University of St.Gallen

Institute of Behavioral Science and Technology

Annual report 2021

Institute of Behavioral Science and Technology IBT

ibt.unisg.ch

Foreword

Welcome to the Institute of Behavioral Science and Technology (IBT)

Since its founding in April 2021, the IBT-HSG has made significant contributions to the excellent research profile of the University of St.Gallen and provides an attractive portfolio of courses for learners at all academic levels. Researchers at the IBT-HSG published their research this year in the world's leading academic journals, presented their ongoing research at international conferences, and released a state-of-the-art methods book (The Machine Age of Customer Insight by Emanuel de Bellis). Supporting the "From Insight to Impact" vision of the university, the team of Christian Hildebrand developed a novel User Experience model for the mouse of the future in collaboration with the leading consumer technology firm Logitech.

With our research areas ranging from affective computing and personality computing to autonomous products and mobile sensing, research at IBT-HSG is at the cutting edge of science while contributing to our understanding of how technology will shape individuals, organizations, and society in the future. Our scientific contributions span disciplinary boundaries while putting emphasis on both scientific rigor and practical relevance that characterizes impactful science. We strive to provide an ambitious as well as stimulating and inclusive work environment for researchers and students across disciplines, with the objective to leverage new technologies to improve humanity. We also contributed a variety of novel courses across all education levels to the University of St.Gallen's curriculum, enabling learners across generations to better understand, manage, and improve the impact of emerging technologies and new forms of data in business and society. All courses provide a problem-oriented and human-centered approach to deliver valuable skills to learners for the workplace of tomorrow. From the application of machine learning in business to the use (and misuse) of online data.

Further, we supplemented various executive education programs at the University of St.Gallen as well as other institutes by providing cutting-edge research insights to practitioners across industries (e.g., digital skill seminars at the Institute of Insurance Economics (I.VW-HSG) taught by Clemens Stachl and Christian Hildebrand). Finally, we supported the invention of a global data literacy program at Swiss Re in which Christian Hildebrand served as a subject matter expert to develop a fully online-taught program for all of Swiss Re's 15'000 employees.

In closing, we are grateful for the excellent support – both within the University of St.Gallen as well as outside the university – to found the IBT-HSG and quickly establish it nationally and internationally. We wish to warmly thank all supporters for the opportunity to develop an institute that addresses unanswered questions on how new technologies impact individuals, organizations, and our society in the future.

Vision

« The Institute of Behavioral Science and Technology at the University of St.Gallen (IBT-HSG), founded on April 1st, 2021, is an interdisciplinary research institute that conducts **high-impact research** to understand, predict, and improve the **human-technology relationship**. Our vision is to contribute reliable and evidence-based scientific insights on **how technology intersects with how humans think, behave, and decide.** Our work has a measurable impact for science, public policy, corporate action, and society at large. »

Emanuel de Bellis

Christian Hildebrand

Clemens Stachl

Content

We are the IBT

Directorate

The IBT-HSG offers an interdisciplinary, inclusive work and research environment that puts a strong emphasis on collaboration and continuous learning. We provide an inclusive environment across cultures, languages, and research traditions.

Christian Hildebrand
Full Professor of
Marketing Analytics

Emanuel de Bellis
Associate Professor of
Empirical Research Methods

Clemens Stachl
Associate Professor for
Behavioral Science

Team

Doris Maurer | Admin

Will Hampton | PhD

Anouk Bergner | M.Sc.

Anna Bouwer | M.A.

Francesc Busquet | M.Sc.

Fotis Efthymiou | M.Sc.

Jonas Görgen | M.A.

Ilaria Querci | M.Sc.

Meike Zehnle | M.Sc.

Namratha Komanduri | B.Sc.

Lucy Seiler | B.A.

« Understand, Predict, and Improve the Human-Technology Relationship »

Governing Board

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Professor of AI, School of Computer Science, University of St.Gallen

