



The INSEAD-Sorbonne
Université Behavioural Lab



Activity Report

Academic Years 2021–2023





The INSEAD-Sorbonne Behavioural Lab is a state-of-the-art research facility based in Paris, offering services to support behavioural research. This report provides an overview of the INSEAD-Sorbonne Behavioural Lab for 2021-2023, including its missions, facilities, research areas, and significance in advancing the understanding of human behaviour and decision-making within the school.

Content

Our Mission	4
From the Director	5
Partnerships	6
Research Input	7
Research Output	8
Frequently Asked Questions	10
Lab Services	13
Lab Resources	14
Lab Resources: Software	15
Lab Extension	16
Lab Users	17



Our Mission

The INSEAD-Sorbonne Université Behavioural Lab (ISBL) is a joint initiative between Sorbonne Université and INSEAD, which aims to foster multidisciplinary research in behavioural sciences. Our core mission is to support faculty members, post-doctoral researchers, and doctoral candidates affiliated with the Sorbonne Université Alliance, of which INSEAD is a member, and HEC researchers in publishing their research in scientific journals.

Since the lab's establishment in 2002, over 150,000 individuals have participated in studies covering decision-making, perception, emotions, consumption, and human-machine interactions.

Our lab team, with expertise in experimental methods and participant management, provides a researcher and participant-friendly environment to collect high-quality data quickly and cost-effectively.

Additionally, we strive to promote collaboration among researchers and students from various disciplines in INSEAD, Sorbonne Université and HEC Paris by organizing joint events and training sessions.

Key figures, 2021-2023



14,323

volunteers for behavioural experiments



44

researchers
(39 faculty members and 5 post-doctoral fellows)



23

PhD students



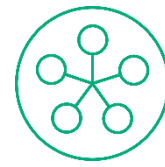
115

research projects



34

peer-reviewed publications



12

disciplines

From the Director



Pierre Chandon

The l'Oréal Chaired Professor of Marketing, Innovation and Creativity

After the difficult COVID years, it was a relief to return to our mission! There is no more need for COVID testing of study participants, researchers, and staff. No more PCR lab equipment and staff, which allowed the Paris-based INSEAD faculty to be tested so they could teach in Fontainebleau on the following day. And welcome back to food and other studies we could not conduct for fear of contamination.

In 2021-2023, the lab quickly returned to its past productivity level. We were involved in 115 projects conducted by 44 researchers and 23 PhD students, which led to 34 peer-reviewed publications. These numbers are all back at their pre-covid levels. For comparison, in 2017-2019, we were involved in 148 projects conducted by 49 researchers and 22 PhD students, which led to 32 peer-reviewed publications.

An important difference from pre-COVID years is that we “only” welcomed 14,323 study participants in 2021-2023, compared to 21,219 in 2017-2019. One can interpret this 32% reduction as a productivity increase since we were able to conduct as many studies as before but with fewer participants! Of course, we do not judge our productivity in that way, but it still points to an important and, I believe, lasting change in behavioural research.

Over the years, we have witnessed a significant change in behavioural studies, which have become increasingly complex and high-tech. With our growing familiarity with remote work, all the simple studies, those that only involve self-reported measures and digital stimuli, are now conducted online. We welcome this development, as online studies allow researchers to collect data faster and at a fraction of the cost. In fact, our subject pool is larger than ever, and the team has become bona fide Qualtrics masters, helping novices and experts collect data online. Consequently, researchers only conduct lab studies when they need physiological measures or physical interactions with other people or objects. As we show in detail in this report, the lab now has an ever-expanding suite of fancy research tools for these needs and, more importantly, the expertise to make them communicate with one another. In 2022, for example, the lab conducted management studies using virtual reality.

Another significant development of the past years is the growing number of research disciplines using the lab, thanks to our growing partnership with Sorbonne Université, who now account for 45% of our studies (up from 39% in 2017-2019). In the past two years, the lab has assisted researchers in ergonomics and music cognition and continued to work with researchers in neurosciences or human-machine interactions in addition to our historical disciplines like marketing, decision sciences, or organisational behaviour.

Still, some things never change. I invite you to read the testimonials in this report. Now, as before, they highlight the lab team’s expertise, care, and dedication, and I could not agree more. Thank you to Huong Ngo, the lab’s director; Germain Dépetasse, senior research coordinator; Sébastien Robin, research coordinator; and Jean-Yves Mariette, our IT coordinator. You rock and make me proud!

Partnerships

The INSEAD-Sorbonne Université Behavioural Lab is open to all faculty members and doctoral students from INSEAD, Sorbonne Université and HEC Paris.

