

**RESEARCH@IVEY**  
Behavioural Lab Report

**MAY 2022 TO  
APRIL 2023**

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## Mission and Strategic Goals

The Ivey Behavioural Lab (IBL) is a shared asset to support behavioural research from across many disciplines of research at Ivey. The primary goal is facilitation and support for Ivey faculty and their PhD students to enhance and increase their research productivity. This is accomplished by minimizing the cost and time involved in conducting behavioural research, delivering ethics and methodological advice and consultation, providing data collection facilities and equipment, maintaining two participant pools, maintaining access to online panels, hiring personnel to run studies and services. The IBL creates consistency in excellent record keeping and maintains high ethical standards for all behavioural research undertaken at Ivey. The IBL also provides excellent training opportunities for undergraduates seeking practical experience in research methodology. The IBL mission is to play a key role in contributing to Ivey's reputation for academic excellence, driving collaborations within Ivey as well as without, attracting the best scholars to Ivey and retaining that excellence here at Ivey. This year, the Ivey Next strategy introduces three new critical issues to be targeted by research initiatives. These include Evolution of Work, Canada's Place in the World, and Sustainability. The IBL will act as a key facilitator of the strategy by providing timely and reliable data acquisition for projects funded through and relating to the Ivey Next mission and goals. For more information on the Ivey Next strategy and critical issues see <https://www.ivey.uwo.ca/about/strategic-plan>.

## History and Background

Behavioural studies have been organized by faculty at the Ivey Business School since at least 2004 when records were first kept on the work in the lab. The IBL in its current form is due, in large part, to the work and perseverance of June Cotte who joined Ivey's Marketing Department in 2001. In 2013, Cotte and Miranda Goode were awarded a Canadian Foundation for Innovation, Leaders Opportunity Fund grant coinciding with the move to the new Richard Ivey Building on Western Road. The CFI grant provided funding to install a multi-room, well-equipped, permanent presence for the IBL.

A second CFI: John R. Evans Leaders Fund grant was awarded to June Cotte, Kirk Kristofferson, and Matthew Sooy in 2020. This second infrastructure grant renews the IBL commitment to its research community and reinvigorates the technology in the lab itself. The grant money replaces all computer equipment currently in the lab and creates an 8-unit psychometric suite as well as new mobile-ready field devices for both standard psychometric measures as well as virtual reality.

The IBL differs from the more usual way that behavioural labs in social science are run because resources are pooled and the logistics and management are taken care of by staff experienced in behavioural research and dedicated to the task of running and maintaining the lab. The lab is open for running studies all year long, Monday to Friday, 9am to 5pm. The IBL and staff are also available for other days or times for special research projects. Field studies are also possible (e.g., running in another part of the campus, city, or outside of London). There are two participant pools, the student credit pool which runs September to April and the paid pool of volunteers that is accessible all year. In addition to these pools we use Prolific for

online larger sample studies. The lab itself if comprised of five rooms; one large testing space, two smaller testing spaces with psychometric capability and interview set up, a storage space, and an office space. Because the studies are organized and run through the Research Officer who manages the lab there is significant time and cost savings for publication compared to the more traditional model of behavioural lab which involves running separate labs or scheduling a shared space and hiring students or staff for data collection. More specific information is available in Appendix A of this Report and internally on Learn for Ivey faculty.

## News and Selected Lab Activity Highlights

1. Our Paid Pool was used during the summer of 2022 with adherence to cleaning and COVID protocols. A total of 7 studies were run between last week of April and end of July.
2. Starting the Fall term 2022, all studies were done in person in the lab with Covid precautions. Masks were mandatory for participants and staff and work stations were sanitized. Later in the Fall, masks were not required any longer but the lab continued sanitizing work stations and offered masks if a participant asked for it.
3. The previous lab manager Dr. Karen Hussey retired in October of 2022. The new lab manager, Mojgan Farahani was hired in January, 2023. While the lab ran studies on slightly reduced hours while in-between managers, we had a full schedule of 9-5 shifts for the remainder of the year.
4. The lab has organized multiple paid pool promotional events which attracted hundreds of new sign ups (Details in the paid pool section).

## Goals for May 2023 – April 2024

1. Personnel Change – We will be hiring a new full-time Lab Coordinator to assist the Lab Manager as the current lab coordinator, Sereena, is leaving at the end of August, 2023. This much needed position will ensure that the lab can continue to grow and serve the Ivey research community.
2. Noldus Hub – This innovative data collection and triangulation software was being tailor-made to our researchers needs with an eye to keeping it flexible and open for changing future requirements. The Noldus team is scheduled to be onsite to upgrade the software in June. This stage was due in the Fall 2022 and then postponed to Winter 2023. Given our latest meetings and communications with Noldus support team and as promised, they are expected to fulfil this stage in June, 2023. We hope to have the full upgrade and all the training completed this summer.
3. Continuing outreach – With an anticipated greater need for the use of the Paid Pool we are planning a two-pronged outreach across campus. We want to reach more students

and staff to join our Paid Pool. And we also want to use the upcoming Noldus training to reach out to other Western researchers who may be interested in using the lab and potentially collaborating with some of our own behavioural researchers. We are planning on having more promotional booths in different parts of campus for the remainder of this year to recruit as many students as possible. We are also currently negotiating with other labs (e.g. BrainsCAN), which have a paid pool, for mutual advertising and promotion of the labs among our participants to increase the pools size.

4. Social media promotion – We will be using every opportunity to promote the lab via different activities including social media. The Social Content, Marketing & Communications team at Ivey will be developing a story for Ivey News about the Behavioural Lab. The story will tell what the lab is, what kind of research is done there, and what kind of tech is used. Active lab faculty will be invited to talk and the story will involve some multi-media. We are aiming for this to be completed in August 2023.
5. Documentation – One of the other goals of this year is to document the lab coordinator's role and responsibilities in detail in order to make future transitions as smooth as possible.
6. During the summer, a new communication platform will also be selected to replace the current one, "Slack", as the means of communication with the RAs and researchers.

## IBL Staffing – 2022/2023

In July 2022, we finally hired a full-time Lab coordinator (Sereena Dargan). Before hiring Sereena, few research assistants were working part time in the lab to coordinate and help with running studies. Also, on October 26<sup>th</sup>, 2022, Dr. Karen Hussey, (Research Officer/Lab Manager), retired after managing the lab for 5 years. On January 11<sup>th</sup>, 2023, Dr. Mojgan Farahani started as the new lab manager.

Since Covid-19 restriction were eased, contracted volunteer positions were started again and RAs were hired to assist in lab testing.

## Full Time

Dr. Karen Hussey (Research Officer/Lab Manager) – Retired October 2022  
Dr. Mojgan Farahani (Research Officer/Lab Manager) – Joined in January 2023

## Lab Coordinators (PT - prior to July 2022)

Zuzanna Jurewicz (Ivey PhD student)

## Lab Coordinator (FT)

Sereena Dargan (Full Time as of July 2022)

## Volunteer Research Assistants (September 2022- April 2023)

Corinna Wong  
Emma Brain  
Aarushi Ramrakha  
Santhiya Ramanan  
Lena Marks  
Taea Ho  
Asma Muhammad  
Tian Jian Gao (Jenny)  
Elvira Shah  
Kajol Dewnani  
Idunnuayo Alabi

**Historical Credit Pool Report: 10 years** – Follows the academic year and reporting is from September of one year to April of the next. IBL Record keeping extends back to 2004 but more specific records were kept from 2009 onwards and are available upon request. n/a indicates that data was not recorded and is not available.

	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016<sup>1</sup></b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020<sup>2</sup></b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
<b>Faculty users</b>	11	10	13	13	11	14	6	6	7	8
<b>PhD researchers</b>	n/a	n/a	n/a	n/a	5	3	4	7	4	5
<b>Other researchers<sup>3</sup></b>	n/a	n/a	n/a	n/a	6	3	1	0	1	1
<b>Number of studies<sup>4</sup></b>	23	14	19	19	15	15	18	22	28	31
<b>Undergraduate students in pool</b>	873	874	1469	1421	1405	1392	2663	2754	2741	3014
<b>Credits Available</b>	2619	2622	3798	3653	3608	3566	4664	4889	4738	6492
<b>Credits Run in lab<sup>5</sup></b>	2495	2536	3679	3520	3346	3389	4309	4674	4336	6300.5
<b>Credit by alternative review essay (or by volunteer RA)</b>	23	5	27	33	48	17	106.5 <sup>6</sup>	66.5	135	143.5
<b>Payments made to participants<sup>7</sup></b>	n/a	n/a	n/a	n/a	\$17,472	\$12,177	\$8917	\$2297	\$12,009	\$13,552
<b>External grant fees paid to IBL</b>	n/a	n/a	n/a	n/a	\$705	\$4,200	\$7,940	\$0	\$0	\$0

<sup>1</sup> HBA1 students were added to the credit pool.

<sup>2</sup> Business 2257 students were added to the pool. Additionally, note that on March 13<sup>th</sup> we moved to online delivery of studies with the school shut down in response to the COVID-19 crisis.

<sup>3</sup> “Other” does not include co-authors outside of Ivey per se but rather more typically is former students or Ivey faculty who maintain a collaboration with a PI at Ivey.

<sup>4</sup> This number is not necessarily the total of unique studies since some studies include more than one survey/task to meet time requirements for credit. It is the number of studies offered as participation credit commitments to students.

<sup>5</sup> Does not include credits through research alternatives (written essays).

<sup>6</sup> The higher volume is due, in part, to the COVID-19 crisis which sent many students home early.

<sup>7</sup> For studies that include a monetary incentive. Rounded up to the nearest dollar. Records were not kept until 2017-2018.



## Credit Pool Participation Statistics

The statistics in the following two tables are to illustrate the challenges of logistics involved in planning and execution of the Credit Pool.

**Credit Pool Statistics 2022-2023** – This report is for credits via participation in studies only.

Month	Number of Testing Days	Number of Studies	Credits Granted	No Shows	Credits Available	Total Timeslots Unfilled
September 2022	15	3	460.5	47	12	16
October 2022	19	6	878	173	193	382
November 2022	18	6	1063.5	188	164.5	315
December 2022	6	5	201.5	51	322	644
January 2023	17	9	736	117	49.5	98
February 2023	15	11	894.5	216	32	61
March 2023	23	15	1811	423	219.5	428
April 2023	5	7	255.5	71	232	463
<b>Sums</b>	<b>118</b>	<b>n/a</b>	<b>6300.5</b>	<b>1286</b>	<b>1224.5</b>	<b>2407</b>

### Table Notes

**Number of Testing Days** – the IBL opened for testing on September 12<sup>th</sup>; in November we did not test during Reading Week; in December the last day of testing was December 8<sup>th</sup> (however one study continued to run minimally until the 16<sup>th</sup>); the IBL opened January 9<sup>th</sup> for testing, in February we did not test over Reading Week, the last day of testing in April was the 10<sup>th</sup> when the lab closed for credit by participation.

**Number of Studies** – no sum is provided here as this is the number of studies available each month and they are overlapping.

**Credits Granted** – credits from participation at a rate of 0.5 or 1.0 per study. That is, these represent timeslots that were offered wherein students showed up and participated.

**No Shows** – includes both excused and unexcused no shows.

**Credits Available** – is the number of credits left in the schedule and unused by students.

**Total Timeslots Unfilled** – credit timeslots offered by the IBL for which there were no sign ups (which could be either 0.5 or 1.0 credit), so this is a number of potential “participant” spots that were not taken by members of the Student Pool. This is to give a sense of participation (detailed in next table) and the capacity we still have available to increase the credit pool size.

**Credit Pool Statistics 6 Years** - This table is useful for understanding the differences in participation by term and by class. Academic “year” is separated by gray tone (which also separates “pool”).