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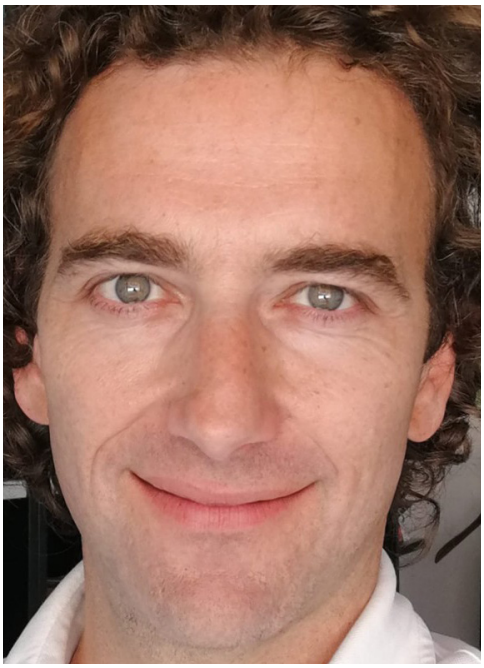
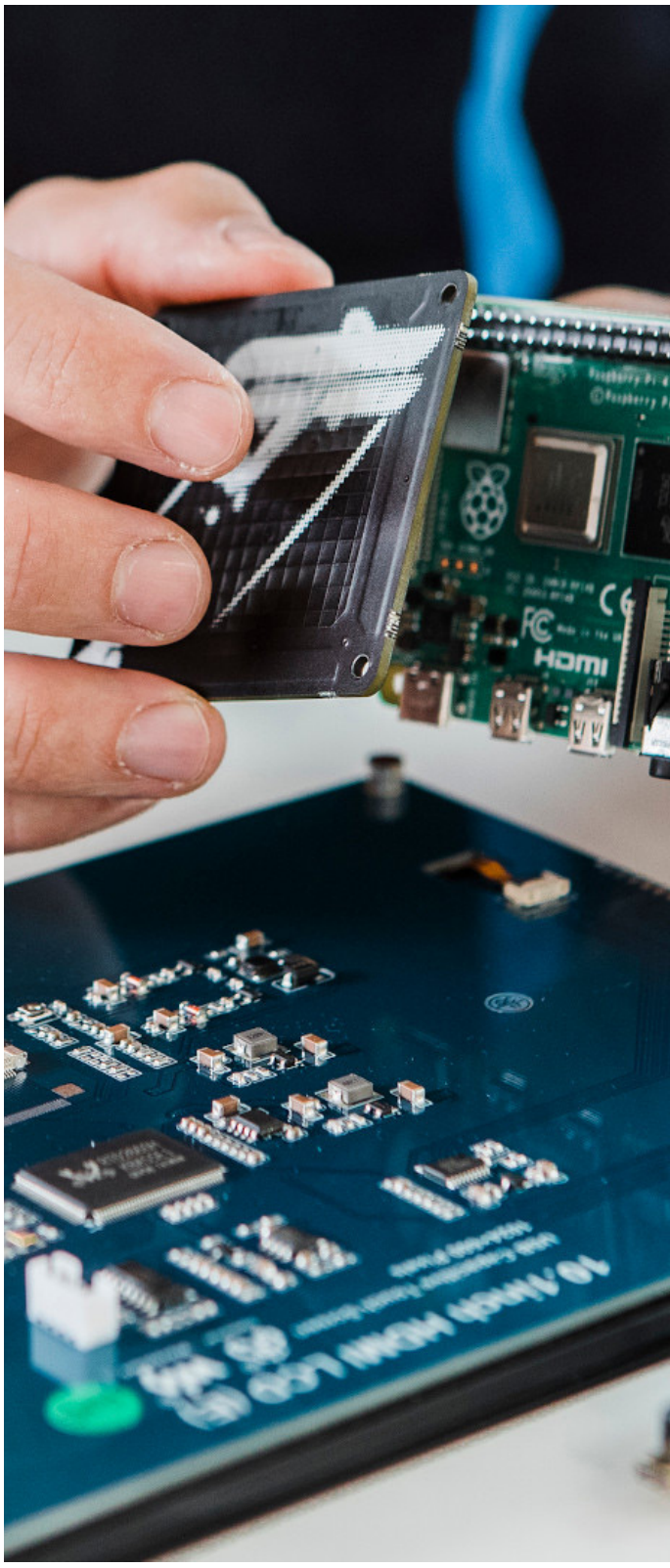


