Activity Report
Academic Years 2017–2019

The Business School for the World®
Our Mission

The INSEAD-Sorbonne Université Behavioural Lab is a Paris-based research centre offering world-class facilities and services to support behavioural research.

The mission of the lab is to help faculty and PhD students contribute to the body of knowledge in behavioural sciences.

Since the opening of the lab in 2002, 123,056 people have participated in studies on topics such as individual and group decision making, perception and cognition, emotion, consumption, and human-machine interaction.

The lab provides a variety of services to our members and partners. Our main activities are focused around providing high-quality data collection in a user-friendly environment for researchers and participants. Our expertise in experimental methods and participant management allows us to provide reliable data at the highest speed and lowest cost.

Key figures, 2017–2019

- 21,219 volunteers for behavioural experiments
- 49 researchers (42 faculty members and 7 post-doctoral researchers)
- 22 PhD students
- 148 research projects
- 32 peer-reviewed publications
Welcome to the new biennial* edition of the lab report.

In the past two years, the lab has made significant investments to accomplish its mission of advancing behavioural research.

We have opened a new space literally next door to our historic premises. Designed to offer maximum versatility, 4 rue Victor Cousin can be used for individual and group studies, as well as for research meetings, in person and remotely.

We have continued to acquire new tools for physiological measures and have honed our processes for participant management in order to continue to earn the trust of the growing number of researchers using our services.

We have expanded our knowledge of behavioural research methods by securing funding for the INSEAD-Sorbonne Université Distinguished Visiting Chair in Behavioural Sciences. The first chair holder, in 2018, was Professor Wendy Wood from the University of Southern California. In 2020, Professor Steven Sloman from Brown University will become the next chair holder.

None of this would have been possible without the dedication and bonne humeur of the lab team in Paris, the support of INSEAD Dean Ilian Mihov and Sorbonne Université President Jean Chambaz, and the help of INSEAD’s administration.

Our sincere thanks go to Dean of Faculty Laurence Capron, Dean of Research Ziv Carmon, Professor Hubert Gatignon, and the entire faculty and research team at INSEAD, Jacques Bel, Monique van Donzel, Alison James, Renato Botti, Sophie Peronnet, Anne Fournier, Aurélie Jouet-Henry, Virginie Bongot-Minet, and Dorothée Simon. We are also grateful for the help of INSEAD’s Operations team, Olivier Pollard and Jonathan Rongier.

Sincerely,

Pierre Chandon
Director of the INSEAD-Sorbonne Université Behavioural Lab
The L’Oréál Chaired Professor of Marketing, Innovation and Creativity

*In an effort to save costs and better follow the tempo of research, the lab report is now published every other year.
INSEAD-Sorbonne Université Distinguished Visiting Chair in Behavioural Sciences

2018: Professor Wendy Wood
Provost Professor of Psychology and Business, University of Southern California, and Distinguished Visiting Research Professor, INSEAD

2020: Professor Steven Sloman
Professor, Department of Cognitive, Linguistic, and Psychological Sciences, Brown University
Since 2018, the extension of the lab to 4 rue Victor Cousin has offered an additional 50 m² of modular space for data collection and research meetings, direct access to the street in the heart of the Latin Quarter, and thousands of potential new participants.

From left to right:
Germain Dépetasse *Research Coordinator*
Sébastien Robin *Research Associate*
Hoai Huong Ngo *Manager*
Jean-Yves Mariette *IT Coordinator*
Partnerships

The INSEAD-Sorbonne Université Behavioural Lab is open to all faculty members and doctoral students from INSEAD and from the other members of Sorbonne Université. Thanks to a special agreement, it is also open to professors and PhD students from HEC Paris.

Sorbonne Université

The partnership between INSEAD and Sorbonne Université was established in 2014, allowing all the members of Sorbonne Université to access the lab’s resources. Since then, 36 professors, 11 post-doctoral researchers, and 17 PhD students from Sorbonne Université alone have conducted studies at the lab.

This partnership has allowed the lab to extend its activities to new fields, such as human-machine interactions, and to develop new expertise and tools in behaviour measurement.

HEC Paris

Renewed every year since 2010, the contract with HEC Paris has allowed its researchers and PhD students to conduct behavioural research at the lab. This has helped the lab to share costs but also to develop innovative study designs and contribute to its mission of advancing behavioural research.