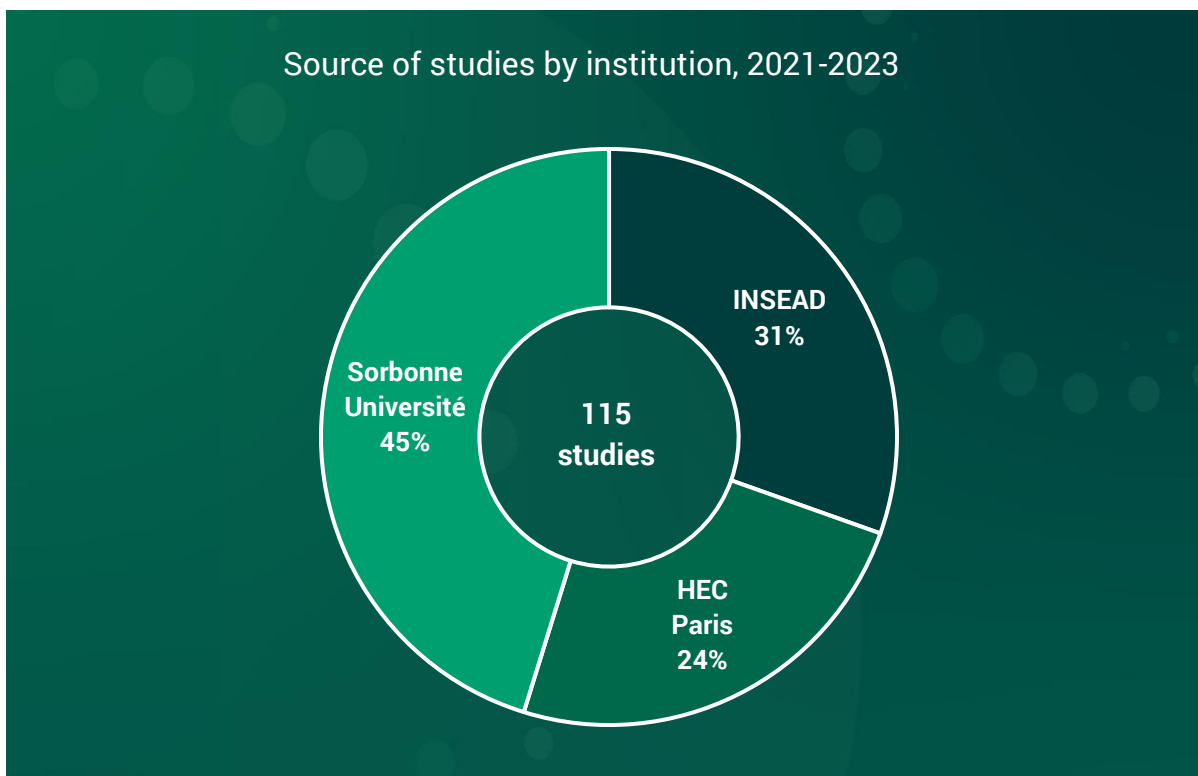
Sorbonne Université

Established in 2014, the collaboration between INSEAD and Sorbonne Université has significantly enriched the academic landscape. This collaborative initiative provides all members of Sorbonne Université with access to the lab's resources. From 2021 to 2023, the lab has seen active participation from sixteen professors and researchers, four post-doctoral researchers, and twelve PhD students from Sorbonne Université.

This partnership has allowed the lab to extend its activities to new fields, such as human-machine interaction and computer science, and to develop unique expertise and tools in behaviour measurement. It has also yielded interdisciplinary research projects which promote behavioural science beyond the traditional disciplines.

HEC Paris

Marking its thirteenth consecutive year, our collaboration with HEC Paris extends lab infrastructure and services to HEC researchers and PhD students. Beyond the cost-sharing benefits, this partnership has fostered innovation in study design and significantly contributed to the lab's overall mission of advancing behavioural research. In the academic years 2021-2023, 24% of studies at the lab were conducted by HEC researchers.

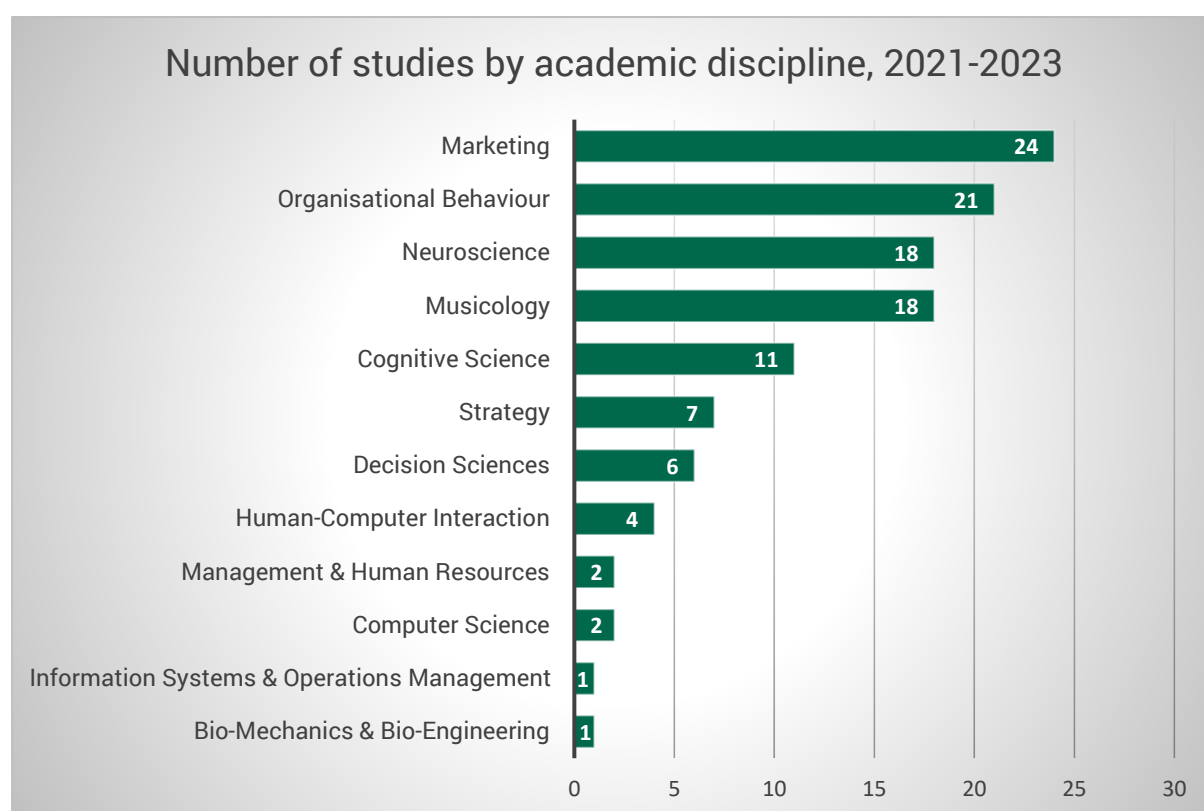


Research Input

During the 2021-2023 academic years, 14,323 people have participated in our studies. 62 percent of the studies were conducted in the lab while 38 percent were done online.

Among in-person studies, 31 percent used physiological tools. Over the years, in-site studies have become more sophisticated and longer, reaching an average of 40 minutes per study.

The lab welcomes studies from various disciplines. While most of them are in marketing, we conduct an increasing number of studies in organisational behaviour, neuroscience and cognitive sciences, musicology, decision sciences, and strategy. In recent years, we have expanded our services to researchers in human-computer interaction, computer science, and management, reflecting our commitment to multidisciplinary research.

