
48. Mislavsky, Robert, and Deb Small, "Rationalizing Dictator Game Choices".
49. Mislavsky, Robert, Uri Simonsohn and Joe Simmons, "Discrete Loss Aversion".
50. Potter, Jaime, & Sigal Barsade, "Cynical Attribution."
51. Rothbard, Nancy and Ethan Mollick, Mandatory Fun
52. Schrift, Rom Y. and Yonat Zwebner “Conspicuous Conflict: how being observed while Making Tradeoffs Impacts Consumers’ Choice and Why,”
54. 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.
55. Simmons, Joseph P., “Avoiding Information About Tempting Alternatives.”
56. Simmons, Joseph P., “Choice Architecture in Donation Requests.”
58. Simmons, Joseph P., “Do People Prefer Recommender Systems That Express Uncertainty?” (w/ Berkeley Dietvorst & Cade Massey)
62. Srna, Zauberman, Schrift, "A prediction gap in the effect of income tax on effort."
63. Tewfik, Basima and Drew Carton, "Group Brainstorming Over Time."
64. 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.
65. 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.
66. Van Zant, A. B., & Berger, J. When verbal persuasion attempts can backfire, and why nonverbal persuasion attempts often fly under the radar.
67. Weingarten, Evan and Jonah Berger How Far From Now Do People Talk.
68. Weingarten, Evan and Wes Hutchinson Accessibility-Diagnosticity Revisited.
69. Weingarten, Evan, Patti Williams and Amit Bhattacharjee So Bad It’s Good!
70. Williams, Patti, “Emotional Expression as Reflections of Intrinsic Motivation,” (with Yimin Cheng and Anirban Mukhopadhyay),
71. Williams, Patti, “Recognizing My Self: Emotion Recognition and Social Identity,” (with Nicole Verrochi Coleman)
72. Williams, Patti, “Unconscious Thought Processes and Conjoint,” (with Ellie Kyung, Evan Weingarten, Eric T. Bradlow),
73. Williams, Patti, Awe and Religiosity: Can Beautiful Products Influence Spirituality? (with Keisha Cutright, Ludovica Cesareo and Eugenia Wu, Katz School of Business)
74. Williams, Patti, Emotions in Immoral Behaviors: The Role of Envy in Luxury Counterfeit Purchases (with Ludovica Cesareo and Silvia Bellezza, Columbia Business School)
75. Williams, Patti, So Bad It’s Good!; with Evan Weingarten and Amit Bhattacharjee
76. 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)
77. Yip, Jeremy, Gratitude and negotiations. (with Lee, K., Brooks A. W., & Chan. C.)
78. Yip, Jeremy, Humor and negotiations (with Bitterly, B., Schweitzer, M. E.. & Schweinsberg, M.)
79. Zheng, Yiran, Xuan Gao, Paul Rozin and Gal Zauberman Memory protection or contamination.

