

Behavioral Research at Darden (BRAD) Lab

Get Paid to Be Yourself



What is BRAD Lab?

Darden's BRAD Lab is an interdisciplinary laboratory supporting the application of behavioral science to business and society. It is part of the [Convergent Behavioral Science Initiative \(CBSI\)](#). The lab exists to help a wide variety of faculty, researchers, post docs, and doctoral students at Darden and across UVA Grounds conduct behavioral research.

The lab provides guidance on implementing research initiatives.

Guidance areas include:

- Advising on experimental design including IRB submission protocol
- Coordinating the space, equipment, and logistics behind running online and in-lab studies
- Recruiting study participants
- Securing appropriate staff to support execution of studies
- Training and supervising research assistants
- Connecting researchers to combine studies and resources in order to maximize efficiency and reduce cost

BRAD Lab Staff

The Academic Director of BRAD Lab is Associate Professor Morela Hernandez.

Lab staff consists of a full-time Lab Director, Ornuma Wawsri, as well as two full-time Lab Coordinators, Emily El Sanadi and Danielle Godfrey.

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Learn more about us at
<https://www.darden.virginia.edu/brad-lab>

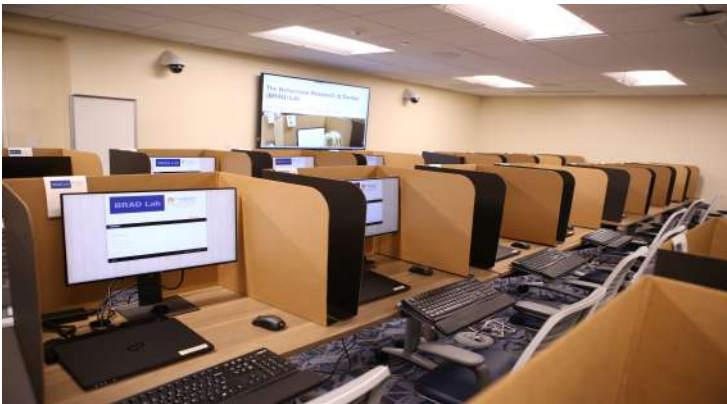


Lab Space & Facilities

Our lab space is located on the Ground Floor of the Darden Camp Library Building at the Darden School of Business. BRAD Lab facilities are fully updated and adjustable to meet a broad range of behavioral research needs across UVA Grounds.

Facilities and equipment include:

- VALT Software: a secure recording system that allows researchers to observe live or recorded videos. The system at BRAD Lab is HIPAA compliant
- One computer lab with 24 computer stations; outfitted with VALT System



- Six focus research rooms - two rooms have a two-way mirror for live observation; capacity of 4-6 people; each room is outfitted with VALT System and a computer station



- One control room connecting two adjacent two-way mirror focus research rooms
- One research lounge for informal meetings or training
- One waiting lounge for participants
- 21 headphones

**If you are interested in BRAD Lab services, please email us to get started:
BradAdmin@darden.virginia.edu**