Activity Report
Academic Years 2019–2021
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. It assists in conducting high-quality research with human participants.

Since the opening of the lab in 2002, 134,962 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 on 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, 2019-2021

- 11,906 volunteers for behavioural experiments
- 37 researchers (32 faculty members and 5 post-doctoral fellows)
- 17 PhD students
- 85 research projects
- 33 peer-reviewed publications
- 11 disciplines
Unsurprisingly, the past two years have significantly impacted the INSEAD Sorbonne University Behavioral Lab. When France entered the first lockdown on 17 March 2020, the lab was working at full speed. It was thus with a heavy heart that we had to curtail in-person studies. Rather than dwell on the difficulties, I want to highlight two uplifting lessons that I learned from these last 18 months.

The first lesson is that people are what matters most. Despite the significant disruption caused by the lockdown and the subsequent restrictions, the researchers we work with behaved admirably. They took stock of the new reality and worked with us to find solutions to continue their studies remotely. Under the leadership of Huong Ngo, now in her new official capacity as Assistant Director, the lab team found innovative ways to deliver on our mission to help researchers conduct behavioral research. Despite the additional workload, the team agreed to strict partial-activity restrictions and worked almost full time from homes full of young children. For example, they managed a complex renovation project and negotiations with insurers after major flooding hit part of the lab despite the lower level of support from the rest of the INSEAD support services who were themselves in partial activity or unable to travel to Paris during the various lockdowns. And they did all this with high spirits. I am proud of them.

The second lesson, that adversity is the mother of invention, is as unoriginal as the first. But there is a big difference between understanding something conceptually and experiencing it in action. To allow studies to resume in person while abiding by the new sanitary constraints, the lab team set up a comprehensive protocol which has, to my knowledge, no equal in other schools. Not only did we establish strict social distancing, ventilation, and cleaning; we set up an entire PCR testing facility at the lab. Participants and researchers got tested on Tuesdays, received their test results in 24 hours, and came back for the study in the rest of the week. This structure also allowed INSEAD professors residing in Paris to be tested before coming to teach on the Fontainebleau campus. Although some were concerned that the procedure would be too onerous, many participants were actually happy to have this additional testing opportunity. Another innovation pioneered by the lab team was to organize remote sessions with participants via zoom allowing them to participate in studies in the safety and comfort of their homes. This innovation is among the many that we have adopted for the long term since it opens a whole new way of conducting research in free-living conditions.

None of this would have been possible without the support of the researchers and of our administration. In addition to INSEAD Dean Ilian Mihov, the successive Deans of Faculty Laurence Capron and Javier Gimeno, and the Dean of Research Ziv Carmon, I would like to particularly thank Attila Cselôtei, the Chief Operating Officer of INSEAD, and Monique van Donzel, the Director of the COVID-19 Joint Operations Team at INSEAD. Many thanks as well to Professor Hubert Gatignon, our contact with Sorbonne Université, and to the entire faculty and research team at INSEAD: Jacques Bel, Alison James, Renato Botti, Sophie Peronnet, Anne Fournier, Virginie Bongeot-Minet, and Dorothée Simon. Thank you also to Olivier Pollard, Yann Gouault, Anthony Amaro, Pierre-Henri Drouet, Mélanie Picquet, Brigitte Famechon and Dorota Gauthier for your help with infrastructure and accounting.
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

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, 40 professors, 12 postdoctoral researchers, and 21 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 computer science, and to develop new expertise and tools in behaviour measurement. 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 eleventh consecutive year, offers access to the lab’s infrastructure and services to both HEC researchers and PhD students. The partnership with HEC Paris has helped the lab to share costs but also to develop innovative study designs and contribute to its mission of advancing behavioural research. During the academic years 2019-2021, 31% of studies were from HEC.