Prof. Martin Schreier

WU Wien

Prof. Juliana Schroeder

Berkeley University



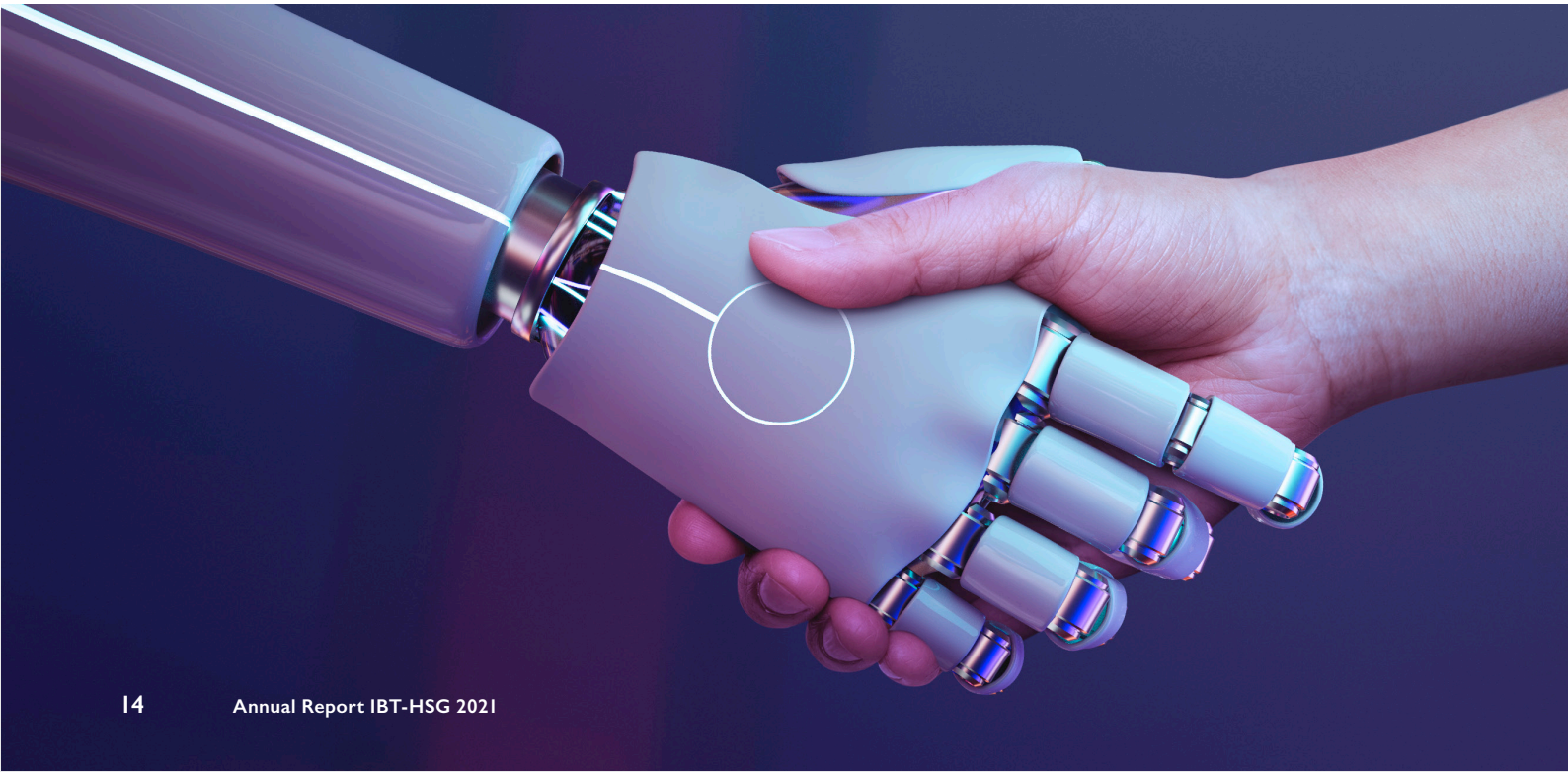
Research Areas

Affective Computing

Our studies are part of a burgeoning field of research, seeking to develop systems and devices that can recognize, interpret, process, forecast, and simulate human emotion. Specific examples include the development of a hybrid machine learning approach to improve emotion recognition, based on facial or vocal characteristics. Further, we investigate how affect-related consumption outcomes such as satisfaction can be predicted from written user input. In another research project, we investigate how to engineer empathetic and vulnerable conversational agents able to transmit emotions via simulating human vocal features. Such agents could potentially adapt to the emotional state of the user and possibly motivate prosocial behaviors, for instance in the context of donation advertisements. All projects can be leveraged in both research and industry contexts.

Autonomous Products and Robots

Technologies are becoming increasingly autonomous, from smart kitchen devices and robotic vacuum cleaners to self-driving cars and service robots. In fact, some voices argue that we are about to move from the age of automation to the age of autonomy. Autonomous technologies can make decisions and complete tasks on behalf of humans, promising unprecedented levels of convenience and efficiency. At the same time, this novel class of technology endangers some fundamental human motives. At the IBT, we examine how these changes affect the relationship between humans and technology, which barriers to consumer adoption exist, and what the societal consequences may be in the long run.



Customization and Personalization

The combination of modern information technology and digital behavior offers new possibilities for tailor-made solutions in domains such as food, insurance, healthcare, and ad targeting. On the one hand, an increasing number of firms allows individuals to self-customize their own products according to their specific preferences. On the other hand, websites are personalized to customers' implicit wishes and needs by leveraging large amounts of customer profile data. At the IBT-HSG, we explore these two central one-to-one marketing concepts—customization and personalization—and examine both their benefits and risks for individuals and companies.

