



the **WBL**
WHARTON BEHAVIORAL LAB



Wharton
UNIVERSITY of PENNSYLVANIA

2023 ANNUAL REPORT

A MESSAGE FROM THE ACADEMIC DIRECTOR



Maurice Schweitzer

Cecilia Yen Koo Professor

Professor of Operations, Information and Decisions

Professor of Management

The Wharton Behavioral Lab supports behavioral research at the Wharton School. We have an extraordinary team of dedicated staff, a state-of-the-art facility, and cutting-edge tools (such as eye-tracking) to support faculty research.

By the numbers: In 2023, we supported research led by 55 faculty across seven Wharton departments. This past year, we supported data collection in 33 published articles and 73 working papers.

The mechanics of what we do: We continue to support both in-person and online studies. Our in-person studies are conducted on campus, and these typically involve high-touch experiences, such as eye-tracking, physio measures, face-to-face conversations, and taste tests. Our online studies typically involve lower-touch experiences, but reach large numbers of participants across the globe.

Workshops: Building on our success last year, we continued our partnership with Wharton Research Computing to host research Workshops. These workshops create a space to for current and interested scholars to learn about new methods and technologies. In addition, we have continued to engage with members of the Internal Review Board to help new faculty and Ph.D. students gain familiarity with the nuts and bolts of launching behavioral studies.

There has never been a more exciting time to conduct behavioral research at Wharton. Our exceptional staff, our incredible community of scholars, and our growing toolkit enable us to transform ideas into data. We thank all of you who are part of our community—and extend a warm welcome to anyone interested in joining us.

History

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



WBL Team

Meet the dedicated team members of The Wharton Behavioral Lab.



Maurice Schweitzer

Academic Director

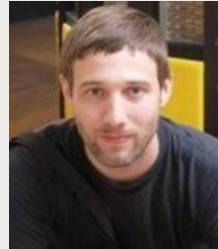
Cecilia Yen Koo Professor
Professor of Operations, Information
and Decisions
Professor of Management



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



Katerina Bratke

Lab Coordinator

Session coordination and
implementation, RA hiring and training,



Lee Dandelias

Research Assistant

Study implementation, Participant
check-in/check-out



Abigail Farina

Research Assistant

Study implementation, Participant
check-in/check-out

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 Maurice Schweitzer, the academic director of the WBL.



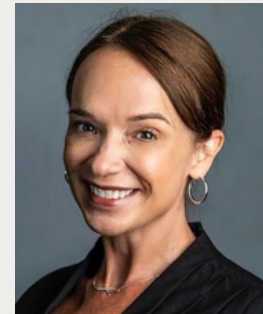
Andrew Carton

Associate Professor, Management



Judd Kessler

Howard Marks Associate Professor,
Business Economics & Public Policy



Cait Lambertson

Alberto I. Duran President's
Distinguished Professor,
Marketing



Michael Platt

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



Joseph Simmons

Dorothy Silberberg Professor of
Applied Statistics
Professor, Operations, Information
and Decisions

The Numbers - On Campus Studies



The WBL's newly renovated on-campus labs are located in Steinberg-Dietrich Hall.

7,337

COMPLETED SURVEYS

2023 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.