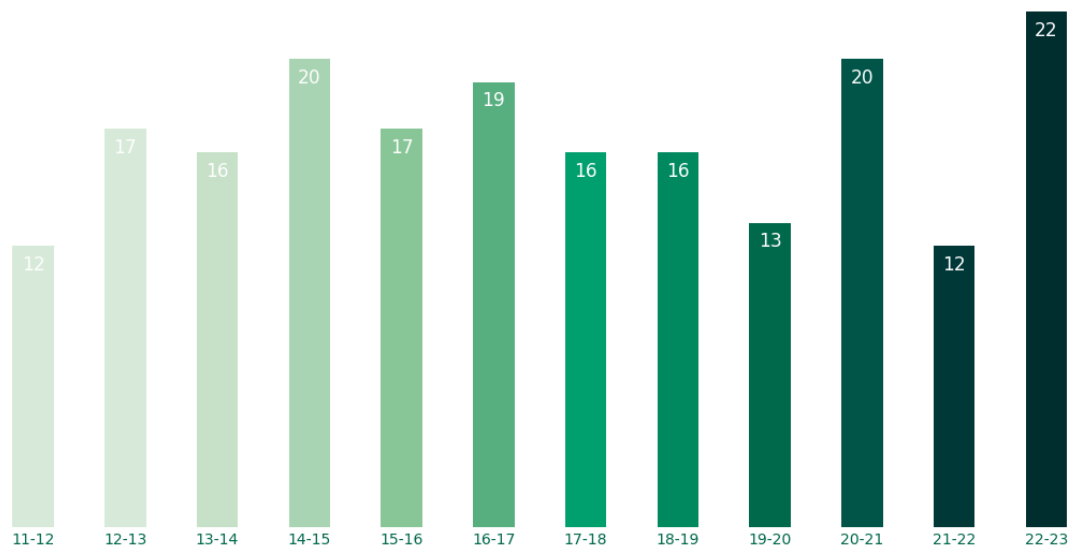


Research Output

Since its opening in 2002, 248 peer-reviewed articles using data collected at the lab have been published in high-impact journals such as *PNAS*, *Journal of Consumer Research*, *Journal of Personality and Social Psychology*, *Psychological Science*, *Journal of Marketing*, *Journal of Experimental Psychology*, *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*, *Nature communications*, *Journal of neurophysiology*, *Cognition*, *Current Biology*, etc.

During 2021-2023, research conducted at the lab resulted in 34 peer-reviewed articles, an excellent and stable level of output.

Number of peer-reviewed publications 2011-2023



Average study

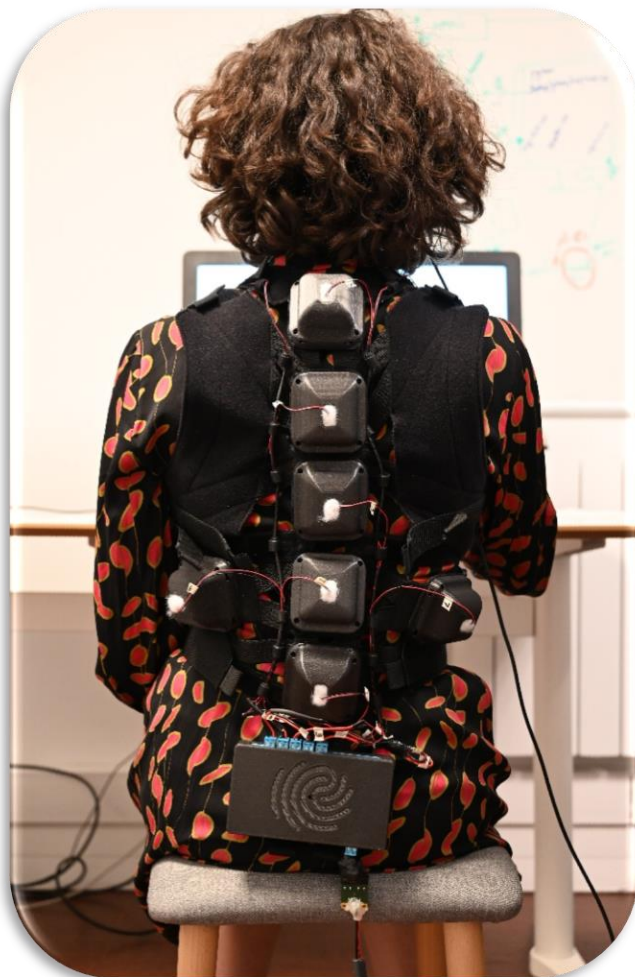
In
2021-2023



125
participants



A 40-minute
session



Number of studies per
institution in 2021-2023

52

Sorbonne Université studies

35

INSEAD studies

28

HEC studies

Study format

72

Lab studies

43

Online studies

Frequently Asked Questions

Who can use the behavioural lab?

The lab is open to faculty members, PhD students and visiting faculty from INSEAD, HEC Paris and Sorbonne Université.

How do I gain access to the lab?

Researchers must submit an ethical approval request outlining their study objectives, methodology, and ethical considerations. Once approved, researchers can access the lab facilities and resources.

What ethical considerations should I keep in mind?

All research conducted in the lab must adhere to ethical guidelines. Researchers are required to obtain necessary approvals from the INSEAD Institutional Review Board (IRB) and ensure participant confidentiality and informed consent. The applications to the IRB are valid only for a specific research project. If you require further information such as the link to the IRB application, we invite you to contact Hoai Huong Ngo, the lab Assistant Director, at hoaihuong.ngo@insead.edu. You can also contact the IRB manager, Monique van Donzel (Global Director, Research Strategy), at irb@insead.edu for any further queries. Most applications to the IRB are processed within two to three weeks.

How can the lab assist faculty and PhD students in their research?

The lab offers support services for every stage of your research project, from advice on study design to translation, participant recruitment, and data collection.

What types of studies take place at the lab?

The lab offers a range of research methods, including paper or computer-based questionnaires, individual or group interactions, interviews, or physiological equipment, to conduct studies on topics such as negotiation, creativity, eating behaviours, decision-making, and emotion recognition.

What resources are available in the lab?

The lab is fully equipped for conducting behavioural research, with computer workstations, eye-tracking devices, and physiological measurement tools available. The individual rooms are soundproof, windowless, and neutrally colored to enhance focus and minimize distractions. If your study requires specific room arrangements or equipment, the lab can accommodate your needs.

I have a short study and/or a limited budget; does the lab have a solution?

We can offer the option of conducting your study online. If your research does not require a study coordinator, you can opt for this solution by creating an online questionnaire. The lab's team can assist you, provided the study involves participants from the lab and is managed by our team. Online studies enable quick participant recruitment with compensation in the form of a lottery. An online survey at the lab generally involves 50 to 300 people. We can recruit more participants if you don't have specific criteria.

I want to conduct a study with a representative panel or individuals with specific profiles—what profiles can I access at the lab?

Our participant pool includes over 5000 individuals with diverse profiles (students, seniors, musicians, etc.) who volunteer for on-site or remote studies. However, the pool is not intended to be representative of the French population and is mainly composed of students. You can select participants based on criteria like gender or age, and additional criteria can be accommodated, provided they meet the ethical standards of the lab. You can describe the profile needed, and the lab will evaluate the feasibility of your study. Pre-selection questionnaires can be proposed in such cases.

Each in-person study at the lab requires 20 to 200 people. If your survey exceeds this threshold, the lab will thoroughly assess your request before approving it to ensure a smooth data collection process for all users. Time slots for study participation must be opened two or three days in advance and generally fill up within 48 hours, depending on available slots and desired participant count.

