

7.6 Cognitive and Experimental Economics Laboratory (CEEL), Trento, Italy

The CEEL represents a multidisciplinary research hub at UNITN, involving scientific competences from economics, cognitive psychology, consumer and marketing research. The ultimate aim of research conducted in CEEL is to advance the understanding of how human cognition affects economic behaviour, including food-purchasing decisions. The CEEL is a well-established centre for research in experimental economics and consumer behaviour. At CEEL physiological measures are collected that are related to consumer behaviour such as skin response measures. Over the years, many international scholars have conducted research at the CEEL from different EU and non-EU countries, for example the Max Planck Institute (Germany), University of St Andrews and University of Aberdeen (UK), Lappeenranta University of Technology (Finland), University of Amsterdam (the Netherlands), University of Innsbruck, Texas A&M University and University of Arkansas (US).

Important theoretical and methodological foundational elements in approach:

In CEEL researchers work on behavioural and economic determinants of consumer behaviour, merging insights from various disciplines and approaches to understand how human cognition affects economic behaviour.

Device requirements and guidelines:

Our setup requires training in order to understand the basic design of experiments, integration of skin conductance measurements, and structure of the experimental output. Technical support is available on site from the laboratory technician. All experimental studies need to be carried out according to the COMFOCUS harmonised guidelines for emerging technologies (available on COMFOCUS website). These guidelines inform user about design, sample selection, ethical factors, technological factors, data processing, harmonised measures, and stimuli, as well as metadata that must be reported.

CEEL provides BIOPAC MP 160 system with 16 skin conductance sensors that can be integrated with the experimental tasks designed with z-Tree or oTree software. More detailed information and training will be provided to the researchers prior to the arrival.

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Galvanic skin response device	
Way the object of research is represented in design	In CEEL we use a variety of experimental methods from different fields to investigate food consumer behaviours and their determinants. We use experimental software administered via stationary PC's that can be connected to skin conductance devices to measure physiological response in real time.
Overall research question	<p><i>Behaviour responses to emotionally evocative stimuli and situations within food consumer science context (position 33 – 34)</i> This research question deals with sub-topics such as food neophobia, food safety warnings and other areas related to strong emotional responses that can cloud rational judgement.</p> <p><i>Consumer decision making under pressure conditions (position 35 – 36)</i> This research question intends to investigate food consumer behaviour under various pressure conditions, such as decision making in group (i.e. peer pressure), decision making under cognitive load, or decision making under time pressure.</p>
Key dependent outcomes	Emotional response Willingness to Pay Product/food choice Consumer reaction to choice/situation Risk and time preferences
Complementary measures / self-reports	Other complementary and self-report measures can be used, if relevant. We strongly suggest using the harmonized self-reported measures proposed by the COMFOCUS, when possible.