New or Ongoing in 2014

1. Barasch, Alixandra and Deborah Small “The motivating force of carrot versus stick incentives in prosocial behavior.”
11. Dietvorst, B. J., Simmons, J. P. When do People Pick the First Presented Option Most Often?
13. 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.
15. Gromet, D. M., & Okimoto, T. G. The social costs and benefits of (non) forgiveness.
19. Huang, Yanliu and J. Wesley Hutchinson, "Partial Planning."
20. Kelly, T. F. & Simmons, J. P. “Framing effects on loss aversion” (data collection in progress)
22. Kelly, T. F. & Simmons, J. P. “People can take the outside view, but they don’t want to use it” (in preparation)
23. Kessler, J.B. and Muriel Niederle, "Thinking Fast and Slow".
24. Levine, E.E. "I’m just being honest: Ethical justifications for antisocial behavior” (With M.E. Schweitzer)
25. Levine, E.E. Emotion and reason as signals in social dilemmas” (With A. Barasch, D. Rand, J. Berman, & D. Small)
27. Mogilner, Cassie and Michael Norton, "Preferred Happiness: Experienced or Remembered?"
29. Patti Williams, “Emotional Expression as Reflections of Intrinsic Motivation,” (with Yimin Cheng and Anirban Mukhopadhyay), Data Collection in Progress
32. Patti Williams, “Loneliness and Consumer Perceptions of Distance (with Joy Lu and Gavan J. Fitzsimons), Data Collection in Progress
33. Patti Williams, “Recognizing My Self: Emotion Recognition and Social Identity,” (with Nicole M. Coleman), Data Collection in Progress
35. Schrift, Rom Y. “Choosing Free Will: The Freedom from Randomness and Determinism,” with Klaus Wertenbroch
37. Schrift, Rom Y. “The Sweet Spot of Choice Under Conflict,” with Oded Netzer
39. Simmons, Joseph, Understanding Math Interest and Anxiety.
41. Srna, Shalena, Appearance Project with Keisha Cutright - Mturk only (work in progress, 2014)
42. Srna, Shalena, Categorization, similarity, and Stickiness in Decision Trees with Rom Schrift, Jeff Parker, Gal Zauberman (work in progress, 2014-15)
43. Srna, Shalena, Strategic Messiness Project with Keisha Cutright (work in progress, 2014)
44. Tewfik, Basima, and Drew Carton, "Creative Brainstorming in Groups."
45. Tussing, Danielle Shef Patil (UT Austin), and Santosh Srinivas (UT Austin), Balancing prosocial norms with self-reliance –
46. 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)
47. Tussing, Danielle & Sigal Barsade, Testing the Boundaries of Emotional Labor: A Case for Surface Acting via Email –
49. Zauberman, Gal, Photography and Memory. (With Silverman, Barasch and Diehl).
51. Zauberman, Gal, Taxes and Preferences for Effort and Pay. (With Srna and Schrift).

New or Ongoing in 2013

7. Bitterly, B. Humor and status
10. 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
15. Grewal, Lauren, Nicole Verrochi Coleman, and Patti Williams “Mixed Indulgences: None of the Guilt, None of the Pleasure?”
17. Gromet, D. M., & Kunreuther, H. Messaging and individual adoption of solar power.
20. Guillian, Daniel, "Governing with Words: The Political Dialogue on Race, Public Policy, and Inequality in America" (book project).
24. Jung, J. and Kahn, B: Perceptions and Prioritization of Hospital Safety Records
25. Jung, Janice, Barb Mellers and Jonathan Baron, Attitudes towards nudges
26. Jung, Janice, Hilke Plassmann and Barb Mellers, Subjective risk attitudes
27. Jung, Janice, Jonathan Baron, Policies that are too effective to be good
32. Levine, Livia, Negotiating with the Millennial Generation
33. Levine, Livia, Why the F*** Don’t They Trust: The Relationship between Online Incivility and Trust
34. Milkman, K.L., and Jihae Shin, "The Downside of Having a Plan B."
35. Minson, J., Ruedy, N., & Schweitzer, M. Question types and Honesty
37. Schrift, Rom, Jae Young and Raghuram Iyengar “The Contingent Value of Social Search on the Purchase Funnel.”
38. Schrift, Rom, “Choosing Free Will: The Freedom from Randomness and Determinism,” with Klaus Wertenbroch
39. Schrift, Rom, Jonathan Levav and Jeff Parker “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,”
40. Schrift, Rom, Yimin Cheng and Anirban Mukhopadhyay “Protestant Work Ethic and its role in Outcome Prediction Based on Cost of Means,”
41. Sela, Aner and Jonah Berger, “On Culture and Metacognition”
43. Simmons, Joseph, (with Berkeley Dietvorst and Cade Massey) Framing Algorithms In A Way That Reduces Algorithm Aversion
44. Simmons, Joseph, and Theresa Kelly, Forecasters Are More Likely To Neglect Base Rates When Making Specific vs General Predictions
45. Simmons, Joseph, and Theresa Kelly, People Neglect Their Own Base Rates
46. Simmons, Joseph, and Theresa Kelly, Why People Are Reluctant To Accept Mixed Gambles
47. Simmons, Joseph, Berkeley Dietvorst and Cade Massey, Algorithm Aversion Is Greater For One Judgment Than For Many Judgments
48. Tussing, Danielle, Testing the Boundaries of Emotional Labor: A Case for Email’s Superiority in Emotionally-Laden Communication
52. Zauberman, Gal, Photography and Experiences

