

Society for Judgment and Decision Making

The 2011 32nd Annual Conference



Sheraton Seattle Hotel & Washington State Conference Center
1400 Sixth Avenue
Seattle, WA 98101
November 4-7, 2011

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2011 Program Committee: Nathan Novemsky (chair), Michel Regenwetter, Bernd Figner, Robyn LeBoeuf, Ulf Reips, Wandí Bruine de Bruin, Ellie Kyung, and Anuj Shah.

Thanks to Gretchen Chapman (conference coordinator), Mare Appleby (catering and registration coordinator), Jon Baron (webmaster), Eldar Shafir (President), Ellie Kyung (social event), Anuj Shah (book auction), and the ad hoc reviewers: Jason Dana, Uri Simonsohn, Geoff Goodwin, Gal Zauberman, Joe Simmons, Eugene Caruso, Suzanne Shu, Carey Morewedge, Clayton Critcher, Shane Frederick, Tom Meyvis, Leif Nelson, Jay Russo, Oleg Urminsky, Adam Alter, Jonah Berger, Craig Fox and Jason Riis

2011 SJDM Conference Master Schedule

Sheraton Seattle Hotel & Washington State Convention Center, Seattle WA

November 4-7, 2011

FRIDAY, NOVEMBER 4

Psychonomic Society JDM Sessions (See the Psychonomic Society program for details)

5:00-7:00 pm **Welcome Reception / Early Registration** Rooms 606 & 607 (Convention Center)

8:00-10:00 pm **Tribute to Robyn Dawes** Willow Ballroom (2nd floor, Sheraton Hotel)

SATURDAY, NOVEMBER 5

7:30-8:30 am **Registration** and Continental Breakfast - East Lobby (6th floor, Convention Center)

8:30 -10:00 am **Paper Session #1** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

10:00 -10:30 am Morning Coffee Break - Suite C (Convention Center)

10:30-12:00 pm **Paper Session #2** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

12:00-1:30 pm Lunch Break (on your own)

1:30-3:00 pm **Paper Session #3** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

3:15-4:45 pm **Paper Session #4** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

4:45-5:15 pm Afternoon Coffee Break - Suite C (Convention Center)

5:15-6:45 pm **Paper Session #5** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

6:45-8:45 pm Graduate Student Social Event - Rooms 606 & 607 (Convention Center)

7:00-9:00 pm Executive Board Dinner - Sullivan's Steakhouse, 621 Union Street

SUNDAY, NOVEMBER 6

8:30-10:30 am **Poster Session #1 & Book Auction** w/ Continental Breakfast - Ballroom 6ABC (6th floor, Convention Center)

10:30-12:00 pm **Paper Session #6** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

12:00-1:30 pm **Women in SJDM Networking Event** - Sullivan's Steakhouse, 621 Union Street

12:00-1:30 pm Lunch Break (on your own)

1:30-2:30 pm **Keynote Address by Ed Diener** Rooms 608 & 609 (Convention Center)

2:45-4:15 pm **Paper Session #7** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

4:15-4:45 pm Afternoon Coffee - Suite C (Convention Center)

4:45-5:30 pm **Presidential Address by Eldar Shafir** Rooms 608 & 609 (Convention Center)

5:30-7:30 pm **Poster Session #2 & Book Auction** w/ Cash Bar - Ballroom 6ABC (6th floor, Convention Center)

9:00pm-1:00am **SJDM Evening Social Event** at The Triple Door, 216 Union Street (5 minute walk)

MONDAY, NOVEMBER 7

8:00-8:45 am **Business Meeting** w/ Continental Breakfast - Rooms 602 & 603 (Convention Center)

8:45-10:15 am **Paper Session #8** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

10:15-10:30 am Morning Coffee Break - Suite C (Convention Center)

10:30-12:00 pm **Paper Session #9** Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

12:00-12:30 pm **Einhorn Award** Rooms 608 & 609 (Convention Center)

12:30-1:30 pm **Luncheon and Awards Ceremony** Rooms 606 & 607 (Convention Center)

Note: all events are on the 6th floor of the Convention Center except for the Friday evening tribute session which is held in the Sheraton Hotel, the Sunday Women in SJDM lunch, which is at a nearby restaurant, and the Sunday evening social event that is a short 5-minute walk away.

SJDM Conference Paper Sessions

Listed by Session

SATURDAY NOV 5, 2011			
Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)			
	TRACK I Rooms 611 & 612	TRACK II Rooms 608 & 609	TRACK III Rooms 613 & 614
Session #1	Well-Being	Health	Heuristics and Biases
8:30am	Norton - Rituals Alleviate Mourning	Milkman - Implementation Intentions	Attari - Saving Energy
8:50am	DeWitt - Intuitions about Transplant	Ling - Frequent Rewards Improve	Carpenter - Coherence Shifting
9:10am	Li - Valuing Life	Chapman - Game Theory Vaccinations	Kay - Gaining v. Losing Information
9:30am	Hsee - Overworking	Chick - Improving Health Outcomes	Regenwetter - Lexicographic Semiorders
Session #2	Is It True?	Goals and Motivation	Dual Processes
10:30am	Simmons - False-Positive Psychology	Shen - Uniqueness Heuristic	Herzog - Averaging Analytical & Intuitive
10:50am	Renkewitz - Publication Biases	Larson - When Budgeting Backfires	Shenhav - Divine Intuition
11:10am	Davis-Stober - Replication	Massey - Goal Pursuit under Uncertainty	Olivola - Going with Your Gut
11:30am	John - Randomized Responses	Gal - Consumer Debt	von Helversen - Doppelganger
Session #3	Context Effects	Multiple Choices	Info Display and Usage
1:30pm	Maglio - Disembodiment	Simonsohn - Interviewer's Fallacy	Townsend - Visual v. Verbal on Variety
1:50pm	Simonson - Comparison Attraction	Reinholtz - Ordering by Choice-set Size	Tsay - Visual Cues on Perceptions
2:10pm	Dhar - The Bold and the Beautiful	Evers - Completion Premium	VanEpps - Menu Labeling
2:30pm	Savani - Choice Mindset	Brough - Polarization and Compromise	Zhang - Past on the Left
Session #4	Moral Judgment I	Inferences and Assumptions	Methodological Innovations
3:15pm	Kause - Ultimatum Game with Water	Goswami - Time Limits Bias Estimates	Haran - SPIES Reduce Overprecision
3:35pm	Robitaille - License to Misbehave	Frederick - Inference in Anchoring	Nilsson - Hierarchical Bayesian
3:55pm	Shu - Signing Decreases Dishonesty	Pleskac - Folk Choice Theory	Shanteau - Reaction Time in JDM
4:15pm	Cornelissen - Moral Dynamics	Guney - Ellsberg and Assumptions	Koop - Response Dynamics
Session #5	Moral Judgment II	Social Context I	Consumer Decision Making I
5:15pm	Goodwin - Retribution and Animals	Morewedge - Social Standards	Rosenzweig - Experiential v. Material
5:35pm	Gromet - Neuroscience and Wrongdoer	Baskin - Construal and Gift Exchange	LeBoeuf - Forceful Phantom Firsts
5:55pm	Landy - Moral Overcorrection	Minson - Psych Dist and Peer Input	O'Brien - Imminent Ends Make
6:15pm	Gneezy - War, Punishment and Reward	Steffel - Delegating Decisions	Weiss - Incidental v. Inherent Choice

SUNDAY NOV 6, 2011

Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

	TRACK I Rooms 611 & 612	TRACK II Rooms 608 & 609	TRACK III Rooms 613 & 614
Session #6	Symposium: Understanding Antecedents and Consequences of Biased Advice	Social Context II	Consumer Decision Making II
10:30am	Gino - Experts Know Best	Williams - Enhancing Self vs. Others	Kim - Space-Time Relationship
10:50am	Schwartz - Relationships and Advice	Arora - Group and Beneficiary Identity	Faro - Merely Available
11:10am	Wood - Anxiety and Advice	Dai - Playing Hard to Get	Spiller - Money as a Set
11:30am	Sah - 2nd Thoughts on 2nd Opinions	Wieland - Gender Differences in Comp	Hadar - Subjective Knowledge
Session #7	Sequential Effects	Endowment Effect & Loss Aversion	Consumer Decision Making III
2:45pm	Yang - Feels Far or Near?	Ashby - Deliberation, Attention and E.E.	Brigden - Big Costs of Small Problems
3:05pm	Huh - Specificity in Sensitization	Apicella - Evolutionary Origins of E.E.	Atlas - Pennies-a-day
3:25pm	Kim - Adding Good Makes it Worse	Paolacci - Intermediate Alternative	Sussman -Exceptional Purchases
3:45pm	Etkin - Variety Among Means	CANCELLED Talk	Smith - Uniform(ity)

MONDAY NOV 7, 2011

Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

	TRACK I Rooms 611 & 612	TRACK II Rooms 608 & 609	TRACK III Rooms 613 & 614
Session# 8	Moral Judgment and Affect	Self Identity	Risky Choice I
8:45am	Sharma - Moral Hypocrisy	Chance - Prosperity From Philanthropy	Figner - Heating Up vs. Cooling Down
9:05am	Schweitzer - Cheater's High	Goldsmith - Giving Against the Odds	van den Bos - Neural Winner's Curse
9:25am	Park - Moral About Money	Amir - Most Influential Age	Chou - Safety in Numbers
9:45am	Ward - Who Pays What Forward	Urminsky - Connectedness Future Self	Koritzky - Cog Processes and Smoking
Session #9	Naturalistic Decision Making	Affective Forecasting	Risky Choice II
10:30am	Johnson - Time Pref & Mortgage Choice	Yang - Owning More Feels Worse	Fox - Unpacking Decisions
10:50am	Burns - Predicting Premeditation	Tsai - Effects of Price Promotion	McKenzie - Gambles Affect Information
11:10am	Kassam - Testosterone and DM	Buechel - Affect-Rich Experiencers	Webb - Where Does the Risk Go?
11:30am	Bryan - Motivating Voter Turnout	Isaac - Motivated Misremembering	Venkatraman - Sleep, Aging & Risk

2011 SJDM Conference Special Events

FRIDAY, NOVEMBER 4

PRE-JDM Meeting Events at Psychonomics

Psychonomic Society JDM Sessions, Sheraton Hotel & Convention Center (See the Psychonomic Society program for details.)

