Activity Report

Academic Year 2016/2017
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About the Lab

The INSEAD-Sorbonne Université Behavioural Lab offers world-class facilities and support to conduct behavioural research. Since opening in 2002 in Paris, 101,837 people have participated in research on topics such as individual and group decision making, perception and cognition, emotion, consumption and human-machine interaction.

Our objective is to publish scientific articles, contribute to PhD dissertations and increase knowledge of how people behave and interact with their environment.

Lab in figures 2016-2017

- 9,944 volunteers for behavioural experiments
- 42 researchers (34 faculty members and 8 post-doctoral fellows)
- 13 PhD students
- 71 research projects
- 21 peer-reviewed publications
- 38 private tours
Pierre Chandon

Director of the INSEAD-Sorbonne Université Behavioural Lab

The L’Oréal Chaired Professor of Marketing, Innovation and Creativity
From the Director

Two events have marked the academic year 2016-17 for the INSEAD-Sorbonne Université Behavioural Lab, or to use its official name, the Centre Multidisciplinaire des Sciences Comportementales.

First, we are proud that Sorbonne Université has renewed its commitment to the lab by agreeing to fund it for a further two years beyond the original three years. Today, non-INSEAD members of Sorbonne Université are now the largest group of users. More importantly, the significant investment by Sorbonne Université has transformed the lab by opening it to new study topics and methods. If the lab now owns a variety of physiological and indirect measures of behaviour and has developed an expertise in these new data and methods, it is thanks to the impetus of our new colleagues and the financial contribution of Sorbonne Université. We are also proud of the ongoing partnership with HEC Paris, now entering its seventh year.

The second major event is the extension of the lab to N° 4, rue Victor Cousin. After 15 years in its current location, the lab needed to accommodate growth in the number and duration of studies. The additional 50m² represent a 28% increase, and the new space has a modular design. In its “study” configuration, the main room allows data collection from up to 11 computers at a time. These computers are hidden in the “conference” configuration, where up to 10 people can sit round a table with a large monitor for presentations or videoconferencing. The room can also be used to host receptions. The smaller room lends itself to studies and meetings. The lab now has direct access to the street, which increases its visibility – and that of INSEAD and Sorbonne Université – in the heart of the Latin Quarter.

The lab wouldn’t be what it is without the extraordinary commitment of the team, who managed to cope with the extra workload created by its increased usage and the planning of the extension, despite the extended leave of Liselott Pettersson, Assistant Director. Kudos to Hoai Huong Ngo, Jean-Yves Mariette, Germain Dépetasse and Sébastien Robin. I also wish to acknowledge Olivier Pollard, Jonathan Rongier and the entire INSEAD Campus Services team who continue to maintain our ‘old’ premises as well as supervising the extension work, as well as the INSEAD IT department for their ongoing support.

Finally, a special word of thanks to the researchers who entrust us with their research.
In 2018, the extension of the lab to n°4 rue Victor Cousin will offer an additional 50 m² of modular space for data collection and research meetings.
Partnerships

The INSEAD-Sorbonne Université Behavioural Lab is open to all faculty members and doctoral students at INSEAD, Sorbonne Université, and HEC Paris. It assists in conducting high-quality research with human participants.

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, 22 professors and 21 graduate and post-graduate students from Sorbonne Université have conducted studies at the lab. This collaboration has enabled the development of new skills, notably in the area of physiological and behavioural measurement tools. It has also yielded interdisciplinary research projects which promote behavioural science beyond the traditional disciplines.

HEC Paris

Our productive partnership with HEC, now in its seventh consecutive year, offers access to the lab’s infrastructure and services to both HEC researchers and PhD students. Working with HEC has benefited the lab in many ways – providing an additional source of funding as well as innovative research designs that enrich the lab’s skill set. During the academic year 2016-17, 31% of studies were from HEC.

Source of studies by institution, 2016-17
Ethical guidelines

All research conducted at the lab is approved by INSEAD’s Institutional Review Board (IRB). Formal ethical validation protects individual participants, researchers and member institutions. Chaired by Craig Smith, INSEAD Chaired Professor of Ethics and Social Responsibility, and a committee of INSEAD professors and researchers, the IRB is a resource for INSEAD faculty and PhD students, visiting faculty and faculty from Sorbonne Université and HEC (who carry out studies at the lab).

Requests for ethical review are treated within 48 hours. Researchers fill out an online Ethical Review Questionnaire (http://tinyurl.com/ethicalcheck) to determine the level of review required.