Number of studies by institution

In 2017–19, there were:

38
INSEAD studies

58
Sorbonne Université studies

52
HEC studies
Research Input

During the 2017–2019 academic years, 21,219 people have participated in our studies. Over the years, studies have become more sophisticated and longer, reaching an average of 44 minutes per study. A growing number of studies involve group interactions, one-on-one individual data collection, physiological measures, and complex designs. Of the centre’s studies, 68 percent are conducted in the lab itself and 32 percent are conducted entirely online.

At the lab, we welcome research from several disciplines. Although the majority of our studies are still in marketing, neuroscience, and cognitive sciences, we conduct an increasing number of studies in decision sciences, strategy, organisational behaviour, and human-computer interaction. In the past years, we have also started to conduct studies for researchers in philosophy, bioengineering, and computer science.

Number of studies by academic discipline, 2017–2019
Research Output

Since the opening in 2002, 180 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 (General), Journal of Marketing Research, Organizational Behavior and Human Decision Processes, Current Biology, etc.

During 2017–2019, research conducted at the lab resulted in 32 peer-reviewed articles, a stable level of output.

Number of peer-reviewed publications, 2011–2019
Lab Resources

The INSEAD-Sorbonne Université Behavioural Lab is custom-designed for behavioural research. To avoid environmental distractions, all experimental rooms are sound-insulated and decorated in neutral colours. Thanks to funding from Sorbonne Université, the lab is fully equipped with physiological tools to complement traditional self-reported or observational measures. Over these last two years, 20 percent of studies have used advanced equipment.

New behaviour measurement techniques include:

- **Facial coding**: Thanks to the Noldus FaceReader software, automatic recognition of emotions based on the facial expressions of the participants can be carried out individually or in groups with a simple computer webcam.

- **Motion capture**: With OptiTrack, the lab provides a motion capture system to measure the non-verbal behaviours of people in a room.

- **Physiological measures**: Using Biopac, heart rate (ECG), brain waves (EEG), and skin conductance are monitored to study physiological arousal and emotions.

- **Eye trackers**: We have replaced our two Tobii X2-60 eye-trackers with four X3-120 eye-trackers offering a better resolution.

- **Participant management**: To respond to the growing number of requests for specific participants, the lab has put in place a new recruitment and communication strategy. For example, studies have been run with participants with specific ancestry. Although the majority of participants are still between 18 and 35 years old, the lab has been able to conduct studies with participants of up to 70 years of age when required.
### 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
- 40 computers with webcams
- 1 workstation
- 1 Biopac MP150
- 4 Tobii X3-120 Eye Trackers
- 12 Prime tracking cameras
- 6 iPads
- 20 headphones DT 770 PRO

#### Software
- AcqKnowledge
- Kaptivo
- 11 Empirisoft MediaLab licenses
- Empirisoft DirectRT
- E-Prime
- 20 Inquisit licenses
- 6 MATLAB licenses
- Noldus FaceReader
- Noldus Media Recorder
- Noldus Observer XT
- OptiTrack Motive Tracker
- Python
- Qualtrics
- IBM SPSS Statistics
- Tobii Pro Studio

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CeZaMe Project
(Sorbonne Université, CNRS)
Services

The lab’s team can help with a research project from start to finish. Lab researchers have advanced degrees in behavioural sciences and vast experience in conducting experimental research.

**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:** Experimental material in English is translated (in house) into the French language and cultural context by French mother-tongue social psychologists.

**Programming:** We help programme studies using software such as MediaLab, Qualtrics, E-Prime, FaceReader, MATLAB, Python, Powershell, and Tobii Pro Studio.

**Pre-testing:** We pre-test study material and procedures, including participant interviews, to probe general understanding, suspicion, 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 dealt with in order of arrival (no reservations).

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

**Data management:** We can manage data entry, merging, coding, and codebook creation.
Institutional Review Board

The INSEAD Institutional Review Board (IRB) provides ethical validation of all research with human participants at INSEAD. The IRB protects the rights and welfare of individuals who volunteer to participate in the research conducted at the lab. The purpose of the IRB is to protect not only the rights of human participants but also the school and its researchers.

Applications to the IRB are valid for a specific research project. We invite you to contact the lab manager at hoaihuong.ngo@insead.edu for further information.

