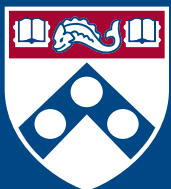# 2019 Annual Report

The Wharton
Behavioral Lab

Wharton
UNIVERSITY of PENNSYLVANIA

Mission Statement

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

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.

Wharton

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

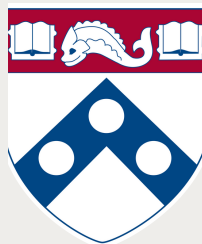Mturk/Prolific implementation, Field Studies, Reimbursements, Financials, Qualtrics liaison

Mary Spratt

Sr. Research Coordinator On-Campus Studies

Scheduling, Financials, Hiring/Staff Management, WBL Promotion

Montserrat Ganderats

Lead Lab Coordinator

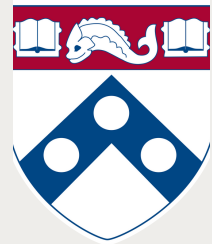Session coordination and implementation, RA hiring and training, Cash management

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

Wharton

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 Universtiy
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

Wharton

The Numbers

ON CAMPUS STUDIES

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.

RESEARCH PARTICIPANTS (completed surveys)

Year	Participants
2016	24,675
2017	23,499
2018	27,584
2019	32,856

HUMAN SUBJECT PAYMENTS ($000s)

Wharton

The Numbers

SPECIALIZED PANELS

Specialized panels include field studies, MTurk, Prolific and Qualtrics
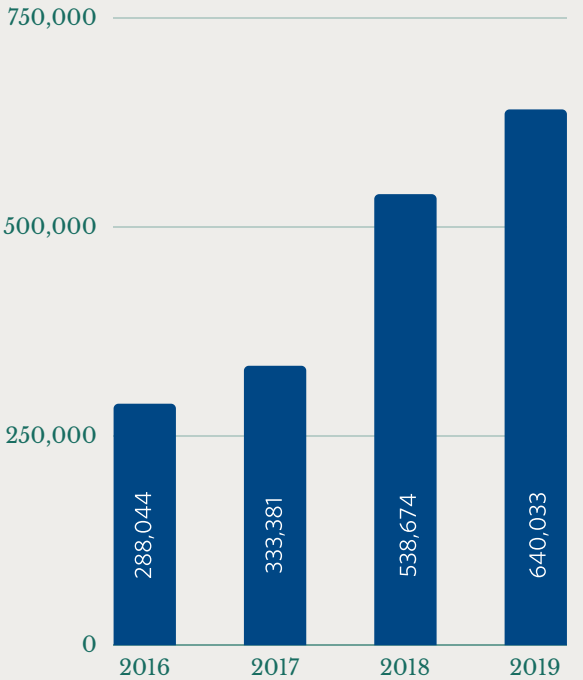
18%

INCREASE IN NUMBER OF PARTICIPANTS

Over 1500 studies were conducted using an online panel

1586

SPECIALIZED PANEL STUDIES

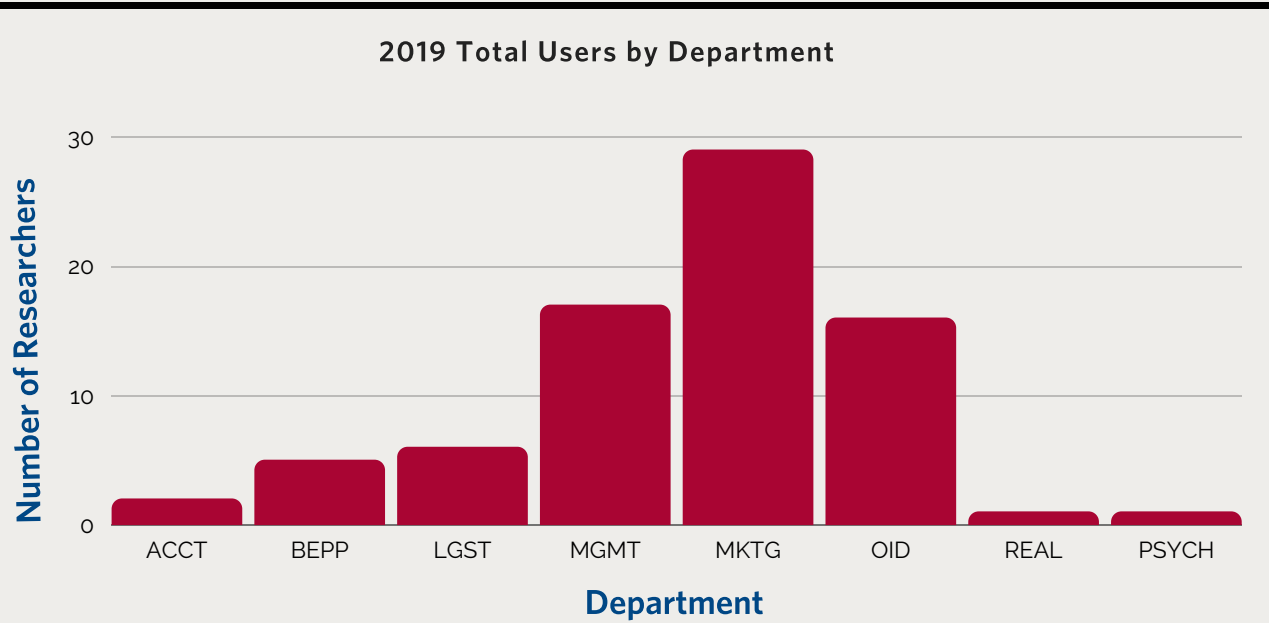Researchers use specialized panels to target large sample sizes and reach different demographics.

