Will The Real Behavioral Research

Please Stand Up?





What's Behavioral Research?



Popularity

NEW YORK TIMES BESTSELLER





PREDICTABLY

Sly and lucid. . . . Revolutionary." — New York Times Book Review

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SETH STEPHENS-DAVIDOWITZ FOREWORD BY STEVEN PINKER



Methods











The Promise

• Unbiased understanding

The Promise

Unbiased understanding

More accurate predictions

The Promise

Unbiased understanding

More accurate predictions

Actionable insights

Research Without Skin In The Game?

I'M A PRACTICAL MAN, HOBBES. I DON'T WASTE TIME THINKING ABOUT HYPOTHETICAL SITUATIONS DEAL WITH THE WORLD HERE AND NOW .

Skin In The Game

#1 NEW YORK TIMES BESTSELLER AUTHOR OF THE BLACK SWAN

> SKIN ^{in the} GAME

Hidden Asymmetries in Daily Life



NASSIM NICHOLAS TALEB



Peanuts Effect





Organizational Behavior and Human Decision Processes



Volume 97, Issue 1, May 2005, Pages 31-46

Playing for peanuts: Why is risk seeking more common for low-stakes gambles?

Bethany J. Weber ^𝔅 ⊠, Gretchen B. Chapman

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Purchase Intent

"It doesn't make sense to ask consumers directly for their purchase intent, as they aren't able to give a direct and precise estimate."

Review Paper Open Access Published: 07 June 2019

Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias

Jonas Schmidt 🖂 & Tammo H. A. Bijmolt

Journal of the Academy of Marketing Science (2019)

Real Trade Offs → Real Behavioral Data





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