Details of ethical principles and procedures: www.inseadsorbonnelab.com
For the researcher:

- Researchers commit to abide by INSEAD ethical guidelines
- The dignity, rights, safety and well-being of the participants is our priority
- Participation is always fully voluntary
- Participants can freely refuse to participate and to withdraw from any study without any penalty
- Confidentiality rules strictly apply to all data collected
- We are transparent about our research methods, objectives, and potential uses
- The participants are always fully informed when the research entails any risks

As a participant:

- I pay attention during the study, as my contribution is essential to the validity of the research
- I carefully follow the verbal and written instructions and ask the experimenter for clarification when I don't understand something
- I am careful not to disturb other participants (I turn off my phone, I do not bring food, etc.)
- I use a single account when registering and provide truthful information so that the team has an accurate understanding of my participation in past studies
Research input

The Behavioural Lab is open to all academic areas at INSEAD, Sorbonne Université and HEC Paris. It does not seek to promote any particular field of research.

During the 2016-17 academic year, 9,944 people participated in studies at the lab. The average length of a study – 49 minutes – has steadily increased over the years, as has their sophistication. A growing number require group interactions, one-on-one individual data collection, physiological measures or complex designs.

The number of researchers using the lab was the highest ever. The largest number of researchers come from the Marketing discipline. We are happy to see an increase in new disciplines using the lab – Neuroscience (in second place), Human-computer interaction, Literature & civilization, and Communication sciences. Within the management sciences, we are pleased to have colleagues from Strategy and Operations joining those from Decision Sciences and Organizational Behaviour in conducting lab studies.

Number of studies by academic disciplines in 2016-17

Marketing
Neuroscience
Decision sciences
Organisational behaviour
Human-computer interaction
Civilizations and literature
Communication sciences
Strategy and management
Technology and operations management

Average study

In 2016-17 140 participants 49-minute session
Research output

Since the opening of the Behavioural Lab in 2002, 149 peer-reviewed articles based on its research have been published in high-impact journals such as *PNAS*, *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*, etc.

During 2016-17, research conducted at the lab resulted in 21 peer-reviewed articles.

Number of peer-reviewed articles 2011-2017
Lab resources

The INSEAD-Sorbonne Université Behavioural Lab is custom-designed for behavioural research. To avoid environmental distractions, all experimental rooms are sound-insulated, blind, and decorated in neutral colours. Thanks to funding from Sorbonne Université, the lab has acquired physiological tools to complement traditional self-reported or observational measures. This year, 25% of studies have used physiological tools.

The lab team made several presentations to researchers from INSEAD, Sorbonne Université and HEC Paris, organized regular workshops to train researchers and PhD students in the use of these tools, and gave private tours of the lab to visiting researchers and alumni.

Current resources (prior to the extension)

Experimental rooms
- 6 cubicles each seating 1-2 participants
- 2 mid-size rooms seating 1-4 participants
- 1 room seating up to 12 participants

Hardware
- 30 computers and 1 workstation
- 1 Biopac MP150
- 2 Tobii X3-120 Eye Trackers
- 6 iPad
- 20 headphones
- 15 webcams

Software
- Acqknowledge
- Empirisoft MediaLab
- Empirisoft DirectRT
- E-Prime
- Inquisit
- MATLAB
- Noldus FaceReader
- Noldus Media Recorder
- Noldus Observer XT
- OptiTrack Motive Tracker
- Python
- Qualtrics
- IBM SPSS Statistics
- Tobii Pro Studio
Types of studies in 2016-17

- Computer-based surveys: 61%
- EEG/EMG: 11%
- Eye-Tracker: 11%
- Paper-pencil surveys: 13%
- FaceReader: 4%
Services offered

The team can help with a research project from start to finish. Members have advanced degrees in the behavioural sciences and vast experience in experimental research.

**Ethical and general research conduct** - We ensure ethical (e.g. formal ethical approval of studies, informed consent, debriefing, etc.) and general research conduct (e.g. randomization, 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 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, Tobii Pro Studio.

**Audio-visual material** - We assist with the set-up and use of audio-visual material.

**Pre-testing** - We pre-test study materials and procedures, including participant interviews to probe general understanding, suspicion and effectiveness of manipulations and measures.

**Managing the research team** - We handle the recruitment, training, compensation and supervision of research assistants.