10:20 - 11:55 am (Psychonomics) Reasoning & Judgment talks #61-65, Metropolitan B

1:30 – 5:25 (Psychonomics) JDM talks #76-80, #109-114, Willow AB.

6:00 – 7:30 (Psychonomics) JDM posters #3135-3149, Convention Center Ballroom 6ABC

SJDM Events

5:00-7:00 pm **SJDM Welcome Reception / Early Registration** Convention Center 606 & 607

Please join us at the Welcome Reception, which will feature appetizers and a cash bar. This event will also provide an opportunity for early conference registration so that you can avoid the lines Saturday morning.

8:00-10:00 pm **Tribute to Robyn Dawes** Willow Ballroom (2nd floor, Sheraton Hotel)

What Would Robyn Say?: A Memorial and Celebration

In addition to his research, Robyn was a presence. Whether in seminars, in his office, on the phone, or by correspondence, he could be trusted to offer focused, fearless comments on just about any topic. Those comments were a distinct gift to those who received them and a diffuse gift to our field as a whole. In this memorial and celebration, we will try to capture some of that presence, as a reminder for those who knew him and an echo for those who did not.

We hope to do so in a way that Robyn would have endorsed. For Robyn, it was always about the work. Were he still with us, he would have wanted to hear some interesting science. As a result, our speakers will talk about the role that Robyn played in their past work, what they imagine that Robyn would say about new work, or whatever else is on their minds. We think that Robyn would be intrigued to see these connections, even if he might have taken issues with them. We hope that the stories will help to preserve Robyn's presence.

Speakers: Maya Bar Hillel, Jason Dana, Julie Downs, Baruch Fischhoff, Eric Gold, Janel Hanmer, Carey Morewedge, Andy Parker, Paul Slovic, Brian Zikmund-Fisher

Organizers: Maya Bar Hillel & Baruch Fischhoff

SATURDAY, NOVEMBER 5

10:20-11:55 am (Psychonomics) JDM talks #191-195, Grand Ballroom C

6:45-8:45 pm **Graduate Student Social Event** Rooms 606 & 607 (Convention Center)

This informal event will provide student members of SJDM an opportunity to imbibe and network with the future stars of the field. But wait, there's more: SJDM is buying the first round of drinks! For more information contact Helen Colby at HColby@rci.rutgers.edu.

7:00-9:00 pm **Executive Board Dinner** Sullivan's Steakhouse, 621 Union Street www.sullivansteakhouse.com

Members of the Executive Board, JDM officers, and program chairs for this year and next year are invited to a working dinner.

Note: Daylight savings time ends, so your clocks need to be set back one hour to avoid being an hour early

SUNDAY, NOVEMBER 21

8:30 am - 10:30 am, 5:30 - 7:30 pm **SJDM Book Auction Ballroom 6ABC (6th floor, Convention Center)**

If you love academic books, but bemoan their expensive price tags, come to the SJDM book auction table during the poster sessions. Bid on the books you like for a fraction of the retail cost through a sealed auction. In the second poster session at 7:00 pm, any books without bids will be offered for \$1, first come first served! For graduate students in particular, don't miss this great opportunity to get books at discounted prices. For more information, contact Anuj Shah at akshah@princeton.edu.

12:00-1:30 pm **Women in SJDM Networking Event** Sullivan's Steakhouse, 621 Union Street www.sullivansteakhouse.com
 All (women and men) are welcome to attend the sixth annual Women in SJDM Luncheon, focused on promoting the advancement of women in JDM. The event will feature lunch, networking opportunities, and a panel discussion. The event is organized this year by Crystal Hall, Cynthia Cryder, and Katie Milkman. To register for the event, please email Crystal Hall at halcc@uw.edu. We will accept registrations up to the maximum of 100, and will keep a waiting list if necessary. In addition, when registering for the meeting: [<http://www.sjdm.org/join.html>], you will notice an option to donate to the Women in SJDM event. We encourage you (especially faculty!) to consider a small donation to the event fund. We will use these donations to fund next year's event. With all of our support, we can ensure that this event will continue to be an annual tradition. Those of you who have already pledged a donation can make your payment via this page, as well.

1:30-2:30 pm **Keynote Address by Ed Diener** Rooms 608 & 609 (Convention Center)

Accounts of Subjective Well-Being to Inform Policy

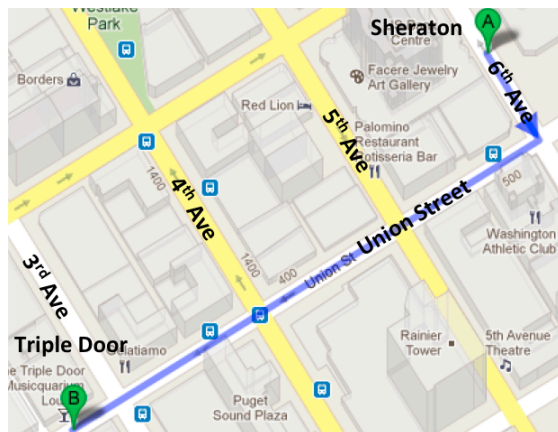
Ed Diener, Joseph R. Smiley Distinguished Professor of Psychology at University of Illinois Urbana Champaign and the Gallup Organization

Societies are adopting national accounts of subjective well-being. For instance, the United Kingdom is measuring the life satisfaction and feelings of its citizens as input to policy decision making. National accounts of well-being are coming about in part because the measures capture aspects of quality of life beyond income such as health and the environment, but also because the consequences of subjective well-being for health, sociability, and other outcomes seem to be largely beneficial. Using subjective well-being to help inform policy has potentially profound consequences and we need to better comprehend what is being measured. Understanding what the measures assess must move beyond “errors and biases” criticisms because the measures also have strong validity support in natural settings. Chronically accessible information influences the well-being scores, but moods, priming, memory biases, and question order are all known to affect the well-being measures. We need to better understand how these factors affect the measures in actual survey settings with naturalistic testing conditions, and how they influence the validity of the measures. In addition, we need to know more about how adaptation and social comparisons affect the surveys of well-being. Finally, we need to understand how, when, and why the measures predict future behavior and health outcomes. More research in judgment and decision making in this field is much needed!

4:45-5:30 pm **Presidential Address by Eldar Shafir** Rooms 608 & 609 (Convention Center)

JDM, Poverty, and Behavioral Policy

9:00 pm – 1:00 am **SJDM Social Event** Enjoy drinks, snacks, conversation, and / or dancing with your SJDM friends at the



Triple Door - 216 Union Street (5 minute walk) Seattle's Best Live Music Venue. **Come early to enjoy live music featuring SJDMer Crystal Hall's band, Paper Title, and their up tempo rock / funk tunes (9:00 – 10:30 pm).** Then DJ Brian Dale will take over, keeping the music going until 1:00 am on the dance floor. For those who prefer more quiet conversation, smaller rooms, suites and booths are also available. **The first 250 to arrive will receive a free drink ticket.** From 6th Avenue, make a right on to Union Street and cross three blocks past 3rd Avenue, and the Triple Door will be on your right. Contact Ellie Kyung at ellie.kyung@tuck.dartmouth.edu with any questions.

MONDAY, NOVEMBER 22

8:00-8:45 am **Business Meeting w/ Continental Breakfast** 602& 603 Rooms (Convention Center)

All members of SJDM are invited to attend the business meeting (and it is where the food is). Every vote counts.

12:00-12:30 pm **Einhorn Award** Rooms 608 & 609 Rooms (Convention Center)

If you want to know who won this prestigious award, you will have to come to this final presentation session of the conference! The winner will make a presentation of the research paper for which s/he won the award.



Don't forget to stop by...
**The Annual
SJDM Book
Auction!**

**Taking place during the
poster sessions on Sunday!**

SJDM Conference Paper Sessions

SATURDAY NOV 5, 2011

Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

Note: Daylight savings time ends tonight, so your clocks need to be set back one hour to avoid being an hour early.

Session #1 Track I: Well-Being - Rooms 611 - 612

Rituals Alleviate Mourning, from Lotteries to Loved Ones

Norton, Michael I. (Harvard Business School); Gino, Francesca (Harvard Business School)

We explore the impact of mourning rituals after losses of loved ones, relationships, and lotteries on mitigating grief. Participants who spontaneously reported engaging in rituals, were directed to reflect on past rituals, or were assigned novel rituals after experiencing losses reported a quicker recovery process and lower levels of grief. Feelings of regained control mediated the link between rituals and reduced grief, and a belief in the effectiveness of rituals enhanced their impact. Although the specific rituals in which people engage after losses vary widely by culture and religion, our results suggest a common psychological mechanism underlying their effectiveness.

Justice Intuitions when Distributing Scarce Transplant Organs

Dana, Jason (University of Pennsylvania); DeWitt, Jeff (Rutgers University)

Thousands of life years could be saved every year if scarce transplant kidneys were allocated to the people who could get the most life years from them, rather than to the people who have been waiting the longest. Yet, people often think such efficient allocation is unfair.

Three studies suggest that this attitude is based on misapplied heuristics and inattentiveness to opportunity costs. Consequentially equivalent framings of transplant allocation decisions that highlighted these problems led to significant shifts in attitudes toward efficiency. Our results draw into question the coherence of lay fairness intuitions that currently prevent us from saving lives.

How do people value life? Inconsistencies and mechanisms

Li, Meng (Rutgers University); Chapman, Gretchen (Rutgers University)

This paper examines the decision processes underlying how people value lives under resource scarcity. Three policies a person could use are examined: (1) treating all lives equally, (2) prioritizing people who will gain the most benefit (e.g. additional life years) from an intervention, and (3) prioritize young people regardless of number of remaining life years (age per se). We demonstrate that people's choices of policies are inconsistent, depending on whether they are asked directly about principles, or indirectly in hypothetical resource allocation tasks. Such inconsistencies may be caused by different goals (moral versus. efficiency) involved in direct and indirect measures.

Overworking

Hsee, Christopher K. (University of Chicago); Zhang, Shirley (Applicant to PhD programs)

We introduce an experimental simulation paradigm to study whether and when people overwork - work and earn more than what one needs or can consume. We found that people are more likely to overwork when production rate is high than low, that overworking is due to mindless accumulation rather than uncertainty protection, and that encouraging people to focus on the consequence or not allowing people to earn more when they have enough to consume can reduce their tendency to overwork and at the same time increase their subjective happiness.