Term	Average % of Filled Timeslots	Range of % of Filled Timeslots	% of No-Shows	% Credits Completed by Class		
				BUS 1220	BUS 2257	HBA1
Fall 2017	45.1	15.1-93.3	7.6	48.3	*	27.3
Winter 2018	62.8	26.5-88.3	11.0	90.4	*	97.3
Fall 2018	36.2	9.1-98.2	8.2	43.0	*	20.1
Winter 2019	58.9	15.3-99.5	8.4	93.3	*	98.4
Fall 2019	58.9	28.4-94.8	8.6	41.1	41.9	16.9
Winter 2020	69.7	23.5-98.6	10.1	89.5	93.9	92.9
Fall 2020	73.8	37.1-100	8.0	36.5	45.3	26.4
Winter 2021	78.6	38.2-100	8.5	93.9	94.6	99.4
Fall 2021	74.6	20.7-100	7.6	37.9	37.7	29.4
Winter 2022	88.7	36.0-100	12.3	93.3	97.1	97.6
Fall 2022	79.4	54.7-98.8	9.0	36.4	43.1	34.6
Winter 2023	83.5	37.4-100	10.2	92.4	97.4	99.7

**Table Notes**

**Average % of Filled Timeslots** = ratio of number of timeslots filled by student participants to total number of timeslots offered on SONA, includes no-shows (i.e., total signups: total spaces offered).

**Range of % of Filled Timeslots** = studies vary fairly wildly based on the type of study. For instance, 1.0 credit studies are more likely to fill than those offering 0.5 credit, those with a monetary incentive are more likely to fill, and studies that require a particular number of participants to run will have fewer timeslots available and therefore are more likely to fill (this does not reflect the rare timeslots that were cancelled because a minimum number of participants failed to sign up because those are deleted from SONA).

**% of No-Shows** = filled timeslots include no-shows, not just those credited for participation so this is the percentage of those timeslots wherein students did not show up or cancelled last minute.

**% Credits Completed by Class** = these are *cumulative* by academic year and based on the total number of credits available by class (e.g., in the academic year of September 2017 to April 2018 there were 607 HBA1 students enrolled, each of them requiring 2.0 credits for a total of 1214 credits. From September 2017 to December 2018, only 27.3% of those credits were fulfilled, 331 credits, and this number then rose to 97.3% by the end of testing in April 2018 when the total number of HBA1 credits completed was 1181). These include credits by participation and alternative.

**Historical Paid Pool Report** The paid pool was created in 2013. Reporting is across the entire year from May of one year to April of the next year. n/a indicates that data is not available.

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
<b>Faculty users</b>	n/a	n/a	n/a	n/a	6	5	6	0	4	5
<b>PhD researchers</b>	n/a	n/a	n/a	n/a	0	2	0	0	1	0
<b>Other researchers</b>	n/a	n/a	n/a	n/a	3	4	0	0	1	0
<b>Number of unique studies run</b>	15	8	15	12	9	21	12	0	4	7
<b>Credits Run<sup>1</sup></b>	1521	959	1170	1130	1079	1148	1048	0	346	512
<b>Payments made to participants</b>	n/a	n/a	n/a	n/a	\$13,886	\$17,549	\$10,659	0	\$3049.25	\$9473.50

<sup>1</sup>Credits refer to participants run across studies and so the “credit” is assigned only for record keeping in our online Sona system subscription and also allows us to track other data to remove inactive participants or those who are chronically late or not showing up to appointments.

## Appendix A: How the IBL Serves the Ivey Faculty

### IBL Services

The IBL runs research studies in lab, in field, and online for all Ivey research faculty. We maintain a roster of volunteer research assistants through the Volunteer Research Assistant Mentorship Program offered by the IBL. Through the fall and winter school terms we rely mainly on our Student Credit Pool for study participation but we also have other sources of participants available. The IBL takes up four rooms plus a storage space on the lower level of the Ivey Business School and offers both large scale testing spaces as well as smaller more intimate spaces for psychometric studies or interviews. We also have a number of software programs available and psychometric equipment includes eye tracking, skin conductance, and facial recognition. Our usual business hours are 8am to 5pm Monday to Friday but we are always open to alternate testing times if needed.

Below we offer more detail about the IBL services and resources starting with some basic terms we use to operationalize our work.

### IBL Terms and Definitions

**SONA**: This is an online subscription service to organize studies and times for testing. It serves as the interface between the lab and the participants. More information about SONA is found below in a section all about the IBL's two SONA subscriptions.

**CREDITS**: Participants are given "credit" for showing up to a study. For the student credit pool credits are needed for the end of year credit report sent to the class/course coordinators. The rate of credit is 1.0 credit (a "full" credit) for about 60 minutes of their time. The smallest unit of credit is 0.5 for about 30 minutes of time. For the paid pool, credits are also assigned, though they have no value, as the system of record keeping within the SONA system.

**NO SHOWS**: If participants fail to show up to their appointments we assign them a No Show in the SONA system. These are either Excused No Show or Unexcused No Show. An Unexcused No Show has implications for the participant's account as two Unexcused No Shows will lock a participant out of the system for three weeks.

**TIMESLOT**: A timeslot refers to a specific testing appointment that participants sign up for in the SONA system. For instance, a timeslot might be 10am -11am on a specific day for a study that requires an hour of participant time.

**SHIFT**: A shift refers to a larger chunk of time in which there are likely to be multiple timeslots. For instance, an RA might be testing 4 hour-long contiguous timeslots on one particular shift from 9am to 1pm. That period from 9am to 1pm constitutes a shift. To make life a little easier to organize, we have divided the week into 10 shifts, morning

shifts are all 9am to 1pm and afternoon shifts are 1pm to 5pm. RAs are asked to commit to two shifts per term to be part of the Mentorship Program.

DIARY: A diary is a document that looks like a map of the computer workstations with a section for notes and entering information about the timeslot. A diary is meant to track what's happening in each timeslot; it is our observational record. Diaries are typically electronic and shared with researchers once the study is completed. If needed we also have paper diaries available. Some particularly complex studies may have special diaries created just for that study. There are as many diaries per shift as there are timeslots per shift. Diaries also help to keep us ethically compliant.

## Volunteer Research Assistant Mentorship Program

In a typical year the IBL takes on between 10 and 20 undergraduates in our program. In August (and sometimes in April) we advertise the program to the Western community looking for interested students. There are no necessary qualifications to apply to the program except an interest in learning about research at the ground level and a willingness to volunteer 8 hours per week with us for fall and winter. Students submit their class schedules to the IBL with their applications and we use these schedules to fill shifts. Ideally there are two RAs per shift which gives us maximum flexibility in running complex studies that require more than a single RA and run more than one simple study maximizing our spaces.

We offer a full day of training in September on ethics and general research methods including some of the special concerns of behavioural economics. We try to ensure that our volunteers get the widest possible experience and so that means training on as many individual studies as possible during their time with us. For all studies, specific procedures are made available on the IBL communication app for reading before first running a study. For particularly difficult or complex studies we may reserve lab time for training but more usually, for the first timeslot in which an RA encounters a new study, the Lab Coordinator or Lab Manager is training with the RA(s) in the timeslot. For the second timeslot next encountered by the RA, the Lab Coordinator or Lab Manager is in the room observing and providing guidance and help as needed while the RA runs the study. For the third timeslot the RA is considered fully trained for that study and is asked if they would like to have the Coordinator or Manager in the room for a further assistance or if they are able to run on their own. RAs always have immediate access, if required, to either the Lab Coordinator or Manager using the communication app.

In December and in April, at the end of classes at Western, the IBL is closed to credit pool studies and we hold an RA appreciation lunch. This is a lunch sponsored by Ivey Research for both the faculty involved in the IBL and the RAs. This gives the RAs an opportunity to meet the faculty and PhD students they've been running studies for and these researchers can discuss their work with the RAs as well as answer questions the RAs may have. It's also a good opportunity for the researchers to thank the RAs for the great work that they do and the RAs always enjoy the opportunity to interact!

Our RAs are also available for other work if needed. The Lab Manager is often asked to supply assistance for other small research projects or related work such as data coding. Given that we want to offer our RAs a diverse set of experiences in their time with us we are often able to ask RAs to take on these jobs either as a part of their scheduled shift work or as paid work on their own time.

## The SONA System

We use two subscriptions to the online SONA system to coordinate participants and study sessions. Each participant receives a unique SONA identification code which is not associated with any personal information. This is a five-digit code that our RAs use to check study attendance. Only the Lab Manager and Lab Coordinator have access to personal information as administrators within the SONA system. We are ethically required to be able to tie participants to their data in such a way that their anonymity is preserved but also allowing us to remove their data post-consent if a participant elects to exercise their right to do so.

We can run many types of studies using the SONA system; in-lab studies, multi-part studies, online studies. Studies are “advertised” on the SONA system once it’s been approved by the Lab Manager to start running. And once a study is approved, the Lab Manager becomes your Research Project Manager and takes care of advertising, recruitment, testing, and reporting.

## The Student Credit Pool

The Student Credit Pool consists of students from three classes at Western and at Ivey. This pool is available when classes are in session at Western. We typically do not run studies outside of this time (e.g., Reading Weeks, exam periods). All students in the pool acquire credits for their time in lab. Credits are assigned as 0.5 credit for a half hour or 1.0 credit for an hour of lab time.

Twice per year, August and November, the IBL sends out a mass email to all Ivey faculty and PhD students directing them to a Qualtrics surveys in which they can request to use student credits for the fall (August email) and winter (November email) terms. Credits are allocated by the Lab Manager based on supply of credits and demand by faculty for use of credits. Typically, more credits are available in the winter term simply because more students take part in winter term than in fall term (this is about a 60/40 split most years). In the survey faculty are asked to request credits separately for each study they would like to run in the lab. They are asked whether they are requesting half or full credits, their ideal and minimum credits required, and they’re also asked for some basics about the study procedure as well as whether their study already has Western REB approval.

The students:

Business 1220 (Introduction to Business) – These Western students require 3.0 credits from the IBL. If they don't fulfill their credits they lose a percentage off their final grade at a rate of 1% for every 0.5 credit.

Business 2257 (Accounting and Business Analytics) – These Western students require 2.0 credits from the IBL. They require the credits in order to pass their course. They used to require 1.0 credits but the requirement increased this past year to 2.0 to accommodate the high research credit demand.

HBA1 – These Ivey students require 2.0 credits in order to complete their requirements to advance to HBA2.

Information about the IBL and credits is shared with the students at the beginning of the year. There is a pdf handout about the Student Credit Pool as well as PowerPoint slides made for professors to use in class and/or put online. The IBL also maintains this information on their relevant public ivey.ca pages. In addition, the Lab Coordinator makes class visits to all 1220 and 2257 sections during the first week of classes to explain all this information to students and answer any questions.

Study timeslots are posted on SONA and students sign up for studies by signing in with the login and password information they're sent in September. Students can cancel their timeslots on SONA or can cancel by contacting the lab directly before the timeslot. If a student fails to show up for their timeslot, or they're late for a timeslot that cannot take latecomers, then they are recorded as an unexcused no show in SONA. Two no shows automatically result in being locked out of SONA. They will no longer be able to sign in until the administrator unlocks their account three weeks later. Unlocking an account is achieved by changing one unexcused no show to an excused no show, thus leaving the student with one remaining unexcused no show on their account.

An ethical requirement of running a student pool of participants is that we have to offer an alternative for credits that does not require study participation. There is a review paper component available for students who need to get credit but do not want to participate in studies. These are also tracked in the SONA system by the manual input of credits onto a student's account. Credit reports are sent to the class and course coordinators in April when the Student Credit Pool closes. This pool is archived for seven years and then deleted from the SONA system each year.

## The Paid Participant Pool

Though the paid pool can be used all year long, during the weeks that classes are in session, the student credit pool will take precedence in terms of what studies will run and when. This pool is made up of both students, undergraduate and graduate, and staff. This pool is advertised as a mailing list on our IBL ivey.ca webpages and at various times through posters across campus or other means. That is, people are invited to join the pool and by joining all they are agreeing to do is to receive emails

from the Paid Pool SONA system when there are studies with timeslots available. They join the Paid Pool by filling in their information on a Qualtrics survey or contacting the IBL directly.