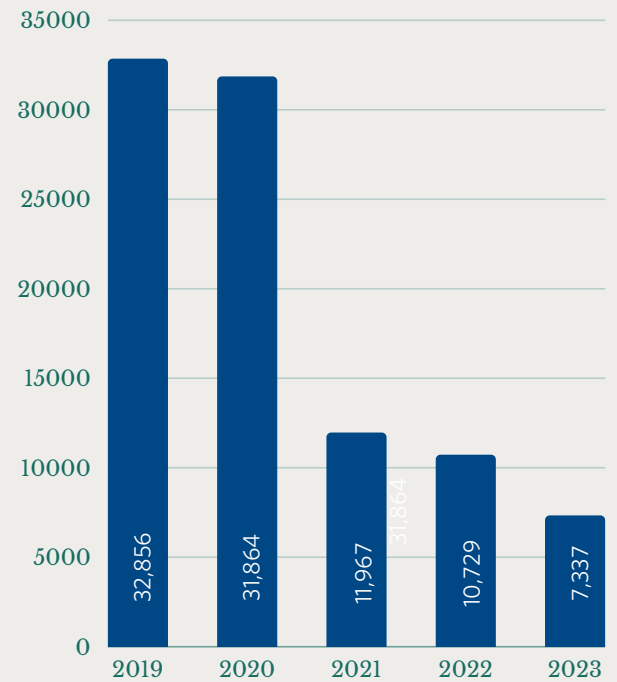
89

77 ON-CAMPUS +12 REMOTE SESSIONS

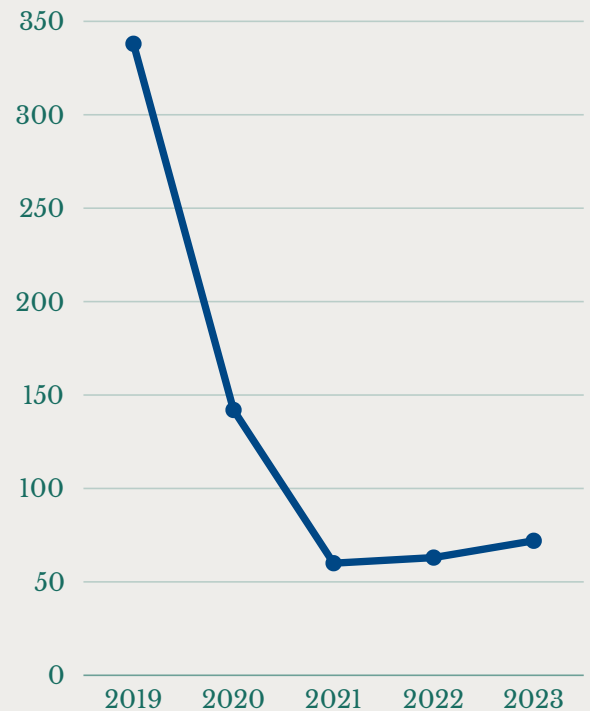
The WBL has seen an increase in high touch studies in which participants are asked to engage in discussions, taste tests, physio measures and more.

A session is a group of experiments that are run at the same time in the same location.

RESEARCH PARTICIPANTS (completed surveys)



HUMAN SUBJECT PAYMENTS (\$000s)



The Numbers - Specialized Panels



Specialized panels include field studies, MTurk, Prolific and Qualtrics

4%

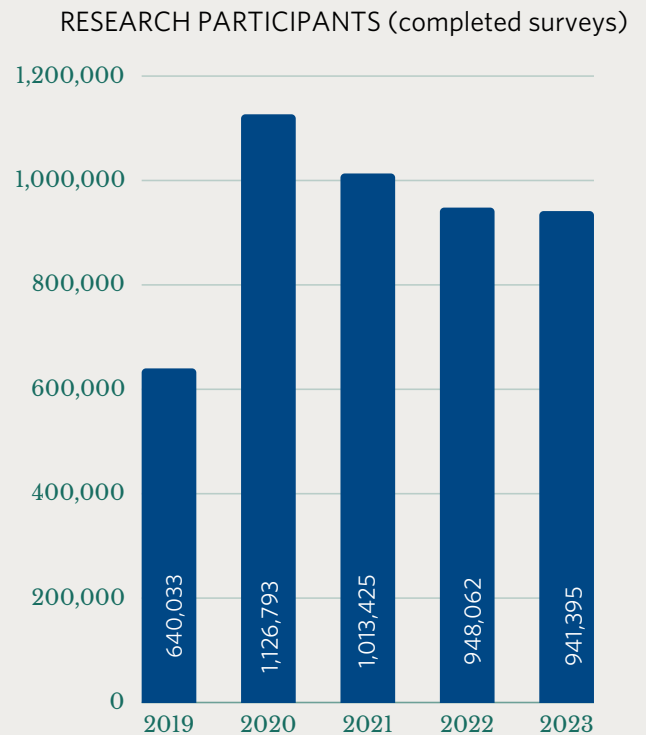
INCREASE IN NUMBER OF ONLINE STUDIES

The WBL reached over 900,000 participants conducting over 2,477 studies with online panels.