Session #1 Track II: Health - Rooms 608 - 609

Using Implementation Intentions Prompts to Enhance Influenza Vaccination Rates

Milkman, Katherine (The Wharton School, The University of Pennsylvania); Beshears, John (Graduate School of Business, Stanford University); Choi, James J. (School of Management, Yale University); Laibson, David (Department of Economics, Harvard University); Madrian, Brigitte C. (Harvard Kennedy School, Harvard University)

We experimentally evaluate whether planning prompts increase influenza vaccination rates. Over 3,000 employees at a firm received reminder mailings listing the times and locations of vaccination clinics at their office sites. Treatment condition mailings also included a prompt to write down either the date or the date and time the employee planned to be vaccinated. Vaccination rates increased meaningfully with the specificity of the planning prompt received: by 1.5 percentage points over the control in the date group and 4.2 percentage points in the date and time group. The effect size doubled for employees at offices with only one-day clinics.

Frequent rewards improve outcomes for methamphetamine addiction: A behavioral economic analysis of a contingency management treatment program

Ling, Kimberly (UCLA); Krishnamurti, Tamar (Carnegie Mellon University); Shoptaw, Steven (UCLA)

Contingency management (CM) is an effective methamphetamine substance abuse treatment where escalating payments are made in exchange for abstinent behavior. In a randomized, controlled trial of methamphetamine-dependent gay men, 78 participants were randomly assigned to receive CM payments as part of a larger trial of behavioral treatments. This study examines features of purchases (e.g. frequency, magnitude, hedonic vs. utilitarian type) made with CM payments to elucidate the ability of CM incentives to yield positive treatment outcomes for methamphetamine dependence. Regression of purchase features on treatment outcomes assessed preferences for redemption as reflecting an economic hedonic or consumable substitute.

Using Game Theory to Examine Incentives in Influenza Vaccination Behavior

Chapman, Gretchen B. (Rutgers University); Li, Meng (Rutgers University); Vietri, Jeffrey (Kantar Health); Ibuka, Yoko (Hitotsubashi University); Thomas, David (Partners in Health); Galvani, Alison P.

Elderly individuals, who face high mortality risk from influenza, are best protected by vaccination of young individuals. We conducted a game theoretic experiment that mirrored real-world influenza transmission. Participants could spend points to "vaccinate" to reduce risk of "influenza", with "young" players contributing more to herd immunity than "elderly" players. When players were paid according to individual point totals, more elderly than young players vaccinated, consistent with the self-interested Nash equilibrium; when players were

paid according to group point totals, however, more young than elderly players vaccinated, consistent with the group optimal Utilitarian equilibrium and resulting in higher point totals.

Improving Health Outcomes for Adolescents using Social Cognitive Theory and goal setting: A Randomized Control Trial of the EatFit Curriculum

Reyna, Valerie (Cornell University); Kharmats, Anna (Cornell University); Pardo, Seth (Cornell University); Chick, Christina (Cornell University)

This study was the first to rigorously evaluate the effectiveness of a comprehensive, social-cognitive nutrition and fitness curriculum, EatFit, on the health of adolescents ages 13-21. A two-level Hierarchical Linear Model was used for data analysis. Results indicated that, over time, participants in the EatFit group showed more improvement in knowledge, perceived self-efficacy to achieve a fitness goal, less drug use compared to the control group, and less antisocial behavior. These effects persisted even after controlling for gender, age, ethnicity, and individual differences in sensation-seeking and behavioral inhibition and activation.

Session #1 Track III: Heuristics and Biases - Rooms 613 - 614

Saving energy: I'll do the easy thing, you do the hard thing

Attari, Shahzeen (Indiana University Bloomington); Weber, Elke (Columbia University); Krantz, David (Columbia University)

Why Americans do not conserve energy even when changes can save money is a complicated psychological puzzle. To investigate informational and motivational deficits, participants in a national survey (N = 760) described both the action that they could take and the action that other Americans could take that would be most effective for decreasing energy consumption. Many participants chose the same action for themselves and for others. Where the choice differed, there was a strong tendency to list a less effective easier action for oneself and a more effective harder action for others. Thus displaying a strong motivational deficit barrier to decreasing individual energy consumption.

Shifting Away From Discomfort: Managing Decision Difficulty Through Coherence Shifting

Carpenter, Stephanie M. (University of Michigan); Yates, J. Frank (University of Michigan); Preston, Stephanie D. (University of Michigan); Chen, Lydia (University of Michigan)

A study examined whether shifting preferences and importance weights over time to be consistent with a choice leaning (i.e., coherence shifting) reduced feelings of discomfort and decision difficulty. Physiological skin conductance responses (SCRs) were measured to assess discomfort experienced during the task. Participants rated the attribute desirability and importance weightings of two job offers at three time points. Those who coherence shifted more exhibited significantly lower SCRs than those who shifted less, and coherence shifting was correlated with perceived decision difficulty post-choice. Results were consistent with our proposed model that coherence shifting resolves feelings of discomfort and decision difficulty.

Gaining versus Losing information: Implications for Confidence and Accuracy

Kay, Min (Duke University); Soll, Jack B. (Duke University)

We examine how confidence and accuracy change as a function of gaining versus losing information. Past research has shown that adding cues often leads to greater increases in confidence than in accuracy. Using a task where participants estimate the price of used cars with different amount of cues, we show that this overvaluation of information is amplified when cues are subtracted rather added. In other words, the loss of information is perceived as having greater impact on accuracy than the equivalent gain. We demonstrate this asymmetry and examine potential explanations.

Rationality or Irrationality of Preferences? Tversky's Lexicographic Semiorders Revisited

Regenwetter, Michel (University of Illinois at Urbana-Champaign); Guo, Ying (University of Illinois at Urbana-Champaign)

Tversky's seminal paper on 'intransitive preferences' in Psychological Review (1969) has set the stage for a substantial multi-disciplinary literature that reports that individual human and animal decision makers can have intransitive, hence irrational, preferences. Tversky suggested that the participants in his experiments made choices among gambles in accordance with intransitive lexicographic semiorders. This talk revisits Tversky's original idea and develops a new probabilistic model of lexicographic semiorders that permits rigorous

quantitative testing of Tversky's idea. The test also includes a quantitative test of Brandstaetter, Gigerenzer and Hertwig's (2006) Priority Heuristic.

Session #2 Track I: Symposium: Is It True? - Rooms 611 - 612

False-Positive Psychology: Undisclosed Flexibility in Data Collection and Analysis Allows Presenting Anything as Significant

Simmons, Joseph (University of Pennsylvania); Nelson, Leif (University of California, Berkeley); Simonsohn, Uri (University of Pennsylvania)

Despite our field's commitment to infrequent false-positive findings ($p < .05$), flexibility in data collection, analysis, and reporting dramatically increases actual false-positive rates. In many cases, a researcher is more likely to falsely find evidence that an effect exists than to correctly find evidence that it does not. We present computer simulations and a pair of experiments that demonstrate how unacceptably easy it is to accumulate (and report) statistically significant evidence for a false hypothesis. We also suggest a simple, low-cost, and straightforwardly effective disclosure-based solution to this problem. It involves six requirements for authors and four guidelines for reviewers

Evidence of publication biases in judgment and decision making research

Renkewitz, Frank (University of Erfurt); Fuchs, Heather M. (University of Erfurt); Fiedler, Susann (Max Planck Institute for Research on Collective Goods, Bonn)

It is a long known problem that the preferential publication of statistically significant results may lead to incorrect estimates of the true effects investigated. Although other research areas identified examples of strong publication biases, the problem has been largely ignored in JDM. We re-analyzed two current meta-analyses from this area. Both indicated large publication biases, which not only affected estimates of the underlying effects but also seemed to distort the results of some moderator analyses. A review of additional JDM meta-analyses showed that most conducted insufficient analyses of publication bias. Implications for publication policies and possible methodological remedies are discussed.

When should we trust our results? A new perspective on replication

Davis-Stober, Clinton (University of Missouri); Dana, Jason (University of Pennsylvania)

We present a new approach to assessing the replicability of experimental results called the v statistic. The v statistic measures the fidelity of the statistical test under the conditions in which it is used. While it can be calculated from the information obtained when performing a null hypothesis significance test, v is not a function of the p -value and avoids the problems inherent to assessing the relative likelihoods of the null and alternative hypotheses. Simulation examples demonstrate that v is reasonably good at discriminating spurious from genuine findings of significance.

Paradoxical Effects of Randomized Response Techniques

John, Leslie (Harvard Business School); Loewenstein, George (Carnegie Mellon University); Acquisti, Alessandro (Carnegie Mellon University); Vosgerau, Joachim (Carnegie Mellon University)

Randomized response techniques (RRTs) enhance privacy protection and are therefore designed to encourage disclosure and generate valid prevalence estimates of sensitive behaviors. However, RRTs can generate prevalence estimates that are lower (experiments 1-4) and less valid (experiment 2) than direct questioning. We propose that the noise introduced in RRTs makes respondents concerned that innocuous responses will be interpreted as admissions. Consistent with this explanation, the perverse effect is eliminated when: 1. the behavior is framed as desirable (experiment 3) and 2. the surveyors subtly communicate their understanding that the interpretation of affirmative responses to the RRT is ambiguous (experiment 4).

Session #2 Track II: Goals and Motivation - Rooms 608 - 609

The Uniqueness Heuristic: A Preference for Unique Options for Single Goals

Shen, Luxi (The University of Chicago Booth School of Business); Fishbach, Ayelet (The University of Chicago Booth School of Business)

The present research identifies a "uniqueness heuristic": People have a stronger preference for unique options when pursuing a single goal than when pursuing multiple goals. For example, they choose a unique option when pursuing Goal A, or Goal B, or Goal C, but choose a non-unique option when pursuing Goals A, B and C. Five experiments demonstrated this effect, ruled out alternative explanations such as risk aversion, and explored the underlying mechanism.