These participants are paid but control over the quality of participants comes via the credits and no shows that the SONA system records. That is, credits have no value but they do record participation and therefore can be used as exclusionary measures for subsequent studies and unexcused no shows can be used to determine if a participant is chronically late or absent after signing up for timeslots. In the Paid Pool SONA, a participant is automatically prevented from logging in after five unexcused no shows. There is no time passage associated with lifting the locked-out status. A participant in this pool is locked out until they contact the IBL. At this point the administrator can warn the participant about not showing up for timeslots and reinstate the participant's active status by changing one unexcused no show to an excused no show. This will leave the participant with four unexcused no shows and will be locked again if they fail to show up without cancelling ahead of time. This pool is regularly "cleaned" for inactive accounts and participants can deactivate, or request deactivation, of their account at any time.

We are continuously working on expanding our Paid Pool. The usual Paid Pool recruitment has been done in the following ways with good success:

Posters across campus using Poster Patrol in the early Fall and Summer; Recruitment from the Credit Pool when debriefing is sent in April; Email recruitment to Ivey staff once every year or so.

This past year the following additional efforts were put forth:

In the summer of 2022 the lab ordered some swag to help promote the paid participant pool. This included 1800 QR codes, 500 behavioural lab branded stickers, 100 discounted Ivey branded hats, and 300 behavioural lab branded drawstring bags. These items have been included in the promotional events detailed below and will continue to be used this summer and fall.

We booked a room (specifically, the kiosk at Social Science Center) for October 12<sup>th</sup> and the lab manager, coordinator, and a few RAs worked the kiosk from 10:00-4:00. We offered hats for on-the-spot sign ups and also had candy, stickers, and QR codes. The effort yielded **140** original sign ups.

In Spring 2023, we emailed instructors of large classes to ask for permission to attend and make announcements about our paid pool. We got few responses and on March 28<sup>th</sup>, 29<sup>th</sup> and April 4<sup>th</sup>, two of the Lab's PhD students, Ethan Milne and Zuzanna Jurewicz visited Soc 2105, Soc 4425 and Soc 3317 classes on main campus to chat with students about the paid pool. This was a word-of-mouth campaign and yielded about **98** sign ups. We also sent our paid pool poster to few instructors who emailed us back and offered to post our paid pool poster on the OWL for their students.



We did two other booths on April 6<sup>th</sup> and 10<sup>th</sup> between 10:00-3:30 at the University Community Center. The booths were run by the Lab Coordinator, Sereena, and PhD students Ethan, and Zuzanna. These booths used drawstring bags to promote on-the-spot sign ups, and achieved **328** sign ups over the 2 days.

On April 10<sup>th</sup>, a small blurb about our paid pool was posted on Ivey's Instagram Stories by Ivey's Social Content, Marketing & Communications team. In addition, we coordinated a mass email to be sent (April 12<sup>th</sup>) to all western students and staff that promoted the paid participant pool and allowed recipients to sign up by following the attached link. The blurb and the email attracted **327** new sign ups.

## Grant-Funded Projects

The IBL is funded through Ivey Research. Faculty research that is funded internally is supported by Ivey Research and is eligible to run in the lab. For research studies that are supported by external grants such as any Tri-Council grants, there was a charge per participant when the lab was under the management of Dr. Karen Hussey. These lab fees helped to support and maintain the IBL. That said, these fees have not been charged to researchers since her retirement and discussions are ongoing as to whether they will be reinstated. Lab fees also apply to any studies with non-Ivey PIs.

## Some Basic Logistics of Running in the IBL

Researchers will need to fill out the request for credits form or contact the Lab Manager in order to make use of the IBL services. Studies are run on a first-come, first-serve basis for the most part. Written procedures will be developed for each study run in the lab. These are used for training RAs and to make sure that there is complete clarity and understanding between researcher and the lab on the study procedure prior to testing.

The Lab Manager and Lab Coordinator create each week's schedule for testing in the lab. In order to maximize interest and participation for the Student Credit Pool a number of studies are offered at once unless a special project demands otherwise (e.g., use of another location or time sensitivity). This also takes best advantage of the nature of the Student Credit Pool over the course of each term. For instance, in the early fall we know that a number of students will be eager to take part either to get their credits completed or because of inherent research interest. Having only a single study running at one time, especially if it requires a large number of participants, would exhaust interest quickly and result in timeslots that were not maximizing space and RA shifts.

The Lab Manager handles all logistics of running studies in the lab with the aim of maximizing the use of the IBL space and creating efficiencies that move studies through the lab as quickly and as effectively as possible. For most researchers we would ask that you join the communication application we use for the lab in order to streamline the sharing of files, communicate directly and quickly about the study running, and also so that the researcher can see when their study is running via the calendar in the app.

Studies that are exceptionally short can be “piggy-backed” onto other studies with the approval of all researchers involved.

The Lab Manager will be included on the REB application as support staff. Though the researcher is the ultimate bearer of the ethical responsibility for treatment and care of the participants, it is in the establishment and use of consistent practices by the IBL that guarantees the core principles of concern for participant welfare and data security. Participants are known to RAs and researchers only by an anonymous code. This preserves anonymity. In order to preserve the participant’s ongoing right to withdraw from a study even post-consent, the IBL tracks anonymous codes to computers at which the participant worked. In this way, if required, the Lab Manager can link data to a known identification. Additionally, all observational diaries are based on locations in the lab, not participant identification. Participants remain anonymous to the researcher but have their right to withdraw preserved.

All but the simplest survey-based studies will result in observational diaries. These are turned over to the researcher once the study is completed. These are most likely digital but could be paper. Diaries are shared in a secure folder on the Ivey server with access only available to the researcher and the administrators of the IBL. Any financial records are also typically electronic and shared via secure folder or emailed to the researcher for grant accounting.

Because we have a number of eager students who do the bulk of the testing work through the Volunteer Research Assistant Mentorship Program we can also supply RAs for other work such as data coding. Ivey researchers can speak to the Lab Manager about these arrangements and the work can be done directly with the researcher or managed by the IBL.

## Western Research Ethics

Any studies run in lab will need Western Research Ethics Board approval. REB applications are handled through the Western Research Ethics Manager (WREM) and the Research Officer in charge of the lab should be added to the REB application as well as Kathy Laid, the Research Officer who submits initial applications after review. The IBL offers help and advice on the WREM and REB processes. This help is available to faculty on Learn.

## Study Finances

When the IBL is running a study, which requires payment to participants we will ask the researcher to bring us enough cash, in the appropriate denominations, to cover the entire study prior to running. We have secure lockboxes for study funds. As new directions were provided by the Ivey internal REB board, the IBL is now collecting participants’ confirmation of receiving compensation for paid studies. In order to

maintain anonymity, students sign an electronic sheet that has their unique SONA IDs upon receiving the compensation. Only the LM and LC have access and can track SONA IDs to participants' personal information in SONA (name, email address). We also create a spreadsheet to track individual payments and an accounting of money received from the PI, used by the lab, and money returned to the PI. This will be transmitted electronically to the PI once the study is complete and can be used for reconciling accounts with Finance.

## Appendix B: 2022/2023 Credit Pool Studies in Brief

Below is an overview of the credit-only research studies conducted in the Behavioural Lab from September 2022 to April 2023 and provided as a debriefing for our students after the Student Credit Pool was closed. These are provided by the PIs and are compiled by IBL staff in no particular order.

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**Study Title:** Consumer Prosociality and Moral Judgement

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** *Surveys 1 & 2*– The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. We also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

*Survey 3* - In this study, we asked you to read about threats to abortion rights in the United States. We asked you to give your opinion on abortion rights and rate your opinion about the new legislation threatening those rights. We then gave you a \$1 bonus asked you to consider donating to one of two charities. Depending on experimental condition, you were shown one of the following sets of options:

- Retributive Option Present: 1) donate to an abortion rights charity, 2) donate to an abortion rights charity promising to send harassing letters to government officials for every donation given, or 3) keep your bonus.
- Intent Retributive Option Absent: 1) donate to an abortion rights charity, 2) donate to a different abortion rights charity, or 3) keep your bonus.

**Study Purpose:** *Surveys 1 & 2* – Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

*Survey 3* - We were specifically interested in whether giving participants a retributive benefit for donating would push some participants to donate to charity #2 in the

retributive option present condition, particularly for individuals who strongly support abortion rights.

**Study Results:** *Surveys 1 & 2*– In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

*Survey 3* - We found that participants, on average, exhibited very strong support for abortion rights, and as such we did not have adequate variance in responses to detect our hypothesized effect. We may attempt to replicate this study in the future using a nationally representative US sample with a wider distribution of opinions on abortion rights.

**Related References:** Ames, D. L., & Fiske, S. T. (2013). Intentional harms are worse, even when they're not. *Psychological Science*, 24(9), 1755–1762.

Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.

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<https://www.insidehighered.com/news/2020/09/08/professor-suspended-saying-chinese-word-sounds-english-slur>

Van Boven, L., & Gilovich, T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85(6), 1193-1202.

Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877.

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**Study Title:** Consumer Prosociality and Moral Judgement 2

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** *Survey 1* – The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. We also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

*Survey 2*- The focus of this study has been on the process of matching seniors and volunteers because recently a non-profit organization has introduced a new model of

child-sponsor matching in which the children choose their sponsors, and we hope to determine how effective this matching method is and why.

*Survey 3* - In this study, we asked all participants to read a brief article about Russia's invasion of Ukraine. When finished, we informed you of a new initiative involving the opportunity to inscribe custom messages on artillery shells to be shot at Russians (Jancowicz, 2022). Depending on experimental condition, you read about one of the following:

- **Payment:** Participants were informed that a for-profit weapon manufacturer is selling the opportunity to inscribe custom messages on artillery shells, and this has proved very profitable for them
- **Donation:** Participants were informed that a Ukrainian charity was soliciting donations for Ukrainian charities. All donations come with the opportunity to inscribe a custom message on an artillery shell.

You were then asked to rate your willingness to make a payment or donation to leave a custom message.

**Study Purpose:** *Survey 1* – Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

*Survey 2*- We hope that the findings of this research and subsequent studies that build on our present findings will help non-profit organizations develop more effective sponsor engagement programs.

*Survey 3* - The purpose of this study was to investigate how charitable giving might make retributive behaviors more palatable for consumers. Aggressive behavior done for self-interested reasons (such as profit) tend to be regarded unfavorably (Tosi & Warmke, 2016), whereas donations that come with an aggressive benefit have been growing in prominence over time.

**Study Results:** *Survey 1* – In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

*Survey 2*- We find that having recipients choose their designated donor is an effective strategy for increasing donor engagement with a charitable program.

*Survey 3* - Ultimately, we found that participants were significantly more willing to inscribe custom messages on artillery shells when framed as a donation benefit rather than as a for-profit payment. This indicates that the charitable nature of donations may give charitable organizations an advantage when leveraging aggressive messaging in donation appeals.

**Related References:** Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the

- involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.
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- Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877.
- World Vision launches Chosen, ushers in new era of Child Sponsorship. (2019). Retrieved from <https://www.worldvision.ca/about-us/media-centre/world-vision-launches-chosen>
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**Study Title:** Product Perception

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca)

**Study Description:** In this study, you were asked to view either a 2D or virtual reality experience. You answered questions about your experience, as well as some personality and demographic information.

**Study Purpose:** The main purpose of this study was to examine whether virtual reality gaming may influence sustainability engagement compared to traditional 2D media. Previous research has shown that emotions such as disgust can evoke stronger purchasing behaviors when combined with other emotional claims (Morales, Wu, and Fitzsimons 2012). We propose that virtual reality will allow for much stronger responses to marketing stimuli than traditional 2D advertising. We seek to understand how these responses can be used to enhance consumer's experiences as well as potential limitations of these effects. In the current study, participants viewed or played either a 2D or virtual reality gaming experience, then completed evaluations of their experience. We predicted that participants would have stronger reactions to playing a virtual experience in virtual reality.

**Study Results:** Data collection is still on going, and is not enough to generate results yet.

**Related References:** Kristofferson, K., Daniels, M. E., & Morales, A. C. (2022). Using virtual reality to increase charitable donations. *Marketing Letters*, 33(1), 75-87.

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**Study Title:** Training in Problem Solving 1 & 2

**Researcher Contact Information:** Dr. Kun Huo, Co-Investigator, Managerial Accounting and Control, khuo@ivey.ca

**Study Description:** In this study, we look at how tournament structure affects people's motivation to invest time in strategy development and the effect of strategy development on performance.