What is the cost of conducting a study at the lab?

The cost of conducting a study at the lab varies depending on your affiliation. All researchers affiliated with INSEAD, Sorbonne Université and HEC have free access to our facilities, software, and technical equipment. For INSEAD and Sorbonne Université researchers, initial assistance from a research coordinator is available. Still, we encourage doctoral students and post-docs to conduct their studies independently, only paying for participant recruitment costs. HEC-affiliated researchers cover the costs generated by their study (compensation, translation, coding, and dedicated research coordinator if needed). For more details, please contact Hoai Huong NGO.

How are participants compensated?

The lab can help coordinate payment or other forms of compensation (PayPal). We advance the money for you.

Researchers (except HEC) only pay the compensation of participants.

- €12 per hour for in-person studies.
- €8-10 per hour for Zoom studies.

For online self-paced studies: €10 lottery with 8-10 winners per 100 participants.

I don't have the time to come to the lab in person, or I cannot physically come; can I still use it?

You can interact remotely with the lab's research team to discuss your project and provide instructions or materials. If you cannot conduct the sessions yourself, the team can assign a research coordinator to conduct your study, with charges based on your affiliation. This eliminates the need for hiring, contract concerns, training, etc.

My study is in English and has been adapted for a specific country or region; do I need to adjust it to French?

We translate experimental material for 30 to 40 studies annually. Our knowledge of experimental methodology allows us to translate your tools and recommend potential adaptations to the French context.

Can I collaborate with researchers from other institutions?

Collaborations with researchers from other institutions are of course encouraged, but the principal investigator must be from Sorbonne Université Alliance or HEC if co-authors are not.

What training is available for using lab equipment?

The lab can provide training sessions for researchers to use equipment and software properly.

How do I acknowledge the behavioural lab in my publications?

Researchers are requested to acknowledge the lab in any publications resulting from studies conducted in the lab. A suggested acknowledgement statement will be provided upon approval of the research proposal.



Lab services



The lab team members have advanced degrees in behavioural sciences and provide qualified assistance with study preparation, data collection and more.

Implementation: We ensure that research is conducted appropriately (e.g., randomisation, adherence to study protocol and procedures).

Study design: We help develop study materials and procedures (e.g., advise on scale development or on implementing procedures within the lab setting).

Translation: The lab team, composed of French social psychologists, translates experimental material from English to French to ensure cultural context and accuracy.

Programming: We help program studies using Qualtrics, oTree, NetLogo, MediaLab, E-Prime, FaceReader, MATLAB, Tobii Pro Lab, JavaScript, Python, PowerShell and Docker.

Pre-testing: We pre-test study material and procedures, including participant interviews, to assess general understanding, and effectiveness of manipulations and measures.

Recruiting participants: We recruit participants for research studies according to specifications (e.g., demographic criteria, pre-study survey responses, prior participation in related projects) and handle no-shows and study restrictions.

Data collection: All studies are handled in order of arrival (no reservations).

Participant payment: We handle the compensation of participants (cash advances, participation receipts).

Data management: We can manage data entry, merging and coding.

Lab Resources

The INSEAD-Sorbonne Université Behavioural Lab is custom-designed for behavioural research. Thanks to funding from Sorbonne Université, the lab is fully equipped with physiological tools to complement traditional self-reported or observational measures.

On-site resources

Experimental rooms

- 6 cubicles seating one or two participants each
- 2 mid-size rooms seating one to four participants
- 2 rooms seating up to twelve participants

Hardware

- 30 DELL Optiplex with built-in webcams
- 1 workstation
- 1 Biopac MP150 amplifiers
- 4 x Bionomadix wireless amplifiers
- 4 Tobii X3-120 Eye Trackers
- Empatica E4 wristbands
- 12 Optitrack motion capture cameras
- 4 Tobii glasses
- 10 iPad mini
- 9 Mac Mini
- 20 headphones DT 770 PRO
- 4 Virtual Reality Headsets
- Preamp Focusrite – Scarlett 2i2
- 1 Xiaomi Mi Smart Projector 2
- 1 Nikon Z6 camera

Software

- AcqKnowledge
- Kaptive
- 11 Empirisoft MediaLab licenses
- Empirisoft DirectRT
- E-Prime
- 20 Inquisit licenses
- 6 MATLAB licenses
- NetLogo
- Noldus FaceReader
- Noldus Media Recorder
- Noldus Observer XT
- OptiTrack Motive Tracker
- oTree
- PsychoPy
- Qualtrics
- SPSS Statistics
- Tobii Pro Lab

Lab Resources: Software



DELL Optiplex



MAC mini



Headphones beyerdynamic



1 x Biopac MP150 amplifiers
4 x Bionomadix wireless amplifiers



4 x Tobii eye-trackers X3-120
1 x Tobii glasses



Empatica E4 wristbands



Optitrack motion capture
cameras



Lab Extension

The Behavioural Lab's extension is located at 4 rue Victor Cousin (known as "lab 4" to distinguish it from the main lab located next door in the courtyard of 6 rue Victor Cousin). This is a prime street location in the Latin Quarter right across from the Sorbonne building. Starting in 2018, it has offered 50 m² of modular space for individual and group studies as well as for research and institutional meetings, in person and remotely.

The lab 4 consists of:

1. One large room, which can be used to host small events or for meetings for up to twelve people, with a videoconferencing facility. The room can also be configured for experimental studies, such as group studies (e.g., negotiation experiments with large groups and focus groups), virtual reality studies, and motion capture studies.
2. A kitchen space for catering or studies involving food and drinks.
3. One small office, with direct street access, is suited for small group meetings.



Lab Users

Faculty members and post-doctoral fellows

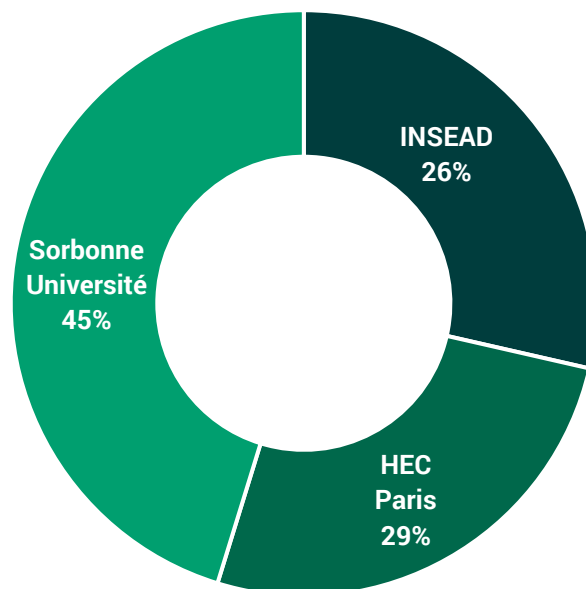
Over the past two academic years, the lab has been used by thirty-nine researchers and five postdoctoral researchers.