When Budgeting Backfires: How Self-Imposed Price Restraints Can Increase Spending

Larson, Jeff S. (Brigham Young University); Hamilton, Ryan P. (Emory University)

A common strategy for controlling spending is to impose a price restraint on oneself. Although conventional wisdom predicts that self-imposed price restraints will decrease spending, we show that salient price restraints can actually increase decision makers' preferences for high priced, high quality items. We propose that making a price restraint salient has the effect of partitioning evaluations of price and quality, leading to larger differences in perceived quality between options and a greater focus on quality during the final decision. Thus, budgets can have the ironic effect of increasing one's spending.

Pressing On or Giving Up: Goal Pursuit Under Uncertainty

Koehler, Derek J. (University of Waterloo); Massey, Cade (Yale University)

Goal pursuit depends on motivation and belief revision (e.g., assessing the likelihood that the goal is achievable). The burgeoning literature on goals and decision-making has focused on the former (e.g., Heath, Larrick & Wu, 1999; Fishbach & Dhar, 2005). We consider the latter, investigating how participants decide whether to abandon a goal. We find that participants over-persist in the pursuit of immediate goals, foregoing the benefits of alternative pursuits. This bias is strongest in the face of early, negative feedback. We suggest the need to abandon potentially profitable goals because of high opportunity costs is important, common and, apparently, difficult.

Can Small Victories Help Win the War? A Quasi-Experiment from the Consumer Debt Settlement Industry

Gal, David (Northwestern University); McShane, Blake (Northwestern University)

The question of how consumers should manage their debts is one of great practical significance. Using a data set obtained from a consumer debt settlement firm, we find that closing debt accounts is predictive of eliminating one's debts. Conversely, the dollar balance of closed accounts is not predictive of debt elimination when controlling for number of accounts closed. These findings suggest that closing debt accounts, even when rationally suboptimal, might motivate consumers to persist in a debt elimination goal. In addition to implications for consumer debt management, our findings bear important theoretical and methodological implications for research on goal pursuit.

Session #2 Track III: Dual Processes – Rooms 613 - 614

Averaging analytical and intuitive judgment with dialectical bootstrapping: The wisdom of an intuitive analytical crowd within one mind

Herzog, Stefan M. (University of Basel); Hertwig, Ralph (University of Basel)

When it is not clear whether intuition or analytical thought will lead to better judgments, it should be beneficial to create an 'intuitive' analytical crowd within one mind' by averaging intuitive and analytical judgments from the same person. To the extent that intuition and analysis operate on different knowledge and assumptions, they should produce different errors (i.e., dialectical bootstrapping; Herzog & Hertwig, 2009). If so, averaging improves accuracy because errors of different sign cancel each other out. We show experimentally that averaging intuitive and analytical judgments from the same person improves on both approaches when neither is superior a priori.

Divine Intuition: Cognitive Style Influences Belief in God

Shenhav, Amitai (Dept of Psychology, Harvard University); Rand, David G. (Dept of Psychology, Harvard University); Greene, Joshua D. (Dept of Psychology, Harvard University)

Some have argued that belief in God is intuitive, a natural (by-) product of the human mind. If this is true, the extent to which one believes in God may be influenced by one's more general tendency to rely on intuition versus reflection. We found correlational and experimental evidence forming this link between intuitive cognitive style and belief in God. Individual differences in cognitive style (steep temporal

discounting rates and intuitive responding on the Cognitive Reflection Test) predicted belief in God. Moreover, experimentally inducing a mindset that favors intuition over reflection resulted in substantially higher reported belief in God.

Going With Your Gut Feelings Lands You in the Financial Gutter: Decision Making Style in Adolescence Predicts Financial Well-Being in Adulthood

De Neve, Jan-Emmanuel (University College London); Olivola, Christopher (University of Warwick)

Broadly speaking, when making decisions, we can either rely on a systematic approach or we can let our intuitions lead the way. Judgment and Decision Making theorists have long debated the relative merits of these two strategies. Using a longitudinal dataset of 15,000 nationally representative U.S. respondents, we measure the impact of decision-making styles in adolescence on financial outcomes 15 years later (in adulthood). We find that relying on ‘gut feelings’ when making decisions is later (15 years in the future) associated with worse financial well-being. These results question the merits of relying on intuitions when making important (financial) choices.

Haunted by a Doppelganger: Similarity Effects in Multiple-cue Judgments

von Helversen, Bettina (University of Basel); Herzog, Stefan (University of Basel); Rieskamp, Joerg (University of Basel)

Human judgments based on multiple cues can often be well described by linear decision rules. Recent research, however, indicates that also similarity-based processes, such as exemplar memory, influence judgment processes. For a personnel selection problem, we demonstrate in two experiments that the facial similarity to successful and unsuccessful persons systematically affected the evaluations of the applicants, even though participants used and integrated cue information according to a linear decision rule. This suggests that people do not rely exclusively on either a rule-based or a similarity-based judgment process but rather blend information from both processes into a single judgment.

Session #3 Track I: Context Effects - Rooms 611 - 612

Disembodiment: Abstract Construal Attenuates the Influence of Contextual Bodily State in Judgment

Maglio, Sam J (New York University); Trope, Yaacov (New York University)

Can the mind be divorced from the body? We propose that level of mental construal may moderate the role of temporary physical state in judgment. Insofar as the sensorimotor information responsible for grounding cognition constitutes an incidental feature of a situation, it should exert less influence from an abstract (versus concrete) frame of mind. In two studies, contextual bodily information affected visual length estimates (Study 1) and importance ratings (Study 2) for people thinking concretely but not for those thinking abstractly. These results suggest that high-level thought allows for consistency by buffering against the effects of transitory situational factors.

Comparison Attraction: A Preview of Another Approach for the Study of Consumer Judgment and Choice

Simonson, Itamar (Stanford University); Bettman, James (Duke University); Kramer, Thomas (University of South Carolina); Payne, John (Duke University)

We introduce an alternative approach to the study of judgment and decision making based on the notion that most judgment and choice dilemmas contain multiple problems or comparisons DMers could focus on. Accordingly, understanding the factors that influence the salience of and attraction to candidate comparisons could provide new insights and lead to the identification of common principles that underlie seemingly unrelated tasks. We illustrate how our approach can be applied to a diverse set of decision making problems, such as preference for variety, choice context effects, and contingent valuation.

Of the Bold and the Beautiful: Feeling More Beautiful Leads to More Self-Assertive Choices

Gorlin, Margarita (Yale University); Jiang, Zixi (Peking University); Xu, Jing (Peking University); Dhar, Ravi (Yale University)

Although beauty is a concept that has been widely discussed in philosophy, psychology, and economics, research has not examined how people's perception of their own physical attractiveness impacts their preferences. We posit that enhancing people's perception of their own beauty increases their general self-confidence and triggers a more self-assertive mindset that carries over to unrelated choice tasks. Five studies demonstrate that people who feel more beautiful are more likely to choose self-assertive options: extreme over compromise options, enriched over all-average options, and non-default over status quo options.

The Choice Mindset: Focusing People on Relevant Information During Decision Making

Savani, Krishna (Columbia Business School); Johnson, Eric J. (Columbia Business School); Weber, Elke U. (Columbia Business School); Markus, Hazel Rose (Stanford University)

We demonstrate through a series of studies how a novel experimental manipulation activating the concept of choice focuses people on relevant information during decision-making, and thereby eliminates a number of decision biases. Study 1 found that the choice mindset reduced variety-seeking and increased the consistency between participants' choices and their pre-existing preferences. Studies 2-5 found that the choice mindset reduced risk aversion, myopic risk aversion, intertemporal impulsivity, and the compromise effect. A final study found that in the choice mindset, participants spent more time viewing relevant rather than irrelevant information in a multi-attribute consumer choice.

Session #3 Track II: Multiple Choices - Rooms 608 - 609

The Interviewer's Fallacy: Narrow Framing in Repeated Judgments, Evidence from 10 years of MBA interviews

Simonsohn, Uri (Wharton); Gino, Francesca (HBS)

Experts often split large numbers of judgments into subsets. Individuals working in college admissions, mortgage offices, and venture capital firms, for example, make a few decisions a day, every day. We conjectured that, akin to the gambler's fallacy, experts would seek to avoid judgments that lead subsets to deviate much from the overall distribution, e.g., interviewers might be reluctant to recommend admitting the vast majority of applicants (randomly) interviewed on a given day. Data from over 9000 interviews of MBA applicants supported such conjecture. Auxiliary analyses rule out contrast effects and non-random scheduling of interviews as alternative explanations.

The Effect of Ordering Decisions by Choice-Set Size on Consumer Search

Levav, Jonathan (Stanford University); Reinholz, Nicholas (Columbia University); Lin, Claire (N/A)

We study the effect of decision order on search depth. In six studies, using several different operationalizations of search, we find that ordering decisions by increasing (vs. decreasing) choice-set size encourages deeper search. We suggest that increasing sequences initiate more of a maximizing mindset, while decreasing sequence tend to initiate more of a satisficing mindset. We support this account using both self-reported and behavioral measures. Consistent with prior research on mindsets, we show that the maximizing tendency triggered by decision order can carry over to unrelated tasks.

Gotta catch 'em all: Evidence of a Completion Premium in Consumer-Choice

Evers, Ellen, R. K. (Tilburg University, TIBER); Zeelenberg, Marcel (Tilburg University, TIBER)

Many products are produced in sets or series. When consumers own items forming a big proportion of a set, they are motivated to complete this set. In five different experiments we found that when consumers possess a large proportion of a set they want the missing items more, and are willing to pay more for them (exp. 1 & 2). Consumers report being motivated to finish the set to reduce uncomfortable feelings of deprivation (exp. 3). Finally, the completion-effect is moderated (exp. 4) and mediated (exp. 5) by a consumers focus on the missing pieces.

When Two is Better than One: Polarization and Compromise in Unrestricted Choice

Prior research has shown that consumers faced with decision conflict often seek to compromise by avoiding options with extreme values in favor of an option with moderate values. Most existing research has examined the compromise effect in the context of restricted choice, in which purchase quantity is restricted to a single option. In contrast, we argue that when choice is not restricted, preferences polarize and instead of choosing a single middle option consumers resolve decision conflict by choosing multiple extreme alternatives. We test this prediction in three studies, which offer converging evidence for the polarization effect and provide insight into its underlying process.