Most applications to the IRB are treated within a two- to three-week period. For more information, you can contact the IRB at irb@insead.edu
Lab Users

Faculty members and post-doctoral fellows

Over the last two academic years, 42 researchers and 7 post-doctoral researchers have used the lab, the majority of them from Sorbonne Université. This is to be expected given that their studies generally involve a large number of researchers. INSEAD and HEC researchers tend to be regular and recurrent users of the lab. All the post-doctoral researchers came from Sorbonne Université.

PhD students

The lab is a shared asset for PhD students who run experimental research. During the 2017–2019 academic years, 22 PhD students conducted experiments at the lab.
Biomechanics and bioengineering

Faculty members

Az-Eddine Bennani
Professor of Management Information Systems, Knowledge, Organization and Technical Systems Laboratory (COSTECH), University of Technology of Compiègne (UTC)

Dan Istrate
Researcher, Chair E-Biomed, Bio-mechanics and Bio-engineering Laboratory (BMBI), UMR CNRS 7338, University of Technology of Compiègne (UTC)

PhD student

Amira Tlija
PhD Student, Biomechanics and Bioengineering Laboratory (BMBI), UMR CNRS 7338, University of Technology of Compiègne (UTC)

“During my PhD, I am working on monitoring chronic diseases at home using wearable sensors. The main objective is to equip participants with connected devices and analyse their daily data in order to extract the different relations between physiological and psychological data.

The lab offered a pleasant place to work. The team members are professional and cooperative. They enabled us to have participants that correspond to our needs (over 70 years old) and helped us a lot while setting up the experiment.”
Computer science

Faculty members

Rafael Angarita
Associate Professor, ISEP Paris
Affiliate Researcher, Computer Science, MiMove Team, INRIA Paris

Nikolaos Georgantas
Researcher, Computer Science, MiMove Team, INRIA Paris

Valérie Issarny
Research Director, Computer Science, MiMove Team, INRIA Paris

Post-doctoral Researchers

Ehsan Ahvar
Post-doctoral Researcher, Computer Science, MiMove Team, INRIA Paris

Shohreh Ahvar
Post-doctoral Researcher, Computer Science, MiMove Team, INRIA Paris

Bruno Lefèbvre
Post-doctoral Researcher, Computer Science, MiMove, INRIA Paris

"My research focuses on conceiving middleware solutions to allow citizens to engage in participatory processes – supported by civic technologies – via their favorite communication tools and to interact not only with other citizens but also with relevant connected objects and software platforms.

The INSEAD lab enabled me and my research team to assess the expected benefits of our approach against the participants’ perspectives, and further derive recommendations for the evolution of our middleware for civic engagement. The INSEAD lab provided us with the unique opportunity of organizing a workshop to meet and discuss our research with participants, which is invaluable for our research."
Decision sciences

Faculty members

Enrico Diecidue
Professor of Decision Sciences, INSEAD

Emmanuel Kemel
Affiliate Professor of Economy and Decision Sciences, HEC Paris
Member of CNRS-GREGHEC Research Group

Selected publications


Economics and political science

Mark Stabile
Professor of Economics, INSEAD
Stone Chaired Professor of Wealth Inequality Director
James and Cathleen Stone Centre for the Study of Wealth Inequality

Alexandra Roulet
Assistant Professor of Economics, INSEAD
Human-computer interaction

Faculty members

Malika Auvray
CNRS Researcher, Human-Computer Interaction, CNRS UMR 7222, Institute for Intelligent Systems and Robotics (ISIR), Sorbonne Université

Gilles Bailly
CNRS Researcher, Human-Computer Interaction, CNRS UMR 7222, ISIR, Sorbonne Université

Mohamed Chetouani
Professor of Signal Processing and Machine Learning for Human-Machine Interactions, CNRS UMR 7222, ISIR, Sorbonne Université

David Cohen
Professor of Psychiatry, Head of the Department of Child and Adolescent Psychiatry, Pitié-Salpêtrière Hospital, CNRS UMR 7222, ISIR, Sorbonne Université

PhD students

Axel Baptista
PhD student in Psychology, Psychiatrist, Child and Adolescent Psychiatry Department, Pitié-Salpêtrière Hospital, Institut Jean Nicod, ENS, Sorbonne Université

Manuel Bied
PhD student in Human-Computer Interaction, CNRS UMR 7222, ISIR, Sorbonne Université