Digital Ethics and Fairness

Digital technologies that can make decisions autonomously and are used pervasively in daily life, can have unintended effects on individuals and society at large. Unfair algorithmic decisions, biases in AI applications, and a lack of privacy and transparency are only a few examples. Through an interdisciplinary lens, researchers at the IBT-HSG investigate how digital technologies affect our everyday lives, how technology can change people's behavior, and how unintended technological consequences can be prevented and acted against.

Conversational AI

The use of conversational AI ranges from text-based chatbots that automate service operations to voice-based interfaces such as Amazon Alexa or Google Home that take over every-day tasks in consumers' homes. Building on prior work in human-to-human communication and interpersonal psychology, we examine the impact of conversational AI on consumer decision-making, consumertrust, and how to design competent while empathic conversational AI. We further examine how the proliferation of AI-enabled technologies that appear increasingly more human-like impact mind perception, entire markets, and consumer self-expression.

Mobile Sensing and Digital Behavior

Mobile phones are the most personal device in many people's lives. While phones once were only used for communication, the technical sophistication of modern smartphones provides users with a wide range of functionalities. Many of these functionalities allow users to do things on their phone anytime and anywhere. These functionalities rely on an array of sensors and logging routines that can also be used to measure when and where people do certain things. Sensor-based behavioral metrics are increasingly being used to identify, describe, and characterize individuals and their activities. At the IBT-HSG, we investigate how mobile sensing can be used to study human behavior, decisions, as well as the environments and situations people spend time in.

Multi-Modal Behavioral Analytics

We all leave a broad range of physical and digital footprints that are increasingly used to study human behavior. From analyzing people's movements through environmental sensors and GPS trackers to analyzing features in the human voice. We employ and further develop feature-extraction tools from sound data and other forms of behavioral data sources (such as physiological measurements). We further conduct research on the ethical implications of building multi-modal databases for business and society.

Personality Computing and Assessment

In addition to situational aspects, the personality of a person is one of the most important characteristics to understand and anticipate behavior. Personality also plays a key role in people's everyday decisions, preferences, and experiences. At the IBT-HSG, we study how personality is expressed in everyday behavior and how machine learning can be used to understand, assess, and conceptualize personality and individual differences.

Publications in 2021

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Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation," *Association for Consumer Research (ACR)*.

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Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation," *INFORMS Marketing Science*.

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Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation," *Artificial Intelligence in Management (AIM)*.

—
Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation," *Society for Consumer Psychology (SCP)*.

—
Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Trust, and Task Delegation," paper presented at the *European Marketing Academy Virtual Conference (EMAC)*, Madrid.

—
Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation," paper presented at the *Psychology of Technology Conference*, Santa Barbara.

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Bergner, Anouk, John Hartmann & Christian Hildebrand (2021), "DeepMind: A Deep Learning Approach to Mind Perception & Smart Object Relationships," paper presented at the *Swiss Academy of Marketing Science (SAMS) Conference*, Luzern.

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Bouwer, Anna (2021), "Under which Conditions are Humans Motivated to Delegate Tasks to AI? A Taxonomy on the Human Emotional State Driving the Motivation for AI Delegation," paper presented at the *International Conference on Marketing and Technologies,* Tenerife.

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Burghartz, Pia, Emanuel de Bellis, and Gerald Häubl (2021), "Pleasure is Better Together: Consumers' Preference to Conform in Non-Choice Situations," paper presented at the *European Marketing Academy (EMAC) Conference*, Virtual.

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Busquet, Francesc & Anouk Bergner (2021), "Love the Shape, but Hate the Weight," paper presented at the *AIM (Artificial Intelligence in Management) Workshop and Conference*, Los Angeles.

Publications in 2021

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Cacault, Paula, Christian Hildebrand, Jeremy Lucchetti & Michele Pellizzari, (2021), "Distance Learning in Higher Education: Evidence from a Randomized Field Experiment," *Journal of the European Economic Association*.

—
Castelo, Noah, Johannes Boegershausen, Christian Hildebrand & Alex Henkel (2021) "Bots at the Frontline: How Consumers Perceive Firms that Employ Service Robots," *Association for Consumer Research (ACR)*.

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Clegg, Melanie, Reto Hofstetter, Emanuel de Bellis, & Bernd Schmitt (2021), "Algorithm Transparency: How Unveiling Algorithms Influences Product Perception and Adoption," paper presented at the *Association for Consumer Research (ACR) Conference*, Virtual.