Session #3 Track III: Info Display and Usage - Rooms 613 - 614

Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose

Townsend, Claudia (University of Miami); Kahn, Barbara E (The Wharton School of the University of Pennsylvania)

We examine the effects of visual versus verbal option presentation on variety perception, choice confidence, and choice overload. We find a preference for options presented in a visual format regardless of choice set size and, indeed, find image depiction produces greater perceptions of variety than text. However, while in small choice sets, increased variety perception is positive, in large choice sets it is not; the increased perceived variety that results from visual representation also leads to increased perceptions of complexity and a decrease in willingness to choose. We find, therefore, that the visual preference heuristic, like many others is over-applied

The Impact of Non-verbal and Visual Cues on Judgment and Perceptions in Performance

Tsay, Chia-Jung (Harvard University)

Social judgments and impressions are often made on the basis of minimal information from brief interactions. In the domain of music, people consistently report that the most important source of information in evaluating performance is sound; nonetheless, seven experiments demonstrated that people actually rely on visual information when making rapid judgments about music performance. These findings were extended through additional experiments elaborating on the generalizability and persistence of these effects throughout domains and levels of analyses, with discussion of the role of expertise in such decision-making and the implications for organizational performance and outcomes.

Menu Labeling: Posting Calories versus Traffic Lights to Encourage Healthier Eating

VanEpps, Eric M. (Carnegie Mellon University); Downs, Julie S. (Carnegie Mellon University); Wisdom, Jessica (Carnegie Mellon University); Loewenstein, George (Carnegie Mellon University)

We compared two approaches to labeling healthfulness of restaurant foods on menus: posting calories (popular among American legislators) and traffic light icons (emerging in the UK and Australia). Using green, yellow and red images is thought to be a simpler way of helping consumers to identify healthier options. Our participants (N=320) selected their meals from manipulated menus prior to entering McDonald's, then returned with their receipt for a survey and payment. Calorie posting had no effect on orders, but traffic light labels led customers to order significantly more calories, strongly mediated by ordering a larger number of traffic-light-labeled items.

Past on the left, future on the right: How thinking about time affects choice

Zhang, Charles Y. Z. (University of Michigan); Schwarz, Norbert (University of Michigan)

Thinking about time is metaphorically grounded in knowledge about space (e.g., "ahead of its time", "behind schedule"); for English speakers, the past is to the left, and the future to the right, of the present. Four studies show how this spatial mapping of time influences consumer choice. When choosing an object with the past in mind, a given object is more likely to be chosen when displayed on left rather than right; the reverse holds for choices made with the future in mind.

Session #4 Track I: Moral Judgement I - Rooms 611 - 612

When being thirsty enhances fairness: Dividing water instead of money in ultimatum and dictator game scenarios

Kause, Astrid (University of Klagenfurt); Vitouch, Oliver (University of Klagenfurt)

Due to their economic origin, ultimatum and dictator games have typically been played with money. Adopting a psychological perspective, and the notion of primary reinforcers, we played these games with water after experimental induction of thirst. After a session on a bicycle ergometer, proposers had to share a small amount of water with an anonymous person doing the same workout. There was no chance for another beverage in the next 30'. In a separate study, responder's minimal acceptable offers were investigated. Overall, proposers were extremely fair in their offers, and explicitly referred to fairness norms guiding their behavior.

Removing Consumers' License to 'Misbehave'

Robitaille, Nicole (University of Toronto); Mazar, Nina (University of Toronto)

Recent research suggests that when we engage in behaviors that bolster our moral self-image, we in turn engage in behaviors that bring us back to a moral equilibrium. It is very counterproductive for societies' welfare, however, if every moral or prosocial act is 'neutralized' by a subsequent immoral or asocial action. Thus, we developed and tested manipulations aimed at counteracting the licensing effect on an individual level. Across two studies we show that providing consumers with psychological closure following an initial moral or prosocial behavior seems to remove the license for selfish behavior.

When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports

Shu, Lisa L. (Harvard University); Mazar, Nina (University of Toronto); Gino, Francesca (Harvard University); Ariely, Dan (Duke University); Bazerman, Max H. (Harvard University)

We examine the effectiveness of a simple measure to reduce dishonesty: signing on the dotted line. This intervention has relevance for transactions that rely on truthful self-reporting, such as taxes, business expenses, and billable hours. Departures from honest reporting can lead to significant economic losses. Using both lab and field experiments, we find that signing before, rather than after, a self-report task raises the saliency of ethics, and subsequently decreases dishonesty. Signing on the dotted line shifts the moral gaze inward, raising the saliency of ethical standards and promoting more ethical actions going forward.

Moral dynamics in consumer behavior: the moderating effect of ethical frameworks

Cornelissen, Gert (Universitat Pompeu Fabra); Bashshur, Michael (Universitat Pompeu Fabra); Rode, Julian (Universitat Autònoma Barcelona); Le Menestrel, Marc (Universitat Pompeu Fabra)

In recent years, the dynamics of moral behavior has received much attention, including in marketing and consumer behavior literature. Two contrasting phenomena, moral consistency and moral balancing, are documented in independent research streams. In one case, behaving ethically increases the likelihood to do again later on. In the other case, it decreases that likelihood. We try to reconcile both findings and suggest that the moral framework that an individual uses to evaluate one's ethical behavior (i.e., consequentialism versus deontology) may moderate whether an initial ethical act increases or decreases the likelihood of behaving ethically in a subsequent occasion.

Session #4 Track II: Inferences and Assumption - Rooms 608 - 609

More Time, More Work: How Incidental Time Limits Bias Estimates of Project Time and Scope

Goswami, Indranil (University of Chicago, Booth School); Urminsky, Oleg (University of Chicago, Booth School)

We propose that task time limits affect people's beliefs about tasks, due to a generalized association between time available and task scope. We find higher time estimates for tasks with longer time limits, consistent with actual performance time, per Parkinson's Law. However, inconsistent with an accurate lay theory, time limits affect estimated time even when those performing the task would not know the time limit. Furthermore, longer time limits also lead to higher estimates of the size of the task. In an incentive-compatible game, bias in beliefs due to time limits impacted how much people budgeted for a sub-contracted job.

The Role of Inference in Anchoring

Frederick, Shane (Yale); Mochon, Daniel (Tulane); Danilowitz, Jennifer (Yale)

We attempt to quantify the role of inference in the 'standard' paradigm. We show that anchoring effects are markedly weaker when participants are directly involved in generation of the random number. By contrast, the customary method used to suppress inferences (telling respondents that the number is randomly generated) has no effect.

Folk Choice Theory: Consequences of gambling in a structured environment

Pleskac, Timothy J. (Michigan State University); Hertwig, Ralph (University of Basel)

In life risk is reward. This maxim largely reflects the economic constraints of our world. We show that this economic constraint produces a power law relationship between outcomes and probabilities, a relationship notably absent in laboratory-based gambles. We show people, in fact, have a lay understanding of this relationship and use it to effectively infer probabilities when making decisions under uncertainty. This strategy offers an explanation for the ambiguity effect, and other utility and weighting function phenomena. It also makes new predictions about how agents learn about others' opinions via the bets they offer.

The Ellsberg 'Problem' and Implicit Assumptions under Ambiguity

Guney, Sule (University of New South Wales); Newell, Ben R. (University of New South Wales)

Several authors have argued that judgments defined as erroneous or paradoxical could be explained in terms of a mismatch between the information provided to participants and the implicit assumptions that they form when presented with a problem. We examined this claim in the context of the Ellsberg Paradox. Three experiments demonstrate that manipulating causal assumptions about the mechanisms generating the composition of the colored balls in Ellsberg's urn has a significant impact on the rationality and coherence of participants' choices. The results give insight into the implicit assumptions that might lead to choices congruent with normative models.

Session #4 Track III: Methodology Innovations - Rooms 613 - 614

SPIES Provide Better Intelligence: Using the SPIES method to reduce overprecision in interval estimates

Haran, Uriel (Carnegie Mellon University); Erev, Ido (Technion); Moore, Don A. (University of California, Berkeley); Morewedge, Carey K. (Carnegie Mellon University)

Overprecision is considered the most robust type of overconfidence and the most impervious to debiasing. Recently, an elicitation method called SPIES (Subjective Probability Interval ESTimates) was found to produce interval estimates with a higher rate of accuracy. This research examines SPIES as a training tool to improve judges' standard confidence interval estimates. Three experiments show that the SPIES method influences the cognitive process by which confidence interval estimates are made. It works by increasing the attention given to values of low likelihood, inducing the judge to take such values into consideration in subsequent estimates.

Hierarchical Bayesian Parameter Estimation for Models of Decision under Uncertainty

Nilsson, H'kan (Department of Psychology, Uppsala University); Rieskamp, J'rg (Department of Psychology, University of Basel); Wagenmakers, Eric-Jan (Department of Psychology, University of Amsterdam)

Traditionally, models of decisions under uncertainty are fitted to either individual or group-level data. Both of these approaches come with specific problems, the first is susceptible to noise in data and the second ignores individual differences. We argue that hierarchical modeling, where models are fitted simultaneously to individual and group-level data, provides an elegant compromise. We compare a hierarchical Bayesian implementation of CPT with a traditional implementation (fitted using a maximum likelihood approach) and show the benefits of the former approach. Our analysis also revealed the difficulties of estimating CPT's parameters reliably.

Where Is Reaction Time in the Study of Decision Making?

Shanteau, James (Kansas State University)

Reaction Time (RT) has long been an informative dependent variable in cognitive psychology. But RTs are rarely used in current studies of judgment and decision making (JDM). This is despite the fact that Donders (1869) showed that decision making time could be separated from motor processes using RTs. In this talk, I will explore some reasons why RT has not been employed by JDM researchers and present results of recent research illustrating insights into JDM gained by using RTs. In particular, analysis of repetition priming reveals that the effect is due more to decision making than memory retrieval processes.

Response Dynamics: How continuous response monitoring can test modern process models

Koop, Gregory J. (Miami University); Johnson, Joseph G. (Miami University)

We present three studies that introduce the innovative analyses of response dynamics to traditional areas of decision-making research. First, we extend this continuous response-tracking paradigm to decisions under risk using gambles, and show differences between risk-

seeking and risk-averse response trajectories, as well as between gain and loss domains. Second, we test model predictions by pairing response dynamics with eye-tracking of information search. Finally, we extend the paradigm to moral decision making in order to test predictions of dual-systems models. We conclude that response dynamics is a robust technique that provides the high quality data necessary to test modern process models.

