**RESULTS**

I begin by fitting a hedonic regression model to all three datasets. Next, I replicate Beggs & Graddy’s (2009) original anchoring findings for their two Impressionist and Contemporary datasets. Then, I apply their same model to my new dataset of assorted art sales. Finally, I run my anchoring cross-effects regression on all three datasets. As a final experiment, I also run my cross-effects regressions on three selected pairs of artists.

**HEDONIC REGRESSION**

We begin by fitting a hedonic regression model to our three datasets in order to construct a measure of artistic value for each piece. Tables 4-7 below show the results of the hedonic predictions.

Overall, hedonic characteristics such as the painting dimensions, the presence of a signature, medium, and artist and time effects (both omitted for brevity; both significant) have a significant impact on the sale price of the painting. It is surprising that a painting’s date of creation is generally not significant, which may be explained by the importance of artist variables. For Impressionist Art and Contemporary Art, much of the variation in price is explained by our regression model, indicated by generally high values. For our new dataset, however, the value is extremely low although variables are significant. This is to be expected: our dataset covers a very large variety of paintings, and so we should see very high variance across prices in our regression model (though far lower bias, as indicated by our highly significant hedonic variables). The F-statistic is extremely significant in all cases, which shows that our regression variables are relevant as a whole. In general, the most impactful variables are those for the art medium and the dimensions. This may be attributed to large pieces and pieces from specialized mediums selling for more, as indicated by large, significant coefficients for certain mediums and not for others. Despite a high value for Impressionist art, the intercept is highly significant. This suggests that non-hedonic factors likely play a large role in determining value for Impressionist pieces, which is understandable given the relatively more pronounced age and renown of those works. Additionally, the presence of a signature specifically, rather than other signs of authenticity such as a monogram, generally seems to be more important to determining hedonic value. We do note that signature is more significant for Impressionist art auctioned in NYC, while medium is more significant factor for that auctioned in London. As a further note, regressing on only artist and time dummies corresponds to a reduction in in the Impressionist and Contemporary datasets, as noted in Beggs & Graddy (regressions not included). Generally, it is clear that hedonic factors such as size and medium do play a large role in determining value for the works we examine.

**REPLICATION: BEGGS & GRADDY (2009)**

Here, we attempt to replicate some of the work of Beggs & Graddy (2009), who analyze the same Impressionist and Contemporary datasets to test whether the first sale of a painting produces an anchoring effect on its later sales. In this research we only consider sale price, but Beggs & Graddy did also run regressions for presale estimate and the probability of sale. As mentioned earlier, they identified resale observations in the Impressionist and Contemporary datasets by cross-checking them against presale catalogs, which we do not have. Hence, we make the assumption that duplicate hedonic observations refer to multiple sales of the same item, which is clearly too lenient since even different art pieces may have the same characteristics. However, as discussed below, we are still able to reproduce their general findings even without knowing which exact observations were originally used.

Tables 8 and 9 show our results, alongside the original tables of Beggs & Graddy. We were able to reproduce the discovery of highly significant anchoring effects in Impressionist art, and the more weakly significant effects in Contemporary art. However, our anchoring coefficients are not nearly as large as theirs. For Impressionist art, a 10% increase in the difference between past price and current hedonic prediction (anchoring) only corresponds to a 1.7% increase in the current sale price (Beggs & Graddy: 6.2-8.5%), while for Contemporary art the same 10% increase only corresponds to a 1.3% predicted increase in current sale price (Beggs & Graddy: 5%). On the other hand, our regressions show that the residuals from past price (unobserved inputs into past price, such as the thrill of bidding) are much strong than anchoring in the case of Impressionist art (5% increase for Impressionist), which differs from the results of Beggs & Graddy. One explanation could be that the reputation of Impressionist pieces grows over time as these pieces trade ownership across collectors and museums, so that reputation effects tend to drive up buyer demand beyond hedonic value or even past price anchors. This would be captured in the past residuals.

We do find a weaker impact of the past residuals on current price in the case of Contemporary art, a result which is shared by Beggs & Graddy. They attribute this to the heavy time-dependent variation in prices in this Contemporary art dataset (not shown here), which suggests past prices would not serve as meaningful anchors. We also replicated their discovery of relatively small time coefficients, particularly for Contemporary art. This indicates that the specific number of months between sales seems to not be a major influence in determining the current price of a work (at least in the context of resale). Finally, our anchoring regressions also share the very high and adjusted values of Beggs & Graddy, indicating that much of the variation in hammer prices is explained by this model.

