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# Behavioral Lab for Conducting Experiments in Marketing and Psychology

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**Mid-Project Report: Thinkfinity 2011 Grant**

# Behavioral Lab for Conducting Experiments in Marketing and Psychology

## (Thinkfinity Cornerstone 3 Interdisciplinary Informatics)

**Principal investigators**

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Dr. Weihua Niu, Associate Professor, Department of Psychology, Dyson College of Arts and Sciences

**May 25, 2012**

**A) Please outline your original goals.**

1) Setup Behavioral Lab: Set up a Behavioral lab to conduct consumer behavior and psychology experiments
2) Research: Conduct experimental research
3) Pedagogy: Conduct experiments to train students in causal research

**B) What progress have you made towards your original goals on your project to date?**

**Setup Behavioral Lab**

Behavioral Lab 1: A space has been reserved in W404, One Pace Plaza in the New York downtown campus to serve as a behavioral lab. The lab will be used on a time-sharing basis along with classes scheduled and the needs of the Finance department. Twenty five licenses of two experimental software, MediaLab and DirectRT, have been purchased and installed on 25 computers in behavioral lab 1.

Behavioral Lab 2: We are still working on identifying a suitable lab for installing the software. The constraints are the availability of 25 computers with acceptable software and hardware, and accessibility of the lab for use. We have narrowed it down to two labs, Y22 and W202B, both in One Pace Plaza in the New York downtown campus. We have purchased 25 licenses of MediaLab and DirectRT, the experimental software to be used, and will install these on the machines as soon as we decide on the space to be used.

**Research**

With the software installation having only concluded in April, there was little time left to run an experiment which requires student participants. The first experiment is slated to be run either in one of the summer sessions or in the Fall semester.

**Pedagogy**

The software will be incorporated into classes involving experimental research in the Fall semester.

**C) Has your project impacted students? If so, how many?**

None, so far. Students will not enjoy the benefits of the software until the Fall semester when we expect to integrate the software into our courses.

**D) Has your project impacted other faculty members? If so, how many?**

None, so far. Faculty will start reaping benefits of the software in the Fall when sufficient number of student participants are available to participate in studies.

**E) What are your next steps?**

Over the summer, the software installation will be complete. A few pretest will be run during the summer with small groups of students. In the fall semester, data collection for a couple of research projects will begin. With the integration of the software into courses in Fall, students will enjoy the benefits of the software too.