2,477

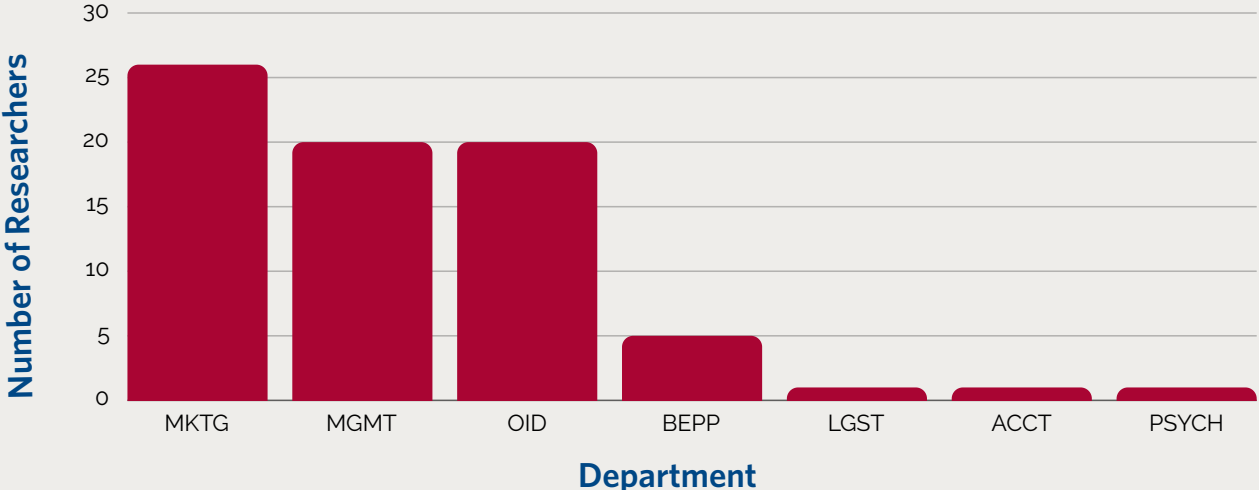
SPECIALIZED PANEL STUDIES

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



Researchers - Faculty Engagement

2023 Total Users by Department

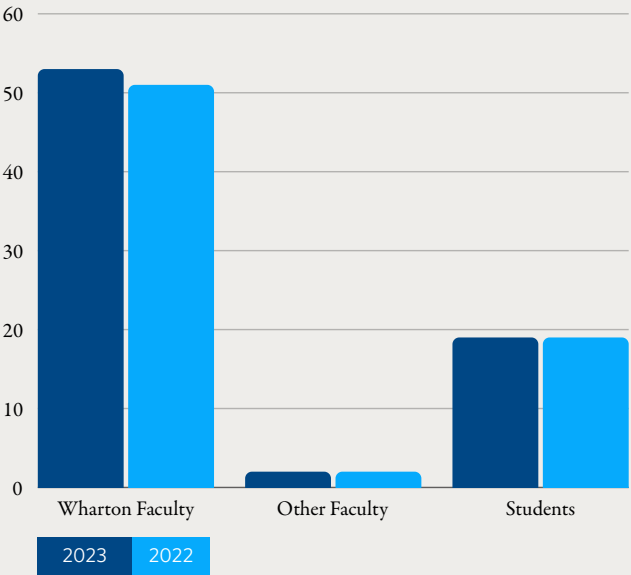


NOTE: MKTG continues to lead with 26 PIs followed closely behind by OID and MGMT with 20. Wharton faculty members sponsor almost all research done by doctoral students.

2023-2022 Usage of WBL Services by User Type

The WBL continues to see high levels of engagement from our faculty. The total number of primary investigators for CY2023 was 74. This number is comprised of 55 faculty and 19 students spanning over 7 departments.

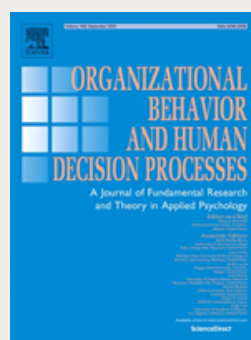
Based on current requests for on-campus and specialized samples we expect growth to continue in 2024.