In addition to Impressionist and Contemporary art, we also ran Beggs & Graddy’s original anchoring regression on our new dataset of recent assorted painting sales (Table 10). Because our dataset does not seem to have identifiable multiple sales of the same item, we used the average substitute of an item (constructed as described in our methodology) instead of a past sale as a point of comparison for the anchoring effect. This reduces to running our regression for anchoring cross-effects without the measure of substitution, i.e. the control term. Despite this simplistic approach that does not control for substitution, we can still discover some insight.

We discovered strong and highly significant anchoring effects in this context (5.9% increase), although, just as in our findings for Contemporary art, the residual from past price seemed to be relatively unimportant. This preliminary evidence suggests, although we have not controlled for substitution yet, anchoring is at work in this dataset. The value is much lower due to the very high variation in our data, but the F-statistic is extremely high indicating that our regression variables do seem to be relevant. As in both the original results of Beggs & Graddy and our replication of their work, we found that time effects seemed to be relatively weak, though they are highly significant. Hence, our next and regressions, designed to control for substitution, should yield more precise and accurate insight into anchoring effects.

**ANCHORING CROSS-EFFECTS**

In this section, we describe our regression results that control for substitution. We employ our measures which describe how similar a current good is to its “average substitute,” a representative good constructed from all other identified substitutes. As discussed earlier, the measure represents the (log) second moment of hedonic prices of substitutes about that of the current good. This allows to capture both the spread of hedonic differences as well as the magnitude of those differences. Conversely, the variable measures similarity across art pieces according to insight from our interviews, and represents the importance of size, price, and time effects.

**Q1: SECOND MOMENT OF HEDONIC PRICE DIFFERENCES**

Tables 11 through 13 show the results of running the above regression for our Impressionist, Contemporary, and assorted art datasets. There are several results particularly worth noting here.

First, after controlling for substitution, anchoring effects lose significance for Contemporary art, and only retain significance for Impressionist and recent assorted art. It is possible that anchoring is no longer significant for Contemporary art because it tends to be especially diverse. For instance, based on our interviews, we learned that over time the boundaries between art mediums have become finer as mediums are combined in “mixed media” formats. These unusual Contemporary artworks do seem to fetch competitive sums at auction[[1]](#footnote-1) [[2]](#footnote-2). As a result, a Contemporary artwork to be auctioned may lack obvious precedents for the determination of its value. Thus, current price will be determined by the piece’s own characteristics as well as unobserved inputs into price such as general demand for Contemporary art. This seems to be confirmed by the highly significant hedonic price prediction, as well as the highly significant, non-negative substitute residual. The lack of anchoring effects for Contemporary art goes hand-in-hand with the insignificance of the substitution measure, which indicates that price does not seem to be determined by substitution phenomena.

On the other hand, anchoring effects and substitution are significant for Impressionist art. In general, Impressionist works tend to have better-defined mediums such as oil and watercolor, which likely makes it easier to identify similar sale precedents. Hence, anchoring is significant (though not particularly strong): a 10% gap between the substitute’s sale price and the current piece’s hedonic value corresponds to 0.3% change in the current price. More impactful is the substitute sale residual, which exhibits a highly significant and stronger coefficient. We believe this may be due to reputation effects. Impressionist pieces, which tend to be much older, scarcer, and well-known, seem to be purchased more as an investment rather than a decoration.[[3]](#footnote-3) [[4]](#footnote-4) Hence, we would expect their non-hedonic value to rise as their provenance and auction history becomes more and more illustrious over time. As a result, the sale prices of these pieces begin to reflect their historical reputation more than their hedonic value. Historical reputation may be tied to general attributes such as the artist and provenance, which may of course be shared by multiple works. Thus, we should expect buyers of a piece to draw upon price signals from sales of similarly reputable works, which are captured in the significant substitute residual here.

