

Will The Real Behavioral Research Please Stand Up?

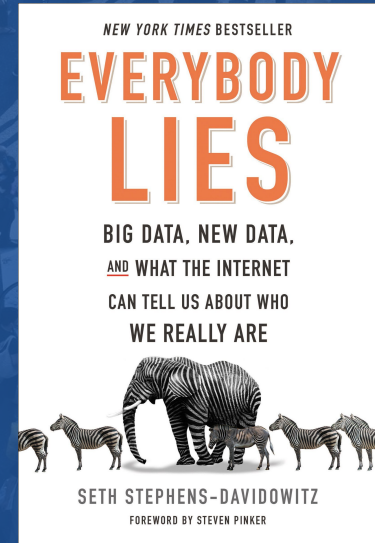
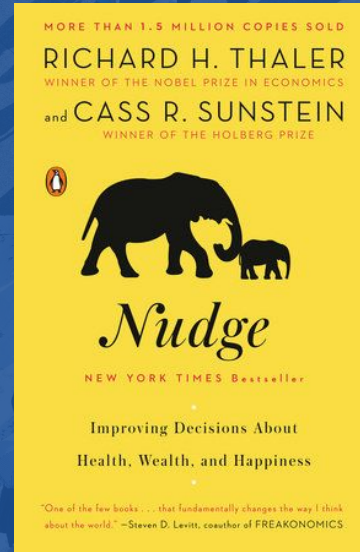
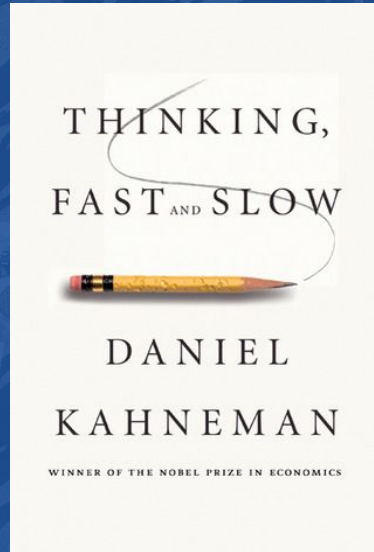
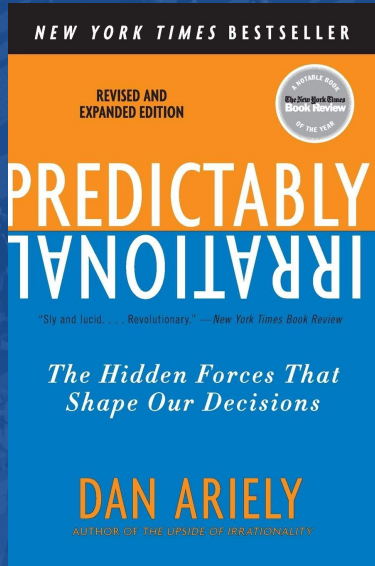
veylinx



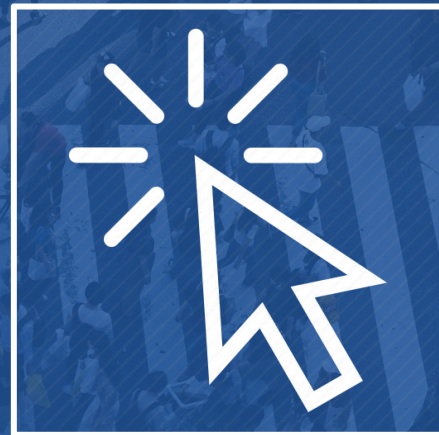
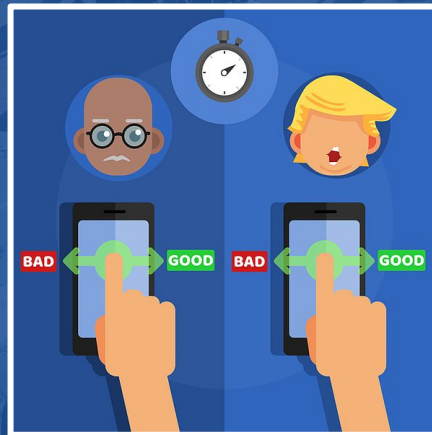
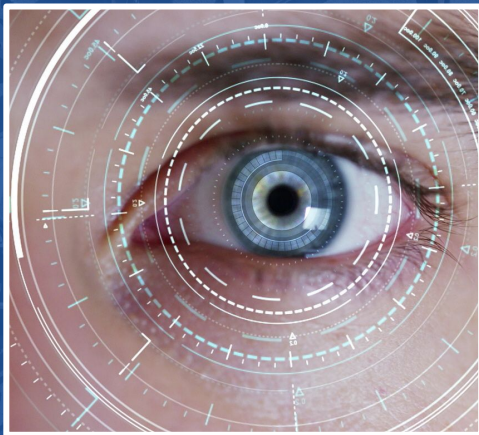
What's Behavioral Research?



