

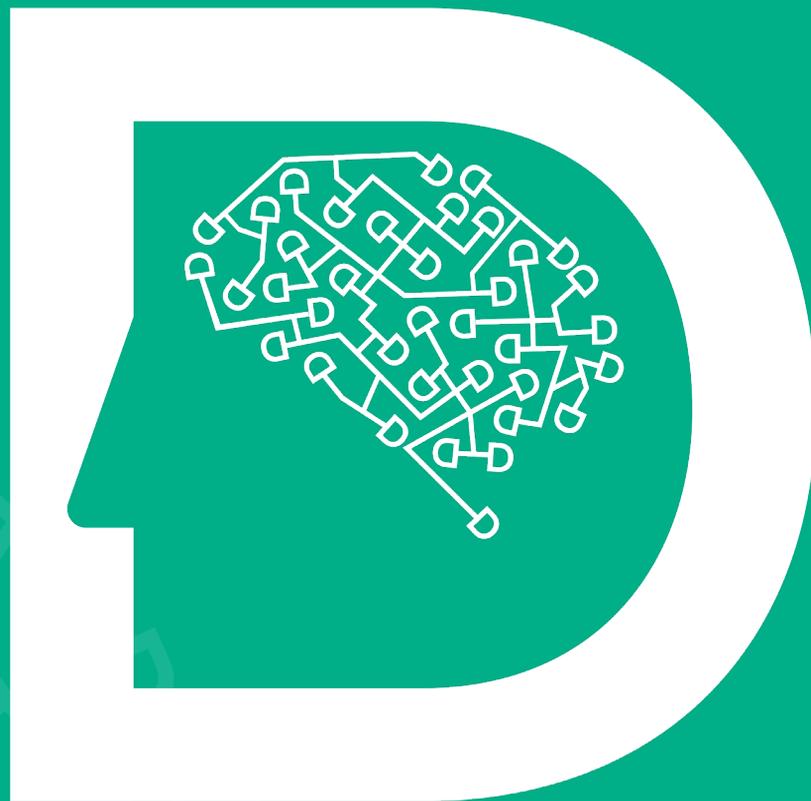
Do Good.
Do Better.

esade
RAMON LLULL UNIVERSITY

esade.edu/decisionlab

DecisionLab

Decisions for Meaningful Change



**Participate in our studies and
help behavioral science advance!**



About the Esade Decision Lab

The Decision Lab at Esade is a research facility designed to conduct cutting-edge studies on human behaviour in a broad range of topics.

The Lab's ultimate goal is to advance knowledge in human behaviour and contribute to improving decisions that trigger meaningful change.