Session #5 Track I: Moral Judgment II - Rooms 611 - 612

Judging the goring ox: Retribution and the punishment of animals.

Goodwin, Geoffrey (University of Pennsylvania); Benforado, Adam (Drexel University)

Prior research on the psychology of retribution is complicated by the difficulty of truly separating retributive and general deterrence motives. We isolate the operation of retribution by investigating intuitions about punishing animals, which allows us to remove general deterrence as a relevant consideration. We find that the greater the perceived loss from a violent animal attack, the greater the belief that the culprit deserves to be killed. The actual culprit is also seen as more deserving of death than the killing of an almost identical animal from the same species. Both effects are moderated by individual's explicit endorsement of retributivism.

Blame it on the Brain: How Neuroscience Affects People's Judgments of Wrongdoers

Gromet, Dena (University of Pennsylvania); Goodwin, Geoffrey (University of Pennsylvania)

How do mind versus brain-based explanations of criminal behavior affect people's judgments of wrongdoing? The present research examines how, and why, these explanations differentially affect judgments of wrongdoer's culpability and deserved punishment. In two studies, we show that people view wrongdoers as less blameworthy, and think they should be punished less severely, when their behavior is caused by an emotional dysfunction that is described as neurological rather than mental/psychological. This effect arises because, when confronted with brain-based explanations, people view the wrongdoer's actions as less diagnostic of his true character. Implications for using neuroscience to explain behavior are discussed.

Moral Overcorrection: Political Liberals Judge Moral Offenses Less Harshly When They Are Committed by Minorities

Landy, Justin F. (University of Pennsylvania); Goodwin, Geoffrey P. (University of Pennsylvania)

Two studies investigated a phenomenon termed 'moral overcorrection' a tendency among political Liberals to rate actions as less immoral when they are committed by minority group members, due to a concern that harsh judgments could appear prejudiced. Evidence for this effect was found in participants' rating of the immorality of an age-inappropriate sexual relationship between two men as compared with their ratings of an age-inappropriate heterosexual relationship, and in their ratings of the punishment deserved by a Black (vs. White) man who committed petty theft. Possible moderators of the effect and directions for future research are discussed.

Conflict, Sticks and Carrots: War Increases Prosocial Punishments and Rewards

Gneezy, Ayelet (Rady, UCSD); Fessler, Daniel (UCLA)

Unlike most species, humans cooperate extensively with group members, a pattern sustained in part by punishing non-cooperators and rewarding cooperators. It is thought that violent inter-group conflict played a key role in the evolution of human cooperation. Consequently, it is plausible that propensities to punish and reward will be elevated during inter-group conflict. Experiments conducted before, during, and after the 2006 Israel-Hezbollah war, show that during wartime people are more willing to pay costs to punish non-cooperative group members and reward cooperative group members, supporting our proposition that violent inter-group conflict elicits behaviors that enhance cooperation within the group.

Session #5 Track II: Social Context I - Rooms 608 - 609

Social Standards (More) Potently Influence Hedonic Value

Morewedge, Carey (Carnegie Mellon University); Zhu, Meng (Johns Hopkins University)

Comparative value is usually overrated. People typically overestimate the extent to which the comparative value of an experience will influence its hedonic value, because they overestimate the likelihood and ease of comparing hedonic experiences to their alternatives. We suggest that social comparison may be an exception, because it requires fewer cognitive resources to perform. In four experiments, we show that social comparison more potently influences hedonic judgments and decisions because it requires fewer cognitive resources to perform than do similar counterfactual comparisons.

Why a Frying Pan is Better Than Flowers: A Construal Level Approach to Gift Exchange

Baskin, Ernest (Yale University); Wakslak, Cheryl J. (City University of New York); Trope, Yaacov (New York University); Novemsky, Nathan (Yale University)

How does one decide on the perfect gift? We look at differences in giver/receiver gift evaluation using construal level theory as a framework. We propose that givers conceptualize their choices abstractly, and therefore choose gifts higher on desirability attributes to the detriment of attributes higher on feasibility. Gift recipients, in contrast, conceptualize received gifts more concretely, and increasingly care about feasibility. Support emerges in studies examining giver/receiver mindsets, and their evaluations of gifts varying on desirability and feasibility dimensions. Furthermore, we find givers spend more money than necessary on desirable gifts while receivers are relatively indifferent to this.

The Effect Of Psychological Distance On Use of Peer Input

Minson, Julia A. (University of Pennsylvania); Mercier, Hugo (University of Pennsylvania); Williams, Lawrence E. (University of Colorado); Yama, Hiroshi (Osaka City University)

We test the effect of psychological distance on willingness to use peer input in judgment. In Study 1, we found that American participants gave greater weight to peer judgments that were presented in close proximity than to judgments that were presented at a distance from their own judgments. The effect of spacial distance on use of input was comparable to the effect of numerical disagreement. In Study 2, we operationalized psychological distance as group membership. In a 2x2 design, both American and Japanese participants discounted input more when it came from an outgroup member. This difference was moderated by culture.

Delegating Decisions: Recruiting Others to Make Difficult Choices

Steffel, Mary (University of Florida); Williams, Elanor F. (University of Florida)

Past research suggests that when an outside party dictates whether or not people have decision autonomy, they would prefer to make their own choices, even at cost to themselves. Our work shows that when people can decide to retain or give up decision autonomy, people do opt to let others choose on their behalf, and do so more often when choices feel difficult. We suggest that people delegate choices to avoid responsibility for potentially making the wrong choice, as delegation reduced felt responsibility for choice outcomes, and increased under high accountability and the possibility of transferring responsibility to another person.

Session #5 Track III: Consumer Decision Making I - Rooms 613 - 614

Buyers Remorse or Missed Opportunity? Differential Regrets for Material and Experiential Purchases

Rosenzweig, Emily (Cornell University); Gilovich, Thomas (Cornell University)

Previous research has established that experiential purchases tend to yield greater enduring satisfaction than material purchases. Our work suggests that this difference in satisfaction is paralleled by a tendency for material and experiential purchases to differ in the types of regrets they generate. We find that people's material purchase decisions tend to generate regrets of action (buyer's remorse) whereas their experiential purchase decisions lead to regrets of inaction (missed opportunities). These results were not attributable to differences in the desirability of the two purchase types; they were mediated by differences in the perceived substitutability of material and experiential goods.

Forceful Phantom Firsts: Framing Experiences as Firsts Amplifies their Influence on Judgment

LeBoeuf, Robyn A. (University of Florida); Williams, Elanor F. (University of Florida); Brenner, Lyle (University of Florida)

First experiences are highly influential. We show that experiences merely framed as firsts can also disproportionately influence judgment. In five experiments, one piece of a series of information was framed to appear to have 'first' status: for example, the final review in a sequence of hotel reviews happened to be 2010's first review. Such information had greater influence on subsequent judgments (e.g., of the hotel's quality) than it did when it was not framed as a first. Results further suggested that this effect arises largely because 'phantom first' information receives greater weighting (and not merely more attention) than other information.

Imminent ends make eminent friends: Last bites of food, last beats of music, and last job applicants are judged better than others

O'Brien, Edward H. (University of Michigan); Ellsworth, Phoebe C. (University of Michigan)

People make more positive judgments during 'last' experiences of significant life events (e.g., graduation). Five experiments extended this to everyday experiences. Chocolates, cake, and songs were judged better when they were described as the 'final' of a series. Moreover, 'final' individuals in groups of neutral targets and job applicants were judged better than others. These findings extend the power of endings to everyday life – the same foods, music, and people are judged best when they happen last. Findings are discussed in terms of maximizing the efficacy of marketing campaigns, consumption experiences, and social impressions, but also more troubling implications.

Seeing-Through Opportunities: The Effects of Incidental versus Inherent Choices

Weiss, Liad (Columbia Business School); Kivetz, Ran (Columbia Business School)

Consumers often plan to pursue desirable opportunities yet fail to follow-through. We suggest that consumers are more likely to follow-through on opportunities selected from incidental choice-sets, where the necessity to tradeoff one opportunity for another arises from extraneous feasibility constraints (e.g., when desirable events happen to co-occur), than from inherent choice-sets, where the tradeoff is 'built-in' (e.g., when a marketing incentive offers a choice between desirable events). Five studies demonstrate that incidental choice-sets induce consumers to imagine ways to utilize all of the choice-set's competing offers. Consequently, consumers feel that by failing to follow-through on their selected opportunity they miss-out on all of the opportunities combined.

Note: Daylight savings time ends, so your clocks need to be set back one hour to avoid being an hour early

SUNDAY NOV 6, 2011

Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center) - See pages 2 & 3

Symposium: Understanding the Antecedents and Consequences of Biased Advice - Rooms 611 - 612

Organized by Sah, Sunita (Duke University); Gino, Francesca (Harvard Business School); Schwartz, Janet A. (Tulane University); Wood, Allison (Wharton)

Symposium Abstract: People often rely on experts for advice. However, growing evidence shows that professionals can have conflicts-of-interest (COI), i.e., personal interests in giving biased advice. COI are particularly problematic in high stakes decisions where anxiety and uncertainty are elevated. Factors such as having an ongoing relationship with an advisor, disclosure of conflicts, and seeking second opinions are often promoted as ways to ensure that consumers receive good advice. In this symposium, however, we demonstrate how these factors actually compromise advice quality. When advisees are anxious, Wood et al find that reduced self-efficacy blurs the interpretation of advice and encourages people to indiscriminately take advice. Schwartz et al find that long-term relationships between experts and consumers can lead to increased consumer costs. Gino et al show that advisees attribute different motives to advisors and respond differently depending on which type of COI is disclosed. Finally, Sah and Loewenstein explore second opinions from the advisor's perspective and find that primary advisors give more biased advice when they are aware of a second advisor. In sum, we demonstrate how COI compromise the quality of advice-taking and advice-giving and how solutions such as disclosure and second opinions have surprising effects on both advisors and advisees.