Sixteen researchers and faculty members were from Sorbonne Université. Of the five postdoctoral researchers, four were from Sorbonne Université and one from INSEAD.

PhD students

The lab is a shared asset for PhD students who conduct experimental research. From 2021 to 2023, the lab facilitated experiments for twenty-three PhD students. Twelve were from Sorbonne Université, six from HEC Paris and five from INSEAD.

Faculty & post-doctoral fellows using the lab, by institution, 2021-2023



Acronym list of the researchers' affiliations

AMP: Analysis of Musical Practices

BMBI: Bio-Mecanics & Bio-Engineering

CeZaMe: Cerebellum, Navigation and Memory

CNRS: French National Centre for Scientific Research

HeuDiaSyc: Heuristics and Diagnosis of Complex Systems

ISIR: Institute of Intelligent Systems and Robotics

ISM: Sound Music Movement Interaction

IRCAM: Institute for Research and Coordination in Acoustics/Music

LIP6: Paris 6 Computer Science Laboratory

PDS: Sound Perception and Design

PIRoS : Social Perception, Social Interaction and Social Robotics

RepMus : Musical Representations

SAS: Sound Analysis and Synthesis

STMS : Science and Technology of Music and Sound

UMR: Joint Research Unit (Unité mixte de recherche)

UTC: University of Technology of Compiègne

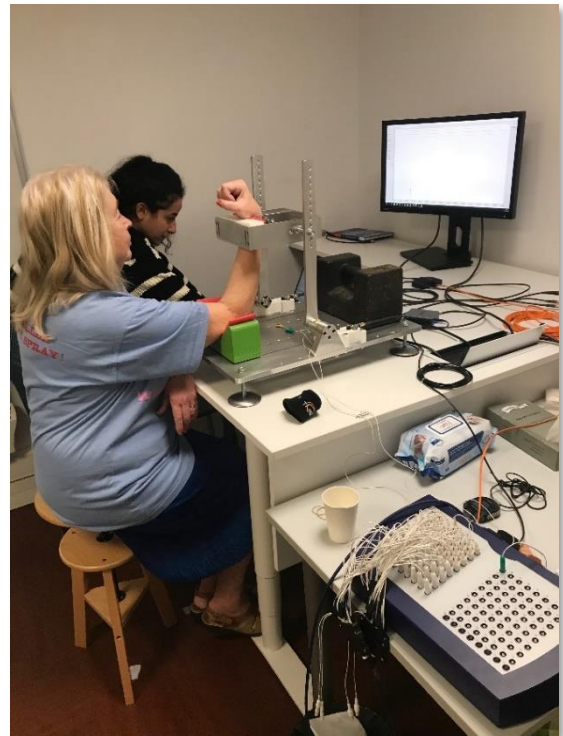
Biomechanics & bioengineering

Faculty member

Sofiane Boudaoud
Professor, BMBI, UMR CNRS 7338, UTC

PhD student

Kawtar Ghiatt
PhD student, BMBI, UMR CNRS 7338, UTC



Kawtar Ghiatt

Ph.D. student, Université de Technologie de Compiègne

I am currently a PhD student at the University of Technology of Compiègne. As part of my doctoral research, I conducted an experimental study in late 2022 to investigate muscle aging. The INSEAD lab team provided significant assistance in every step of the study. The team was highly organized and able to address my questions, providing guidance for conducting the study effectively. They were very approachable and accommodating to the needs of research teams, making communication easy and warm. Thanks to the staff's support, the study went very smoothly.

Cognitive ergonomics

Faculty member

Domitile Lourdeaux
Professor, HeuDiasyc, UMR CNRS 7253, UTC

Postdoctoral researcher

Alexis Souchet
Postdoctoral researcher, HeuDiasyc, UMR CNRS 7253, UTC



Cognitive neuroscience

Faculty members

Olivier Houix

Researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Nicolas Misdariis

CNRS Research Director, Head of IRCAM STMS Lab, PDS, Sorbonne Université

Patrick Susini

CNRS Research Director, Head of the IRCAM PDS team, Sorbonne Université

Postdoctoral researchers

Coralie Joucla

Postdoctoral researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Pablo Arias

Postdoctoral researcher, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

PhD students

Baptiste Bouvier

PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Michèle El Khoury

PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Nadia Guerouaou

PhD student, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Estelle Pruvost-Robieux

PhD 2023, STMS, PDS, CNRS UMR 9912, IRCAM, Sorbonne Université

Claire Richards

PhD 2023, STMS, PDS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Cognitive science & computational music cognition

Faculty member

Elaine Chew

CNRS Researcher 2019-2022, STMS, RepMus, UMR 9912, IRCAM, Sorbonne Université

Postdoctoral researcher

Emily Graber

Postdoctoral researcher, STMS, RepMus, UMR 9912, CNRS, IRCAM, Sorbonne Université

PhD student

Daniel Bedoya

PhD student, STMS, RepMus, UMR 9912, CNRS, IRCAM, Sorbonne Université

Computer science and A.I

Faculty members

Marie-Jeanne Lesot

Associate Professor, HDR, LIP6, UMR 7606, CNRS, Sorbonne Université

Nicolas Obin

Associate Professor, Sorbonne Université

CNRS Researcher, STMS, SAS, UMR 9912, IRCAM

PhD students

Clara Bove

PhD student, LIP6, UMR 7606, CNRS, Sorbonne Université

Clément Le Moine Veillon

PhD 2023, STMS, SAS, UMR 9912, IRCAM, Sorbonne Université

Léane Salais

PhD student, STMS, SAS, UMR 9912, IRCAM, Sorbonne Université

Decision Sciences

Faculty members

Mohammed Abdellaoui
CNRS Research Director
Professor of Economics and Decision Sciences, HEC Paris

Enrico Diecidue
Professor of Decision Sciences, INSEAD

Brian Hill
CNRS Research Director
CNRS Research Professor of Economics and Decision Sciences, HEC Paris

PhD student

Nicolo Bertani
PhD 2021 in Decision Sciences, INSEAD

Sarat Chandra Akella
PhD student in Economics and Decision Sciences, HEC Paris

Qiong Xia
PhD student in Decision Sciences, INSEAD



Sarat Chandra Akella
PhD student in Economics and Decision Sciences, HEC Paris

With inputs from my advisors at HEC Paris, I have run two studies at the INSEAD-Sorbonne University Behavioural Lab. Since we test complex models of decision-making, the experimental protocol requires a specific implementation. In this context, the support we received from the Lab has been invaluable. We were offered enormous flexibility in terms of incentives to the subjects- this was crucial to address our research questions. Further, the team at the Lab ensures that studies can be completed as quickly as possible, without any gaps in communication with the subjects. As research questions being studied get increasingly complex, the Lab occupies a unique position as a source of high-quality data, which is important to detect subtle trends in behaviour.