Finally, our assorted art dataset exhibits strong and highly significant anchoring effects. We believe this is partially due to the far smaller time gaps between sales, which as discussed in our literature review, seem to be more conducive to anchoring. However, in addition to containing both Impressionist and Contemporary works, the assorted art dataset is much larger and diverse. This means that for a given art piece, it may be possible to find more appropriate substitutes, which is suggested here by the highly significant coefficient for the substitution measure. < need to work hard on this section. Maybe go into data, .Rdata, or regression here >

Time effects (months since last sale) have small coefficients across the board, and are insignificant for Impressionist art. From our interviews, we learned that buyers of art tend to be myopic, in that they do not tend to internalize the full range of historical prices (only recent prices, e.g. anchoring). This seems to be confirmed by the price indices and small time coefficients in Beggs & Graddy (2009), which suggest that prices can climb up dramatically over long stretches of time. Here, for assorted art, a 100 month (8.3 year) time interval between sales only corresponds to an 8% decrease in the current price. For Contemporary art, the same gap corresponds to a 5% decrease, while for Impressionist art the association is almost nonexistent. Nevertheless, the fact Contemporary and assorted art have somewhat larger coefficients suggest that smaller time intervals between sales can counteract buyer nearsightedness.

The values are generally in line with our results for the original anchoring regression: there is much less variation in the Impressionist and Contemporary datasets than in our assorted art one. High F-statistics confirm the relevance of our variables, as before.

**Q2: DOMAIN KNOWLEDGE**

Tables 14 through 16 show the results of using as a control for substitution. Even though the design and focus of is considerably different from those of, we reach similar results, which further confirms our overall discovery of anchoring effects.

First, as in the case, anchoring is significant for Impressionist and assorted art, but insignificant for Contemporary art. This is what we found in the case, which is surprising since only focuses on a couple of key variables (size, time) that were carefully suggested by our experts. Nevertheless, anchoring coefficients are weaker across the board, which suggests that might be a more stringent control.

Although becomes a significant predictor of price across all three datasets, the impact of on price is mixed, compared to the case. For Impressionist art, has a larger coefficient (in absolute value) than did; on the other hand, for Contemporary art is weaker. This suggests that when buyers of a given art piece research sales of comparable pieces, they base their hedonic value judgments primarily on size, and do not delve into sales too far in the past. For Contemporary art, we see that is significant as opposed to the case, indicating that domain knowledge of artistic similarity does seem to be legitimately helpful in predicting price. This is consistent with our discussion of Contemporary art pieces in the case, and the lower for Impressionist art in our hedonic regression model (Table 5 and 6). Compared to Impressionist pieces, Contemporary art pieces do seem to generally have a more limited provenance and history, and so derive much of their value from hedonic factors. That said, here the quality of substitution is still comparatively stronger for Impressionist art than for Contemporary art. This is because time effects are stronger for Contemporary art than for Impressionist art: some of the predictive ability of is sapped by the significant time coefficient also included in the regression (-0.05039). Prices for Impressionist pieces generally seem to be somewhat resistant to long intervals between sales, as indicated by the lower and nonsignificant time coefficient (0.8457).

While both and are significant for assorted art, is a hugely more impactful measure of substitution: a 10% improvement in substitution quality corresponds to a 3.0% increase in sales price. Focusing on size and time duration seems to be far more effective as a control, since for this assorted art dataset, it is possible that (as a more general hedonic measure of similarity) may capture too much noise to be helpful for measuring substitution. Nevertheless, regardless of which measure we use, we are still accounting for a lot of variation in the data, as evidenced by moderate-low values.

**THREE EXPERIMENTS**

Hadley Newton (formerly of Sotheby’s) helped us to sift through our assorted art dataset for pairs of artists to compare. This includes Joan Miro & Salvador Dali, Pablo Picasso & Marc Chagall, and Edvard Munch & Henri de Toulouse-Lautrec. The first two artist pairs produced artistically similar work, and so should be expected to exhibit anchoring cross-effects. However, while they were historically similar (as explained below), Munch and Toulouse-Lautrec had fairly divergent artistic styles. Thus, they should not be expected to display anchoring effects. This allows us to ensure our model does not falsely detect anchoring in light of non-artistic similarity.

In this section, we run our and regressions on those three pairs of artists for comparison. Specifically, we test whether one artist serves as an anchor for the other, and vice-versa: an artist may not be their own anchor. This allow us directly test our anchoring regressions on known substitutes, and evaluate our results more thoroughly.