RESEARCH PARTICIPANTS (completed surveys)

750,000	
500,000	
250,000	
0	

2016	2017	2018	2019
288,044	333,381	538,674	640,033

Human Subject Payments ($000s)

$750	
$500	
$250	
$0	

2015	2016	2017	2018	2019

Wharton

Researchers - Faculty Engagement
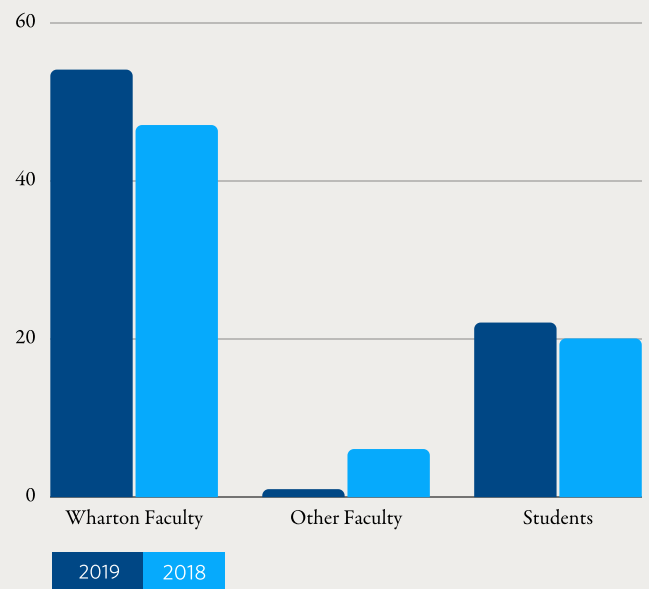
2019 Total Users by Department

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.

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.
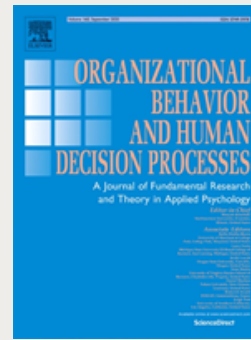
2019-2018 Usage of WBL Services by User Type

Note: Wharton Faculty includes Visiting Faculty and Post-docs

Wharton

Publications

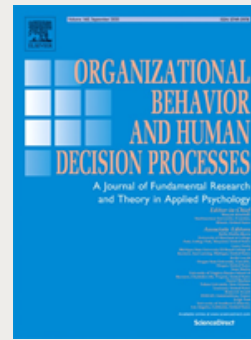## Cumulative list of Papers and Research Projects - 2019

Published Articles

1. Bellezza, Silvia and Jonah Berger, Trickle-Round Signals: When Low Status Becomes High, Journal of Consumer Research

2. Berman, Ron, Shiri Melumad, Colman Humphrey and Robert J. Meyer (2019), A Tale of Two Twitterspheres: Microblogging During and After the 2016 Primary and Presidential Debates, Journal of Marketing Research, 56(6), 895- 917.

3. Bitterly, T. B. & Schweitzer, M. E. (2019). The economic and interpersonal consequences of deflecting direct questions. Journal of Personality and Social Psychology.

4. Bitterly, T. B., & Schweitzer, M. E (2019). The impression management benefits of humorous self-disclosures: How humor influences perceptions of veracity. Organizational Behavior and Human Decision Processes, 151, 73-89.

5. Chang, E.H.*, Kirgios, E.L.*, Rai, A., Milkman, K.L. The Isolated Choice Effect and Its Implications for Gender Diversity in Organizations. Forthcoming at Management Science. *denotes equal authorship

6. Chang, E.H., E.L. Kirgios, A. Rai, K.L. Milkman (in press). The Isolated Choice Effect and Its Implications for Gender Diversity in Organizations. Management Science.

7. Chang, E.H., K.L. Milkman, D. Chugh, M. Akinola (2019). Diversity Thresholds: How Social Norms, Visibility, and Scrutiny Relate to Group Composition. Academy of Management Journal, Vol. 62(1).

8. Chang, E.H., K.L. Milkman, D. Gromet, R. Rebele, C. Massey, A. Duckworth, and A. Grant (2019). The Mixed Effects of Online Diversity Training. Proceedings of the National Academy of Sciences, Vol. 116(15), 7778-7783.