**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 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 manage data merging, data entry, codebook creation and coding, according to your instructions.
Lab team

Pierre Chandon
Director
Professor of Marketing at INSEAD

Liselott Pettersson
Assistant Director

Hoai Huong Ngo
Manager

Germain Dépetasse
Research Associate

Jean-Yves Mariette
IT coordinator

Sébastien Robin
Research Associate
Lab users

Faculty members and post-doctoral fellows

The lab is an asset for INSEAD, Sorbonne Université and HEC faculty members who run experimental research.

During the past academic year, it was used by 34 faculty members and 8 post-doctoral fellows, the highest number since it opened.

PhD students

The lab is an essential training and research tool for PhD students in experimental research.

During the 2016-17 academic year, 13 PhD students conducted experiments at the lab.
Civilizations and Literature

Faculty member

Geneviève Cohen-Cheminet
Professor of American Studies, Paris-Sorbonne Université

Communication sciences

Faculty member

Dominique Cotte
Professor of Information & Communication Sciences, Paris-Sorbonne Université
The CELSA Chaired Professor for Innovation

PhD student

Mathias Heizmann
PhD Student, Information & Communication Sciences, Lille 3 University, CELSA Paris-Sorbonne

“My research explores how people listen to music on listening platforms (Deezer, Spotify etc.). The structure implemented by INSEAD and all the devices made available to researchers enabled us to quickly assemble a panel of listeners who corresponded to our needs, to film their actions while holding interviews, enabling the informants to explain their meaning and scope, and to place them in a broader social context. The entire lab team was also invaluable in helping to organise this study.”

Mathias Heizmann
PhD Student, Information & Communication Sciences, CELSA Paris-Sorbonne
Decision sciences

Faculty members

Mohammed Abdellaoui  
Professor of Decision Sciences, HEC Paris  
Director of CNRS-GREGHEC Research Group

Enrico Diecidue  
Professor of Decision Sciences, INSEAD

Marieke Huysentruyt  
Researcher at the HEC Social Business Chair  
Assistant Professor of Economy, Stockholm Institute of Transition Economics

Natalia Karelaia  
Associate Professor of Decision Sciences, INSEAD

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

PhD students

Véronica Cappelli  
PhD Student, Decision Sciences, HEC Paris

Jeeva Somasundaram  
PhD of Decision Sciences, INSEAD  
Post-doctoral researcher of Behavioral Economics, National University of Singapore

Selected publications


Human-computer interaction

Faculty members

Gilles Bailly
Researcher, Human-Computer Interaction, CNRS UMR 7222, Institute for Intelligent Systems and Robotics (ISIR), UPMC

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

Post-doctoral researcher

Åli Oker
Post-Doctoral Research Fellow, Télécom ParisTech, ISIR, UPMC

“My current research interests are models and methods to study rich and fine-grained dimensions of interpersonal human-human and human-machine interactions with strong applications in clinics (aging, Alzheimer, autism). These are mainly employed to capture social signatures for our understanding on humans and improving the social ability of machines (social robots). The success of this research is intimately linked to the collection of behavioural data, and the lab is the right place to do it thanks to its recruitment and ethical support. In addition, as a Deputy Director of the SMART Labex, I’m happy to see that we can rely on the active participation of the lab in the training of students attending the SMART School of Computational Social and Behavioral Sciences.”

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

Faculty members

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

David Dubois
Associate Professor of Marketing, INSEAD

Peter Ebbes
Associate Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

Yangjie Gu
Assistant Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

Tina Lowrey
Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

Hilke Plassmann
Associate Professor of Marketing, INSEAD
Affiliated PI at the Cognitive Neuroscience Laboratory, INSERM U960

Suresh Ramanathan
Visiting Professor of Marketing, INSEAD
Professor of Marketing, Texas A&M University

Anne-Laure Sellier
Associate Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

L.J. Shrum
Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

David Soberman
Visiting Professor of Marketing, INSEAD
Professor of Marketing, University of Toronto

Cathy Liu Yang
Assistant Professor of Marketing, HEC Paris
Member of CNRS-GREGHEC Research Group

PhD students

Fei Gao
PhD Student, Marketing, HEC Paris

Claire Linarès
PhD Student, Marketing, HEC Paris

Alican Mecit
PhD Student, Marketing, HEC Paris

Ana Scekic
PhD Student, Marketing, HEC Paris
“My research focuses on understanding how consumers process information and make purchase decision under different incentives. The INSEAD lab provides eye-tracking equipment, which enables us to explore how consumers process information and make decisions under different incentive schemes. Our research suggests that incentives influence information processing and choice differently: higher incentives induce consumers to process more information and to choose more familiar products. The lab facilities and research assistance helped my research tremendously.”