**Study Purpose:** The aim of this study was to understand how tournament incentives affect strategy development in a problem-solving task.

**Results:** Data collection is still on going, and is not enough to generate results yet.

**Related References:** Bonner, S. E., and G. B. Sprinkle. 2002. The effects of monetary incentives on effort and task performance: theories, evidence, and a framework for research. *Accounting, Organizations and Society*, 27(4–5): 303–345.

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**Study Title:** Experience Study 3

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Miranda Goode, Co-Investigator, Marketing, mgoode@ivey.ca; Zuzanna Jurewicz, PhD Student, Marketing, zjurewicz.phd@ivey.ca

**Study Description:** The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. They also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

**Study Purpose:** Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

**Study Results:** In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

**Related References:** Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the

involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.

Van Boven, L., & Gilovich, T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85(6), 1193-1202.

Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877

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## **Study Title:** Experience Study 4

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca); Philippe Wodnicki, PhD Student, Marketing, [pwodnicki.phd@ivey.ca](mailto:pwodnicki.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** *Survey 1* – The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. They also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

*Survey 2* – In this study, all participants were asked to imagine a society, and they were shown a wealth distribution of this imaginary society. However, participants were randomly assigned to one of two conditions:

- A low wealth inequality society, in which the distribution of wealth was less unequal
- A high wealth inequality society, in which the distribution of wealth was more unequal

All participants were then told to imagine someone who is at the lower end of the wealth distribution. For both the low and high inequality conditions, this value was held constant at \$21,880. Participants were then asked:

- 1) How likely someone in this wealth group could move up to a higher wealth group.
- 2) How likely someone in this wealth group would make good financial decisions (saving and budgeting).

*Survey 3* - In this study, we asked you to read a brief article about a (real) recent social media controversy (Simpson, 2022). This controversy involved a theatre putting on a non-binary production of Romeo and Juliet wherein Romeo was a member of Hitler Youth and Juliet was a Jewish girl, yet no Jewish actors were cast. We then showed you samples of responses from individuals on social media. Depending on experimental condition, you saw one of two sets of responses:

- Aggression Rewarded: Participants were shown some tweets calling for a boycott of the theatre and firing of the director, which received many likes. Other tweets calling for moderation were shown as receiving few or no likes.



- **Moderation Rewarded:** Participants were shown some tweets calling for a boycott of the theatre and firing of the director, which received few or no likes. Other tweets calling for moderation were shown as receiving many likes.

We then asked you to rate whether moderation or aggression towards the theatre was more popular. You were then asked to rate your willingness to sign a public boycott petition.

**Study Purpose:** *Survey 1* – Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

*Survey 2* – The purpose of this study was to better understand the financial decisions of lower-income consumers. That is, it was hypothesized that when economic inequality is higher (vs. lower), lower-income consumers would ‘give up’ on making good financial decisions because they would not perceive that they could move up the economic ladder. Although this study was conducted as a perceptions of other consumers study, we have conducted other studies that examine the actual financial decisions of lower-income consumers who live in areas with higher economic inequality.

*Survey 3* - The purpose of this study was to test whether social media environments that provide social reward in the form of likes for anti-brand outrage (vs. calls for moderation) are more likely to push individuals towards being aggressive towards the brand themselves.

**Study Results:** *Survey 1* – In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

*Survey 2* – The results showed that participants in the high (vs. low) inequality condition perceived that someone in a lower wealth group would be both:

- 1) Less likely to move up to a higher wealth group.
- 2) Less likely to make good financial decisions.

Analyses with both variables in a mediation model showed that the effect of high inequality on the decreased likelihood of making good financial decisions was explained by a decrease in perceived economic mobility.

*Survey 3* - We found that our manipulation of perceived popularity of aggression was too subtle. Participants did not notice a difference in likes between tweets calling for anti-brand aggression or moderation in either condition. We therefore changed our stimuli to show a greater and more visually apparent disparity in likes between these two forms of tweets and ran a similar online experiment, which found that when aggression was socially rewarded, participants were more likely to sign a public boycott petition.

**Related References:** Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the

- involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.
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- Van Boven, L., & Gilovich, T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85(6), 1193-1202.
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**Study Title:** Experience Study 5

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** *Surveys 1 & 2* - The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. They also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

Survey 3 - In this study, we had you take a brief measure of your political orientation. We then asked you to watch a brief video about M&Ms. Depending on experimental condition, you saw one of the following videos:

- Advertisement: Participants were shown a new advertisement by M&Ms that showed off new designs for their M&M mascots.
- Tucker Carlson: Participants were shown a video of Tucker Carlson complaining about the new M&M advertisement and saying he was offended the M&Ms were no longer sexy (Placido, 2021).

We then asked you to rate whether you found M&Ms offensive, and whether the video you watched characterized M&Ms as offensive. Then, we asked you to rate how the video changed your desire to consume M&Ms

**Study Purpose:** *Surveys 1 & 2* - Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

Survey 3 - The purpose of this study was to investigate whether a product's offensiveness to a political outgroup increased purchase intention. Prior research suggests that offending outgroups increases one's social status (Rathje et al., 2021). Accordingly, we expected that liberal consumers who watched the Tucker Carlson video would be more interested in consuming M&Ms.

**Study Results:** *Surveys 1 & 2* - In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

*Survey 3* - We ultimately did not find this effect, as even conservative participants generally did not agree with Carlson's assessment of the offensiveness of M&Ms.

**Related References:** Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.

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Van Boven, L., & Gilovich, T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85(6), 1193-1202.

Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877.

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**Study Title:** Experience Study 6

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca)

**Study Description:** The research you took part in examined the impact of solitary experiences on the happiness derived from these experiences. They also examined how evaluations for solitary and social products or experiences differ, or how consumers make decisions about when to take part in an experience solo vs. with others.

**Study Purpose:** Through this research, we hope to determine how the positive benefits of experiences (e.g., enjoyment, happiness) can be increased.

**Study Results:** In general, we find that people prefer solo experiences when they are motivated by a need for competence or autonomy. Interestingly, we also often find no differences in reported happiness from solo and social experiences, which is counter to previous research.

**Related References:** Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the involvement of others. *Journal of Personality and Social Psychology*, 104(2), 199-215.

Van Boven, L., & Gilovich, T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85(6), 1193-1202.

Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877.

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**Study Title:** Consumers and Resources

**Researcher Contact Information:** Dr. Miranda Goode, Principal Investigator, Marketing, mgoode@ivey.ca; Dr. Kirk Kristofferson, Co-Investigator, Marketing, kkristofferson@ivey.ca; Philippe Wodnicki, PhD Student, Marketing, pwodnicki.phd@ivey.ca

**Study Description:** In this study, all participants were asked to imagine a society, and they were shown a wealth distribution of this imaginary society. However, participants were randomly assigned to one of two conditions:

- A low wealth inequality society, in which the distribution of wealth was less unequal
- A high wealth inequality society, in which the distribution of wealth was more unequal

All participants were then told to imagine someone who is at the lower end of the wealth distribution. For both the low and high inequality conditions, this value was held constant at \$21,880. Participants were then asked:

- 1) How likely someone in this wealth group could move up to a higher wealth group.
- 2) How likely someone in this wealth group would make good financial decisions (saving and budgeting).

**Study Purpose:** The purpose of this study was to better understand the financial decisions of lower-income consumers. That is, it was hypothesized that when economic inequality is higher (vs. lower), lower-income consumers would 'give up' on making good financial decisions because they would not perceive that they could move up the economic ladder. Although this study was conducted as a perceptions of other consumers study, we have conducted other studies that examine the actual financial decisions of lower-income consumers who live in areas with higher economic inequality.

**Study Results:** The results showed that participants in the high (vs. low) inequality condition perceived that someone in a lower wealth group would be both:

- 1) Less likely to move up to a higher wealth group.
- 2) Less likely to make good financial decisions.

Analyses with both variables in a mediation model showed that the effect of high inequality on the decreased likelihood of making good financial decisions was explained by a decrease in perceived economic mobility.

**Related References:** Goya-Tocchetto, D., & Payne, B. K. (2022). How economic inequality shapes thought and action. *Journal of Consumer Psychology*, 32(1), 146-161.

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### **Study Title:** Consumer Preference

**Study Description:** *Survey 1*- In this study, you were asked to respond to a situation and answer a number of questions based on your experience. Participants were presented with shopping scenarios, one of which had a participant who had a physical disability (or did not). They next responded to questions about inferred product preferences. We predicted that participants would infer different product preferences based on whether the consumer had a physical disability or did not.

*Survey 2* - In this study, we asked you to read a brief article about a recent campus speech crisis, based on a true story (Flaherty, 2020). Depending on experimental condition, you read one of the following stories:

- **Intent Present:** Participants read about a professor teaching a class about “friendly words”. The professor, who was white, said the N-word as an example of a friendly word used in Black communities. Students were upset by the professor saying the N-word and wrote an open letter calling for his punishment.
- **Intent Absent:** Participants read about a professor teaching a class in cross-cultural communication. The professor, who was white, said a Chinese word that sounds very similar to the N-word. Students believed the professor had said the N-word and were very upset, ultimately writing an open letter calling for his punishment.

You were then given a \$1 bonus which you could either keep or donate to one of two charities. Depending on experimental condition, you were presented with the following options:

- **Retributive Option Present:** 1) a charity promising to help black students, 2) a charity promising to send a letter calling for the professor’s dismissal for every donation received, and 3) keeping your bonus.
- **Retributive Option Absent:** 1) a charity promising to help black students, 2) a charity promising to help black students, and 3) keeping your bonus.

*Survey 3* - In this study, we told you about a potential cinematic re-release of a 2000s movie called "Tropic Thunder" and asked you to rate your willingness to see it. The purpose of this study was to identify disparities in the weight consumers place on expert versus peer reviews of media content. Specifically, we expected that consumers would place greater weight on peer reviews (audience freshness) than on expert reviews (critic freshness).

You were shown a Rotten Tomatoes evaluation of Tropic Thunder, where audience and expert reviews were manipulated to either be "fresh" or "rotten". Specifically, some people saw:

- Peers rated the movie as "fresh", and experts rated the movie as "fresh."
- Peers rated the movie as "fresh", and experts rated the movie as "rotten."
- Peers rated the movie as "rotten", and experts rated the movie as "fresh."
- Peers rated the movie as "rotten", and experts rated the movie as "rotten."

**Study Purpose:** *Survey 1*- The main purpose of this study was to examine how people infer the preferences of a person with a disability. Previous research shows that people judge others based on the principles of warmth and competence (Fiske et al. 2002). However, research regarding stigma and perception of people with disabilities is unclear. This research seeks to understand how people's perceptions of those with disabilities changes through different situations.

*Survey 2* - We were particularly interested in whether the professor intentionally saying the N-word increased the rate of donations to charity #2 specifically in the retributive option present condition, as in that condition the charity offered the opportunity to punish the professor. We expected this would be the case because intentional harms are typically considered worse and more deserving of punishment than unintentional harms (Ames & Fiske, 2013).

*Survey 3* - We were interested to see how you rate your willingness to see the movie.

**Study Results:** *Survey 1*- Data collection is still on going, and is not enough to generate results yet.

*Survey 2* - We found that donations to charity #2 were indeed elevated when the professor was 1) described as intentionally saying the N-word, and 2) charity #2 offered a punitive benefit to all donors. This indicates that some individuals used charitable giving as a vehicle for punishing others, so long as those punished are seen as intentional wrongdoers.

*Survey 3* – We ultimately found that peer ratings had a significant effect on willingness to watch the movie, such that a "fresh" peer rating led to increased willingness to watch. However, we found no significant effect of expert ratings, such that participants were indifferent to whether experts rated the movie as "fresh" or "rotten" with respect to viewership intent.

**Related References:** Fiske, S. T., Cuddy, A. J., Glick, P., & Xu, J. (2002). A model of

(often mixed) stereotype content: competence and warmth respectively follow from perceived status and competition. *Journal of personality and social psychology*, 82(6), 878.

Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When hostile consumers wreak havoc on your brand: The phenomenon of consumer brand sabotage. *Journal of Marketing*, 80(3), 25–1

Tosi, J., & Warmke, B. (2016). Moral Grandstanding. *Philosophy & Public Affairs*, 44(3), 197– 217.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49.