Aside from the research, I enjoyed my time at the Lab due to the kind interactions with the team. I also appreciate them going an extra mile to let me run studies in English.

Human-machine interaction and machine learning

Faculty member

Baptiste Caramiaux

CNRS Researcher HDR, CNRS, UMR 7222, ISIR, Sorbonne Université

PhD student

Vaynee Sungeelee

PhD student, CNRS, UMR 7222, ISIR, Sorbonne Université

Human-machine interaction, sound, and music computing

Faculty member

Frederic Bevilacqua

CNRS Head Researcher, STMS, Head of the ISMM Team, UMR 9912, IRCAM, Sorbonne Université

PhD students

Iseline Peyre

PhD 2022, STMS, ISMM Team, UMR 9912, CNRS, IRCAM, Sorbonne Université

Information systems & operations management

Faculty member

Svenja Sommer

Associate Professor in Operations Management and Information Technology, HEC Paris

Management & human resources

Faculty member

Daniel Newark

Associate Professor in Management and Human Resources, HEC Paris

PhD student

Cynthia Zhu Feng

PhD student in Management & Human Resources, HEC Paris



Marketing

Faculty members

Anne-Sophie Bayle Tourtoulou
Associate Professor of Marketing, HEC Paris

Anastasia Buyalskaya
Assistant Professor of Marketing, HEC Paris

Pierre Chandon
Professor of Marketing, INSEAD
The L'Oréal Chaired Professor of Marketing, Innovation and Creativity
Director, INSEAD-Sorbonne Behavioural Lab

David Dubois
Tenured Associate Professor of Marketing, INSEAD

Gilles Laurent
Distinguished Emeritus Professor of Marketing, HEC Paris

Stephanie Lin
Assistant Professor of Marketing, INSEAD

Tina Lowrey
Professor of Marketing, HEC Paris, GREGHEC

Anne-Laure Sellier
The Cartier-Chaired Professor of Creativity and Marketing, HEC Paris

L.J. Shrum
Professor of Marketing, HEC Paris

Hilke Plassmann
INSEAD's Octapharma Chaired Professor of Decision Neuroscience
Associate Professor of Marketing, INSEAD

Marc Vanhuele
Associate Dean, Professor of Marketing, HEC Paris

Postdoctoral researcher

Leonie Koban
Postdoctoral researcher 2021 in Marketing and Neurosciences, INSEAD, ICM

Marketing (continued)

PhD students

Laura Hoeger
PhD student in Marketing, HEC Paris

Claire Linarès
PhD 2002 in Marketing, HEC Paris

Mariia Lobanova
PhD student in Marketing, HEC Paris

Sherrie Xue
PhD student in Marketing, INSEAD



Anne-Laure Sellier
Professor of Marketing, HEC Paris

I have been using the INSEAD-Sorbonne lab from the time it was created and have appreciated the rigorous way in which it developed over the years to become one of the best data collection sites I have seen in my career. When I obtain a result in this lab, I know it is there, it is very unlikely a fluke. The lab experimenters are remarkably professional, carefully prepare each and every study, raise concerns they identify early in the process so we can make sure that the data collected is of the most reliable quality possible. They also suggest solutions they have identified from running prior studies in related fields, making the most of the synergies between studies. Whenever I collect there, I do so with a remarkable peace of mind. This is probably the best tribute to the lab's competence at what they're doing.

Beyond their competence, they're also simply a group of very nice people, which makes participants feel welcome and eager to come back.

Musicology

Faculty members

Clément Canonne

CNRS Senior Researcher, Head of the AMP team, UMR 9912, CNRS, IRCAM, Sorbonne Université

Pierre Saint-Germier

CNRS Researcher, UMR 9912, CNRS, IRCAM, Sorbonne Université



Clément Canonne

CNRS Senior Researcher, STMS/IRCAM

I've run several studies at the INSEAD in the past seven years on various issues related to musical perception and cognition. To name a few: can we identify the social attitudes expressed by musicians in an improvised interaction? What are the acoustical cues that drive musical humor? Does dissensus between the musicians leads to a more creative output? What is the role of contextual factors in our evaluation of musical works?

For all these studies, the support of the INSEAD team was always amazing, be it in terms of technical material (for example, they provided top-level headphones for the participants) or in terms of participants' recruitment (they always managed to find the requested number of participants, even when we asked for participants with a certain level of musical expertise).

But above all, I must stress the sheer kindness of the INSEAD team, which always made me (and our participants) feel welcomed. I certainly look very much forward for our next experiments at the INSEAD!