Emmanuel Dumont
PhD student in Human-Computer Interaction, CNRS UMR 7222, ISIR, Sorbonne Université, University of Technology of Compiègne (UTC)
Human-computer interaction (continued)

PhD students

Emmanouil Giannisakis
PhD student in Human-Computer Interaction, CNRS UMR 7222, ISIR, Sorbonne Université, Telecom ParisTech

Hakim Guedjou
PhD student in Human-Computer Interaction, ISIR, Sorbonne Université

Reyhaneh Raissi
PhD student in Human-Computer Interaction, ISIR, Sorbonne Université

Management & human resources

Faculty member

Jin Wook Chang
Assistant Professor of Management & Human Resources, HEC Paris, GREGHEC
Marketing

Faculty members

Pierre Chandon
Professor of Marketing, INSEAD
The L’Oréal Chaired Professor of Marketing, Innovation and Creativity

David Dubois
Associate Professor of Marketing, INSEAD

Tina Lowrey
Professor of Marketing, HEC Paris, GREGHEC (CNRS-HEC)

Hilke Plassmann
Associate Professor of Marketing, INSEAD
INSEAD Chaired Professor of Decision Neuroscience

Anne-Laure Sellier
Associate Professor of Marketing, HEC Paris, GREGHEC (CNRS-HEC)

L.J. Shrum
Professor of Marketing, HEC Paris, GREGHEC (CNRS-HEC)

Dan Walters
Assistant Professor of Marketing, INSEAD

Yangjie Gu
Associate Professor of Marketing, HEC Paris, GREGHEC (CNRS-HEC)

Post-doctoral researcher

Clément Bellet
Post-doctoral Researcher in Marketing, INSEAD
Study in marketing (INSEAD)
Marketing (continued)

PhD students

Ian Anderson
PhD Student in Marketing, INSEAD

Elena Fumagalli
PhD Student in Marketing, HEC Paris

Fei Gao
PhD Student in Marketing, HEC Paris

SungJin Jung
PhD Student in Marketing, INSEAD

Claire Linarès
PhD Student in Marketing, HEC Paris

Aiqing Ling
PhD Student in Marketing, INSEAD

Alican Mecit
PhD Student in Marketing, HEC Paris

Selected Publications


CREAM Project
(Sorbonne Université, IRCAM, CNRS)
Neuroscience and cognitive science

Faculty members

Jean-Julien Aucouturier  
CNRS Researcher, Science and Technology of Music and Sound (STMS), UMR 9912, Institut de Recherche et Coordination en Acoustique et Musique (IRCAM), Sorbonne Université

Frédéric Bevilacqua  
CNRS Head Researcher, STMS, UMR 9912, IRCAM, Sorbonne Université

Clément Canonne  
CNRS Researcher, STMS, UMR 9912, IRCAM, Sorbonne Université

Ouriel Grynszpan  
Associate Professor of Neuroscience, ISIR, UMR 7222, Sorbonne Université

Jean Lorenceau  
CNRS Research Director, Centre de Recherche Institut de la Vision, UMR_S968 Inserm, UMR 7210 CNRS, Sorbonne Université

Anne-Lise Paradis  
CNRS Researcher, Neuroscience, Cerebellum, Navigation and Memory Team (Cezame), CRICM, INSERM UMR-S975, UMR 7225, Sorbonne Université

Laure Rondi-Reig  
CNRS Research Director, Neuroscience, Cerebellum, Navigation and Memory Team (Cezame), UMR 8246, Sorbonne Université

Patrick Susini  
CNRS researcher, STMS, UMR 9912, IRCAM, Sorbonne Université
Asseyez-vous droit(e), face à la caméra et ne touchez pas la souris SVP

ANR REFLETS Project
(Sorbonne Université, IRCAM, CNRS)
Neuroscience and cognitive science

*(continued)*

Marco Liuni
Researcher, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Aurélie Wattiliaut
Research scientist, Neuroscience, Cerebellum, Navigation and Memory Team (Cezame), Sorbonne Université, UMR 8246

Post-doctoral researchers

Louise Goupil
Post-doctoral Researcher, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Xavier Job
Post-doctoral Researcher, Human-Computer Interaction, CNRS UMR 7222, Institute for Intelligent Systems and Robotics (ISIR), Sorbonne Université

Louise Kirsch
Post-doctoral Researcher, Human-Computer Interaction, CNRS UMR 7222, Institute for Intelligent Systems and Robotics (ISIR), Sorbonne Université