New or Ongoing in 2011 and 2012

1. Akpinar and Berger – Sensory metaphors
2. Akpinar and Berger – valuable virality
3. Barasch and Berger – Broadcasting and narrowcasting
17. Cai, Jeff and Bob Meyer, "Dyadic Decision-Making under Uncertainty" 
18. Chan and Berger – arousal and social transmission 
20. Chen and Berger - controversy and conversation 
21. Coleman, Nicole Verrochi and Patti Williams “Emotion Profile-Inconsistency as an Identity Threat” In Preparation 
22. Coleman, Nicole Verrochi and Patti Williams, “Attention Deployment for Maintaining Identity-Consistent Emotion Profiles” 2 Studies complete; manuscript in preparation 
23. Coleman, Nicole Verrochi, Pattie Williams, and Kirsten Passyn “Do Mixtures of Negative Emotions Create Discomfort?”, Data Collection in Progress 
24. Cutright, Keisha and Alice Isen and Gavan Fitzsimons, “Positive Affect and Religiosity” 
25. Cutright, Keisha and Aparna Sundar, "Believing in a 'Just World' of Symmetric Faces." 
27. Cutright, Keisha, Adriana Samper, “Perceptions of control and quick-fix products”
28. Cutright, Keisha, Eugenia Wu, “Religion and Fear Appeals”
29. Cutright, Keisha, Ezgi Akpinar, “Religion and Brand Transgressions”
33. Finnel, Stephie Patti Williams, and Americus Reed “Identity Conflict and Mixed Emotions,” Data Collection in Progress 
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37. Huffman, David, and Bjorn Bartling, "Subjective Evaluation and Fairness".
38. Jung, J. and Mellers, B (2013) When a Nudge Turns into a Shove
39. Kennedy, Jessica and Phil Tetlock, "Status and the selection of accountability systems."
40. Kessler, Judd (2011) "Finding the Hidden Cost of Control" with Stephen Leider, University of Michigan School of Management
41. Kessler, Judd (2011) "Information and Fairness" with Muriel Niederle, Stanford Economics
42. Levine, Livia, and Diana Robertson, "Eliciting Cooperation with Communication: Negotiating with the Millennial Generation."
43. Levine, Livia, and Maurice Schweitzer, "Behavioral Responses to Contemptuous Expressions."
44. Mellers & Berman, "Hedonic Tests of Loss Aversion."
45. Mellers, Gurcay, & Baron, "When do Social Influences Make Crowds Wiser?"
46. Milkman, K.L., Minson, J., Volpp, K. Can Tying Tempting Experiences with Gym Visits Increase Exercise and Improve Health
47. Minson, J. A. & Mueller, J. S. When two heads are no better than one: When and why dyads perform no better than individuals
50. Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"
51. Mogilner, Cassie and Barbara Mellers, "The Happy Life: The Balance between Wants and Shoulds."
52. Mogilner, Cassie and Mike Norton, “Choose Your Happiness: Experienced or Remembered”
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55. Robertson, Diana et al., "Neuroscience of Risk Taking and Morality in Future Business Leaders".
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57. Schrift Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy."
60. Schrift Y. Rom and Jeffrey R. Parker “Time inconsistent preferences and the option to defer choice” (in progress)
61. Schrift Y. Rom, Jeffrey R. Parker, and Eric Hamerman “Multitasking and its impact on decision making” (in progress)
62. Schrift, Y. Rom and Jonathan Levav, “All in One versus All is None: Bundled Benefits and Perceived Product Efficacy,” (in progress)
63. 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)
64. Schweitzer, M. and Emma Levine, "Prosocial Lying and Trust"
65. Schweitzer, M. and Jessica Kennedy "Accusations and Trust"
66. Schweitzer, M., Barash, Alix and Emma Levine, "The Harmful Effects of Happiness."
68. Schweitzer, M., Minson, Julia and Nicole Ruedy "Question Disclosure Model."
69. Thomas and Berger – Topic breadth and sharing
70. Thomas, Melanie and Cassie Mogilner, “Speed and the Effect on Social Connection.”
72. Wertenbroch, Klaus, Breagin Riley and Barbara Briers "Redistribution and the Protestant Ethic," research in progress.
73. Wertenbroch, Klaus,and Barbara Briers “The Politics of Consumption: Capitalism and the Quest for More”.
75. Williams, Patti and Nicole Verrochi, “Emotions and Identity Threat.”
76. Williams, Patti, Andrea Morales, Will Allender and Eugenia Wu, “The Effect of Anthropomorphism on Sympathetic Responses,” Data Collection in Progress
81. Zhao Tingting and Rom Y. Schrift “the long term impact of metacognitive experiences” (in progress)