Note: Wharton Faculty includes Visiting Faculty and Post-docs

Publications

Cumulative List of Papers and Research Projects - 2023

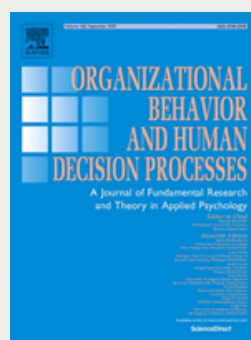


Published Articles

1. Arnett, R. D. (2023). "Uniting through difference: Rich cultural-identity expression as a conduit to inclusion." *Organization Science*, 34(5), 1887-1913.
2. Barack, D.L., Parodi, F., Ludwig, V.U., Platt, M.L. (2023). Information gathering explains dynamics during human and monkey reward foraging. *BioRxiv* [Preprint].
3. Barack*, D.L., Ludwig*, V.U., Parodi, F., Ahmed, N., Brannon, E. M., Ramakrishnan, A., Platt, M.L. (2024). Attention deficits linked with proclivity to explore while foraging. *Proceedings B* 291:2017.
4. Berger, Jonah, Wendy Moe, and David Schweidel (2023), "What Holds Attention? Linguistic Drivers of Engagement," *Journal of Marketing*, 87(5), 793-809.
5. Boghatri, Reihane, Marissa A. Sharif, +Siavash Yousefi, and Arsalan Heydarian (2024), "Emotion Tracking (vs. Reporting) Increases the Persistence of Positive (vs. Negative) Emotions," *Journal of Experimental Social Psychology*, forthcoming.
6. Boghatri, Reihane, Jonah Berger, and Grant Packard (2023), "Style, Content, and the Success of Ideas," *Journal of Consumer Psychology*, 33(4), 688-700.
7. Carton, A. M., Knowlton, K., Coutifaris, C. G., Kundro, T. G., & Boysen, A. P. (2023). "Painting a Clear Picture while Seeing the Big Picture: When and Why Leaders Overcome the Trade-Off Between Concreteness and Scale." *Academy of Management Journal*, 66(1), 43-66.
8. Cascio-Rizzo, Giovanni Luca, Jonah Berger, Rumen Pozharliev, and Matteo De Angelis (2023), "How Sensory Language Shapes Consumer Responses to Influencer-Sponsored Content," *Journal of Consumer Research*, 50(4), 810-825.
9. Dai, H., J. Reiff, J. Beshears, K.L. Milkman, S. Benartzi (2023). "Save More Today or Tomorrow: The Role of Urgency in Precommitment Design." *Journal of Marketing Research*.
10. D'Ambrogio, S., Werksman, N., Platt, M. L., & Johnson, E. N. (2023). "How celebrity status and gaze direction in ads drive visual attention to shape consumer decisions." *Psychology & Marketing*, 40(4), 723-734. <https://doi.org/10.1002/mar.21772>
11. Hart, E., Bear, J., & Ren, Z. B. § (accepted Feb 2024). "But what if I lose the offer? Negotiators' inflated perception of their likelihood of jeopardizing a deal." *Organizational Behavior and Human Decision Processes*.
12. Hart, E., VanEpps, E. M., Yudkin, D. A. & Schweitzer, M. E. (2024). "The interpersonal costs of revealing others' secrets." *Journal of Experimental Social Psychology*

Publications

Cumulative List of Papers and Research Projects - 2023

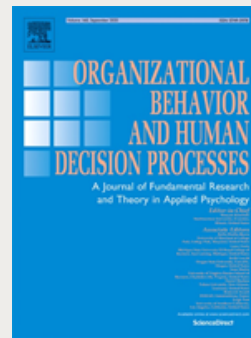


Published Articles continued

13. Hurst, R., Lee, S. (R.), & Frake, J. (2024). "The effect of flatter hierarchy on applicant pool gender diversity: Evidence from experiments." *Strategic Management Journal*, 1-39. <https://doi.org/10.1002/smj.3590>
14. Kessler, J., "Information Avoidance and Image Concerns" (with Christine Exley), 2023. *Economic Journal*, 133 (656): 3153-3168.
15. Kessler, J., "Is Attention Produced Optimally? Theory and Evidence from Experiments with Bandwidth Enhancements" (with Erin T. Bronchetti, Ellen B. Magenheim, Dmitry Taubinsky, and Eric Zwick), 2023. *Econometrica*, 91 (2): 669-707.
16. Kundro, Timothy G. & Rothbard, Nancy P. 2023. "Does Power Protect Female Moral Objectors? How and When Moral Objectors-Gender, Power, and Use of Organizational Frames Influence Perceived Self-Control and Experienced Retaliation," In press, *Academy of Management Journal*. Vol 66 (1), 306-334.
17. Lu, Joy, and J. Wesley Hutchinson, "Information Search within a Webpage: Boundedly Rational Models of Eye Movements and Clicks," in press, *Management Science*.
18. Mehr, K., Joseph P Simmons, "How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluations of That Experience?", *Journal of Consumer Research*, 2024, ucae005, <https://doi.org/10.1093/jcr/ucae005>
19. Mellers, B.A. & Yin, S. (2023). "Reference-point theory: An account of individual differences in risk preferences." *Perspectives in Psychological Science*
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22. Moore, A., Levine, E., Lewis, J. & Schweitzer, M. (2023). "Benevolent Friends and High Integrity Leaders: How Preferences for Benevolence and Integrity Change Across Relationships." *Organizational Behavior and Human Decision Processes*. 177: 104252.
23. Packard, Grant, Jonah Berger, and Reihane Boghrati (2023) "How Verb Tense Shapes Persuasion," *Journal of Consumer Research*, 50(3), 645-660.
24. Preston, M. C., & Carton, A. M. (2023). "Echoes from the Past: The Impact of Racial Transference on Leader Selection during Succession." *Academy of Management Journal*.
25. Rafieian, Hoori and Marissa A. Sharif (2023), "It's the Effort That Counts: The Effect of Self-Control on Goal Progress Perceptions," *Journal of Marketing Research*, 60(3), 527-542.