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Clegg, Melanie, Reto Hofstetter, Emanuel de Bellis, and Bernd Schmitt (2021), "Unveiling the Mind of the Machine: How Disclosing Algorithm Types Affects Consumers' Adoption of Algorithm-Based Products," paper presented at the *European Marketing Academy (EMAC) Conference*, Virtual.

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Davidson, Brittany, David Ellis, Clemens Stachl, Paul Taylor, & Adam Joinson (2021),"Measure-ment Practices Exacerbate the Generalizability Crisis: Novel Digital Measures Can Help," *Behavioral and Brain Sciences*, 45, 1-8.

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Efthymiou, Fotios (2021), "Engineering Power Attributions in Conversational Agents: The Unexplored Impact of Vocal Vibrato and Vocal Tract Length," *Marketing Review*, 4, 26-31.

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Efthymiou, Fotios (2021), "Morphing Vulnerable Machines: Paralinguistic Cues in Digital Voice Assistants Shape Perceptions of Physicality, Vulnerability, and Trust," *EMAC Doctoral Colloquium.*

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Efthymiou, Fotios, William Hampton & Christian Hildebrand (2021), "How Big is That Voice? Vocal Features of Conversational AI Affects Physicality Perceptions and Product Congruency," paper presented at the *European Marketing Academy Virtual Conference (EMAC),* Madrid.

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Efthymiou, Fotios, William Hampton & Christian Hildebrand (2021), "How Big is That Voice? Vocal Tract Length of Conversational AI Affects Physicality Perceptions and Product Congruency," *Association for Consumer Research (ACR).*

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Einhorn, Martin, Michael Löffler, Emanuel de Bellis, Andreas Herrmann, & Pia Burghartz (2021), *The Machine Age of Customer Insight*, Bingley, UK: Emerald.

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Hampton, William & Christian Hildebrand (2021), "Pavlov's Buzz? Mobile Vibrations as Conditioned Rewards," *Association of Consumer Research.*

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Hampton, William & Christian Hildebrand (2021), "Pavlov's Buzz? Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Decision-Making," paper presented at the *European Marketing Academy Virtual Conference (EMAC),* Madird.

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Hampton, William & Vinod Venkatraman (2021), "Gray Area: How to Support Older People in Making Better Decisions," *Fox Business Review,* 1 (1). 3-8.

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Harari, Gabriella, Clemens Stachl, Sandrine Müller & Samuel Gosling (2021), "Mobile Sensing for Studying Personality Dynamics in Daily Life," in *The Handbook of Personality Dynamics and Processes*, Academic Press, S. 763-790.

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Hasenmaile-Aspin Johanna, Emanuel de Bellis & Andreas Herrmann (2021), "The Social Power of Narcissists in Mass Customization," in *NA - Advances in Consumer Research* (48), eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 393-394.

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Hilbert, Sven, Kraus Elisabeth, Bernd Bischl, Alfred Lindl, Mario Frei, Johannes Wild, Stefan Krauss, David Goretzko & Clemens Stachl (2021), "Machine Learning for the Educational Sciences," *Review of Education,* 9 (3).

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Hildebrand, Christian (2021), "Conversational Commerce," *Marketing Review St. Gallen*, 4.

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Hildebrand, Christian & Anouk Bergner (2021), "Wie Chatbots die Bankenwelt verändern," in *Die Volkswirtschaft,* 4, S. 52-53.

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Hildebrand, Christian, Donna Hoffman & Tom Novak (2021), "Dehumanizing Voice Technology: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction," *AAAI Artificial Intelligence for Human-Robot Interaction.*

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Hildebrand, Christian, Donna Hoffman, & Tom Novak (2021), "Detrimental Dehumanization in the IoT: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction," paper presented at the *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Philadelphia.

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Hildebrand, Christian & Sophie Hundertmark (2021), "A Strategy Framework to Boost Conversational AI Performance," *Marketing Review St. Gallen*, 4, 10-16.

Publications in 2021

Koch, Timo, Peter Romero & Clemens Stachl (2021), "Age and Gender in Language, Emoji, and Emoticon Usage in Instant Messages," *Computers in Human Behavior*, 126.

Plananska, Jana, Rolf Wüstenhagen, Emanuel de Bellis & Andreas Herrmann (2021), "What Drives Consumer Adoption of Electric Vehicles? A Country-Level Analysis and an Implicit Association Test on Gender Perceptions with Electric Vehicles," paper presented at the *Association for Consumer Research (ACR) Conference*, Virtual.

Schär, Patrik, Christian Hildebrand & Fotios Efthymiou (2021), "Conversational Commerce in Finance," *Marketing Review St. Gallen*, 6-9.