Popularity



Methods



The Promise

- Unbiased understanding



The Promise

- Unbiased understanding
- More accurate predictions



The Promise

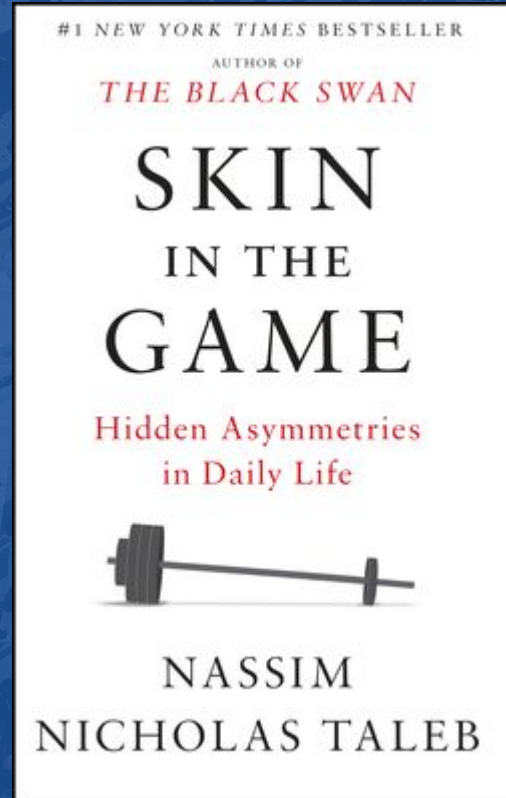
- Unbiased understanding
- More accurate predictions
- Actionable insights



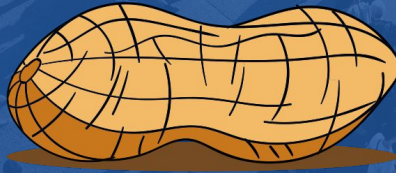
Research Without Skin In The Game?