Neuroscience and cognitive science

Faculty members

Malika Auvray

CNRS Researcher, CNRS UMR 7222, ISIR, PIRoS Team, Sorbonne Université

Anne-Lise Paradis

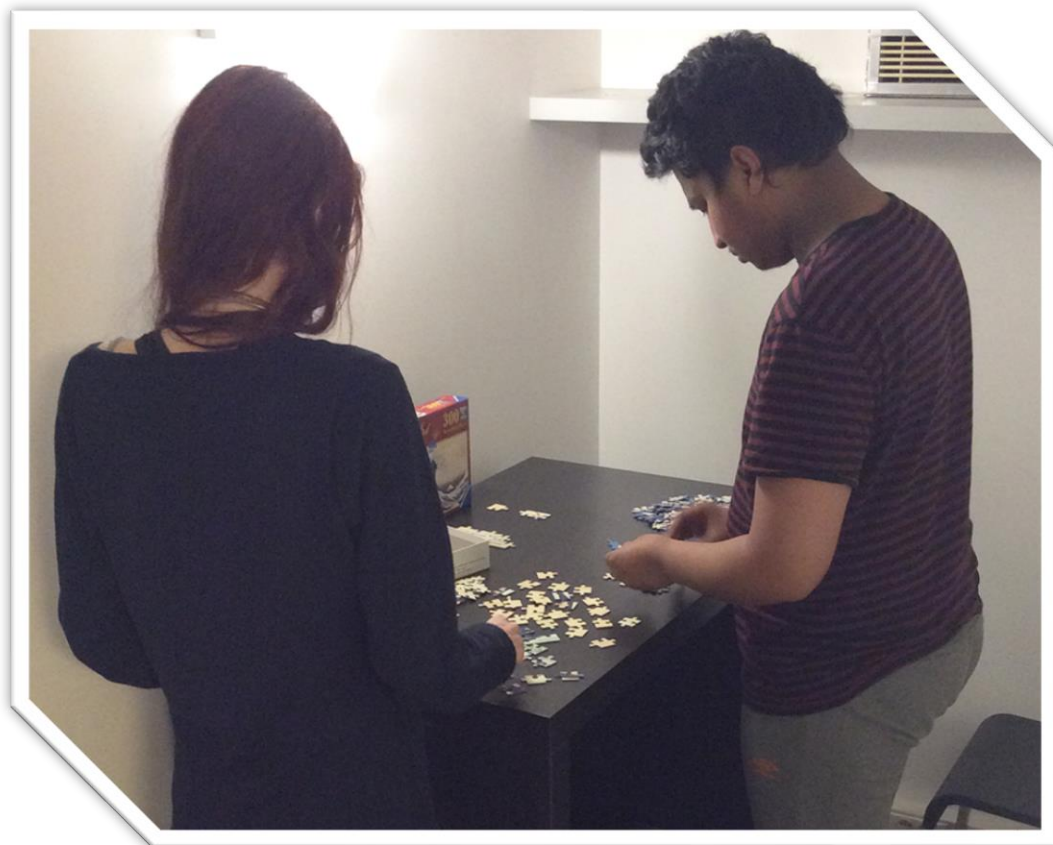
CNRS Researcher, CeZaMe, UMR 8246, Sorbonne Université

Laure Rondi-Reig

CNRS Researcher Director, CeZaMe, UMR 8246, Sorbonne Université

Aurélie Watilliaux

Research scientist, CeZaMe, UMR 8246, Sorbonne Université



Organisational behaviour

Faculty members

Noah Askin
Assistant Professor of Organisational Behaviour, INSEAD

Nadav Klein
Assistant Professor of Organisational Behaviour, INSEAD

Ella Miron-Spektor
Professor of Organisational Behaviour, INSEAD

PhD student

Tianyu He
PhD 2021 in Organisational Behaviour, INSEAD

Khwan Kim
PhD Student in Organisational Behaviour, INSEAD



Nadav Klein
*Assistant Professor of Organisational Behaviour,
INSEAD*

The lab is **the** engine for data collection at INSEAD! Everyone in the research staff is a problem-solver. The culture embodies high work ethic and great attention to detail. It's common to have an RA point out an important element of study procedures that helped me and other researchers make the study better. The lab excels in running both simple survey studies and complicated live conversation studies. So many of the faculty are very grateful to have such a resource for their research projects.

Strategy

Faculty members

Rodolphe Durand
Professor of Strategy and Business Policy, HEC Paris

Marieke Huysentruyt
Associate Professor of Strategy and Business Policy, HEC Paris

Phanish Puranam
Professor of Strategy, INSEAD
The Roland Berger Chaired Professor of Strategy and Organisation Design

Ithai Stern
Professor of Strategy, INSEAD
Academic Director, VR Immersive Learning Initiative

PhD student

Marc Legrand
PhD student in Strategy and Business Policy, HEC Paris



Ithai Stern
Professor of Strategy, INSEAD
Academic Director, VR Immersive Learning Initiative

When I started running behavioral studies in virtual reality (VR) I was not sure where to conduct them. I have decided to work with the INSEAD-Sorbonne lab and they turned out to be the best partner I could have asked for. The lab's outstanding commitment to advancing the field of behavioral research, and the team's dedication to precision, ethical practices, and innovative methodologies has made the journey simple and fun! It has been a true collaborative effort from the first day. I have had the privilege of witnessing firsthand the professionalism and passion of the researchers at the lab, and I am confident that any project undertaken with them will benefit from their expertise and dedication to advancing our understanding of human behavior.

List of publications in peer-reviewed journals

In the referenced studies, the authors were able to benefit from the support of the INSEAD-Sorbonne Université Lab to collect their data. As a result, **34 articles** were published in peer-reviewed journals.

HEC

Boulongne, R., Durand, R., Flammer, C. (2023). Impact investing in disadvantaged urban areas. *Strategic Management Journal*. doi:10.1002/smj.3544. (Online first)

Laurent, G., & Vanhuele, M. (2023). How Do Consumers Read and Encode a Price? *Journal of Consumer Research*, ucad005.

Mecit, A., Lowrey, T. M., & Shrum, L. J. (2022). Grammatical gender and anthropomorphism: "It" depends on the language. *Journal of Personality and Social Psychology*.

Somasundaram, J., & Eli, V. (2022). Risk and time preferences interaction: An experimental measurement. *Journal of Risk and Uncertainty*, 65(2), 215-238.

INSEAD

Chandon, P., & Cornil, Y. (2022). More value from less food? Effects of epicurean labeling on moderate eating in the United States and in France. *Appetite*, 178, 106262.

Chick, S. E., Hawkins, S. A., & Soberman, D. (2023). Giving more detailed information about health insurance encourages consumers to choose compromise options. *Frontiers in Psychology*, 14, 1257031.

Cornil, Y., Plassmann, H., Aron-Wisnewsky, J., Poitou-Bernert, C., Clément, K., Chabert, M., & Chandon, P. (2022). Obesity and responsiveness to food marketing before and after bariatric surgery. *Journal of Consumer Psychology*, 32(1), 57-68.

Jung, S., & Dubois, D. (2022). EXPRESS: When and How Slow Motion Makes Products More Luxurious. *Journal of Marketing Research*, 00222437221146728.

Rogers, B. A., Sezer, O., & Klein, N. (2023). Too naïve to lead: When leaders fall for flattery. *Journal of Personality and Social Psychology*.

Walters, D. J., & Fernbach, P. M. (2021). Investor memory of past performance is positively biased and predicts overconfidence. *Proceedings of the National Academy of Sciences*, 118(36), e2026680118.

Sorbonne Université

Arias, P., Bellmann, C., & Aucouturier, J. J. (2021). Facial mimicry in the congenitally blind. *Current Biology*, 31(19), R1112-R1114.

Arias Sarah, P., Hall, L., Saitovitch, A., Aucouturier, J. J., Zilbovicius, M., & Johansson, P. (2023). Pupil dilation reflects the dynamic integration of audiovisual emotional speech. *Scientific reports*, 13(1), 5507.

