The Wharton Behavioral Lab has had a great year. We continue to support a broad set of Wharton scholars conducting cutting-edge (and often challenging) behavioral research.

In 2022, we supported research from 53 faculty across seven Wharton departments, and we supported 48 published articles and 117 working papers. In addition to supporting a growing demand for online studies, the pace of in-person studies has returned to pre-pandemic levels. Our in-person studies have become higher-touch. Compared to pre-pandemic in-person studies that often asked participants to complete surveys, our in-person participants are exposed to taste tests, video recording, eye-tracking, and physio measures.

In the Wharton Behavioral Lab, we also implemented new systems for scheduling and paying participants. In making these changes, we transitioned from being the largest user of cash at the University of Pennsylvania (including the hospital gift shop!) to being completely cash-free.

We also started a Workshop series for Wharton faculty and Ph.D. students focused on human subjects and behavioral research methods. These workshops bring together research staff, such as leading members of the Internal Review Board and Wharton Computing, and Wharton scholars including faculty and Ph.D. students to share their knowledge about new developments and methods.

Finally, I want to extend my gratitude to the incredible Wharton Behavioral Lab staff. Our facility is remarkable, but what makes the Wharton Behavioral Lab the best place to conduct behavioral research in the world is our extraordinary staff.

Maurice Schweitzer
Cecilia Yen Koo Professor
Professor of Operations, Information and Decisions
Professor of Management
Prior to the Wharton Behavioral Lab (WBL), Wharton faculty spent a significant portion of their time 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 in its current form began in Spring 2005 with a single lab located in Jon M. Huntsman Hall (JMHH). 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 second location was added in Steinberg-Dietrich Hall (SHDH). 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 2020, the on-campus volume was over 30,000 participant-hours and online volume was over 1,000,000 completed surveys/experiments. This growth since 2005 has resulted from increased numbers of faculty doing behavioral research and increased volume per researcher.

The 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.

The WBL provides faculty and doctoral students a dedicated research space, experienced staff, and financial resources to support behavioral, business-related research. The scale of the WBL enables Wharton to efficiently and profoundly boost faculty research productivity.

“The WBL allows me to think much bigger in the questions I ask and the way I can find answers, build more consequence into my studies, gain more confidence in my findings, and ultimately, do research that stands to have a bigger impact.”

CAIT LAMBERTON, ALBERTO I. DURAN PRESIDENT’S DISTINGUISHED PROFESSOR, PROFESSOR OF MARKETING
Meet the dedicated team members of The Wharton Behavioral Lab.

**Maurice Schweitzer**  
Academic Director  
Cecilia Yen Koo Professor  
Professor of Operations, Information and Decisions  
Professor of Management

**Mary Spratt**  
Associate Director  
Scheduling, Financials, Hiring/Staff Management, Advertising and Promotion

**Robert Botto**  
IT Director  
Lab hardware and software systems, Research programming support, Psychophysiological methods

**Bob Stewart**  
Senior IT Support Specialist  
Lab hardware and tech support, Qualtrics administrative support, Evaluation and implementation of new technologies

**Patricia James**  
Business Administrator  
Budgeting and financial liaison

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

**Emily Rosa**  
Sr. Research Coordinator  
On-campus studies  
Session coordination and implementation, RA hiring and training, Cash management

**Sophie Bartholomew**  
Lab Coordinator  
Session coordination and implementation, RA hiring and training.

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

**Katerina Bratke**  
Research Assistant  
Study implementation, Participant check-in/check-out
The Advisory Board includes leading behavioral science faculty from across the Wharton School. These scholars offer guidance, advice, and review large proposals along with Maurice Schweitzer, the academic director of the WBL.

Andrew Carton  
Associate Professor, Management

Judd Kessler  
Howard Marks Associate Professor, Business Economics & Public Policy

Cait Lamberton  
Alberto I. Duran President's Distinguished Professor  
Professor of Marketing

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

Joseph Simmons  
Dorothy Silberberg Professor of Applied Statistics  
Professor Operations, Information and Decisions
10,729  COMPLETED SURVEYS

2022 saw a return to pre-pandemic numbers in terms of participant engagement. The WBL will continue its efforts to retain current levels while also attracting new users.

139  84 ON-CAMPUS +55 REMOTE SESSIONS

A typical on-campus session includes up to 4 separate experiments delivering between 250 and 400 participants.

A session is a group of experiments that are run at the same time in the same location.
The Numbers - Specialized Panels

Specialized panels include field studies, MTurk, Prolific and Qualtrics

19%

DECREASE IN NUMBER OF ONLINE STUDIES

The WBL reached over 900,000 participants conducting over 2,576 studies with online panels.

2576

SPECIALIZED PANEL STUDIES

Researchers use specialized panels to target large sample sizes and reach specific target demographics.
Researchers - Faculty Engagement

The WBL continues to see high levels of engagement from our faculty. The total number of primary investigators for CY2022 was 72. This number is comprised of 53 faculty and 19 students spanning over 7 departments.

Based on current requests for on-campus and specialized samples we expect growth to continue in 2023.

NOTE: MKTG continues to lead with 26 PIs followed closely behind by OID and MGMT with 22 and 15 respectively. Wharton faculty members sponsor almost all research done by doctoral students.

2022 Total Users by Department

![Bar chart showing total users by department in 2022]

Researchers - Faculty Engagement

2022-2021 Usage of WBL Services by User Type

![Bar chart showing usage of WBL services by user type in 2022 and 2021]

Note: Wharton Faculty includes Visiting Faculty and Post-docs
Publications
Cumulative List of Papers and Research Projects - 2022

Published Articles


11. Cameron, L. 2022. ““Making Out” While Driving: The Relational and Efficiency Game in the Gig Economy.” *Organization Science*

Published Articles continued


Published Articles continued


Published Articles continued


Published Articles continued


47. Woolley, Kaitlin and *Marissa A. Sharif (2022), "Down a Rabbit Hole: How Prior Consumption Shapes Subsequent Media Consumption", Journal of Marketing Research, 59(3) 453-471

2022 Summary

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 keeps Wharton at the cutting edge of experimental research in business schools.”

REBECCA SCHAUMBERG,
ASSISTANT PROFESSOR,
OPERATIONS, INFORMATION AND DECISIONS

48 Published Articles
117 Working Papers

72 Active Researchers
53 Faculty, 19 Students

7 Academic Departments
Mktg, Mgmt, Oid, Bepp, Real, Lgst & Hcmg

On Campus Studies
- 139 Sessions
- 10,729 completed surveys
- 10% decrease in completed studies from previous year.

Specialized Panels
- 2,576 studies
- 948,062 total participants
- 19% decrease in completed studies from previous year

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