New or Ongoing in 2010

1. Berman, Jonathan Z., Deborah Small (2010), For Want of a Want: When forcing selfishness is preferred to choosing it. Data collection in progress
12. Mogilner, Cassie and Amit Bhattacharjee, "What Experiences Make Us Most Happy, The Extraordinary or Ordinary?"

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3. Bucchianeri, Grace Wong and Talya Miron-Shatz, "Do We Know How Much Our Homes Are Worth?"
4. Chan, Cindy and Alice M. Isen, "When Preferences Differ Among Friends: How Positive Affect Influences Choosing to Accommodate Others vs. Choosing to Express Oneself."
8. Haung, Yanliu, B. Kyu Kim, & Gal Zauberman, "Understanding Emotional Attachment to Possessions."
11. 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."
12. Lin, Fern and Gal Zauberman, "Meaningful versus Pleasurable Activities, Experience, and Products"
13. Lin, Fern and Paul Rozin, "The Natural-is-Better Bias"
14. Melwani, S. A Little Bird Told Me.: Emotions, Attributions and Relationships as Consequences of Gossip
15. Milkman, Katherine L. Modupe Akinola, Dolly Chugh 2010, A Study of Discrimination and Intertemporal Choice
16. Mogilner, Cassie, and Amit Bhattacharjee, "Meaning vs. Happiness"
17. Mogilner, Cassie, Mike Norton and Zoe Chance, "Getting Time by Giving It"
18. Staats, Brad, Katherine L. Milkman, Craig Fox 2010, Underestimation of Coordination Costs in Teamwork
22. Yourshaw, Lauren M., "The Effect of Ambient Scent on Perceived Time Duration." (data collection in progress)

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32. Kim, Kyu and Gal Zauberaman. Hot Drive State, Time Perception, and Present Bias
33. Kim, Kyu and Gal Zauberaman. Time Perception and Time Discounting: Scale Validation
34. Kim, Kyu and Gal Zauberaman. Time Perception and Time Discounting: Manipulation of Perceived Time
36. Kyu Kim, Scott Rick, and Gal Zauberaman. Time Perception and Tightwadism
38. Reed II, Americus, Patti Williams, and Stephanie Finnel, "Conflicting Identities and Mixed Emotions"
41. Saldanha, Neela, Lauren Block and Patti Williams, "The Purity of Sin: How Virtue can Contaminate Vice."
43. Small, D.A., Lin, F., & Norton, M.I. Who gets credit for behaving prosocially?
44. Stephanie Finnel, Deborah Small, and Gal Zauberman. Wasting Time and Money.

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54. Deng, Xiaoyan and Barbara E. Kahn (2008), "Associative and Rule-Based Processing of Product Image Location on Package Façade"
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57. Deng, Xiaoyan, Sam Hui and J. Wesley Hutchinson (2008), "Balancing Consumer Self-Design with Automated Expert Guidance"
63. Mueller, J. S. Lebel, D. (2008), Does asking for help aid or hinder network tie formation?
65. Rick, Scott, Deborah Small, and Eli Finkel (2008), "When Tightwads and Spendthrifts Attract"
66. Saldanha, Neela, Nicole M. Verrochi and Deborah A. Small (2008), "Disgust and the Brand: When Extensions are Revolting"
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81. Zauberman, Gal, Kyu Kim and Rebecca Ratner (2008), Preserving Memories through Choice. [Data collection and analysis in progress.]
82. 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 2017

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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>
<th>Room</th>
<th>Number of Participant-Sessions</th>
<th>Avg. Payment</th>
<th>Avg. Showup Payment</th>
<th>Avg. Extra Payment</th>
<th>Avg. Time (min.)</th>
<th>Avg. Satisfaction (9 pt. scale)</th>
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<td>657</td>
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Exhibit 5