**SUBSTITUTION EXPERIMENT #1:**

**JOAN MIRO (1893-1983) AND SALVADOR DALI (1904-1989)**

Miro and Dali were two of the most iconic Spanish Surrealists, and created pieces that are at once abstract, imaginative, and occasionally absurd. The work of Miro draws heavily on well-defined geometric shapes and lines, filled with bright colors and political overtones[[5]](#footnote-5). Dali’s work, which ranges from bizarre scenes to nightmarish landscapes, is dreamlike yet shows an appreciation for the realistic nature of classical and Renaissance art[[6]](#footnote-6). Overall, their artistic styles only seem to be moderately similar, given Miro’s focus on geometry and Dali’s emphasis on realism. That said, works by both Surrealists have sold at auction for 6- and 7-figure sums, and the two Surrealists are sometimes paired together at museum and gallery exhibitions[[7]](#footnote-7). We were also told that works by these two artists tend to also attract the same kinds of clients.

Tables 18 and 19 show the anchoring regression results for Miro and Dali (in our assorted art dataset) with our respective controls and. First, it is notable that anchoring is entirely insignificant with, but gains a highly significant p-value and becomes much stronger when is used. However, the substitution measure in the case is highly significant and impactful while that in the case is not. This relationship between the anchoring effect and the measure of substitution in this dataset suggests that is not an appropriate control, which would indicate that the anchoring effects in the case may be illusory. Either way, there is a large amount of variation that our model cannot explain, as evidenced by our low values. It is also surprising that the hedonic price predictions are relatively weak and insignificant, and that unobserved inputs into the substitute’s price (the substitute’s residual) are impactful and highly significant. Even further, the intercept term is very large and significant. Together, all these observations suggest that there are other influential inputs at work (in the error term) beyond our identified variables. Thus, a substitution control better tailored to Dali and Miro might be required in this scenario, as anchoring effects between Dali and Miro pieces are inconclusive here. However, this experiment does highlight the importance of controlling for substitution to prevent anchoring effects from being falsely detected.

As confirmed by our earlier regressions, time effects are significant and influential for both Dali and Miro who (as Surrealists) may be classified as Contemporary artists. Despite the variation in our data, high F-statistics in both the and cases ensures the relevance of our model. However, we cannot say there are conclusive anchoring effects between Dali and Miro – which makes sense given their somewhat divergent styles, even within the larger Surrealist movement.

**SUBSTITUTION EXPERIMENT #2:**

**PABLO PICASSO (1881-1973) AND MARC CHAGALL (1887-1985)**

Picasso and Chagall, former friends turned opponents[[8]](#footnote-8) and two of the best-known Contemporary artists, spanned multiple artistic traditions. The works of Picasso range from Cubist nude portraits to Neoclassical and Surrealist paintings, and frequently depict real life in abstract forms. Chagall drew upon a variety of movements including Surrealism, Cubism, and Expressionism for his works, many of which focus on scenes from Eastern Europe[[9]](#footnote-9) [[10]](#footnote-10). Overall, the styles of Picasso and Chagall seem to be relatively similar, and some research even suggests that price indices for those two artists tend to move together[[11]](#footnote-11). The two painters are frequently featured together at exhibitions[[12]](#footnote-12) [[13]](#footnote-13), more often than Dali and Miro are, and the works of Picasso and Chagall often fetch 7- and even 8-figure sums at auction.

Overall, for this comparison we see similar results whether we use or (Tables 20 and 21). Anchoring is strong and significant in this comparison between Picasso and Chagall. It is also associated with the presence of significant control terms this time, which suggests that even after controlling for substitution, anchoring is still very much at play. Also, the coefficients are large: if the price of the substitute is 10% higher than the hedonic value of the current good, we should expect to see a 15% increase in the current good’s price due to anchoring (if we use; 25% increase if we use). In the case, the intercept is also much stronger and highly significant, compared to that of. There is a lot of variation in the data, as evidenced by the extremely low values. This indicates that for Picasso and Chagall, prices for their artwork are probably affected by other influences, and that our two measures of substitution, although significant and generally a step in the right direction, could be improved. Time effects are fairly small, and do not seem to affect price much if at all.

While anchoring effects were less conclusive for Miro and Dali than for Picasso and Chagall, we do see here highly significant evidence of strong anchoring cross-effects, which makes sense given their artistic similarity. Thus, we should expect prices for one artist’s works to noticeably impact those for the other’s pieces.