Source of studies, by institution, 2019-2021

- INSEAD: 33%
- Sorbonne Université: 36%
- HEC Paris: 31%
- Total: 85 studies
“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.”
Research Input

During the 2019–2021 academic years, 11,906 people have participated in our studies. Despite the COVID-19 pandemic and lockdowns, the INSEAD-Sorbonne Lab remained open for research: we transformed our practices and found innovative ways to better adjust from on-site to remote studies. We improved our technical solutions by implementing a new remote compensation system. As a result, 54 percent of our studies were entirely online, and 46 percent were conducted in the lab itself.

Among in-person studies, 28% used physiological tools. Over the years, in-site studies have become more sophisticated and longer, reaching an average of 45 minutes per study.

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

Since the opening in 2002, 213 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*, *Nature communications*, *Cognitions*, *Current Biology*, etc.

During 2019-2021, research conducted at the lab resulted in 33 peer-reviewed articles, a stable level of output. Given that the studies published in 2019-2021 are based on data collected in previous years, the COVID situation has not had an impact on the number of publications in scientific journals.
Lab 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 program 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.
Lab Extension

35 m² for meetings and events
Lab Resources: Software

30
DELL Optiplex with built-in webcams

6
MAC mini (2018)

20
Headphones beyerdynamic

4+1
1 x Biopac MP150 amplifiers
4 x Bionomadix wireless amplifiers

4+1
4 x Tobii eyetrackers X3-120
1 x Tobii glasses

4
Empatica E4 wristbands

12
OptiTrack motion capture cameras
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.

**On-site resources**

<table>
<thead>
<tr>
<th>Experimental rooms</th>
<th>Software</th>
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<tbody>
<tr>
<td>6 cubicles seating one or two participants each</td>
<td>AcqKnowledge</td>
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<tr>
<td>2 mid-size rooms seating one to four participants</td>
<td>Kaptivo</td>
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<tr>
<td>2 rooms seating up to twelve participants</td>
<td>11 Empirisoft MediaLab licenses</td>
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<td></td>
<td>Empirisoft DirectRT</td>
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<td></td>
<td>E-Prime</td>
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<td>20 Inquisit licenses</td>
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<td></td>
<td>6 MATLAB licenses</td>
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<td></td>
<td>Noldus FaceReader</td>
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<td>Noldus Media Recorder</td>
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<td>Noldus Observer XT</td>
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<td>OptiTrack Motive Tracker</td>
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<td></td>
<td>Python</td>
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<td>Qualtrics</td>
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<td>IBM SPSS Statistics</td>
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<td>Tobii Pro Studio</td>
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**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
- 2 Tobii glasses
- 6 iPads
- 2 Mac Mini
- 20 headphones DT 770 PRO
Lab Users

Faculty members and post-doctoral fellows

Over the last two academic years, 32 researchers and 5 postdoctoral 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. 4 postdoctoral researchers came from Sorbonne Université.

PhD students

The lab is a shared asset for PhD students who run experimental research. During the 2019–2021 academic years, 17 PhD students conducted experiments at the lab.
Institutional Review Board

Many scholarly journals nowadays require a formal institutional review (‘ethics review’) to publish research with human participants. Moreover, such a review protects the participants, the researcher and the institution. INSEAD’s IRB (Institutional Review Board) deals with such issues and provides ethical validation of all research with human participants at INSEAD.

Applications to the IRB are valid for a specific research project. We invite you to contact the lab Assistant Director 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
Biomechanics and bioengineering

Faculty member

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

PhD student

Mouna Benchekroun
PhD Student, Biomechanics and Bioengineering Laboratory (BMBI), UMR CNRS 7338, HeuDiaSyc Laboratory (Heuristics and Diagnosis of Complex Systems), UMR CNRS 7253, University of Technology of Compiègne

Selected Publication


“My PhD research focuses on real time, ambulatory stress recognition from physiological signals such as heart, skin and muscle activity. As stress is now recognized as a universal premorbid factor, associated with various chronic diseases, the main objective is to improve stress monitoring not only for clinical practice with the rise of telemedicine, but also in a prevention and early intervention perspective.

A study where such physiological signals are recorded was carried out in the INSEAD lab. Their expertise in participant management, study design and implementation made the process extremely easier. Furthermore, the lab team demonstrated unequal professionalism and ensured the smooth running of the study despite the complicated Pandemic context.”