Experts know best, but for whom? Understanding Conflicts of Interest in the Marketplace

Schwartz, Janet A. (Tulane University); Gino, Francesca (Harvard); Ariely, Dan (Duke University)

Prior research has shown that disclosure as a potential remedy to COI has perverse effects. Here, we examine the recommendations given by experts with a COI who disclose (vs. not), and the reactions by the recipients of those recommendations. Our research highlights the importance of distinguishing between different types of COI as a way to understand how people interpret the advisor's behavior and what counteractive measures, if any, to take. The results show that advisors can relationally frame conflicts (helping themselves vs. helping others) which consequently influence advisee trust and whether to seek additional advice. **Presenter:** Gino, Francesca (Harvard)

Do relationships affect advice-taking?

Schwartz, Janet A. (Tulane University); Frances Luce, Mary (Duke University); Ariely, Dan (Duke University)

Ongoing relationships between advisors and advisees are usually viewed positively and as a way to encourage compliance with treatment advice. However, we find that a long term relationship puts patients at a disadvantage if providers have financial COIs. We investigate a 12-year period of claims data and find that relationship length between patients and providers can contribute to higher out-of-pocket costs and less durable treatments. This relationship holds controlling for heterogeneity in the frequency with which providers use more expensive forms of treatment. This evidence suggests that long term relationships can impact clinical care and patient expenditures in surprising ways.

Presenter: *Schwartz, Janet A. (Tulane University)*

Anxiety, Advice, and the Ability to Discern: Feeling Anxious Motivates Individuals to Seek and Use Advice

Gino, Francesca (Harvard); Wood, Alison (Wharton); Schweitzer, Maurice E. (Wharton)

Across a series of studies, we describe the relationship between anxiety and receptivity to advice. We find that anxious individuals are more likely to seek and rely on advice than are individuals in a neutral emotional state due to increased uncertainty and decreased self-efficacy in anxious individuals. Importantly, we find that anxious individuals fail to discriminate between good and bad advice, and between advice from advisors with and without a conflict of interest. **Presenter:** *Wood, Alison (Wharton)*

Second Thoughts on Second Opinions: Conflicted Advisors Exaggerate More When They Know They Will be ‘Second-Guessed’

Sah, Sunita (Duke University); Loewenstein, George (Carnegie Mellon University)

Second opinions have been advocated, particularly in medicine, as an antidote to bias in advice when primary advisors have conflicts of interest. However, two experiments find that primary advisors give more biased advice when they are aware of a second advisor. This occurs because advisors exaggerate more to counteract anticipated discounting in response to the second opinion, and feel morally licensed to give biased advice since the second opinion appears to undermine the relationship with the primary advisor. These results highlight potential pitfalls that new policies that encourage second opinions should seek to avoid. **Presenter:** *Sah, Sunita (Duke University)*

Session 6 Track II: Social Context II - Rooms 608- 609

Double standards in the use of enhancing products by self and others

Williams, Elanor F. (University of Florida); Steffel, Mary (University of Florida)

Technological advances provide new opportunities for otherwise normal, healthy adults to improve themselves, raising questions about the ethical use of products with such effects. Yet ethical use is in the eye of the beholder. We show that the same product or service seems to enable the self but enhance others, in part because potential is seen as a part of the self but external to others. This creates an ethical double standard: people believe it is less morally acceptable to enhance traits, and thus less acceptable for others to use such products than it is for themselves to do so.

I'll Let You Walk All Over Me If It Makes Me Look Good: Role of Group and Beneficiary Identity in Conforming to Expected Behavior

Arora, Poonam (Manhattan College); Logg, Jenn (University of California, Berkeley); Larrick, Rick (Duke University)

When do we conform to in-group member behavior? How do we decide when the observed behavior may not reflect group values, creating a discrepancy between descriptive (observed) and injunctive (expected) norms? Two key factors that influence the costs and benefits of conformity, and thus influence which norm an individual will follow, are group identity and the decision beneficiary. In three studies, we examine their impact on the willingness to sacrifice to uphold group-based injunctive norms. Stronger group identity increases the willingness to follow injunctive norms that benefit the in-group. Addition of a charity as beneficiary increases willingness overall.

When Does Playing Hard to Get Increase Romantic Attraction?

Dai, Xianchi (Chinese University of Hong Kong); Dong, Ping (Chinese University of Hong Kong)

People believe that playing hard-to-get is effective, but this belief is rarely supported by research. In this paper we introduce two factors to better understand this phenomenon: commitment and the types of response. We propose that when the parties have not yet committed to building a relationship, easy-to-get strategy would be more effective than hard-to-get on both affective and motivation evaluations; whereas when the parties are committed to building a relationship, even though easy-to-get strategy would still be more effective in terms of affective evaluation, it would be less effective in terms of motivational evaluation. Two studies confirmed this prediction.

A Theory of Gender Differences in Competition

Wieland, Alice (UCLA); Sarin, Rakesh (UCLA)

In this research we challenge the conclusions of prior literature that women are always less competitive than men (Croson & Gneezy, 2009), and women do not react to competitive pressures with extra effort, while men do (Gneezy, Niederle, & Rustichini, 2003). In this article we present and test a model (with five experiments) that posits that decisions to compete, and resulting performance boosts are influenced by gender stereotypes of competence associated with the competitive domain. Additionally, we found the Contingencies of Self-Worth, Competition subscale (Crocker et al., 2003) to mediate the relationship between sex and competitive pay preferences.

Session 6 Track III: Consumer Decision Making II - Rooms 613 - 614

Space-time relationship in subjective perception of prospective duration and its implication for intertemporal decisions

Kim, Kyu (University of Southern California); Zauberman, Gal (University of Pennsylvania); Bettman, Jim (Duke University)

Subjective perception of prospective duration plays an important part in decision making. However, not much is known about the factors that influence such judgments and their implications. We demonstrate that subjective perception of prospective duration is context dependent and are influenced by spatial distance. By utilizing this relationship, we further demonstrate that intertemporal preference, for which subjective perception of delays is a critical factor driving impatience, can be shifted by spatial distance. Taken together, our evidence for space-time effect demonstrates the constructive nature of prospective duration perceptions and its implications for intertemporal preference.

Merely Available: Products May Be Effective Without Actual Consumption

Faro, David (London Business School); Heller, Monika, (Longdon Business School); Irmak, Caglar (University of South Carolina)

We show that merely having a task-relevant product available for consumption (without actually consuming it) can improve performance. Participants with access to coffee during a reaction-speed task performed better than participants without access to coffee. Participants with access to a dictionary solved more word puzzles than those without access to a dictionary. We propose that having the product available enhances consumers' perceived self-efficacy to cope with a situation or a task. In line with this account, task difficulty and feedback on a preceding task moderate the effect, and a measure of self-efficacy mediates it.

Representing Money as a Set: The Influence of Irrelevant Alternatives on the Perceived Value of Money

Spiller, Stephen A. (UCLA); Ariely, Dan (Duke University)

How do people represent money? Because money is fungible and people can allocate it in so many different ways, it is difficult to conceptualize. We propose people represent money as a set of products. As a result, they value it according to the set of purchases it allows, not just the marginal purchase it allows, implying that irrelevant alternatives may influence its perceived value. We test this hypothesis by adding less attractive uses to a set (or merely making them more accessible) and showing that these less attractive options influence the perceived value of the medium.

Subjective knowledge and Consumer Financial Education

Hadar, Liat (IDC Herzliya); Sood, Sanjay (UCLA Anderson School of Management); Fox, Craig R. (UCLA Anderson School of Management)

We propose that attempts to increase consumers' objective knowledge concerning investment opportunities can deter willingness to participate when they diminish consumers' subjective knowledge (SK). We find that holding objective knowledge constant, increased SK about financial products increases willingness to choose a risky investment option and likelihood of joining retirement saving plans. Furthermore, elaborative product information provided in a technical format reduces choice of a retirement-date fund due to its negative impact on SK, regardless of the fund's level of risk. We propose that methods that enhance SK may be used to aid financial education programs to promote wiser financial decisions.

Session 7 Track I: Sequential Effects Rooms - 611 - 612

Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation

Galak, Jeff (Carnegie Mellon University); Redden Joseph P. (University of Minnesota); Yang Yang (Carnegie Mellon University); Kyung Ellie J. (Dartmouth College)

Previous research show that satiation can be constructed based on whether people recall their past consumption, the ease of retrieval of past consumption, and the feeling of how much they have consumed. We demonstrate in the current research that the subjective perception of when one last consumed also has a significant impact on satiation. Specifically, the subjective sense of having consumed more recently makes people want to eat significantly less and feel less hungry (Experiment 1), feel more satiated and enjoy their favorite song substantially less (Experiment 2), and purchase food with lower caloric value (Experiment 3).

Specificity in Sensitization

Huh, Young Eun (Carnegie Mellon University); Vosgerau, Joachim (Carnegie Mellon University); Morewedge, Carey K. (Carnegie Mellon University)

Eating a food engenders habituation, a decrease in one's responsiveness and motivation to obtain the food. General-process theories of motivation also posit that eating a food sensitizes one to other foods, increasing one's responsiveness and motivation to obtain the food, but the breadth and scope of sensitization effects are unclear. We show that sensitization occurs for foods frequently consumed in conjunction with a target food (i.e., complements), but does not occur for unrelated foods. In three experiments, the repeated imaginary consumption of a food increased actual consumption of its complements but did not affect consumption of unrelated foods.

When adding something good makes things worse: The role of expectations in unfolding experiences

Kim, Jongmin (Yale School of Management); Novemsky, Nathan (Yale School of Management); Dhar, Ravi (Yale School of Management)

Adding a positive feature to the beginning of an experience can actually dampen evaluations of the experience by setting high expectations against which subsequent pieces are evaluated. For example, when a gift was wrapped attractively, positive expectations set by the wrapping can decrease the evaluation of the gift inside. This effect is not typically incorporated in lay predictions of enjoyment. Once reminded to think about expectations, predictions do conform to observed effects.