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## **Study Title:** Consumer Preference 2

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Philippe Wodnicki, PhD Student, Marketing, [pwodnicki.phd@ivey.ca](mailto:pwodnicki.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [milne.phd@ivey.ca](mailto:milne.phd@ivey.ca)

**Study Description:** *Survey 1* – This study was a survey design that asked participants questions about their social status, their tendencies toward social comparison, and status anxiety (the belief that one’s social and economic position is inferior). The dependent variable of interest was the measure of a new construct which measures tendencies toward minimalism. Consumer minimalism is a value that embraces the mindful acquisition and ownership of few, curated possessions, with a preference for a sparse aesthetic (Wilson & Bellezza 2021).

*Survey 2* - In this study, we asked you to complete a brief measure of your sense of humour. The particular measure we used was the “aggressive humour style” subscale of the Humour Styles Questionnaire, which measures the various facets of an individual’s sense of humour (Martin et al., 2003). We then presented you with a series of products, some of which were likely morally, politically, or aesthetically offensive. We asked you to rate these products on a number of variables including: 1) would this product offend you and your friends, 2) would this product offend people you dislike, 3) was the product funny, and 4) would you be interested in purchasing the product?

**Study Purpose:** *Survey 1* – The purpose of this study was to better understand whether consumers of a lower socioeconomic status exhibit a decreased tendency toward consumer minimalism. That is, we posit that minimalism is a privilege that lower socioeconomic consumers cannot afford themselves due to the social costs of seeming like they have less.

*Survey 2* - The purpose of this study was to identify how product offensiveness relates to perceived product humour. Prior research by psychologists has identified that “norm

violations” that are psychologically distant tend to be seen as funny (Warren & McGraw, 2010).

**Study Results:** *Survey 1* – The data for this study has not yet been analyzed. However, previous research has demonstrated that consumers low in need for status typically prefer quiet (vs. loud) brands (Han, Nunes, & Dreze 2010). Additionally, other research has found that higher status consumers typically engage in consumption behaviors that mix low status and high-status brands to differentiate themselves from middle class consumers, who cannot afford the social costs of using low status products (Bellezza & Berger 2010).

*Survey 2* - We are still waiting for all data to come in. We generally expect that products you perceived as offensive to people you disliked (versus products offensive to your friends) would be seen as funnier, especially for those with aggressive humour styles. We further expected that you would be more interested in purchasing products you thought were funny.

**Related References:** Bellezza, S., & Berger, J. (2020). Trickle-round signals: When low status is mixed with high. *Journal of Consumer Research*, 47(1), 100-127.  
Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of marketing*, 74(4), 15-30.  
Martin, R. A., Puhlik-Doris, P., Larsen, G., Gray, J., & Weir, K. (2003). Individual differences in uses of humor and their relation to psychological well-being: Development of the Humor Styles Questionnaire. *Journal of Research in Personality*, 37(1), 48–75.  
McGraw, A. P., & Warren, C. (2010). Benign violations: Making immoral behavior funny. *Psychological Science*, 21(8), 1141–1149.

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**Study Title:** Women's Online Fashion Outfit Design

**Researcher Contact Information:** Dr. Mengxia Zhang, Principal Investigator, Marketing, mezhang@ivey.ca

**Study Description:** In this study, participants are asked to create an outfit for an event using researcher-provided clothing items. Dr. Zhang manipulates whether consumer participation is actively nudged and whether AI (artificial intelligence)-based recommendation support is provided. For the outcomes, Dr. Zhang measures consumer effort during the creation process, creation experience, and satisfaction with the creation.

**Study Purpose:** This study aims to investigate the interplay between AI (artificial intelligence) and nudging consumer participation. The investigator hopes to better understand the role of AI during the consumer product creation process and whether the combination of AI and nudging consumer participation is better than either of them alone in increasing consumer satisfaction with the created product.



**Study Results:** We found a significant positive impact of AI, but we did not find a significant impact of the nudge and its interaction with AI.

**Related References:** Zhang, M., Sun, T., Luo, L., & Golden, J. M. (2023). Consumer and AI co-creation: When and why nudging human participation improves AI creation. *Social Science Research Network*. Number forthcoming.

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**Study Title:** Study Title: Management Decision Making 3

**Researcher Contact Information:** Dr. Matthew Sooy, Principal Investigator, Managerial Accounting and Control, msooy@ivey.ca; Dr. Kun Huo, Co-Investigator, Managerial Accounting and Control, khuo@ivey.ca

**Study Description:** In this study, participants were placed into groups of three. Two of the participants guessed slogans through a chat feature. Then, one of the participants divided some money between two of the three participants. Depending on which version of the study you participated in, there were different rules and penalties for how the money should be divided.

**Study Purpose:** We were interested in understanding how different penalties led people to comply (or not) with the rule about dividing the money.

**Results:** Initial results suggest that including a penalty for violating the rule leads more people to minimally comply with the rule, but fewer people to fully comply with it (similar to spirit vs. letter of the law). Changes in the penalty also appear to change how people perceive their compliance.

**Related References:** Rakoff, J. S. (2014). Why innocent people plead guilty. *The New York Review of Books*, 20.

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**Study Title:** Reading Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Dr. Miranda Goode, Co-Investigator, Marketing, mgoode@ivey.ca; Ethan Milne, PhD Student, Marketing, milne.phd@ivey.ca

**Study Description:** In this study, we asked you to take 15 minutes to read as much as you could from a book. Participants were randomized to either read a popular children's story or a fanfiction:

- Original Media: Participants in this condition read J.K. Rowling's "Harry Potter and the Philosopher's Stone".
- Fanfiction: Participants in this condition read Eliezer Yudkowsky (2015)'s fanfiction "Harry Potter and the Methods of Rationality" wherein Harry Potter is

raised by an Oxford biochemistry professor and seeks to understand the wizarding world through a scientific lens.

**Study Purpose:** The purpose of this study was to investigate how exposure to fanfiction content changes future brand purchase intent. The consumer literature on imitation or copyright-violating products suggests that they ultimately damage a brand's reputation and subsequent consumer purchase intent. However, prior research on fanfiction suggests that, while imitating other media, fanfiction provides an opportunity for consumers to continue exploring beloved media worlds, deepening their appreciation for the brand (Lanier & Schau, 2007).

**Study Results:** Accordingly, when you finished your reading task, we asked you to rate your enjoyment of the material. We expected that participants who enjoyed the reading material would be more willing to purchase future content set in the world of Harry Potter, and that this effect would be even stronger for those in the fanfiction condition. In our data analysis, we found that at high levels of enjoyment, purchase intent was indeed elevated in the fanfiction condition relative to the original media condition.

**Related References:** Lanier, C., & Schau, H. (2007). Culture and co-creation: Exploring consumers' inspirations and aspirations for writing and posting on-line fan fiction. In *Research in Consumer Behavior* (Vol. 11, pp. 321–342).  
[https://doi.org/10.1016/S0885-2111\(06\)11013-3](https://doi.org/10.1016/S0885-2111(06)11013-3)

Yudkowsky, E. (2015). *Harry Potter and the Methods of Rationality*. fanfiction.net.

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**Study Title:** Writing Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** In this study, we asked you to take 10 minutes to write as much as you could about a book. Depending on experimental condition, you were asked to do one of the following:

- **Recollection:** Participants were asked to write a summary of the Harry Potter series, from memory. This could include plot, characters, settings, or other world elements.
- **Fanfiction:** Participants were asked to write about a new story set in the Harry Potter universe that they'd be interested in reading.
- **Control:** Regardless of condition, if participants indicated no familiarity with Harry Potter, they were asked to write about another media brand they enjoy.

**Study Purpose:** The purpose of this study was to investigate how fanfiction production changes future brand purchase intent. Prior work suggests that engagement with

fanfiction allows consumers to deepen their appreciation of a brand (Lanier & Schau, 2007). We therefore expected that enjoyment of the writing task would be particularly effective at driving brand purchase intent when participants wrote fanfiction (vs. remembering the brand). Accordingly, when you finished your writing task, we asked you to rate your enjoyment of the task.

**Study Results:** We expected that participants who enjoyed the writing task would be more willing to purchase future content set in the world of Harry Potter, and that this effect would be even stronger for those in the fanfiction condition. However, we found that task enjoyment predicted purchase intent across all conditions, suggesting that fanfiction writing is approximately equivalent to recollections of a brand.

**Related References:** Lanier, C., & Schau, H. (2007). Culture and co-creation: Exploring consumers' inspirations and aspirations for writing and posting on-line fan fiction. In *Research in Consumer Behavior* (Vol. 11, pp. 321–342).

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**Study Title:** Shopping Experiences Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Ethan Milne, PhD Student, Marketing, [milne.phd@ivey.ca](mailto:milne.phd@ivey.ca)

**Study Description:** *Survey 1* - In this study, you were asked to respond to a situation and answer a number of questions based on your experience. Participants were presented with shopping scenarios, one of which had a participant who had a physical disability (or did not). They next responded to questions about inferred product preferences. We predicted that participants would infer different product preferences based on whether the consumer had a physical disability or did not.

*Survey 2* - In this study, we asked you to read a brief passage about “Secret Hitler”, a popular deception-based board game among Gen Z consumers. Participants were split into three experimental conditions wherein they were presented with different information about how the game has been received in the broader public:

- **Offensive to Jewish People:** Participants in this condition were informed that the game is seen as offensive by many Jewish people because it makes light of the Nazi party.
- **Offensive to Nazis:** Participants in this condition were informed that the game is seen as offensive by many neo-Nazis because it makes light of the Nazi party.
- **Control:** Participants in this condition were given no further information

**Study Purpose:** *Survey 1* – The main purpose of this study was to examine how people infer the preferences of a person with a disability. Previous research shows that people judge others based on the principles of warmth and competence (Fiske et al. 2002). However, research regarding stigma and perception of people with disabilities is

unclear. This research seeks to understand how people's perceptions of those with disabilities changes through different situations.

*Survey 2* - The purpose of this study was to investigate why some individuals prefer offensive products. In particular, we were interested in understanding how products offensive to one's outgroup are perceived differently than those which are offensive to one's ingroup. We expected that, in general, participants would view Jewish people more favourably than neo-Nazis and thus be more willing to purchase Secret Hitler when it was described as offensive to neo-Nazis (vs. offensive to Jewish people), as outgroup-targeting consumer behaviors tend to be socially rewarded (Rathje et al., 2021). Additionally, we used a measure of status-seeking personality traits (Grubbs et al., 2019) from the Behavioral Lab prescreen to test whether individuals higher in status-seeking personality were more willing to purchase Secret Hitler when it was offensive to neo-Nazis (vs. Jewish people).

**Study Results:** *Survey 1* - Data collection is still on going, and is not enough to generate results yet.

*Survey 2* - As expected, we found that purchase intent for Secret Hitler was reduced when the product was described as offensive to Jewish people. When Secret Hitler was described as offensive to neo-Nazis, we found no difference in purchase intent relative to our control condition, suggesting that participants generally did not care about offending neo-Nazis. Additionally, we found that status-seeking personality traits increased purchase intent across all conditions, suggesting that individuals with status-seeking personalities may be more willing to purchase offensive products regardless of who they offend.

**Related References:** Fiske, S. T., Cuddy, A. J., Glick, P., & Xu, J. (2002). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of personality and social psychology*, 82(6), 878.

Grubbs, J. B., James, A. S., Warmke, B., & Tosi, J. (2022). Moral grandstanding, narcissism, and self-reported responses to the COVID-19 crisis. *Journal of Research in Personality*, 97, 104187.

Rathje, S., Bavel, J. J. V., & Linden, S. van der. (2021). Out-group animosity drives engagement on social media. *Proceedings of the National Academy of Sciences*, 118(26).

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**Study Title:** Entrepreneurial Exit Decisions (1,2,3,4,5,6,7)

**Researcher Contact Information:** Dr. Simon Parker, Principal Investigator, Entrepreneurship, sparker@ivey.ca; Naryoung Yu, PhD Student, Entrepreneurship, nyu.phd@ivey.ca

**Study Description:** This study explores factors influencing the exit decisions of entrepreneurial ventures. More specifically, we investigate the effect of behavioral biases and the level of information participants have on exit decisions. In this study, participants were informed to make exit decisions as an owner of a firm under two different conditions: uncertainty and risk. You played four games for each condition, that is, a total of eight games.