Mouna Benchekroun
PhD student, UTC
Computer science

Faculty members

Dominique Lenne
Professor of Computer Science, HeuDiaSyC Laboratory, UMR CNRS 7253, University of Technology of Compiègne

Marie-Jeanne Lesot
Associate Professor of Computer Science, Computer Science Research Laboratory, LIP6, CNRS UMR 7606, Sorbonne Université

Romain Rouvoy
Professor of Computer Science, University of Lille, Spirals research group, CRIStAL Laboratory, INRIA

Renata Cruz Texeira
Research Director, Computer Science, MiMove Team, INRIA Paris

Postdoctoral researchers

Giulio Grassi
Post-doctoral Researcher, Computer Science, MiMove Team, INRIA Paris

PhD student

Clara Bove
PhD Candidate, Computer Science and IA, Computer Science Research Laboratory, LIP6, CNRS UMR 7606, Sorbonne Université
Decision sciences

Faculty members

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

Enrico Diecidue
Professor of Decision Sciences, INSEAD

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

Emmanuel Kemel
CNRS researcher, Affiliate Professor of Economics and Decision Sciences, HEC Paris, GREGHEC.

Miguel Sousa Lobo
Associate Professor of Decision Sciences, INSEAD
Chair, Decision Sciences Area, INSEAD

PhD student

Veronica Cappelli
HEC PhD 2020 in Economics and Decision Sciences
Post-doctoral Researcher, Stanford University

Selected Publication


Economics and political science

Maria Guadalupe
Professor of Economics and Political Science, INSEAD
Academic Director INSEAD Randomized Control Trials (RCT) Lab
Human-computer interaction

Faculty members

Mohamed Chetouani
Professor of Signal Processing and Machine Learning for Human-Machine Interactions, CNRS UMR 7222, Institute for Intelligent Systems and Robotics (ISIR), PIRoS Team, Sorbonne Université

PhD students

Wail El Bani
PhD 2021 in Human-Computer Interaction, CNRS UMR 7222, ISIR, PIRoS Team, Sorbonne Université

Karen Tatarian
PhD student in Human-Computer Interaction, Robotics and Artificial intelligence, CNRS UMR 7222, ISIR, PIRoS Team, Sorbonne Université

Rebecca Stower
PhD student in Social Robotics, Jacobs University, Bremen. Visiting researcher, ISIR, PIRoS Team, Sorbonne Université

Selected Publication
Information and communication sciences

Faculty members

Caroline Marti
Professor of Information and Communication Sciences, Interdisciplinary Research Group on Information and Communication Processes (GRIPIC), EA 1498, CELSA Sorbonne Université

Camille Rondot
Associate Professor of Information and Communication Sciences, GRIPIC, EA 1498, CELSA Sorbonne Université

PhD student

Inès Garmon
PhD Student in Information and Communication Sciences, GRIPIC, EA 1498, CELSA Sorbonne Université
Marketing

Faculty members

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

David Dubois
Associate Professor of Marketing, INSEAD

Gilles Laurent
Distinguished Emeritus Professor of Marketing, HEC Paris

Tina Lowrey
Professor of Marketing, HEC Paris, GREGHEC

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

L.J. Shrum
Professor of Marketing, HEC Paris, GREGHEC

Yangjie Gu
Associate Professor of Marketing, HEC Paris, GREGHEC

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 in Marketing and Neurosciences, INSEAD, ICM
Hilke Plassmann

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

The INSEAD Sorbonne Lab is a great resource for researchers. The lab team is very efficient to also adapt to a new context such as how to collect data during the ongoing COVID19 crisis. For one of my studies that ran through the crisis we could successfully leverage the lab’s online pool and I could benefit from the team's problem solving abilities.
PhD students

SungJin Jung
PhD Student in Marketing, INSEAD

Claire Linarès
PhD Student in Marketing, HEC Paris

Aiqing Ling
INSEAD PhD 2019 in Marketing
Assistant Professor of Marketing at the Michael Smurfit School of Business, University College Dublin