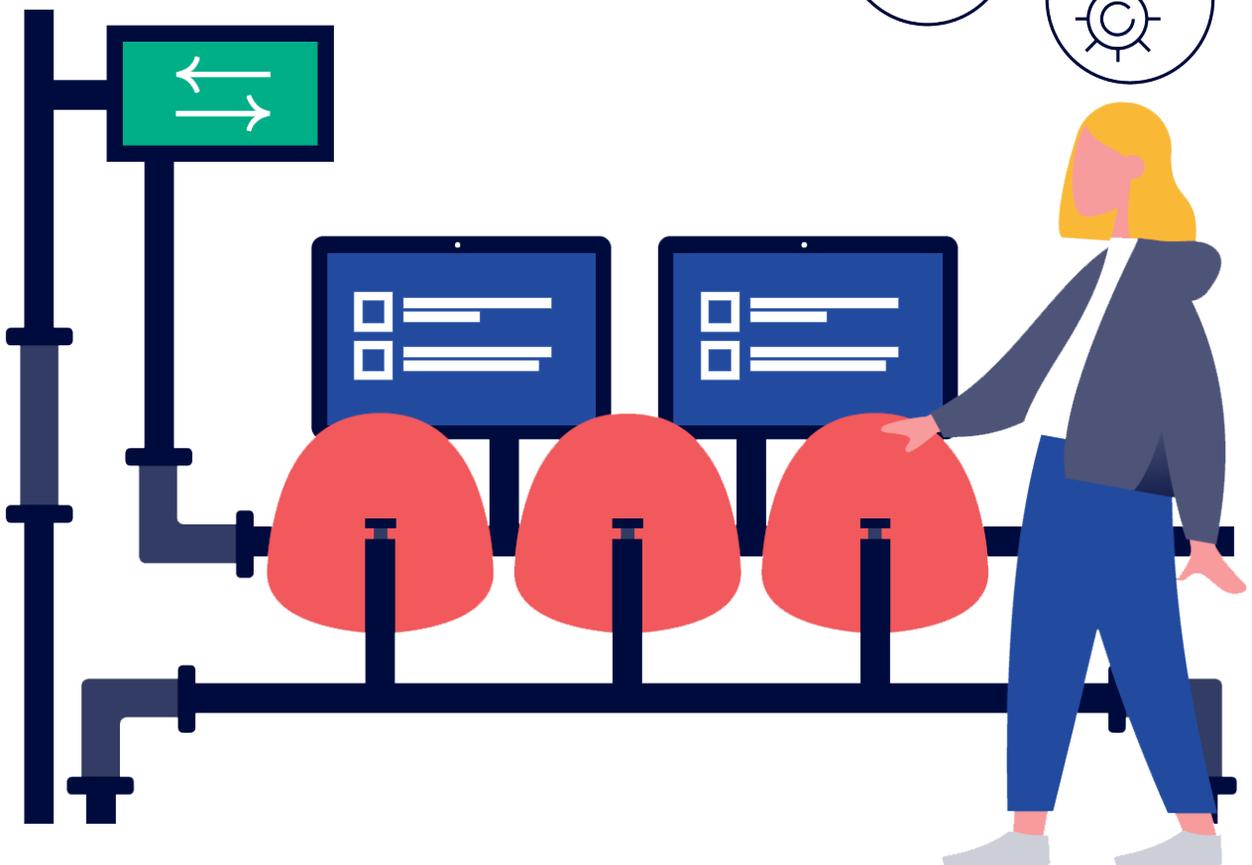
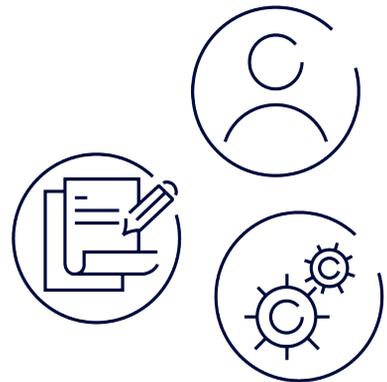
What type of studies does the Decision Lab conduct?

The Decision Lab carries out studies by Esade researchers to understand how human and social factors contribute to scientific advances and innovative technologies.

Our facilities and software are suitable for a wide range of studies ranging from simple questionnaires to computer role-playing games or performing a daily task in a simulated scenario such as a supermarket aisle or the living room at home.

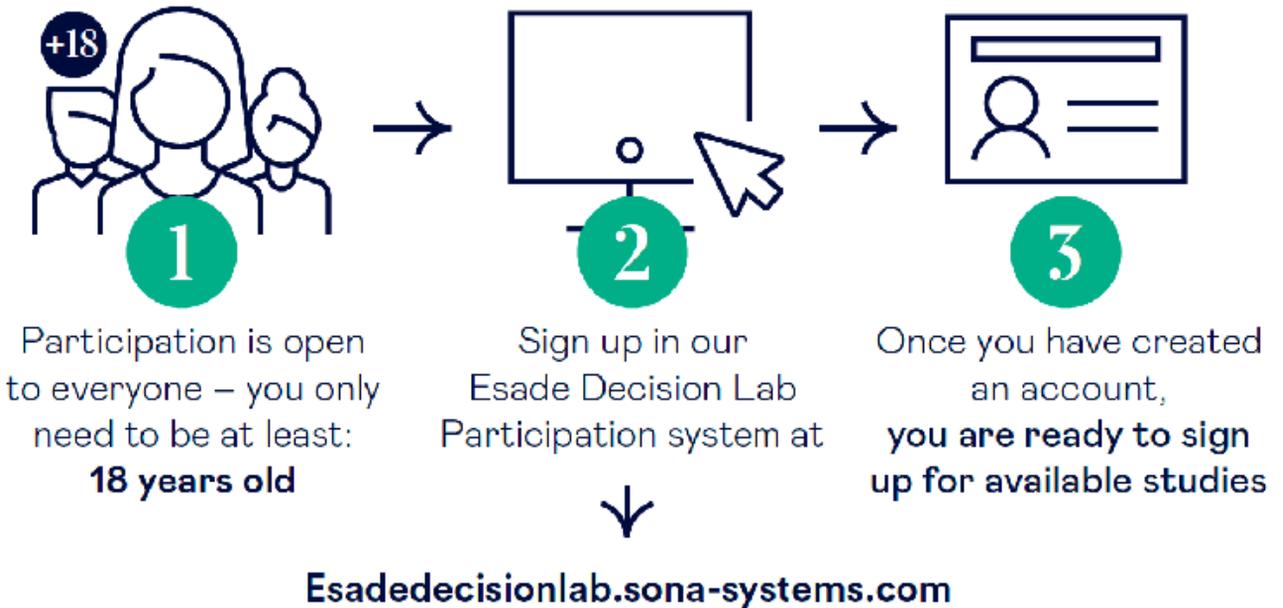
- Online and on-site studies
- Role-playing games
- Simulated Scenarios