Cathy Liu Yang
Assistant Professor of Marketing, HEC Paris

Selected publications


Neuroscience

Faculty members

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

Paolo Bartolomeo
Research Director of Neuroscience, INSERM U1127, CNRS UMR 7225, UPMC UMR S1127, Brain and Spine Institute (ICM)

Laurence Chaby
Associate Professor of Neuroscience, Paris Descartes University
Member of ISIR, UPMC

Ouriel Grynszpan
Associate Professor of Neuroscience, ISIR, CNRS UMR 7222, UPMC

Patrick Susini
Head Researcher, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC

Post-doctoral researchers

Fabiano Botta
Post-Doctoral Research Fellow, Neuroscience, INSERM U1127, CNRS UMR 7225, UPMC UMR S1127, ICM

Marco Liuni
Post-Doctoral Research Fellow, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC

Liane Schmidt
Post-Doctoral Research Fellow, Neuroscience, INSEAD
Researcher, Neuroscience, LNC, INSERM U960

Louise Goupil
Post-Doctoral Research Fellow, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC

Emmanuel Ponsot
Post-Doctoral Research Fellow, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC

Michael Vannier
Post-Doctoral Research Fellow, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC
PhD students

Pablo Arias
PhD Student, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC

Laura Rachman
PhD Student, Science and Technology of Music and Sound, UMR 9912, CNRS-IRCAM-UPMC, INSERM U1127, ICM

“During my PhD, I am studying how people monitor the sound of their own voice. In a recent experiment at INSEAD, participants were speaking out loud while we changed the sound of their voice from time to time to see if they were able to detect these changes. During the experiment, the participants had a cap with electrodes placed on their head to measure their brain activation. The lab offered invaluable support by recruiting the participants and offering us a great space and welcoming environment to conduct our experiments.”

Laura Rachman
PhD Student, UMR9912 STMS, CNRS-IRCAM-UPMC, INSERM U 1127, ICM

Selected publications


Organisational behaviour

Faculty members

Li Huang
Assistant Professor of Organisational Behaviour, INSEAD

Martin Schweinsberg
Assistant Professor of Organisational Behaviour, ESMT Berlin
Previously Assistant Professor of Organisation Behaviour, INSEAD

Roderick Swaab
Associate Professor of Organisational Behaviour, INSEAD

Stefan Thau
Associate Professor of Organisational Behaviour, INSEAD

Eric Luis Uhlmann
Associate Professor of Organisational Behaviour, INSEAD

Post-doctoral researcher

Nina Sirola
Post-Doctoral Research Fellow of Organisational Behaviour, INSEAD

PhD student

Michael Schaerer
PhD, Organisational Behaviour, INSEAD
Assistant Professor of Organizational Behavior & Human Resources, Singapore Management University
Selected publications


“I have been using the lab regularly for the past four years, ranging from very simple computerized studies to high-involvement studies in which participants were requested to perform physical work tasks. The design control in the lab is fantastic. I often get very useful feedback to make adjustments to my study designs so that potential sources of error are more effectively controlled—a testament to the strong experience base of the lab managers and RAs.”

Stefan Thau
Associate Professor of Organisational Behaviour, INSEAD
Strategy and management

Faculty members

Rodolphe Durand
Professor of Strategy and Business Policy, HEC Paris
The HEC Foundation Chaired Professor of Strategy
Member of CNRS-GREGHEC Research Group

Tomasz Obloj
Associate Professor of Strategy and Business Policy, HEC Paris
Member of CNRS-GREGHEC Research Group

PhD students

Paul Gouvard
PhD Student, Strategy and Management, HEC Paris

Cedric Gutierrez
PhD, Strategy and Management, HEC Paris
Assistant Professor of Management and Technology, Bocconi University, Italy

Stéfania Masè
PhD, Management and Accounting, Paris-Sorbonne Université, Macerata University, Italy

Technology and operations management

Faculty members

Stephen E. Chick
Professor of Technology and Operations Management, INSEAD
The Novartis Chaired Professor of Healthcare Management
Academic Director, Healthcare Management Initiative

Xitong Li
Assistant Professor of Information Systems and Operations Management, HEC Paris
Member of CNRS-GREGHEC Research Group