Baptista, A., Jacquet, P. O., Sidarus, N., Cohen, D., & Chambon, V. (2022). Susceptibility of agency judgments to social influence. *Cognition*, *226*, 105173.

Baiano, C., Job, X., Kirsch, L. P., & Auvray, M. (2023). Interoceptive abilities facilitate taking another's spatial perspective. *Scientific Reports*, *13*(1), 10064.

Bedoya, D., Arias, P., Rachman, L., Liuni, M., Canonne, C., Goupil, L., & Aucouturier, J. J. (2021). Even violins can cry: specifically vocal emotional behaviours also drive the perception of emotions in non-vocal music. *Philosophical Transactions of the Royal Society B*, *376*(1840), 20200396.

Benchekroun, M., Chevallier, B., Istrate, D., Zalc, V., & Lenne, D. (2022). Preprocessing Methods for Ambulatory HRV Analysis Based on HRV Distribution, Variability and Characteristics (DVC). *Sensors*, *22*(5), 1984.

Benchekroun, M., Velmovitsky, P. E., Istrate, D., Zalc, V., Morita, P. P., & Lenne, D. (2023). Cross Dataset Analysis for Generalizability of HRV-Based Stress Detection Models. *Sensors*, *23*(4), 1807.

Botta, F., Arévalo, E. M., Bartolomeo, P., & Lupiáñez, J. (2023). Attentional distraction affects maintenance of information in visual sensory memory. *Consciousness and Cognition*, *107*, 103453.

Bouvier, B., Susini, P., Marquis-Favre, C., & Misdariis, N. (2023). Revealing the stimulus-driven component of attention through modulations of auditory salience by timbre attributes. *Scientific Reports*, *13*(1), 6842.

Bove, C., Aigrain, J., Lesot, M. J., Tijus, C., & Detyniecki, M. (2022, March). Contextualization and exploration of local feature importance explanations to improve understanding and satisfaction of non-expert users. In *27th international conference on intelligent user interfaces* (pp. 807-819).

Bove, C., Lesot, M. J., Tijus, C. A., & Detyniecki, M. (2023, March). Investigating the Intelligibility of Plural Counterfactual Examples for Non-Expert Users: an Explanation User Interface Proposition and User Study. In *Proceedings of the 28th International Conference on Intelligent User Interfaces* (pp. 188-203).

Brun, C., Akinyemi, A., Houtin, L., Mizzi, C., Cardoso, T., & Isnard Bagnis, C. (2023). Mindfulness and compassion training for health professionals: A qualitative study. *Frontiers in Psychology*, *13*, 1113453.

Douven, I., Elqayam, S., & Mirabile, P. (2022). Inference strength predicts the probability of conditionals better than conditional probability does. *Journal of Memory and Language*, *123*, 104302.

Golvet, A., Goupil, L., Saint-Germier, P., Matuszewski, B., Assayag, G., Nika, J., & Canonne, C. (2021). With, against, or without? Familiarity and copresence increase interactional dissensus and relational plasticity in freely improvising duos. *Psychology of Aesthetics, Creativity, and the Arts*.

Guerouaou, N., Vaiva, G., & Aucouturier, J. J. (2022). The shallow of your smile: the ethics of expressive vocal deep-fakes. *Philosophical Transactions of the Royal Society B*, *377*(1841), 20210083.

Liu, W., Magalhaes, M. A., Mackay, W. E., Beaudouin-Lafon, M., & Bevilacqua, F. (2022). Motor variability in complex gesture learning: effects of movement sonification and musical background. *ACM Transactions on Applied Perception (TAP)*, *19*(1), 1-21.

Mikalonytė, E. S., & Canonne, C. (2023). Does the Phineas Gage effect extend to aesthetic value?. *Philosophical Psychology*, 1-27.

Nakai, T., Rachman, L., Arias Sarah, P., Okanoya, K., & Aucouturier, J. J. (2023). Algorithmic voice transformations reveal the phonological basis of language-familiarity effects in cross-cultural emotion judgments. *Plos one*, *18*(5), e0285028.

Rodriguez, H., Sarah, P. A., & Canonne, C. (2023). Contrasts of Register Underlie the Perception of Musical Humor. *Music Perception: An Interdisciplinary Journal*, *40*(4), 316-333.

Rudaz, D., Tatarian, K., Stower, R., & Licoppe, C. (2023). From inanimate object to agent: Impact of pre-beginnings on the emergence of greetings with a robot. *ACM Transactions on Human-Robot Interaction*, *12*(3), 1-31.

Saint-Germier, P., Goupil, L., Rouvier, G., Schwarz, D., & Canonne, C. (2021). What it is like to improvise together? Investigating the phenomenology of joint action through improvised musical performance. *Phenomenology and the Cognitive Sciences*, 1-25.

Souchet, A. D., Diallo, M. L., & Lourdeaux, D. (2022, October). Cognitive load Classification with a Stroop task in Virtual Reality based on Physiological data. In *2022 IEEE International Symposium on Mixed and Augmented Reality (ISMAR)* (pp. 656-666). IEEE.

Stower, R., Tatarian, K., Rudaz, D., Chamoux, M., Chetouani, M., & Kappas, A. (2022, August). Does what users say match what they do? Comparing self-reported attitudes and behaviours towards a social robot. In *2022 31st IEEE International Conference on Robot and Human Interactive Communication (RO-MAN)* (pp. 1429-1434). IEEE.

Tatarian, K., Stower, R., Rudaz, D., Chamoux, M., Kappas, A., & Chetouani, M. (2022). How does modality matter? investigating the synthesis and effects of multi-modal robot behavior on social intelligence. *International Journal of Social Robotics*, *14*(4), 893-911.

Contact us!

www.inseadsorbonnelab.com

4-6 rue Victor Cousin, 75005 Paris

hoaihuong.ngo@insead.edu

inseadsorbonnelab@insead.edu



From left to right:

Germain Dépetasse, Senior Research Coordinator, **Pierre Chandon**, Director and Professor of Marketing, **Hoai Huong Ngo**, Assistant Director, **Sébastien Robin**, Research Coordinator, and **Jean-Yves Mariette**, IT coordinator.

We thank all members of the INSEAD community - faculty and staff - and our participants for their contribution to the success of the lab!

Special thanks to Professor Hubert Gatignon, our contact with Sorbonne Université, and the ethics committee members. Their support has been indispensable.

Centre Multidisciplinaire des Sciences Comportementales
INSEAD-Sorbonne Université Behavioural Lab

4 - 6 rue Victor Cousin
75005 Paris
T +33 (0)1 43 25 26 55
E hoaihuong.ngo@insead.edu

www.inseadsorbonnelab.com