Panel Member Participation Statistics

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

B. Average Time per Session for Each Level of Participation (i.e., Total Number of Sessions)
Exhibit 6
Cumulative List of Wharton Behavioral Laboratory Staff

Before 2006
Ben Hutchinson (Student RA)
Puja Gujja (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 Litten (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 Eiden (Student RA)
Elana Hoffman (Student RA)
Luciana Costa (Staff RA)
Michele Alessandroni (Staff RA)
Lisa Alessandroni (Staff RA)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

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

Spring 07
Dominique Eiden (Student RA)
Elana Hoffman (Student RA)
Courtney Asher (Student RA)
Alicia Hawkins (Student RA)
Joshua Eisenberg (Student RA)
Gayani Aberasinghe (Student RA)
Jessica Tollef (Student RA)
Amir Prabhu (Student RA)
Luciana Costa (Staff RA)
Michele Alessandroni (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 Mayer (High School Intern)
Michele Alessandroni (Staff RA)
Patricia Zapater-Roig (Staff RA)
Natalia Junqueira (Staff RA)
Karen Irwin (Staff RA)
Daniale Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Susan McMullen (Sr. Coordinator 2)

Fall 07
Dominique Eiden (Student RA)
Ketki Soin (Student RA)
Caroline Zeama (Student RA)
Pia Banerjee (Student RA)
Eri Chang (Student RA)
Michele Alessandroni (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 Eiden (Student RA)
Pia Banerjee (Student RA)
Alicia Hawkins (Student RA)
Michele Alessandroni (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)
Diana 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 DeGagne (Staff RA)
Attilio Dimartino (Staff RA)
Isabel Swinburn (Staff RA)
Marta Garrigas (Staff RA)
Patricia Zapater-Roig (Coordinator)
Daniela Lejtneker (Sr. Coordinator 1)
Young Lee (IT Specialist)
Kate Kelley (Sr. Coordinator 2)
<table>
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<th>Spring &amp; Summer 13</th>
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<td>Alfredo Dimartino</td>
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<td>(Staff RA)</td>
<td>(Student RA)</td>
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<td>Amanda Gulick (Sr. Res. Coord.)</td>
<td>Patricia Zapater (Coordinator)</td>
<td>(Student RA)</td>
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<td>Amanda Gulick (Sr. Res. Coord.)</td>
<td>Anna Szczuka (Staff RA)</td>
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<td>Anna Szczuka (Staff RA)</td>
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<td>Amanda Gulick (Sr. Res. Coord.)</td>
<td>Anna Szczuka (Staff RA)</td>
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<td>Anna Szczuka (Staff RA)</td>
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<td>Anna Szczuka (Staff RA)</td>
<td>(Student RA)</td>
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<td>Spring 2015</td>
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<td>Magdalena Arya (Staff RA)</td>
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<td>Ruth Gold (Student RA)</td>
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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)

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

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)
Magdelena Arya (Staff RA)
Emily Benenhaley (Staff RA)
Carissa Redfield (Student 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)

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)
Magdelena 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)

Fall 2017
Kate Kelley (Senior Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator–On-Campus Panel)
Jessica Simms (Coordinator)
Magdelena Araya Curuchet (Coordinator – Oct. 2017)
Magdelena Araya (Staff RA)
Emily Benenhaley (Staff RA)
Rachel Marx (Student RA)
Gabrielle S Jackson (Student RA)
Jackson Baker (Student RA)

Spring 2017
Kate Kelley (Senior Coordinator – Specialized Samples)
Robert Botto (Senior IT Project Leader)
SaraRose Christodoulou (Senior Coordinator–On-Campus Panel)
Jessica Simms (Coordinator)
Magdelena Araya Curuchet (Coordinator – Oct. 2017)
Magdelena Araya (Staff RA) (until Oct. 2017)
Ingrid Tous (Staff RA) (until Oct. 2017)
Montserrat Ganderats (Staff RA) (from Nov. 2017)
Amanada Barnett (Staff RA) (from Dec. 2017)
Marcella Plazas (Staff RA)
Jackson Baker (Student RA)
Rachel Marx (Student RA)
Grace J Lee (Student RA)
Linda Zhang (Student RA)
Sonia Hussain (Student RA)
Beau Staso (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.