**Study Purpose:** This research attempts to provide a practical implication for entrepreneurs. Entrepreneurs who exploit novel and innovative opportunities are likely to make decisions under uncertainty. This research tries to distinguish the types of behavioral biases and shows the heterogeneous effect of each type on decision-making. The results could provide insights into biases that entrepreneurs should be particularly wary of when making decisions, thereby improving the accuracy of decision-making.

**Study Results:** An analysis is ongoing, and additional experiment is required. However, from this experiment, we found a tendency to exit faster than the optimal timing predicted by traditional economic tools, such as real options theory and net present value. We also found that the higher exit cost drives decision-makers closer towards the optimal exit timing.

**Related References:** DeTienne, D. R. (2010). Entrepreneurial exit as a critical component of the entrepreneurial process: Theoretical development, *Journal of Business Venturing*, 25 (2), 203-215.  
Wennberg, K., & DeTienne, D. R. (2014). What do we really mean when we talk about 'exit'? A critical review of research on entrepreneurial exit. *International Small Business Journal*, 32(1), 4-16.

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**Study Title:** Financial Lab Market 3 & 4

**Researcher Contact Information:** Dr. Matthew Sooy, Principal Investigator, Managerial Accounting and Control, msooy@ivey.ca

**Study Description:** In this study, you participated in a simplified trading market with 9 other people. You were given some assets that you could buy and/or sell. In between each trading period, you were asked to forecast future asset values and future market prices or market price inputs.

**Study Purpose:** We were interested in understanding if people participating in market bubbles were aware that they participating in bubbles. We were also interested in understanding how people update their beliefs during market bubbles.

**Study Results:** We observe that people frequently expect future market prices to deviate from asset values. During bubbles, many people with accurate forecasts of asset values nevertheless purchased assets above their forecasts; when this occurred,

the people doing so typically forecasted even higher future market prices. This suggests that many of the people participating in the bubble were aware of that fact.

**Related References:**

<https://assets.cpaontario.ca/insights/thought-leadership/pdfs/market-bubbles-and-crashes.pdf>

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**Study Title:** Judgment and Decision Making

**Researcher Contact Information:** Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Co-investigator Amir Sepehri, Marketing, asepehri.phd@ivey.ca

**Study Description:** This study examines judgement and decision making in a dating context.

**Study Purpose:** The goal of the study is examining judgement and decision making in a mating context.

**Study Results:** No firm results to report at this time but we expect to uncover asymmetries across genders in how they approach mating decisions.

**Related References:** Hudlow, K. (2018). Mate choice: The evolution of sexual decision making from microbes to humans. *The American Biology Teacher*, 80(8), 626-626.

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**Study Title:** Judgment and Decision Making 2

**Researcher Contact Information:** Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Co-investigator Amir Sepehri, Marketing, asepehri.phd@ivey.ca; Li Tongmao, PhD Student, Marketing, tli.phd@ivey.ca.

**Study Description:** *Survey 1* - This study examines consumers' attitudes toward meat and meat substitutes (e.g., stem-cell meat, also known as lab-grown meat or cultured meat).

*Survey 2* - We asked participants to take part in a gambling study. They learned about the rules of the gambling game and then decided how much of their money would they be willing to bet.

**Study Purpose:** *Survey 1* - The aim is to examine consumers' attitudes toward meat and meat substitutes (e.g., stem-cell meat, also known as lab-grown meat or cultured meat).

*Survey 2* - The aim of this study is to examine attitudes toward gambling and to uncover differences in how consumers gamble in response to various charity-prompts. We had a "gambling" vs. a "charitable gambling" condition. While the rules of the gambling game and the outcomes were the same, in the latter condition, participants were informed that part of the gambling proceeds will go to a charity.

**Study Results:** *Survey 1* - No firm results to report to date but we expect to uncover differences in how progressive/liberal consumers view and adopt meat substitutes (compared to the more-conservative counterparts).

*Survey 2* - We expect to see an increase in the total amount of money participants all willing to bet in the charitable gambling condition. Since they believe that this gambling is for a good cause, their willingness to bet increases.

**Related References:** Jabr, F. (2013). Gambling on the brain. *Scientific American*, 309(5), 28-31.

Null, C. (2011). Warm glow, information, and inefficient charitable giving. *Journal of Public Economics*, 95(5-6), 455-465.

Otto, A. R., Fleming, S. M., & Glimcher, P. W. (2016). Unexpected but incidental positive outcomes predict real-world gambling. *Psychological Science*, 27(3), 299-311.

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**Study Title:** Workplace Nicknames 1 & 2

**Researcher Contact Information:** Dr. Zhe Zhang, Principal investigator, Marketing, z Zhang@ivey.ca

**Study Description:** Participants were asked to imagine that they recently start to work for a Fortune 500 company and their supervisor is Mr. Wilson. There were two possible naming conditions. In the formal name condition, participants were told that subordinates in this department always address the supervisor by his formal name (i.e., Mr. Wilson). Whereas in the nickname condition, participants were told that subordinates in this department always address the supervisor by his nickname (i.e., Panda). Participants were then asked to indicate their relationship quality with the supervisor and some other well-being related questions such as job satisfaction, which were the dependent variables.

**Study Purpose:** This study aims to understand whether using a nickname at the workplace can affect people's workplace relationship as well as their well-being.

**Study Results:** We found that participants in the nickname condition reported a better relationship quality with the supervisor, as well as their well-being.

**Related References:** Zhang, Zhe, and Vanessa M. Patrick (2018), Call me Rollie! the role of brand nicknames in shaping consumer-brand relationships. *Journal of*

*the Association for Consumer Research*, 3(2), 147-162.  
Zhang, Zhe, and Vanessa M. Patrick (2021), "Mickey D's has more street cred than McDonald's: Consumer brand nickname use signals information authenticity. *Journal of Marketing*, 85(5), 58-73.

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**Study Title:** Social Research Study

**Researcher Contact Information:** Dr. Kirk Kristofferson, Principal Investigator, Marketing, [kkristofferson@ivey.ca](mailto:kkristofferson@ivey.ca); Dr. Miranda Goode, Co-Investigator, Marketing, [mgoode@ivey.ca](mailto:mgoode@ivey.ca); Zuzanna Jurewicz, PhD Student, Marketing, [zjurewicz.phd@ivey.ca](mailto:zjurewicz.phd@ivey.ca); Ethan Milne, PhD Student, Marketing, [emilne.phd@ivey.ca](mailto:emilne.phd@ivey.ca)

**Study Description:** *Survey 1* - The focus of this study has been on the process of matching seniors and volunteers because recently a non-profit organization has introduced a new model of child-sponsor matching in which the children choose their sponsors, and we hope to determine how effective this matching method is and why.

*Survey 2* - In this study, we had you self-identify your opinions regarding abortion – participants were given the choice to self-identify as either pro-life, pro-choice, or undecided. We then asked you to complete a brief measure of your animosity to pro-life and pro-choice people. Then, we showed you one of two t-shirts, depending on experimental condition:

- Pro-Life: Participants were shown a t-shirt containing the message: "Guns don't kill people. Abortions kill people."
- Pro-Choice: Participants were shown a t-shirt containing the message: "I will aid and abet abortion."

These shirts were intentionally chosen to be offensive to those with different opinions regarding abortion. We then asked participants to rate the degree to which each shirt would be offensive to their friends and offensive to people they dislike, as well as how funny the shirt was and how likely they would be to buy it.

**Study Purpose:** *Survey 1* - We hope that the findings of this research and subsequent studies that build on our present findings will help non-profit organizations develop more effective sponsor engagement programs.

*Survey 2* - The purpose of this study was to investigate how a product's offensiveness to a political outgroup changes purchase intention. Prior research suggests that offending outgroups increases one's social status (Rathje et al., 2021), and norm violations one is psychologically distant to tend to be seen as funny (McGraw & Warren, 2010).

**Study Results:** *Survey 1* - We find that having recipients choose their designated donor is an effective strategy for increasing donor engagement with a charitable program.



Survey 2 - Accordingly, we expected that pro-life consumers would find the pro-life shirt funnier and be more willing to purchase it, and vice versa for pro-choice consumers. Data collection is still ongoing.

**Related References:** McGraw, A. P., & Warren, C. (2010). Benign violations: Making immoral behavior funny. *Psychological Science*, 21(8), 1141–1149.

Rabbitts, F. (2014). *Give and take? Child sponsors and the ethics of giving*. In *Child Sponsorship* (pp. 280-296). Palgrave Macmillan, London.

Rathje, S., Bavel, J. J. V., & Linden, S. van der. (2021). Out-group animosity drives engagement on social media. *Proceedings of the National Academy of Sciences*, 118(26). <https://doi.org/10.1073/pnas.2024292118>

Sargeant, A. (2001). Managing donor defection: Why should donors stop giving? *New Directions for Philanthropic Fundraising*, 2001(32), 59-74.

World Vision launches Chosen, ushers in new era of Child Sponsorship. (2019). Retrieved from <https://www.worldvision.ca/about-us/media-centre/world-vision-launches-chosen>

## Appendix C: A Non-Exhaustive List of Knowledge Exchange from the IBL Publications

**Bagga, C., Bendle, N., & Cotte, J.** (2018). Object valuation and non-ownership possession: How renting and borrowing impact willingness-to-pay, *Journal of Academy of Marketing Science*, 47, 97-117. <https://doi.org/10.1007/s11747-018-0596-3>

Blazevic, V., Wiertz, C., **Cotte, J.**, de Ruyter, K., & Keeling D. I. (2014) GOSIP in cyberspace: Conceptualization and scale development of general online social interaction propensity, *Journal of Interactive Marketing*, 28, 87-100. <https://doi.org/10.1016/j.intmar.2013.09.003>

Connors, S., **Khamitov, M., Thomson, M.**, & Perkins, A. (2021). They're just not that into you: How to leverage existing consumer–brand relationships through social psychological distance. *Journal of Marketing*, 85(5), 92-108. <https://doi.org/10.1177/0022242920984492>

**Duclos, R. & Khamitov, M.** (2019). Compared to dematerialized money, cash increased impatience in intertemporal choice, *Journal of Consumer Psychology* 29, 445-454. <https://doi.org/10.1002/jcpy.1098>

Fotheringham, D., Lisjak, M., & **Kristofferson, K.** (2020). Rage against the machine: When consumers sabotage robots in the marketplace. *ACR North American Advances*, 48, 714-715. <http://www.acrwebsite.org/volumes/2662517/volumes/v48/NA-48>

- Goode, M. R., Dahl, D. W., & Moreau, C. P.** (2013). Innovation aesthetics: The relationship between category cues, categorization certainty and newness perceptions, *Journal of Product Innovation Management*, 30(2), 192-208. <https://doi.org/10.1111/j.1540-5885.2012.00995.x>
- Goode, M. R., Hart, K., & Thomson, M.** (2016). Say no more! The liability of strong ties on desire for special experiences, *Journal of Consumer Psychology*, 26(1), 91-97. <https://doi.org/10.1016/j.jcps.2015.04.001>
- Goode, M. R. & Iwasa-Madge D.,** (2019). The numbing effect of mortality salience in consumer settings,” *Psychology & Marketing*. <https://doi.org/10.1002/mar.21201>.
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- Jeffrey, J. & Thomson, M.** (2019). Integrating negative social cues in tobacco packaging: A novel approach to discouraging smokers, *Journal of Consumer Affairs* 53(4), 1380-1395. <https://doi.org/10.1111/joca.12232>
- K Bagga, C., NastasoIU, A., Bendle, N., & **Vandenbosch, M.** (2020). Loyalty point spending and stockpiling—a construal perspective. *ACR North American Advances* 48, 62-65. <http://www.acrwebsite.org/volumes/2661177/volumes/v48/NA-48>

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- Sepeshri, A., Duclos, R., & Haghghi, N. (2022).** Too much of a good thing? The unforeseen cost of tags in online retailing. *International Journal of Research in Marketing*, 39(2), 336-348. <https://doi.org/10.1016/j.ijresmar.2021.10.004>
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- Taylor, K. M., Hajmohammad, S., & Vachon, S.** (2021). Activist engagement and industry-level change: Adoption of new practices by observing firms. *Industrial Marketing Management*, 92, 295-306. <https://doi.org/10.1016/j.indmarman.2020.05.007>
- Sooy, M.** (in Press). The Compliance consequences of fault assignment and sanction strength in sanctions. *Behavioral Research in Accounting*.
- Trudel, R. & Cotte, J.** (2009). Does it pay to be good? Consumer response to ethical and unethical practices, *MIT/ Sloan Management Review*, 50(2), 61-68. <https://sloanreview.mit.edu/article/does-it-pay-to-be-good/>
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- Whelan, J., Goode, M. R., Cotte, J., & Thomson, M.** (2016). Consumer regulation strategies: Attenuating the effect of consumer references in a voting context, *Psychology & Marketing*, 33(11), 899-916. <https://doi.org/10.1002/mar.20927>
- Yan, T., **Ribbink, D., & Pun, H.** (2018). Incentivizing supplier involvement in buyer innovation: Experimental evidence of non-optimal contractual design. *Journal of Operations Management* 57, 36–53. <https://doi.org/10.1016/j.jom.2017.12.001>

## Book Chapters

- Goode, M. R., Khamitov, M., & Thomson, M.** (2015), Dyads, triads and consumer treachery: When interpersonal connections guard against brand cheating, in consumer brand relationships, (Susan Fournier, Michael Breazeale and Jill Avery, Eds.), Routledge/Taylor & Francis.