9. Chang, E.H., Milkman, K.L., Chugh, D., & Akinola, M. (2019). Diversity Thresholds: How Social Norms, Visibility, and Scrutiny Relate to Group Composition. Academy of Management Journal, 62(1), 144-171.

10. Coffman, L. C., Conlon, J. J., Featherstone, C. R., & Kessler, J. B. (2019). Liquidity Affects Job Choice: Evidence from Teach for America. The Quarterly Journal of Economics, 134(4), 2203-2236.

11. Coleman, Nicole Verrochi, Patti Williams and Andrea C. Morales (2019), Identity Threats, Compensatory Consumption and Working Memory Capacity: When and Why Feeling Threatened Leads to Heightened Evaluations of Identity-Relevant Products, Journal of Consumer Research, 46 (June), 99-118.

12. Dai, H., Chan, C., & Mogilner, C. (in press). People Rely Less on Consumer Reviews for Experiential than Material Purchases. Journal of Consumer Research. doi: 10.1093/jcr/ucz042

Wharton

Publications

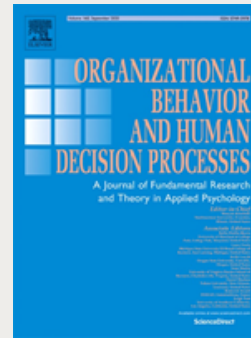## Cumulative list of Papers and Research Projects - 2019

Published Articles continued

13. Gaertig, C., Barasch, A., Levine, E. E., & Schweitzer, M. E. (2019). When does anger boost status?. Journal of Experimental Social Psychology, 85, 103876.

14. Gaspar, J. P., & Schweitzer, M. E. (2019). Confident and Cunning: Negotiator Self-Efficacy Promotes Deception in Negotiations. Journal of Business Ethics, 1-17.

15. Gunia, B. C. & Levine, E. E. (2019). Deception as competence: The effect of occupational stereotypes on the perception and proliferation of deception. Organizational Behavior and Human Decision Processes, 152, 122-137.

16. Hart, E., & Schweitzer, M. E. (2019). Getting to less: When negotiating harms post-agreement performance. Organizational Behavior and Human Decision Processes.

17. Hart, E., Mellers, B. A., & Bicchieri, C. (2019). Bad luck or bad intentions: When do third parties reveal offenders' intentions to victims?. Journal of Experimental Social Psychology, 84, 103788.

18. He, Daniel, Shiri Melumad, Michel Tuan Pham (2018), The Pleasure of Assessing and Expressing Our Likes and Dislikes, Journal of Consumer Research, 46(3), October 2019 issue, 545-63.

19. Jung, M.*, Moon, A.*, & Nelson, L.D. (In press). Overestimating the valuations and preferences of others. Journal of Experimental Psychology: General

20. Levine, E.E, +Wald, K. (2019) Fibbing about your feelings: How feigning happiness in the face of personal hardship affects trust. Forthcoming at Organizational Behavior and Human Decision Processes.

21. Lewis, J., & Simmons, J. P. (2019). Prospective outcome bias: Incurring (unnecessary) costs to achieve outcomes that are already likely. Journal of Experimental Psychology: General.

22. Lewis, J., Gaertig, C., & Simmons, J. P. (2019). Extremeness aversion is a cause of anchoring. Psychological Science, 30(2), 159-173.

23. Mathur, M. B., Reichling, D. B., Lunardini, F., Geminiani, A., Antonietti, A., Ruijten, P. A. M., Levitan, C., Nave, G., Manfredi, D., Bessette-Symons, B., Szuts, A., & Aczel, B.(2019). Uncanny but not confusing: Multisite study of perceptual category confusion in the Uncanny Valley. Computers in Human Behavior, 103, 21-30.

24. Melumad, Shiri and Michel Tuan Pham(2020), The Smartphone as a Pacifying Technology, forthcoming at Journal of Consumer Research.

Wharton

Publications
Cumulative list of Papers and Research Projects - 2019

Published Articles continued

25. Moon, A., & Nelson, L.D. (In press). The uncertain value of uncertainty: When consumers are unwilling to pay for what they like. Management Science.

26. Moon, A., Gan, M., & Critcher, C.R. (In press). The overblown implications effect. Journal of Personality and Social Psychology.

27. Van Zant, Alex and Jonah Berger, How the Voice Persuades, forthcoming, Journal of Personality and Social Psychology.

28. Warren, D. E., & Schweitzer, M. E. (2019). When weak sanctioning systems work: Evidence from auto insurance industry fraud investigations. Organizational Behavior and Human Decision Processes.

29. Yimin Cheng, Anirban Mukhopadhyay and Patti Williams (2020) Smiling Signals Intrinsic Motivation, Journal of Consumer Research, 46 (February), 915-935.

30. Yip, J. A., & Schweitzer, M. E. (2019). Losing your temper and your perspective: Anger reduces perspective-taking. Organizational Behavior & Human Decision Processes, 150, 28-45.

Published Articles and Working Papers Historical Data

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

Wharton