2019 Annual Report

The Wharton Behavioral Lab
History

The Wharton Behavioral Lab (WBL) serves as a key to unlocking vast impact from the research of Wharton’s faculty. Since opening in 2005, the WBL has established itself as the preeminent laboratory of its kind, attracting faculty and doctoral students from around the world. The Wharton School is the leading place for behavioral research with over 55 faculty utilizing the WBL on a regular basis.

Prior to the WBL, Wharton faculty spent a significant portion of their time to recruiting participants and executing studies, thereby limiting their creative capacity to design and pose studies. At the same time, the School faced several challenges regarding behavioral research, such as recruiting new faculty in the field and allocating research dollars. In response to these growing challenges, Wharton created the WBL.

The WBL provides faculty and doctoral students a dedicated research environment to test their theories on business-related topics as it has the infrastructure to execute. In that way, research productivity increases with minimized operational costs of both time and money. The WBL scales the tools and learning technology’s for behavioral and experimental studies so that all Wharton behavioral researchers benefit.

The WBL advances Wharton’s reputation for excellence in academic research. It helps attract and retain the very best scholars. The primary services provided include:

- Maintaining and updating data collection facilities and equipment.
- Providing 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.
- Managing efficient staff for conducting state-of-the-art experimental research.

“The Wharton Behavioral Lab is the singular best behavioral lab in the world. Our staff, our panels, and our protocols set the standard for behavioral research worldwide.”

MAURICE SCHWEITZER WBL FACULTY ADVISORY BOARD
CECILIA YEN KOO PROFESSOR OF OPERATIONS, INFORMATION AND DECISIONS

Mission Statement

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WBL Team

Meet the dedicated team members of The Wharton Behavioral Lab.

J. Wesley Hutchinson
WBL Faculty Director
Stephen J. Heyman, Professor of Marketing

Robert Botto
IT Technical Lead
Lab hardware and software systems, Research programming support, Psychophysiological methods

Susan McCafferty
Sr. Research Coordinator
Special Panels - Online Studies
Mturk/Prolific implementation, Field Studies, Reimbursements, Financials, Qualtrics liaison

Mary Spratt
Sr. Research Coordinator
On-Campus Studies
Scheduling, Financials, Hiring/Staff Management, WBL Promotion

Montserrat Ganderats
Lead Lab Coordinator
Session coordination and implementation, RA hiring and training, Cash management

Nora Hikari Shao
Lab Coordinator
Session coordination and implementation, RA hiring and training

Lee Dandelias
Research Assistant
Study implementation, Participant check-in/check-out

Daniela Acevedo
Research Assistant
Study implementation, Participant check-in/check-out

No Photo Available

No Photo Available
WBL Academic Advisory Board

The Advisory Board includes leading behavioral science faculty from across the Wharton School. These scholars offer guidance, advice, and review large proposals along with the faculty director of the WBL.

Maurice Schweitzer
Cecilia Yen Koo Professor of Operations, Information and Decisions

Sigal Barsade
Joseph Frank Bernstein Professor of Management

Michael Platt
James S. Riepe University Professor - Marketing, Psychology, Neuroscience

Robert Meyer
Frederick H. Ecker/MetLife Insurance Professor, Professor of Marketing, Co-Director, Risk Management, Decision Processes Center

Judd Kessler
Associate Professor
Business Economics & Public Policy

Joseph Simmons
Professor
Operations, Information and Decisions
The WBL on-campus labs are located in Jon M. Huntsman Hall and Steinberg-Dietrich Hall.

19% INCREASE IN NUMBER OF PARTICIPANTS

Recruitment is a top priority for the WBL in order to provide researchers with a diverse and engaged pool.

Members of the WBL panel are mainly Penn students, but also include staff and members of the community.

192 ON-CAMPUS SESSIONS

Each session includes up to 4 separate experiments delivering between 250 and 400 participants.

A session is a group of experiments that are conducted at the same time in the same location.
Specialized panels include field studies, MTurk, Prolific and Qualtrics

18%
INCREASE IN NUMBER OF PARTICIPANTS

Over 1500 studies were conducted using an online panel

1586
SPECIALIZED PANEL STUDIES

Researchers use specialized panels to target large sample sizes and reach different demographics.
The total number of primary investigators for CY2019 was 77. This number is comprised of 55 faculty and 22 students spanning over 8 departments.

Although the number of student users has remained constant we did see an increase in Wharton standing faculty users up from 47 in 2018 to 54 in 2019.

Based on current requests for on-campus and specialized samples we expect growth to continue.

Note: MKTG continues to lead with 29 PIs followed closely behind by OID and MGMT with 16 and 17 respectively. Wharton faculty members sponsor almost all research done by doctoral students.

Note: Wharton Faculty includes Visiting Faculty and Post-docs
Publications
Cumulative list of Papers and Research Projects - 2019

Published Articles


Publications
Cumulative list of Papers and Research Projects - 2019

Published Articles continued


Published Articles continued


Published Articles and Working Papers Historical Data

![Published Articles and Working Papers Historical Data](graph.png)
2019 Summary

30 Published Articles
72 Working Papers

77 Active Researchers
55 Faculty, 22 Students

8 Academic Departments
Mktg, Mgmt, Oid, Bepp Lgst, Real, Acct & Psych

On Campus Studies
- 192 Sessions
- 32,856 total participants
- 19% increase in completed studies

Specialized Panels
- 1586 studies
- 640,033 total participants
- 18% increase in completed studies

Goals looking forward....

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, 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.

“WBL has made my most ambitious research possible. It’s an incredible resource for faculty and doctoral students and makes us the envy of all our peers at other elite business schools.”

KATY MILKMAN, EVAN C. THOMPSON ENDOWED TERM CHAIR FOR EXCELLENCE IN TEACHING