Slavkovik, Marija, Clemens Stachl, Caroline Pitman & Jonathan Askonas (2021), "Digital Voodoo Dolls," paper presented at the *2021 AAAI/ACM Conference on AI, Ethics, and Society*, Virtual.

Stachl, Clemens, Ryan Boyd, Poruz Khambatta, Sandra Matz & Garbiella Harari (2021), "Computational Personality Assessment," *Personality Science*, 2 (6115).

Zehnle, Meike (2021), "New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception," paper presented at the *Swiss Academy of Marketing Science (SAMS) Conference*, Luzern.

Zehnle, Meike & Christian Hildebrand (2021), "Conversational Interfaces Reduce Financial Planning Stress," *Association for Consumer Research (ACR)*.

Zehnle, Meike & Christian Hildebrand (2021), "The Impact of Conversational Survey Interfaces on Consumers' Written Self-Expression," paper presented at the *European Marketing Academy Virtual Conference (EMAC)*, Madrid.

Zehnle, Meike & Christian Hildebrand (2021), "Less is more? How Conversational Interfaces Alter Survey Outcomes," paper presented at the *American Psychological Association's Conference on Technology, Mind, & Society*, Virtual.

Zehnle, Meike & Christian Hildebrand (2021), "New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception," paper presented at the *Swiss Academy of Marketing Science (SAMS) Conference*, Luzern.

Zimmermann, Jenny, Emanuel de Bellis, Reto Hofstetter & Stefano Puntoni (2021), "Cleaning with Dustin Bieber: Nicknaming Autonomous Products and the Effect of Coopetition," paper presented at the *American Psychological Association's Conference on Technology, Mind, & Society,* Virtual.

Zimmermann, Jenny, Emanuel de Bellis, & Reto Hofstetter (2021), "Cleaning with Dustin Bieber: Nicknaming Autonomous Products and the Evolving Relationship with New Technologies," paper presented at the *Association for Consumer Research (ACR) Conference*, Virtual.

Zimmermann, Jenny, Emanuel de Bellis, and Reto Hofstetter (2021), "How Consumers' Cooperativeness Impacts the Effect of Nicknaming Autonomous Products on Their Use," paper presented at the *Society for Consumer Psychology (SCP) Conference*, Virtual.

Zimmermann, Jenny, Emanuel de Bellis, and Reto Hofstetter (2021), "Robbie, Clean My Kitchen! How Nicknaming Drives Consumer Perceptions and Use of Autonomous Products," paper presented at the *American Marketing Association (AMA) Conference*, Virtual.

Teaching

With nearly twenty own courses and numerous contributions to courses offered by fellow HSG institutes, we aim to help learners at all levels to develop new skills and ways of thinking. Our teaching style is people-centered, interactive, and skill-oriented. Students describe our courses as challenging and requiring a high level of commitment, but they are rewarding and contribute significantly to their professional development and critical thinking.

Bachelor Courses

–Methods: Empirical Social Research (de Bellis)

Master Courses

- Artificial Intelligence and Behavioral Science (Global Alliance in Management Education (CEMS); de Bellis, Hildebrand, Stachl)
- Behavioral Science and Technology (Master in Business Innovation (MBI); de Bellis, Stachl)
- Biostatistics (Joint Medical Master (JMM); de Bellis)
- Consumer Behavior and Research Methods (Master in Marketing Management (MiMM); Hildebrand)
- Digital Footprints and AI for Psychometrics (Master in Business Innovation (MBI); Stachl)
- Judgment and Decision Making (Master in Marketing Management (MiMM); de Bellis, Hildebrand)
- Machine Learning for Marketers (Master in Marketing Management (MiMM); Hildebrand)
- Mobile Sensing and Behavioral Metrics (Master in Business Innovation (MBI); Stachl)
- Web Data and Digital Analytics (Master in Marketing Management (MiMM); Hildebrand)

PhD Courses

- Basics in Experimental Research (Ph.D. Programme in Management (PMA); de Bellis, Sirén)
- Research Seminar on Marketing and Behavioral Science (Ph.D. Programme in Management (PMA); de Bellis, Hildebrand, Stachl)
- Statistics with R (Ph.D. Programme in Management (PMA); Hildebrand)
- Writing Excellent Dissertations in Marketing (Ph.D. Programme in Management (PMA); Gollnhofer, Hildebrand)
- Introduction to Machine Learning for Behavioral Science (on-demand; Stachl)