Publications

Cumulative List of Papers and Research Projects - 2023

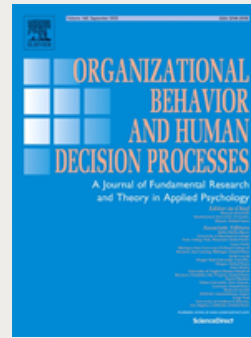


Published Articles continued

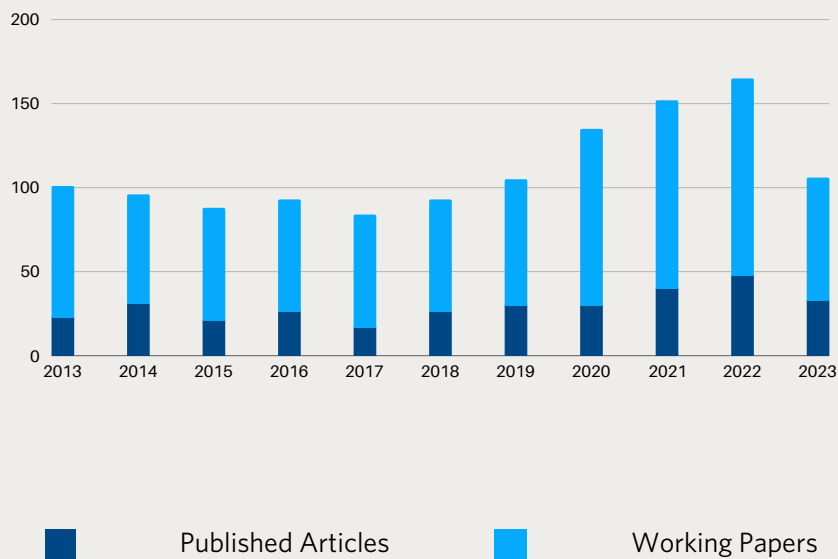
26. Rai, Aneesh, Marissa A. Sharif, Edward Chang, Katherine Milkman, and Angela Duckworth (2023), "A Field Experiment on Subgoal Framing to Boost Volunteering: The Tradeoff Between Goal Granularity and Flexibility," *Journal of Applied Psychology*, 108(4), 621-634.
27. Reece, A., Cooney, G., Bull, P., Chung, C., Dawson, B., Fitzpatrick, C., Glazer, T., Knox, D., Liebscher, A., & Marin, S. (2023). "The CANDOR corpus: Insights from a large multimodal dataset of naturalistic conversation." *Science Advances*, 9(13), eadf3197. <https://doi.org/10.1126/sciadv.adf3197>
28. Ren, Z. B. & Schaumberg, R.L. (forthcoming) "Disagreement gets mistaken for bad listening." *Psychological Science*.
29. Ren, B., Dimant, E., Schweitzer, M. (2023). "Beyond Belief: How Social Engagement Motives Influence the Spread of Conspiracy Theories." *Journal of Experimental Social Psychology*. 104421.
30. Sharika1 KM, Thaikkandi S, Nivedita, and Platt ML. 2024. Interpersonal heart rate synchrony predicts effective information processing in a naturalistic group decision-making task. *PNAS*, in press.
31. VanEpps, E. M., Hart, E., & Schweitzer, M. E. (2023). "Dual-promotion: Bragging better by promoting peers." *Journal of Personality and Social Psychology*.
32. Weingarten, Evan, and Jonah Berger (2024), "Discussing Proximal Pasts and Far Futures," *Journal of Consumer Psychology*, 34(1), 6-17.
33. Yin, S. and Sharif, M. A. (2024), "How and When Does a Used (vs. Unused) Account Affect Consumption Behavior?" *Journal of Experimental Psychology: General*, Advance online publication.

Publications

Cumulative List of Papers and Research Projects - 2023



Published Articles and Working Papers Historical Data



2023 Summary



33 Published Articles
73 Working Papers



74 Active Researchers
55 Faculty, 19 Students



7 Academic Departments
Mktg, Mgmt, Oid, Bepp, Lgst,
Acct & Psych

On Campus Studies



- 89 Sessions
- 7,337 completed surveys
- 32% decrease in completed studies from previous year.

Specialized Panels



- 2,477 studies
- 941,395 total participants
- 1% decrease in completed studies from previous year

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**