Skin In The Game



Peanuts Effect



Organizational Behavior and Human Decision Processes

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



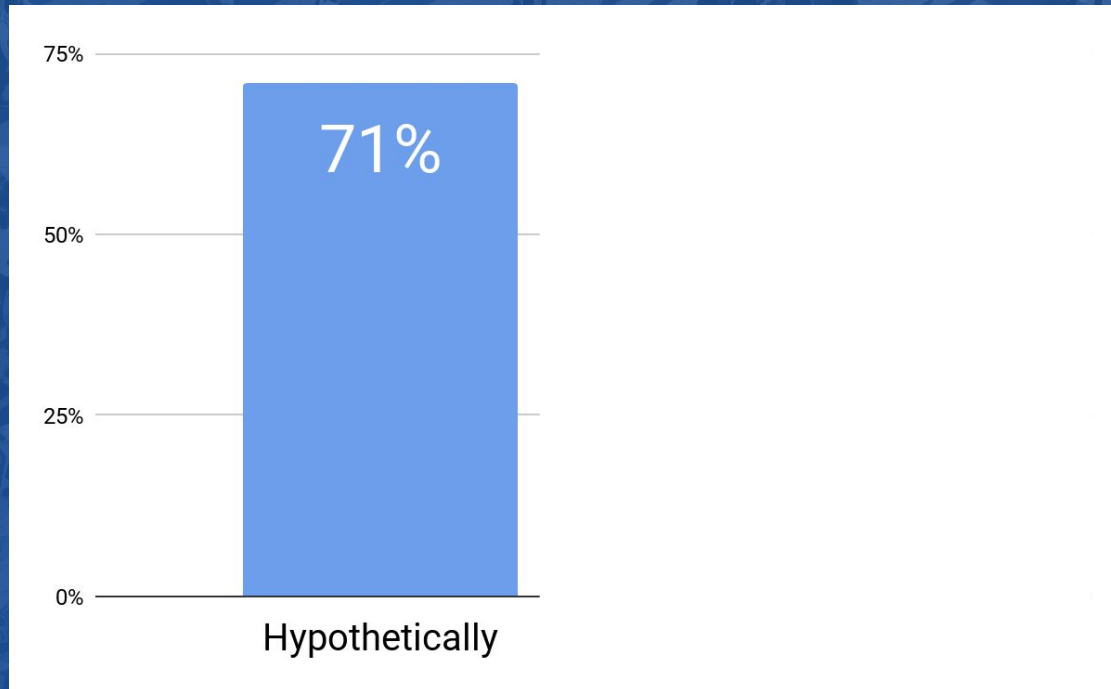
Playing for peanuts: Why is risk seeking more common for low-stakes gambles?

Bethany J. Weber  , Gretchen B. Chapman



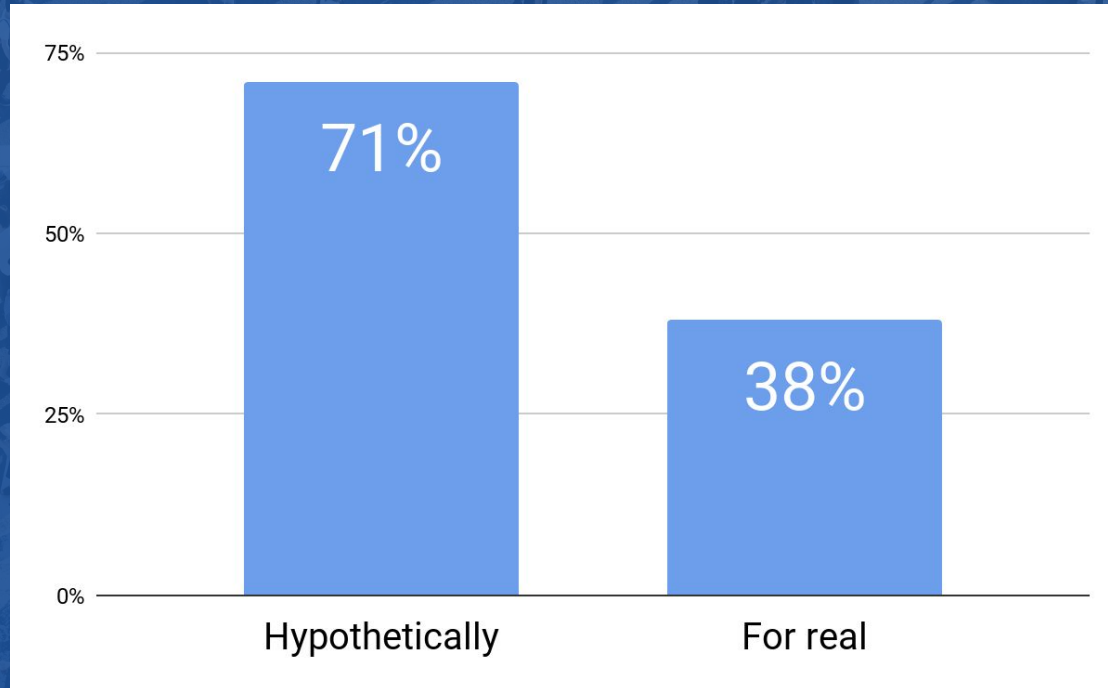
Donation

Would you donate \$8 to a scholarship fund?



Donation

Would you donate \$8 to a scholarship fund?



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



Inevitable Future of Behavioral Research



Auctions speak louder than words



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