## Conferences Presentations and Invited Talks

- Bagga, C., Bendle, N., & Cotte, J.** (2018, June). *How non-ownership physical possession impacts object valuation*, ISMS Marketing Science Conference, Philadelphia, PA.
- Bagga, C., Cotte, J., & Bendle, N.** (2013). *Shades of love: Effect of possession type on object valuation*, Marketing Science Conference, Istanbul, TUR.
- Castelo, N., **Goode, M. R., & White, K.** (2019). *The transcendent self: The influence of exposure to nature on self-serving versus prosocial consumption*, Association for Consumer Research Conference, Atlanta, GA.
- Castelo, Noah, **Kristofferson, K., Main, K., & White, K.** (2018). *Don't tell me who I*

*am! When and how assigning consumers an identity backfires*, Association for Consumer Research Conference, Dallas, TX.

**Chung, D. & Parker, S.** (2019). *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments*, Academy of Management Annual Meeting, Boston, MA.

**Chung, D. & Parker, S.** (2019). *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments*, Great Lakes Entrepreneurship Network (GLEN), Minneapolis, MN.

**Cotte, J., Trudel, R., & Ly C.** (2006). *Ethical behaviors in sales: A dyadic study*, Administrative Sciences Association Conference, Banff, AB.

**Duclos, R.** (2022). *Gambling*. ESSEC Business School, Paris.

**Duclos, R.** (2022). *Ted*. University of Louisville, KY.

**Duclos, R.** (2023). *Ted*. Simon Fraser University, Vancouver.

Fotheringham, D., Lisjak, M., & **Kristofferson, K** (2021, February). *Rage against the machine: When consumers sabotage robots in the marketplace*, Society for Consumer Psychology. San Juan, Puerto Rico.

Fotheringham, D., Lisjak, M., & **Kristofferson, K** (2023). *Robots in the marketplace: When do consumers antagonize them and why*, Marketing Conference, Lausanne, Switzerland.

Fotheringham, D., Lisjak, M., & **Kristofferson, K** (2023). *Robots in the marketplace: When do consumers antagonize them and why*, American Marketing Association Winter Conference, Nashville, TN.

**Goode, M. R.** (2017, June). *The numbing effect of mortality salience on emotion perceptions and meaningfulness of a special experience*, Society for Consumer Psychology Boutique Conference, New York, NY.

**Goode, M. R., Dahl, D. W., & Moreau, C. P.** (2010, October). *Innovation aesthetics: The relationship between category cues, categorization certainty and newness perceptions*, Association for Consumer Research Conference, Jacksonville, FL.

**Goode, M. R., Hart, K., & Thomson, M.** (2015, May). *Good intentions gone awry: The negative influence of positive word of mouth*, 7th Annual Rupert's Land Consumer Behaviour Symposium, Winnipeg, MN.

**Goode, M. R. & Iwasa-Madge, D.** (2018, February). *The numbing effect of mortality salience*, Asper School of Business, Winnipeg, MA.

- Goode, M. R. & Iwasa-Madge, D.** (2017, November). *The numbing effect of mortality salience*, College of Business and Economics, Guelph, ON.
- Goode, M. R., Moorhouse, M., Cotte, J., & Widney, J.** (2020). *The debtor identity: The effect of anticipated and actual stigmatization on debtors and debt reduction behaviors*, Society for Consumer Psychology, Huntington Beach, CA.
- Goode, M. R., Moorhouse, M., Cotte, J., & Widney, J.** (2019). *The effect of stigmatization on debtors and debt reduction behaviours*, Insights into Business for Social Good, Vancouver, BC.
- Goode, M., Wang, J., & Cotte, J.** (2016). *Experiencing experiences: Great strategies for designing, purchasing, and enjoying experiences*, Society for Consumer Psychology, St. Petersburg, FL.
- Goswami, K., & Plummer, L.,** (2018, June). *Abundance, inequality, and their impact on creativity*, Babson College Entrepreneurship Research Conference (BCERC), Waterford, Ireland.
- Hart, K., Goode, M. R., & Thomson, M.** (2011, October). *Friends who tell stories: The liability of positive word of mouth in impacting consumer choice of hedonic experiences*, Association for Consumer Research, St. Louis, MS.
- Hart, K., Goode, M. R., & Thomson, M.** (2011, February). *Friends who tell stories: The liability of positive word of mouth in impacting consumer choice of hedonic experiences*, Society for Consumer Psychology, Atlanta, GA.
- Huo, K.** (2019). *When less is more: The benefit of partial relative performance information on creative problem solving*, Global Management Accounting Research Symposium, Lansing, MI.
- Huo, K.** (2019). *Mitigating the negative effects of causal models: Encouraging a hypothesis testing mindset and managers' quantitative knowledge*, CAAA Annual Meeting, Ottawa, ON.
- Huo, K.** (2019). *Pay secrecy and pay dispersion: the effect on manager's bonus allocation and employee contribution in teams*, Southern Ontario Behavior Decision Research, Waterloo, ON.
- Huo, K.** (2019). *Mitigating the negative effects of causal models: Encouraging a hypothesis testing mindset and managers' quantitative knowledge*, MAS Sectional Meeting.
- Huo, K.** (2018). *When less is more: The benefit of partial relative performance information on creative problem-solving performance*, CAAA Annual

Meeting, Calgary, AB.

- Huo, K.** (2018). *The effects of horizontal and vertical wage dispersion on tournament outcomes*, Global Management Accounting Research Symposium, Copenhagen, Denmark.
- Huo, K.** (2018). *The effect of relative performance feedback and group size on insight problem-solving performance*, Management Accounting Section Midyear Meeting, Scottsdale, AZ.
- Huo, K.** (2017). *Fighting collusion with disparity*, ABO Sectional Meeting, Pittsburgh, PA.
- Huo, K.** (2017). *The effect of relative performance feedback and group size on insight problem-solving performance*, AAA Annual Meeting, San Diego, CA.
- Huo, K.** (2017). *Fighting collusion with disparity*, AAA Annual Meeting, San Diego, CA.
- Huo, K.** (2017). *Fighting collusion with disparity*, CAAA Annual Meeting, Montreal, QC.
- Huo, K.** (2017). *Fighting collusion with disparity*, Southern Ontario Behavior Decision Research, Kingston, ON.
- Jurewicz, Z., Kristofferson, K.** (2022). *Empowering victims through choice: The impact of being chosen on consumer charitable support*, Society for Consumer Psychology, Nashville, TN.
- Jurewicz, Z., Kristofferson, K.** (2023). *Chosen: Victim choice promotes donor charitable support*, Southern Ontario Behavioural Decision Research Conference, Toronto, ON.
- Jurewicz, Z., Kristofferson, K., & Goode, M. R.** (2023). *Going solo! Examining basic psychological needs as drivers of solo vs. social experience preference*, Society for Consumer Psychology, San Juan, Puerto Rico.
- Khamitov, M., Goode, M. R., & Thomson, M.** (2014, October). *Investigating brand cheating in consumer brand relationships: Triadic and dyadic approaches*, Association for Consumer Research, Baltimore, MD.
- Khamitov, M., Goode, M. R., & Thomson, M.** (2014, May). *Understanding brand infidelity: Triadic and dyadic perspectives on consumer brand relationships*, Brands & Brand Relationships Annual Conference, Boston, MA.
- Kristofferson, K.** (2022). *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences*, University of St. Gallen, Switzerland.

- Kristofferson, K** (2022). *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences*, University of Edinburgh, Scotland.
- Kristofferson, K** (2022). *The disability preference stereotype: Physical disability shapes inferences of utilitarian and hedonic preferences*, Wilfred Laurier University, ON.
- Kristofferson, K. & Dunn, L.** (2019, October). *The brand that wasn't there: How product displacement positively impacts brand outcomes*, Association for Consumer Research, Atlanta, GA.
- Kristofferson, K., Daniels, M., & Morales, A.** (2019). *Positive effects from negative virtual experiences: How virtual reality can be used effectively in marketing*, Association for Consumer Research, Atlanta, GA.
- Kristofferson, K. & Dunn, L.** (2019). *The brand that wasn't there: How product displacement positively impacts brand outcomes*, American Marketing Association Consumer Behavior SIG, Bern, Switzerland.
- Kristofferson, K., Daniels, M., & Morales, A.** (2019). *Positive effects from negative virtual experiences: How virtual reality can be used effectively in marketing*, Theory and Practice in Marketing, Columbia University, New York, NY.
- Lee, M. & Cotte, J.** (2009). *The role of network centrality in the flow of consumer influence*, Administrative Studies Association of Canada, Niagara Falls, ON.
- Lee, S. H. (M.) & Cotte, J.** (2008). *Moderating role of member identification on the relationship between network centrality and opinion leadership satisfaction*, Association for Consumer Research Conference, San Francisco, CA.
- Lee, S. H. (M.) & Cotte, J.** (2008). *Regretful decision-making: Post-purchase consumer regret*, Southern Ontario Behavioral Decision Research, Waterloo, ON.
- Lee, S. H. M. & Goode, M. R.** (2010, February). *Positive emotions and sociability: differences in self construal*, Society for Consumer Psychology, St. Petersburg, FL.
- Liang, J. & Cotte, J.** (2008). *An investigation of college students' influence on parents' innovation adoption*, Association for Consumer Research, San Francisco, CA.
- Maxwell-Smith, M., Johnson, A., & Cotte, J.** (2013). *Consuming to support the free market: The effects of economic system-justification on consumer preferences*, Association for Consumer Research, Chicago, IL.