**SUBSTITUTION EXPERIMENT #3:**

**EDVARD MUNCH (1863) AND HENRI DE TOULOUSE-LAUTREC (1864-1901)**

We were suggested to pair together Munch and Toulouse-Lautrec because, as contemporaries in Europe, they met with similar levels of economic and critical success during their lifetimes. However, their artistic styles seem to somewhat differ. Munch, a Norwegian artist associated with Expressionism and Symbolism, is known for the intensely psychological and brooding themes he imbued into his paintings and prints[[14]](#footnote-14). On the other hand, Toulouse-Lautrec is known for his Post-Impressionist, drawing-like depictions of people, often those from lower-class, urban environments[[15]](#footnote-15). It seems that Munch and Toulouse-Lautrec are featured together less frequently: a quick Google search only turns up a 1965 exhibition at the Metropolitan Museum of Art[[16]](#footnote-16). Nevertheless, both artists pull in hefty sums: Toulouse-Lautrec’s work “Au Lit: Le Baiser” fetched $16.3 million at Sotheby’s in early 2015[[17]](#footnote-17), and Munch’s Internet-famous “The Scream” sold for nearly $120 million at Sotheby’s in 2012[[18]](#footnote-18).

Tables 22 and 23 show the respective and anchoring regression results for Munch and Toulouse-Lautrec in our assorted art dataset. As expected, no significant or strong anchoring effects appear this time, regardless of whether we use or. Even if the two artists did enjoy comparable success during their concurrent lifetimes, which would be reflected in similar prices, their artistic styles seem to be too different to permit anchoring cross-effects. Our measure of substitution is insignificant in both the cases, which seems to further suggest that Munch and Toulouse-Lautrec are not particularly close hedonic substitutes. That said, has a somewhat larger coefficient, which could be due to its inclusion of near-significant time effects (p-value: 5.38). The value indicates that we do seem to explain more variation in the data than we did for other artist pairs, but relatively low F-statistics confirms that anchoring is not at play between the Munch/Toulouse-Lautrec pair. In fact, the only significant variable is the hedonic price prediction. Hence, we do not find any evidence of anchoring between Munch and Toulouse-Lautrec – which is understandable, given their relatively divergent artistic styles. This is encouraging, because it means our model is relatively robust and does not detect anchoring too leniently.

1. http://www.christies.com/lotfinder/paintings/invader-alias-hk-59-5875653-details.aspx [↑](#footnote-ref-1)
2. For instance, Matt Lamb’s “Figures” fetched $24K at Christie’s, London on June 22, 2010. http://www.christies.com/lotfinder/paintings/matt-lamb-figures-5332422-details.aspx [↑](#footnote-ref-2)
3. http://pierrebittar.com/why-invest.html [↑](#footnote-ref-3)
4. Impressionist price index in Beggs & Graddy (2009) [↑](#footnote-ref-4)
5. http://joanmiro.com/style-of-joan-miro/ [↑](#footnote-ref-5)
6. http://www.theartstory.org/artist-dali-salvador.htm [↑](#footnote-ref-6)
7. http://www.galeriemichael.com/current-exhibitions/miro-dali-poetic-visions-two-catalan-surrealists/ [↑](#footnote-ref-7)
8. http://www.pablopicasso.org/picasso-and-chagall.jsp [↑](#footnote-ref-8)
9. http://www.theartstory.org/artist-chagall-marc.htm [↑](#footnote-ref-9)
10. http://www.infoplease.com/encyclopedia/people/chagall-marc.html [↑](#footnote-ref-10)
11. http://digitalcommons.iwu.edu/cgi/viewcontent.cgi?article=1040&context=uauje [↑](#footnote-ref-11)
12. http://www.operagallery.com/catalogues/picasso\_chagall\_dubai/cata.pdf [↑](#footnote-ref-12)
13. http://pueblopulp.com/picasso-matisse-chagall [↑](#footnote-ref-13)
14. http://www.theartstory.org/artist-munch-edvard.htm [↑](#footnote-ref-14)
15. http://www.toulouse-lautrec-foundation.org/biography.html [↑](#footnote-ref-15)
16. <http://libmma.contentdm.oclc.org/cdm/ref/collection/p16028coll12/id/1460> [↑](#footnote-ref-16)
17. http://www.theguardian.com/artanddesign/2015/feb/04/sothebys-auction-highest-sales-total-ever [↑](#footnote-ref-17)
18. http://www.nytimes.com/2012/05/03/arts/design/the-scream-sells-for-nearly-120-million-at-sothebys-auction.html?\_r=0 [↑](#footnote-ref-18)