Executive Courses

- Analytics for Managers (Executive MBA with ETH Zurich (EMBAX); Hildebrand)
- Customer Excellence in the Age of Data (Institute of Insurance Economics (I. VW-HSG); Hildebrand)
- Modern Marketing: From Funnels to Dynamic Sales Loops (Check-in To Management, Executive School University of St. Gallen; Hildebrand)
- Digitalization and Smart Data Analytics (Executive MBA, University of Geneva; Hildebrand)

Dissertation Projects

Anouk Bergner pursues numerous research projects at the intersection of human-computer interaction and psychology, exploring how new technologies, such as smart objects and conversational interfaces (e.g., chatbots and voice bots), influence consumer behavior. Her research aims at shedding light on how our affective experience with these increasingly humanized technologies fundamentally shapes decision-making and leverages a range of diverse methodologies from experimental research to deep contextual language models.

Anouk Bergner
Research Associate and PhD candidtae

Anouk earned her Bachelor's cum laude from Princeton University, where she studied Cognitive Psychology, and her Master's with distinction from the London School of Economics in Decision Sciences. After spending several years in research-oriented roles in the industry (at Procter & Gamble and Coty), she returned to academia in 2018 to pursue her PhD.

Anna Bouwer's research focuses on the psychological impact of artificial intelligence (AI) in consumer-oriented contexts. She is interested in the perception of value and quality of artificial intelligence-generated craftsmanship and behavioral decision making in the context of artificial intelligence.

Anna Bouwer
Research Associate and PhD candidtae

Anna received her B.Sc. in International Business and Emerging Markets from the University of Maastricht in 2017 and her M.A. in Strategic and International Management from the University of St.Gallen in 2019.

Francesc Busquet's research interests lie at the intersection of machine learning and business. He is currently working on the external evaluation of emotion recognition services and the development of automated speech analysis tools.

Francesc Busquet
Research Associate and PhD candidtae

Francesc received his B.Sc. in Economics and B.Sc. in Business Administration from the University of Girona in 2016 and his M.Sc. in Innovation and Research in Computer Science, in which he specialized in machine learning, from the Polytechnic University of Catalonia. Before joining IBT-HSG, he worked at the University of Girona, where he organized the first edition of the postgraduate course big data analytics applied to business and digital marketing.

Fotios Efthymiou's research focuses on the interaction between humans and speech assistants. He is interested in the changes in perception, behavior, and user experience that result from systematic modifications of the paralinguistic components of digital voice assistants.

Fotios Efthymiou
Research Associate and PhD candidtae

Fotis graduated from the University of Patras in 2015 with a Bachelor's degree in Social Sciences and Education. During the time between his bachelor's and master's studies, he conducted research in the field of behavioral neuroscience at the Institute of Food, Nutrition and Health (IFHN) at ETH Zurich. Fotis completed an interdisciplinary M.Sc. in Neuroscience at the University of Geneva in 2019, during which he conducted research in the Addiction Unit of the Department of Psychiatry in the field of behavioral addictions and at Campus Biotech in the Neuroscience in Finance and Economics Lab.

Jonas Görgen is interested in the unexplored downsides of consumer-facing technologies for consumers, businesses, and society.

Jonas Görgen
Research Associate and PhD candidtae

Jonas received his B.Sc. in Business Administration from the University of Mannheim and spent one semester at the University of Toronto. He then completed his Master of Arts in Marketing Management at the University of St.Gallen.

Meike Zehnle's research focuses on the psychological mechanisms and behavioral consequences of human interaction with conversational AI. In her current projects, she investigates in particular how such interactions (e.g., with chatbots) affect financial decisions, the acceptance of advice, and written communication.

Meike Zehnle
Research Associate and PhD candidtae

Meike holds a Bachelor of Science in Business Administration and Economics with a focus on management and marketing from the University of Passau and a Master of Science in Consumer Science with a focus on consumer, technology and innovation from the Technical University of Munich.

News

1. IBT-HSG at 2nd Swiss Academy of Marketing Science Conference
In October, IBT-HSG researchers participate in the second Swiss Academy of Marketing Science in Lucerne. The conference serves as a networking opportunity for Swiss marketing researchers and provides a knowledge forum for the exchange of current work in the field. Anouk Bergner and Meike Zehnle presented their latest research results in a session on "Consumer Interaction with Technology".

2. Christian Hildebrand joins IJRM Editorial Review Board
We are pleased to announce that Christian Hildebrand has joined the Editorial Review Board of the International Journal of Research in Marketing (IJRM). IJRM is the leading European journal of marketing, publishing high-quality research in marketing theory and novel methodological empirical research.