The length of each study can vary from 10 to 90 minutes.



How can I participate?

Participating in our behavioural behavioural research studies is easy!



Frank Wiengarten

Vice-Dean of Research at Esade Business School

Esade's Decision Lab has become a key resource for researchers at Esade and beyond to conduct innovative and rigorous research across disciplines. The research studies carried out at the Decision Lab have generated cutting-edge knowledge and insights into human behaviour and decision making. We encourage you all to consider the facilities and services that the Decision Lab can offer to collaboratively conduct research that is impactful from the societal, policy, as well as managerial perspective. The past years have shown the immense value of the Decision Lab for Esade and its research community. The Decision Lab is continuously developing and evolving to be an important part of the Rambla of Innovation and Esade.

What will I do as a participant?

All our research studies will have a detailed description of your role as a participant, but most of the time you will be asked to give your opinion, perception, or preferences, about different topics and products. There are no right or wrong answers, we are only interested in your honest response!

You may be asked to answer questionnaires or perform computer tasks. Sometimes you will interact with other people - in pairs or groups - to discuss various topics and work together on a task.

What are the benefits of participating?

You will be contributing to advance scientific knowledge on human behavior that is essential for meaningful change.

Every time you participate you will receive compensation (cash, bonus points, gifts, or other compensation—based on your profile) depending on the nature of the study. Those who complete a certain number of studies will also get an official research certificate from Esade.



Ana Valenzuela

Associate Professor URL at Marketing Department

“Esade’s Decision Lab plays a crucial role in expanding business knowledge. It provides business professors the ability to test market-based theories and to provide the basis for new frameworks and paradigms. Once cause-and-effect relationships are known, companies can apply them to establish market advantages.”

What are my rights and duties as a participant?

Rights

AS A RESEARCH PARTICIPANT YOU HAVE THE RIGHT TO...

- Know why the research is being done and what you will be doing
- Know that there are no risks associated to your participation
- Be informed of what good may come of the study
- Understand how your private information will be kept safe
- Know whom to contact with questions or concerns
- Ask questions at any time
- Decide whether to participate without being pressured
- Drop out at any time without penalty
- Keep a copy of the consent form



Anna Bayona

Assistant Professor, Department of Economics, Finance & Accounting

“Experiments generate a deep understanding of financial and economic phenomena. The combination of theoretical and experimental methodologies brings about new research questions and provides a holistic analysis of human economic behaviour.”



Duties

IF YOU SIGN UP FOR A STUDY YOU NEED TO...

- Give us at least a 24-hour notice if you are not able to attend

- If you fail to attend and don't notify us in advance you may be removed from the participation system

- As a participant, you are expected to follow our Lab Code of Conduct:
 - Be on time
 - Remember to bring your lab ID code
 - Take participation seriously
 - Respect people and equipment
 - Notify us when you need to cancel



Namrata Goyal
Academic Director



Sergio Salas
Lab Manager

Decision Lab

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Rambla of Innovation

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Sign up here to participate