- Maxwell-Smith, M., **Cotte, J.**, & Johnson, A. (2013). *Consuming in support of the free market: The relation between economic system-justification and consumer preferences and behaviors*, Society for Consumer Psychology, San Antonio, TX.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2023). *Status-seeking aggression*, Society for Consumer Psychology, San Juan, Puerto Rico.
- Milne, E., Kristofferson, K., & Goode, M. R.** (2023). *Status-seeking aggression*, Association for Consumer Research, Denver, CO.
- Milne, E., Goode, M. R., & Kristofferson, K.** (2023). *Retributive philanthropy*, Society for Consumer Psychology, San Juan, Puerto Rico.
- Milne, E., Goode, M. R., & Kristofferson, K.** (2023). *Retributive philanthropy*, Southern Ontario Behavioural Decision Research, Toronto, ON.
- Moorhouse, M., Goode, M., Cotte, J., and Widney, J.** (2020). *Helping those that hide: The effect of anticipated stigmatization on concealment and debt reduction*, Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, postponed due to COVID-19 pandemic.
- Moorhouse, M., Goode, M., Cotte, J., & Widney, J.** (2020). *Helping those that hide: The effect of anticipated stigmatization on concealment and debt reduction*, Society for Consumer Psychology Annual, Huntington Beach, CA.
- Nguyen, P., Wang, X. (S.), Lee, X., & Cotte, J.** (2018, June). *How beginner reviewers systematically benefit and harm service providers: Biases in rating approaches on user-generated reputation systems*, European Association for Consumer Research, Ghent, Belgium.
- Nguyen, P., Wang, X. (S.), Lee, X., & Cotte, J.** (2018, February). *How beginner reviewers systematically benefit and harm service providers: Biases in rating approaches on user-generated reputation systems*, American Marketing Association Winter Educators, New Orleans, LA.
- Sepehri, A., Haghighibardineh, S., & Duclos, R.** (2021, March). *Insights on new information consumption*, Society for Consumer Psychology, Virtual conference.
- Sepehri, A., Duclos, R., Kristofferson, K., & Elahi, H.** (2021, March). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era*, Society for Consumer Psychology, Virtual conference.
- Sepehri, A., Haghighibardineh, S., & Duclos, R.** (2020, October). *Insights on new information consumption*, Association for Consumer Research, Paris, France.

- Sepehri, A., Haghighbardineh, S., & Duclos, R.,** (2020, May). *Are interdisciplinary ideas always good? Field insights on new information consumption*, European Marketing Academy, Budapest, Hungary.
- Sepehri, A.** (2020, May). *Are interdisciplinary ideas always good? Field insights on new information consumption*, European Marketing Academy, Budapest, Hungary.
- Sepehri, A.** (2020, March). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in individual decision-making*, Society for Consumer Psychology, Huntington Beach, CA.
- Sepehri, A.** (2019, September). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era*, Behavioral Insights into Business for Social Good Conference, Vancouver, BC.
- Sepehri, A.** (2019, July). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era*, AMA CBSIG, Bern, Switzerland.
- Sepehri, A.** (2019, June). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas*, La Londe Conference, Marseille, France.
- Sepehri, A.** (2019, May). *Would you please raise money for me? New insights into the psychology of giving in the v2.0 Era*, European Marketing Academy, Hamburg, Germany.
- Sepehri, A.** (2019, May). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas*, Southern Ontario Behavioral Decision Research, Waterloo, ON.
- Sepehri, A.** (2019, March). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas*, Society for Consumer Psychology, Atlanta, GA.
- Sepehri, A.** (2019, March). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*, Society for Consumer Psychology, Atlanta, GA.
- Sepehri, A.** (March, 2019). *Are interdisciplinary ideas always good? Field insights on new information consumption*, Society for Consumer Psychology, Huntington Beach, CA.
- Sepehri, A.** (2018, October). *"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas*, Association for Consumer Research, Dallas, TX.
- Sepehri, A.** (2018, October). *Pronouns in fundraising appeals – The impact of I vs. S/he*

*on donations*, Association for Consumer Research conference, Dallas, TX.

- Sepehri, A.** (2018). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*, Lazaridis Marketing Conference, Wilfred Laurier University, Waterloo, ON.
- Sepehri, A., Duclos, R., Kristofferson, K., & Elahi, H.** (2019). *Pronouns in fundraising appeals – The impact of I vs. S/he on donations*, Society for Consumer Psychology, Savannah, GA.
- Sepehri, A., Haghighibardineh, S., & Duclos, R.** (2019). *Are interdisciplinary ideas always good? Field insights on new Information consumption?* Association for Consumer Research, Atlanta, GA.
- Trudel, R. & Cotte, J.** (2008). *Reward or punish? Willingness to pay for ethically-produced goods*, Society for Consumer Psychology, New Orleans, LA.
- Trudel, R. & Cotte, J.** (2007). *The effect of regulatory focus on satisfaction*, European Advances in Consumer Research, San Diego, CA.
- Trudel, R., Murray, K., & Cotte, J.** (2008). *Beyond expectations: The influence of goal orientation on consumer satisfaction*, Society for Consumer Psychology, New Orleans, LA.
- Van der Sluis, H., Samper, A. & **Kristofferson, K.** (2021, February). *Rethinking perceptions of disability: The unintended harm of simplified positive inferences*, Society for Consumer Psychology. Best Competitive Paper Award Runner Up.
- Van der Sluis, H., Samper, A., & **Kristofferson, K.** (2019). *With inclusion comes influence: The psychological and persuasive consequences of observable disability in the marketplace*, Society for Consumer Psychology, Savannah, GA.
- Wang, J., Goode, M. R., & Cotte, J.** (2019). *Making connections: The influence of event sequence on the evaluation of extraordinary experiences*, Association for Consumer Research, Atlanta, GA.
- Wang, J., Goode, M. R. & Cotte, J.** (2017, October). *Design an experience bundle: The role of experience structure*, Association for Consumer Research, San Diego, CA.
- Wang, J., Goode, M. R., & Cotte, J.** (2017, August). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations*, Harnessing Analytics Symposium, College of Business and Economics, Guelph, ON.
- Wang, J., Goode, M. R., & Cotte, J.** (2017, January). *Designing a hybrid experience:*

*The effect of experience structure on consumers' evaluations*, Consumer Behaviour Winter Research Camp, Ivey Business School, London, ON.

**Wang, J., Goode, M. R., & Cotte, J.** (2016, October). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations*, College of Business, University of Illinois at Urbana-Champaign, Chicago, IL.

**Wang, J., Goode, M. R., & Cotte, J.** (2016, March). *Designing a hybrid experience: The effect of experience structure on consumers' evaluations*, Desautels Faculty of Management, McGill University, Montreal, QC.

**Wang, J., Goode, M. R., & Cotte, J.** (2016, February). *Experiencing experiences: Great strategies for designing, purchasing, and enjoying experiences*, symposium session, Society for Consumer Psychology, St. Pete Beach, FL.

**Whelan, J., Goode, M. R., & Cotte, J.** (2013, October). *Consumer identity: Cues, boundaries, and salience*, Association for Consumer Research, Chicago, IL.

**Whelan, J., Goode, M. R., & Cotte, J.** (2011, October). *The consumer role: Core characteristics and boundaries*, Association for Consumer Research, St. Louis, MS.

**Whelan, J., Goode, M. R., Cotte, J. & Thomson, M.** (2014, October). *The consumer regulation scale: Strategies for regulating responses to consumption cues*, Association for Consumer Research, Baltimore, MD.

**Whelan, J., Goode, M. R., Cotte, J. & Thomson, M.** (2013, December). *Consumer identity: Cues, boundaries, and salience*, Fuqua School of Business, Duke University, Durham, NC.

**Whelan, J., Goode, M. R., Cotte, J. & Thomson, M.** (2013, November). *Consumer Identity: Cues, boundaries, and salience*, Department of Political Science, Western University, London, ON.

Wiertz, C., Blazevic, V., & **Cotte, J.** (2005). *Reactions to online interactions: Conceptualization and scale development of online interaction propensity*, American Marketing Association Summer Educator.

**Wodnicki, P., Goode, M. R., & Kristofferson, K.** (2023). *I will never not be poor: Higher inequality leads lower-income consumers to give up*, Society for Consumer Psychology, San Juan, Puerto Rico.

**Yu, N., Parker, S. C.** (2022). *When do entrepreneurs exit failing ventures?* Great Lakes Entrepreneurship Network (GLEN), Madison, USA.

**Yu, N., Parker, S. C.** (2023). *When do entrepreneurs exit failing ventures?*  
Academy of Management Annual Meeting, Boston, USA.

## Working Papers, Papers in Progress, and In Review

Castelo, N., **Goode, M. R.**, & White, K. *The effect of nature exposures on self-transcendence, materialism, and prosocial behavior.* Revising and resubmitting for second round at the Journal of Consumer Research.

Castelo, N., **Kristofferson, K.**, Main, K., & White, K. *The impact of assumed identity appeals on charitable support,* Target: Journal of Consumer Research.

**Chung, D. & Parker, S.** *The effects of founder prestige on job seeker evaluations of start-ups: Results from laboratory experiments,* Under review at Strategic Entrepreneurship Journal.

Cowan, K., Ketron, S., Kostyk, A., & **Kristofferson, K.** *Can you smell the (virtual) roses? Olfactory cues in VR and the role of immersivity and sensory complexity,* Under third round review.

**Duclos, R. & Khamitov, M.** *Psychology of gambling,* 1st round at JPSP.

**Duclos, R. & Sepehri, A.** *Money and mating.* Manuscript in preparation for journal submission.

**Duclos, R., Sepehri, A. & Barone., M.** *Betting.* Manuscript in preparation for journal submission.

**Goode, M. R. & Thomson, M.** *Memories mend us: How extraordinary experiences elevate group coherence and well-being,* under review at Journal of Marketing.

**Goode, M. R., Widney, J., & Cotte, J.** *Humanizing debt reduction approaches through an investigation of community, emotion, and well-being.* Data collection on-going. Target: Journal of Consumer Research.

**Goswami, K.,** *The Bane of abundance and perceived unfairness on creativity,* Under Review at Organizational Behavior and Human Decision Processes (OBHDP)/ Special Issue on "Creativity in Organizations"

**Huo, K. & Berger, L.** *When less is more: The benefit of partial relative performance information on creative problem-solving performance,* Revising with data collection in February 2020.

**Huo, K., Kelly, K., & Webb, A.** *The effect of causal models and performance incentives on managers' investment decisions,* Manuscript in preparation for journal

submission.

**Huo, K. & Sooy, M.** *The effect of sanction target on manager's compliance with regulations*, Accepted for CAAA and AAA. Manuscript in preparation for submission to the Journal of Business Ethics.

**Huo, K., Guo, L., & Libby, T.** *Pay transparency, performance pay, and employee motivation*, Status: Pilot study complete. Preparing SSHRC Application.

**Milne, E., Kristofferson, K., & Goode, M. R.** *Fanfiction*, Manuscript in preparation for submission to the Journal of Marketing OR Journal of Marketing Research.

**Milne, E., Goode, M. R., & Kristofferson, K.** *Retributive philanthropy*, Manuscript in preparation for submission to the Journal of Marketing Research.

**Milne, E., Goode, M. R., & Kristofferson, K.** *Status-seeking aggression*, Manuscript in preparation for submission to the Journal of Consumer Research.

**Monzani, L., Huo, K., & Sooy, M.** *Shareholder rights, manager opportunism and the mediating effects of testosterone and cortisol*, Status: Pilot testing complete

**Moorhouse, M., & Cotte, J.** *Trust ratings disguised as quality ratings: Why peer-to-peer service ratings are nearly always positive, and how they can be fixed*. Research in Progress. Target: Journal of Marketing.

**Moorhouse, M., Cotte J., Ding, A., & Wang, X.** *Beyond reviews: Triadic trust, psychological contracts, and governance in the sharing economy*. Manuscript in Preparation. Target: Journal of Marketing.

**NastasoIU, A., Bagga, C., Bendle, N., & Vandenbosch, M.** *A construal level account of loyalty point spending and stockpiling behavior*. Manuscript in Preparation for journal submission.

**Pun, H., Yan, T., & Ribbink, D.** *Supplier competitive bidding in an innovation outsourcing triad: A multi-method investigation*. (Work in progress)

**Sepehri, A., Duclos, R., Kristofferson, K., & Elahi, H.** *The hidden powers of indirect appeals in peer-to-peer fundraising*, Manuscript under second-round review at the Journal of Consumer Psychology.

**Sepehri, A., Duclos, R., Vinoo, P., Kristofferson, K., & Elahi, H.** *Charitable giving 2.0: Insights into the psychology of online, peer-to-peer fundraising*. 2nd round at the Journal of Consumer Psychology.

**Sepehri, A., Duclos, R.** *Charitable gambling*. Manuscript in preparation for journal submission.

- Sepehri, A., Duclos, R.** *Spotify*. Manuscript in preparation for journal submission.
- Sooy, M.** *How the Prospect of Fault Influences Managers' Compliance & Investors' Confidence* Revising and collecting additional data based on reviewer concerns.
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