



Behavioral Research Lab

DISCOVER THE SCIENCE BEHIND DECISIONS





The Power of Behavioral Research

Traditional market research relies on self-reported feedback that can miss subtle reactions or distort true preferences. The Behavioral Research Lab goes deeper — capturing subconscious responses using tools that track attention, emotion and appeal. When you add biometric data to your research toolkit, you unlock hidden insights:

- Which aspects get attention and the emotional response
- How to improve creative decisions
- Ways to iterate faster
- Higher ROI on campaigns, experiences and educational content

Use Cases: What Can You Test?

- Websites and pages
- Print ads
- Video ads
- Packaging
- A/B options
- Educational videos
- Signage and menus
- Calls to action

What do we measure?

Attention



Eye Tracking

Learn what people pay attention to, pinpointing exactly where, when and how long they focus.

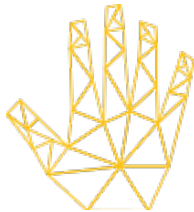
Emotional Tone



Facial Expression Analysis

Decode what they feel — joy, anger, surprise, fear, contempt, disgust, sadness and overall engagement — through the action of facial muscles.

Appeal



Galvanic Skin Response

Uncover the magnitude of each person's response from changes in their sweat response.



Voice Analysis

Identify what a person's voice is carrying beyond words — emotion, stress levels and subtle shifts in tone.

Example Print Ad Test

Attention Heat Map

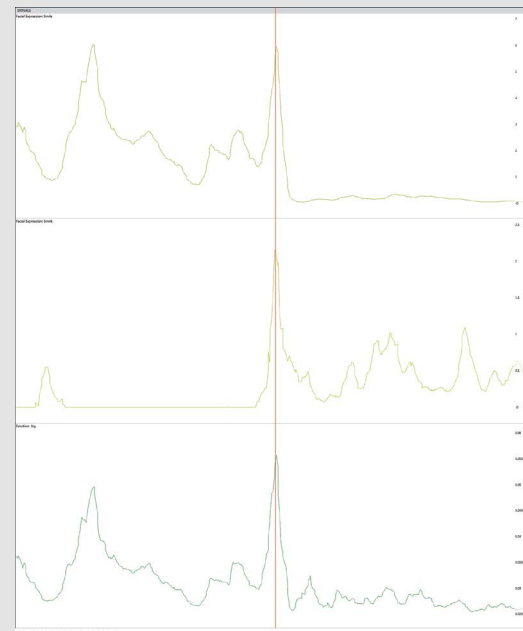


They see the benefit and brand the most.

Emotional Tone Facial Expressions



They smile, smirk and are joyful at "You Scream".



Remote Data Collection



Gather biometric and behavioral insights from anywhere with participants at home, in the field or across the globe. Cloud-based tools give you high-quality, scalable data with:

- Eye tracking
- Facial expression analysis
- Voice analysis

Other Research Services



- Survey design and execution
- Qualitative research, including focus groups
- Room rental and facilitation
- Experimental design
- Access to student and other paid samples

Experience the Difference

The University at Buffalo School of Management's Behavioral Research Lab bridges the gap between academic theory and practical insights into human behavior. Using advanced biometric tools like eye-tracking, facial coding and galvanic skin response, we help uncover what drives decision-making.

Let's bring your message to life by understanding how people actually experience it.

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