

# Replications with impact

Joel Huber

Duke University

Marketing Consortium

June 2014

# Replications and your career

- Replications can develop research skills
- Help you to understand why an experiment works
- Put you in touch with important authors

# Replications and your career

- Replications can Hurt your reputation with the original authors
- Be dismissed by reviewers as nothing new or not believable
- Put your career off to a bad start

# There are three kinds of replications

- Pure replications: JESP's Replication Recipe
- Domain replications
- Conceptual replications

# What to do with a domain replication that reverses a published result

- If you are sure that they are reliable then contact the original author
- Check that your method replicates critical aspects of the original
- To publish you will typically have to replicate the original and then show a reversal in the new domain
- Null results require large samples

# How to deal with conceptual replications

- Make sure that the differences found make conceptual sense and are not ambiguous
  - Problematic examples
    - Differences across nations or races
    - Cognitive load
  - Successful examples
    - Bem's experiments of self perception vs. cognitive dissonance
    - Asymmetric dominance across positive vs. negative attributes
      - Malkoc, Hedgecock and Hoeffler

# Key learnings

- Replications are good learning exercises, but hard to publish
- Domain replications should differ in a surprising but unambiguous way
- Conceptual replications can generate important theoretical breakthroughs

# Submit to IJRM's replication corner

- Original paper must be important and well-cited
- Replications are short: 1200 words +8 references
- Focus is on interesting domain and conceptual replications
- Editorial process involves few steps and is evaluated quickly
- Editors, Eric Bradlow, John Lynch, Don Lehmann and Joel Huber