



Greetings Social Science Researchers,

Below, you will find the monthly newsletter ("XFlash!") for UC Berkeley's Experimental Social Science Laboratory, the Xlab. The Xlab's mission is to provide you with the resources you need to conduct the highest-quality research possible. These newsletters will keep you informed about Xlab's offerings for your research program. Please forward the newsletter to your labs. If you have any feedback, comments, or questions about the lab, please do not hesitate to contact our lab director, Juliana Schroeder at jschroeder@haas.berkeley.edu. If you prefer not to receive newsletters, you can simply unsubscribe at the bottom of the page.

We hope that each and every one of you will take advantage of the Xlab to further your research this year.

Happy reading,

Juliana Schroeder, Xlab Faculty Director

Rowilima Balza del Castillo, Xlab Manager

Xlab News: What You Need to Know This Month

Online and Virtual Studies

The Xlab continues to support online and virtual lab studies. Suggested [Best Practices](#) on how to conduct virtual studies via Zoom are available on our [website](#). Xlab can provide researchers with recruitment and payment services.

Xlab Reopening Changes

Once Xlab is approved for in-person studies, the following changes to procedures will be implemented:

- The lab facility will be able to accommodate a maximum of 10 participants. A minimum of 6 ft between all individuals will be observed.

- Researchers and the participants will be screened and will undergo temperature checks. All will be required to wear masks and will be asked to use the hand sanitizer as they enter and leave the lab.
- The lab facility will be sanitized in between and after each experiment session. The keyboard, mouse, desk, and any other relevant surfaces will be wiped down using disinfectant wipes.

Researcher Q&A

Question: Is the Xlab running virtual studies and, if so, are there any guidelines how to run them?

Answer: Yes and yes! Researchers interested in conducting an online study should mark "Online Experiment" under "Experiment Type" when filling out the [Experiment Request Form](#) on the Xlab website. [Virtual study guidelines](#) can also be found on our website.

Question: Can I apply to get a grant even if I'm not running a study using the Xlab participant pool? Is there a max amount I can request?

Answer: Yes! Your proposed research does not need to use the Xlab participant pool to apply for an [Xlab research grant](#), but priority will be given to research that uses the Xlab pool.

Question: I'm thinking about using Xlab for the first time. How do I get started?

Answer: Go to the Requirements and Tips page under the Researchers tab on our website for information on the steps for conducting an Xlab study.

Question: What can you tell me about the Xlab participant pool?

Answer: The Xlab participant pool includes over 15,000 participants, and is always expanding. This consists of students, staff and alumni from UC Berkeley, who show interest in participating in experiments. When joining the subject pool, participants take a prescreen survey to gather information in order to filter subjects. Participants can be filtered based on: age, sex, race, English proficiency (native English speaker), and expected year of graduation.

Xlab Stats at a Glance: July 2020

- 5 studies running

- Children vs. Adult Reasoning
 - Researchers: Katherine Kimura, Gopnik Lab
 - Pair Study
 - Researchers: Maya Bloemhard, Jocelyn Cheng, Kristin Donnelly, Kristin Donnelly, Yuanqi Gu, Aastha Mittal, Jennifer Paul, Lila Wright, Weishan Zhang
 - Advice Study
 - Researchers: Ari Bgowani, Gem Busl, Nicole Coates, Wendy Hli, Ashley Lee, Aastha Mittal, Neha Nair, Parth Patel, Jennifer Paul, Imwer Wage, Chenyu Wang, Judy Wang, Weishan Zhang
 - Social Behavior
 - Researchers: Tina Badakhshan, Tory Benson, Jasmine Lai, Aastha Mittal, Gabby Nguyen, Aida Raza, Daniel Stein
 - Consumer Choices Study
 - 290 individuals participated
 - 2 research grants funded
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Summer of 2020 Grant Recipients

DANIEL STEIN | HAAS

The Mistaken Preference for Overclaiming Credit in Groups

ANDREW CHOI | HAAS

The Paradox of the Desire for Status

Researcher Spotlight



[Ming Hsu](#), the William Halford Jr. Family Chair in Marketing, is a leading researcher in consumer neuroscience and neuroeconomics who conducts research both at his lab and at Xlab. He runs the [Neuroeconomics Laboratory](#) at Haas. Using a combination of computational, neuroscientific, and behavioral methods, Ming and his colleagues are working to understand decision-making in different contexts, as well as the cognitive and neural basis of decisions.

Hsu's recent research at Xlab, including a recent Zoom study, has focused on the role of memory in decision-making.

"In many real-world decisions, we don't have a luxury of having a ready-made menu of possible options in front of us, and we need to generate those options ourselves," Hsu says. "Oftentimes we generate these options from memory."

Even trivial decisions that lack explicit options like deciding what to eat for lunch challenge current "rational" models of decision-making, according to Hsu. Different individuals could generate different lists of options as a result of differing interests or simply because one individual remembered something that the other forgot about.

"Our goal is to understand how these and other aspects of fallible human memory affect our decisions," Hsu says.

Given ongoing social-distancing requirements, coronavirus has altered many standards for research. For Hsu and his colleagues, certain studies, like large-scale interaction studies that require many players to share the same physical space, are difficult to reproduce online. Still, Hsu has maintained a half-glass-full perspective, and has redirected his attention to new research opportunities.

"It's fortunate that people make many types of decisions and each is worth studying for its own sake!" Hsu says. "Overall it's made everyone in my lab appreciate what an incredible resource the Xlab has been in the past, and I hope going forward as well!"



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