3. IBT-HSG at first International Symposium on Crypto-Marketing
On August 31st and September 1st, 2021, the first International Symposium on Crypto-Marketing took place at the University of Lucerne, with IBT-HSG researchers Emanuel de Bellis and Jonas Görgen participating. The aim of the symposium was to provide a focused discussion on non-fungible tokens (NFTs) and their impact on marketing research and practice.

4. Can edutech foster student inequality?
A forthcoming paper at the Journal of the European Economic Association (JEEA) by Paula Cacault, Christian Hildebrand, Jérémy Laurent-Lucchetti and Michele Pellizzari shows that livestreaming lectures leads to worse outcomes for already weaker students while stronger students improve in actual performance.

1. IBT-HSG at 2nd Swiss Academy of Marketing Science Conference

7. Emanuel de Bellis receives 2021 Rigour and Relevance Research Award

5. Christian Hildebrand joins Editorial Review Board
We are pleased to announce that Christian Hildebrand has been appointed to the Editorial Review Board of the Journal of Consumer Research. Selection is based on excellence in research, contributions to the field, and the quality and timeliness of their contributions to the journal.

6. Improving Technology Awareness among Kids
In addition to its normal academic research, each year the IBT-HSG engages in pro bono projects aimed at making the latest research findings useful to the general population. This year, the IBT-HSG visited the international school Pura Vida in St. Gallen with the aim of informing and educating young people about the advantages and disadvantages of the latest technologies.

7. Emanuel de Bellis receives 2021 Rigour and Relevance Research Award
The Swiss Academy of Marketing Science (SAMS) rewarded Emanuel de Bellis and Gita Johar with the 2021 Rigour and Relevance Research Award based on their joint paper "Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption." The paper was published in the Journal of Retailing and explores autonomous forms of shopping systems.

6. Technology Awareness among Kids

8. What do our messages tell about us?
What can you find out about a person solely through a text message? Apparently, a lot! Clemens and his colleagues analyzed instant text messages and were able to predict users' age and gender. This raises awareness on the controversial possibilities in appropriating user information through instant messages. It sheds a critical light on the shift of big tech companies like Facebook towards loosening up their privacy protection policies of their messaging services.

Outlook

After the successful inception of the IBT-HSG in 2021, we seek to **make significant contributions** to research, education, and society more broadly **in the upcoming year.**

First, we are continuing our **focus on world-class research**. We are going to present our work at a multitude of leading disciplinary and interdisciplinary conferences across the world and publish our work in the leading journals in the field. Over the next months, IBT-HSG's professors and doctoral students will discuss their research around the globe, always aiming to push what is known at the intersection of human behavior and technology and further establishing IBT-HSG as a leading institute for research on behavioral science and technology. The final goal remains the same: To communicate our research to different audiences—for academics, practitioners, and society at large. We continue to publish our findings in top disciplinary and interdisciplinary high-impact journals and translate research insights into impact through tailored programs for both for-profit and non-profit organizations in Switzerland and abroad.

Second, sharing knowledge through an **innovative and novel teaching portfolio** will remain one of our core objectives. On the one hand, there will be new courses offered by IBT-HSG, such as the CEMS course "Artificial Intelligence and Behavioral Science" taught by Emanuel de Bellis, Christian Hildebrand, and Clemens Stachl or the MBI course "Behavioral Science and Technology", by Emanuel de Bellis and Clemens Stachl. We also contribute to the high-impact executive education program EMBAX (joint management program by HSG and ETH Zurich) with a senior executive course on "Analytics for Managers" taught by Christian Hildebrand. Finally, existing courses will receive major updates. For example, we will overhaul the Bachelor core course "Methods: Empirical Social Research", which will be newly designed to focus on highly topical issues such as open science and leverage interactive formats, with the goal of preparing HSG students for conducting rigorous research on their own.

Third and beyond the traditional classroom, we will **disseminate knowledge through new channels** reaching further stakeholders with an interest in the emerging human-technology relationship: We have planned a pro-bono project inviting local senior citizens to a discussion on technology impact on the elderly and how it can support them in their daily lives. Further, we will kickstart a seminar series hosting the world's experts on behavioral science and technology at IBT-HSG to foster learning and collaboration—between scholars and across institutions and disseminate this knowledge publicly through open video lectures.

Fourth, we will continue to expand and welcome **new doctoral associates** (e.g., Pietro Alessandro Aluffi, Imperial College London) and visiting researchers (e.g., Sarah Kritzler, Ruhr University Bochum) who share our passion for generating knowledge on human-technology interaction.

Last but not least, we look forward to the **first two IBT graduates**—Anouk Bergner and Anna Bouwer—who are expected to receive their doctoral degrees in early 2022.

We look forward to an exciting second year ahead for the IBT-HSG.

Contact

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Impressum

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