Wanyu Liu Abby
Post-doctoral Researcher, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

PhD students

Pablo Arias
PhD, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

Laura Rachman
PhD, STMS, UMR 9912, CNRS, IRCAM, INSERM U1127, ICM, Sorbonne Université

Daniel Bedoya
PhD student, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université
Selected publications


Louise Goupil

Post-doctoral researcher in Cognitive Science, CNRS, IRCAM, Sorbonne Université

“I have been testing various experiments related to voice and music at INSEAD since 2015 and am amazed every single time by how efficiently the team recruits participants, even when the request is to recruit fans of metal, or foreign speakers with little understanding of French in Paris! In addition, they always put a lot of care to ensure the best testing conditions and put a lot of effort to make sure that all of our requirements are met. They also provide invaluable support in obtaining ethical support.”

Pablo Arias

Post-doctoral researcher in Cognitive Science, CNRS, IRCAM, Sorbonne Université

“I cannot forget to thank all the team from INSEAD as well as all the people that made this facility available to the PhD students from Sorbonne Université. It was an extraordinary place, not only to spend some time outside the laboratory, but also to collect data very effectively. Without this research facility, my thesis would have one chapter less.”

NOLDUS FaceReader software
Meditation and health

Faculty member

Corinne Isnard Bagnis
Professor in Renal Disease, Nephrology department, Pitié Salpetrière Hospital, Sorbonne Université

"In the context of our clinical research study, we were lucky enough to get in touch with the team at INSEAD lab and to work together on the best and most appropriate tools to implement our research protocol. Our program was somewhat different from the experiments conducted before in the lab because our focus was to evaluate emotional reactivity of health care providers and the impact of our experimental training in mindfulness.

The team was very helpful and creative and helped us choose the best approach to fit into our project. The study itself went smoothly and all participants were nicely welcomed and led through the tests. The innovative part of the study was based on the face-reader and we greatly appreciated the counselling from the IT coordinator along the way, even at the time for interpretation of results. We hope we will be able to conduct other exciting studies together and share more collaborations."

Selected publication

Elisabeth Wolf
Assistant Professor of Organisational Behaviour, INSEAD

“In the past year, I used the lab to run a complicated study assessing participants’ responses to different incentives. The staff at the lab made the process incredibly easy and have been a joy to work with. They are thorough, helpful, and conscientious, providing excellent feedback on my materials and advice about how best to recruit participants and manage the logistics of the study.

Once the study was running, they took care of everything for me and made it a stress-free process. They impressed me so much that I never worried there would be an issue with the study and trusted them to manage the process entirely. I have only positive things to say about my experience and will use the lab very often for my research moving forward.”
Organisational behaviour

Faculty members

Elizabeth Baily Wolf
Assistant Professor of Organisational Behaviour, INSEAD

Li Huang
Assistant Professor of Organisational Behaviour, INSEAD

Zoe Kinias
Associate Professor of Organisational Behaviour, INSEAD
Academic Director, INSEAD Gender Initiative Chair

Stefan Thau
Professor of Organizational Behaviour, INSEAD
The Cora Chair of Leadership and Learning

PhD student

Nicholas Thornley
PhD Student in Organisational Behaviour, INSEAD

Kelly Nault
PhD Student in Organisational Behaviour, INSEAD

Selected publications


Philosophy and psychology of reasoning

“Over the past year, my collaborators and I have conducted several experimental studies in the lab. The studies concerned topics at the crossroads of philosophy and psychology, most notably, explanatory reasoning and colour categorisation. Some of the studies were quite challenging and could only be realised thanks to the excellent help from the lab managers. Their feedback on the design and materials was always extremely helpful and the interactions with them could not have been friendlier. I am grateful to the staff for all their help and I am looking forward to further studies to be conducted in the lab”.

Faculty member

Igor Douven
Professor of Philosophy, Sorbonne Université

PhD student

Patricia Mirabile
PhD student in Philosophy, SND, Sorbonne Université
Strategy and management

Faculty member

Rodolphe Durand
Professor of Strategy and Business Policy, HEC Paris, GREGHEC (CNRS-HEC)

PhD student

Romain Boulongne
PhD student in Strategic Management, HEC Paris

Arnaud Cudennec
PhD student in Strategic Management, HEC Paris