

Research With Impact

Ayelet Fishbach

Impact on who?

- Media?


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[Maybe silence goes better with veggies](#)
The Augusta Chronicle - Jun 21, 2014
You mess them up by giving all kinds of messages," **Ayelet Fishbach**, a professor of behavioral science and marketing at the University of ...


[Best way to make kids eat healthy is to say nothing, study finds](#)
The Herald-Times (subscription) - Jun 13, 2014
"You just need to give them the food," study co-author **Ayelet Fishbach** told The New York Times. "You mess them up by giving all kinds of ...


[In Pitching Veggies to Kids, Less Is More](#)
New York Times - Jun 7, 2014
You mess them up by giving all kinds of messages," said the paper's co-author, **Ayelet Fishbach**, a professor of behavioral science and ...

 [Battle on the dining table!](#)
The Hindu - Jun 12, 2014
You mess them up by giving all kinds of messages," said the papers co-author, **Ayelet Fishbach**. "When giving food to children, nothing helps ...
[Want preschoolers to eat more veggies? Serve them and say nothing](#)
Orlando Sentinel (blog) - Jun 12, 2014
[Explore in depth](#) (2 more articles)

[To Tell or Not To Tell Kids About Healthy Foods](#)
Ciproud.com - May 28, 2014
According to a new study led by Dr. **Ayelet Fishbach**, University of Chicago's Booth School of Business, children who are told these things are ...

 [Get Kids to Eat More Veggies with Less Talk, More Action](#)
eMaxHealth - by Denise Reynolds RD - Jun 2, 2014
In a kids mind, says Dr. **Ayelet Fishbach** of the University of Chicago, they feel that if a good is "good for you" it means that it cannot possibly ...

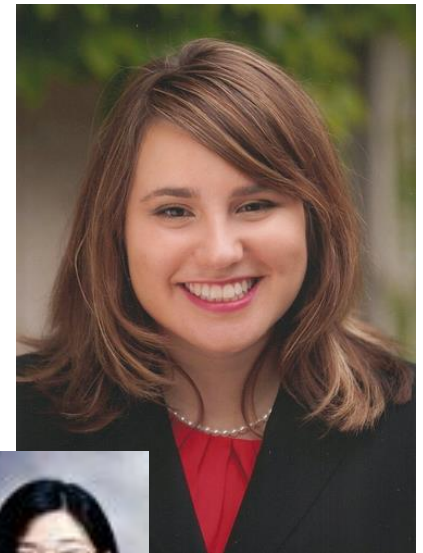
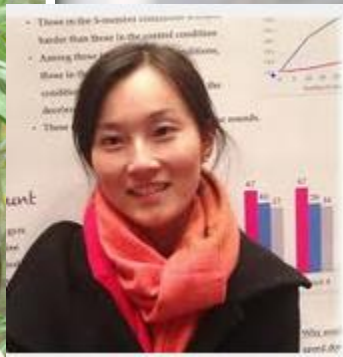
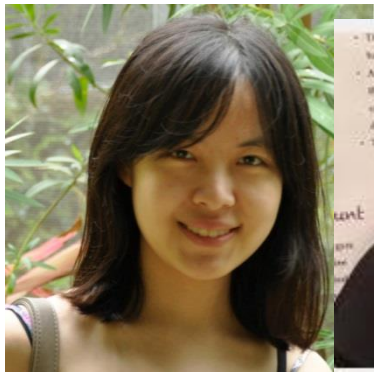
 ["No broccoli, no dessert," right? Wrong.](#)
Quartz - Jun 5, 2014
Across five experiments conducted at an Evanston-area daycare, Maimaran and her colleague, **Ayelet Fishbach**, of the University of Chicago, ...

 [Don't tell your kid veggies are healthy](#)
Views Times - May 27, 2014
... Dr **Ayelet Fishbach** of the University of Chicago's Booth School of Business. ... the food is not as tasty, and will therefore consume less of it," Fishbach adds.

- Journals?



- Students? Academic community?



Field research with clear practical implications

- Do:
 - Field research
 - Behavioral DVs
- Don't:
 - Scenario studies
 - Mturk studies

Field research with clear practical implications

- example

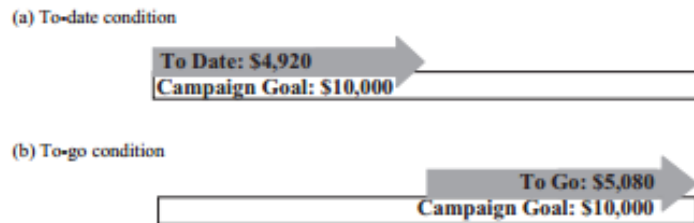


Figure 6. Compassion solicitation letter figures (Study 4).

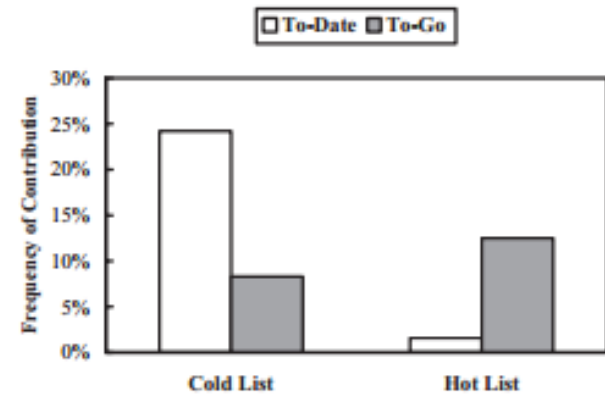
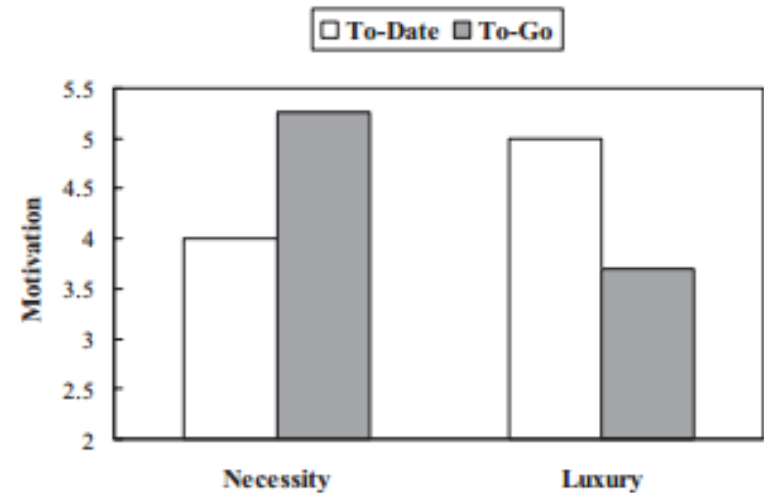


Figure 7. Charity contribution as a function of commitment certainty (cold list vs. hot list) and focus on to-date versus to-go information (Study 4).

- Other examples for interesting data sets:
 - Patients in a student clinic
 - Passengers waiting at the airport
 - Children in a daycare
 - Gym users

Home-run theoretical research

- Do:
 - Be an expert on *something*.
 - Pursue your expertise (explore similar topics across papers)
 - (even though publishing the follow up paper will be more difficult)
- Don't:
 - Mainly seize the opportunity

Crafting ideas for maximum persuasive impact

- Do:
 - Ask: is it important? Is it interesting? Is it novel? (because this paper will take 7 time longer than your think).
 - Communication skills matter. Your data doesn't speak for itself.
 - Be original (easier said than done).