Alican Mecit
HEC PhD 2021 in Marketing
Assistant Professor at SKEMA Business School

Yvan Norotte
PhD Student in Marketing, HEC Paris

Selected Publications


Neuroscience and cognitive science

Faculty members

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

Malika Auvray
CNRS Researcher in Cognitive Neuroscience, CNRS UMR 7222, ISIR, PIRoS Team, Sorbonne Université

Postdoctoral researchers

Pablo Arias
Postdoctoral Researcher in Cognitive Neuroscience, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

"Our research focuses on how our multisensory experiences shape our perception of the world and of the self. We collaborated numerous times with The INSEAD lab, first to conduct behavioural experiments in their laboratory and then to conduct online experiments. The team has always been amazingly helpful in all stages of the experimental procedures, providing helpful advices for ethics and managing so rapidly the appropriate selection of participants. We are grateful to the INSEAD members for their invaluable support each time we conducted a novel experiment and for sure we'll keep on collaborating with this research facility whenever we can."
Neuroscience and cognitive science (continued)

Postdoctoral researchers (continued)

Xavier Job
Postdoctoral Researcher in Cognitive Neuroscience, CNRS UMR 7222, ISIR, PI RoS Team, Sorbonne Université

Louise Kirsch
Postdoctoral Researcher in Cognitive Neuroscience, CNRS UMR 7222, ISIR, PI RoS Team, Sorbonne Université

PhD student

Daniel Bedoya
PhD student in Cognitive Neuroscience, STMS, UMR 9912, CNRS, IRCAM, Sorbonne Université

"My colleagues and I have run several studies at the INSEAD lab ranging from simple listening experiments on music cognition to complex social interaction experiments. For example, in a speed dating study, they manage our intricate schedule for when participants entered/left the building to prevent them from interacting with one another before/after the experiment. Their team is always attentive, proactive, and responsive. They adapt to accommodate the researcher's needs, providing qualified technical/administrative support and thorough feedback. Working with the INSEAD lab gives you peace of mind that you'll get quality data."

Daniel Bedoya
PhD student, IRCAM-SU-CNRS
Neuroscience and cognitive science (continued)

Selected Publications


Strategy and business policy

Faculty member
Rodolphe Durand
Professor of Strategy and Business Policy, HEC Paris, GREGHEC

PhD students
Romain Boulongne
HEC PhD 2019 in Management, Strategy and Business Policy.
Assistant Professor, IESE Business School

Arnaud Cudennec
HEC PhD 2020 in Strategy and Business Policy.
Assistant Professor, The Hong Kong Polytechnic University

Chang-Wa Huynh
PhD Student in Strategy and Business Policy, HEC Paris

Selected Publication

Finance

PhD students
Dmitry Chebotarev
PhD student in Finance, INSEAD

Dmitrii Pugachev
PhD student in Finance, INSEAD
Organisational behaviour

Faculty members

Li Huang
Associate Professor of Organisational Behaviour, INSEAD

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

Nadav Klein
Assistant Professor of Organisational Behaviour, INSEAD

PhD student

Kelly Nault
PhD Student in Organisational Behaviour, INSEAD

Selected Publication

"I've been working with the research staff at the lab since coming to INSEAD two years ago from an institution that had two well-equipped and funded labs. In comparison, my experience has been extremely smooth and productive--everyone in the research staff is knowledgeable and a problem-solver, which makes for clean studies that move research forward. The studies I run with the help of the research staff involve live conversations between participants, which makes them complicated. The research staff has been amazing in running these studies without issue."

Nadav Klein
Assistant Professor of Organisational Behaviour,
INSEAD
Philosophy and cognitive science of reasoning

Faculty member

Igor Douven  
CNRS Research Director  
Professor of Philosophy, Sciences, Normes, Décision, (SND), Sorbonne Université

PhD student

Patricia Mirabile  
PhD 2020 in Philosophy, SND, Sorbonne Université  
Postdoctoral researcher, Institute for Logic, Language and Cognition (ILLC), University of Amsterdam

Selected Publication

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(Research coordinator)