The Dynamic Impact of Variety among Means on Motivation

Etkin, Jordan (University of Maryland); Ratner, Rebecca K. (University of Maryland)

Individuals often have a variety of means that they may use to help them pursue their goals. We propose that the amount of variety (high vs. low) that individuals perceive in their set of means to goal attainment affects their motivation to pursue the associated goal. A series of studies demonstrates that perceiving more (vs. less) variety within a set of means increases motivation when progress towards goal attainment is low, but perceiving less (vs. more) variety within a set of means increases motivation when progress towards goal attainment is high

Session 7 Track II: Endowment Effect & Loss Aversion - Rooms 608- 609

Deliberation, Attention, and the Endowment Effect

Ashby, Nathaniel J. S. (Max Planck Institute for Research on Collective Goods); Dickert, Stephan (Max Planck Institute for Research on Collective Goods); Gl'ckner, Andreas (Max Planck Institute for Research on Collective Goods)

Recent research suggests that attentional focus plays a role in the formation of the endowment effect. Using an evidence accumulation model we generate several hypotheses and test them against predictions derived from loss aversion. Using a standard WTA/WTP paradigm with the inclusion of time constraints on deliberation, and employment of eye tracking methodologies, we examine the time course and role of attention in the endowment effect. We replicate the standard endowment effect and find that the WTA/WTP disparity grows as deliberations increase. We further find that perspective influences attentional focus which influences the construction of value.

Evolutionary Origins of the Endowment Effect

Apicella, Coren (Harvard University); Azevedo, Eduardo (Harvard University); Christakis, Nicholas (Harvard University); Fowler, James (UCSD)

The endowment effect is one of the most well known departures from rational choice. So pervasive is the bias, that some have suggested that it has deep evolutionary roots. We experimentally tested for the endowment effect in an evolutionarily-relevant population of hunter-gatherers: the Hadza bushmen. While we find that isolated Hadza do not display the endowment effect, Hadza living in a region with increased market integration, do display the endowment effect. Insofar as the Hadza can be used to model early human behavior, the evidence favors a view in which our early human ancestors did not show a preference for owned items.

The Intermediate Alternative Effect: Considering a Small Tradeoff Increases Subsequent Willingness to Make Large Tradeoffs

Paolacci, Gabriele (Ca' Foscari University of Venice); Burson, Katherine A. (University of Michigan); Rick, Scott I. (University of Michigan)

People are often reluctant to trade a good they own for an alternative good, particularly when the alternative (or 'target') represents a substantial departure from the 'endowment.' We demonstrate that considering making a small tradeoff can reduce the reluctance to subsequently make a large tradeoff. This 'intermediate alternative effect' operates primarily by shifting one's reference point in the direction of the target alternative (among people who actually adopt the intermediate). However, even when the intermediate alternative is not adopted, the extent to which one's endowment is treated as a reference point is weakened, which can also facilitate subsequent trading.

4th TALK CANCELLED

Session 7 Track III: Consumer Decision Making III - Rooms 613 - 614

The Big Cost of Small Problems: Ironic Effects of Malfunction Severity on Consumption Experience

Brigden, Neil (University of Alberta); Haeubl, Gerald (University of Alberta)

Consumers respond to product malfunctions by either enduring reduced functionality or restoring full functionality (through repair). Smaller malfunctions are less damaging to consumption experiences. However, consumers are less motivated to address smaller malfunctions and, therefore, endure them for longer periods of time. Paradoxically, because smaller problems are allowed to persist longer, they may result in less favorable consumption experiences than comparatively larger problems. Findings from three experiments demonstrate this ironic effect, pinpoint inaction inertia as its primary driver (while ruling out several alternative accounts), and identify interventions that might counteract consumers' vulnerability to suffering disproportionately from relatively minor product malfunctions.

Pennies-a-Day: Periodic Pricing and Intangible Rewards

Atlas, Stephen A. (Columbia University); Bartels, Daniel M. (Columbia University)

Research has demonstrated that 'Pennies-a-Day' pricing (which reframes a single payment as a series of small, repeated payments over time) can improve purchase likelihood because decision makers assimilate the periodic cost incurred with small, recurring expenses. We present evidence that, in addition, such periodic pricing increases peoples sense of a transactions recurring benefits- series of small benefits seems larger than their equivalent lump sum. We find that dividing payments into increments thereby increases willingness to purchase. Consequently, a transactions benefits contribute to pennies-a-day effects, and at times even large periodic costs are preferred to less expensive, integrated costs.

The Exception is the Rule: Underestimating and Overspending on Exceptional Purchases

Sussman, Abigail (Princeton University); Alter, Adam (NYU)

Purchases fall along a continuum from ordinary (common or frequent) to exceptional (unusual or infrequent). Based on the principles of mental accounting and choice bracketing, we provide evidence that consumers both underestimate their spending on exceptional purchases overall and overspend on each individual purchase, whereas they budget more accurately for ordinary expenses. This discrepancy arises in part because consumers categorize exceptional expenses too narrowly, construing each as a unique occurrence, and consequently overspending across a series of discretely exceptional expenses. We conclude by situating the effect within existing literature, suggest potential mechanisms, and proposing an intervention that diminishes this tendency.

Uniform(ity)

Smith, Robert (University of Michigan); Chandler, Jesse (Princeton); Schwarz, Norbert (University of Michigan)

Poor service provided by an employee is more likely to be attributed to the company when the employee is uniformed (vs. not) and more likely to lead to generalized negative judgments for other employees. This reflects that employee uniforms facilitate categorization of all employees in a superordinate 'employees-of-company-X' category that appears as highly homogeneous, which fosters strong assimilation effects. Theoretical and applied implications are discussed.

MONDAY NOV 7, 2011

Rooms 608 & 609; 611 & 612; 613 & 614 (Convention Center)

Session 8 Track I: Moral Judgment and Affect - Rooms 611 - 612

The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy

Sharma, Eesha (New York University); Mazar, Nina (University of Toronto); Alter, Adam L. (New York University); Ariely, Dan (Duke University)

Previous 'hot-cold empathy gap' research demonstrates that people often misjudge and mispredict others' and their own behavior across affective states, particularly those induced by bodily states of deprivation (e.g., drug addiction, hunger, thirst). This research investigates whether the non-bodily, subjective state of financial deprivation might prompt similar effects on moral judgments and decisions. Four studies reveal that people generally believe deprivation should not excuse immoral conduct, and would not influence their own or others' moral decisions. Yet, transient states of financial deprivation lead people to cheat for financial gains and sentence financially deprived (but not non-deprived) moral offenders less harshly.

The Cheater's High: The Unexpected Affective Benefits of Unethical Behavior

Ruedy, Nicole E. (University of Washington); Moore, Celia (London Business School); Gino, Francesca (Harvard University); Schweitzer, Maurice, E. (University of Pennsylvania)

Many theories of moral behavior share the assumption that unethical behavior triggers negative affect. In this paper, we challenge this assumption. We demonstrate that unethical behavior can trigger positive affect. Across three studies, we find that individuals who cheat on a problem-solving task experience more positive affect than those who do not (Study 1), even when controlling for financial incentives (Study 2), and self-selection (Study 3). Consistent with the notion of a 'cheater's high,' however, the positive affective consequences of cheating are ephemeral (Study 3). Our results have important implications for models of ethical decision making and self-regulatory theory.

Feeling moral about money: How moral emotions influence consumer spending decisions

Park, Hyun Young (Stern School of Business, New York University); Meyvis, Tom (Stern School of Business, New York University)

This research explores how moral feelings about money influence consumer spending. Through six studies, we demonstrate that feelings of guilt and anger affect spending decisions differently depending on the source of the emotion (moral vs. non-moral), the target of the emotion (money vs. situation), and the direction of the moral transgression (perpetrator vs. victim). Specifically, pro-social spending (spending on others, but not virtuous spending on oneself) increases with guilt but decreases with anger. Yet, these effects disappear when the emotions arise from non-moral (vs. moral) sources and when they are felt about the situation rather than the money being spent.

Who Pays What Forward? Evidence from Monkeys, Children, and Adults

Ward, Adrian F. (Harvard University); Leimgruber, Kristin (Yale University); Gray, Kurt (University of Maryland); Norton, Michael I. (Harvard Business School); Olson, Kristina (Yale University); Santos, Laurie (Yale University)

When people are the victims of greed or beneficiaries of generosity, their first impulse is often to pay back that behavior in kind. But what happens when people cannot reciprocate, but instead have the chance to be kind or cruel to someone entirely different - to pay it forward? Our studies show that adult humans pay forward greedy splits of money and labor, but fail to pay forward generosity. Pilot data indicate that children and monkeys exhibit an extreme version of this pattern, harming future others even when doing so yields no tangible benefits - they are not just greedy, but spiteful.

Session 8 Track II: Self Identity - Rooms 608 - 609

Prosperity through Philanthropy

Chance, Zoe (Harvard Business School); Norton, Michael I. (Harvard Business School)

Three studies show philanthropy improves well-being by increasing feelings of wealth, due to the general association between generosity and riches. We present evidence in support of a signaling hypothesis, that people interpret charitable donations (even their own) as signals of wealth and power. In one experiment, we show that because donating makes individuals feel wealthy, it obviates reinforcement of social status through brands. These results suggest a possible mechanism for the curious empirical fact that the poor are more generous than the middle class: religious tithes and expensive sneakers, by mitigating feelings of poverty, may serve a similar purpose.

Giving Against the Odds: When Highlighting Tempting Alternatives Increases Willingness to Donate

Goldsmith, Kelly (Northwestern University); Danilowitz, Jennifer (Yale University); Dhar, Ravi (Yale University)

Charitable donations create both pro-social and personal benefits; however, the current economic climate has caused many to reconsider giving. Thus, the question of how to motivate charitable giving is especially relevant now. Prior research has examined factors that affect giving by influencing consumers' perceived relationship to the cause. In contrast, we demonstrate that simply making a hedonic product salient in the context of a donation choice can increase the overall utility consumers associate with the act of donating, and hence their likelihood of donating, specifically because the act of donating in this context sends a stronger and more positive self-signal.

The Most Influential Age Hypothesis: Does the Self Cause Stable Preferences?

Amir, On (University of California, San Diego); Mazar, Nina (University of Toronto)

An ongoing debate revolves around the assumption of preference stability. We investigate the hypothesis that some preferences do indeed remain stable and propose that preferences formed in early adulthood are likely to remain stable because this is the time when the self is highly influenceable and there is an increased likelihood that those preferences will become part of one's identity. We present evidence from five studies spanning a range of product categories and degrees of expertise supporting this claim and discuss practical and theoretical implications.

The Role of Tradeoff Salience and Connectedness to the Future Self

Bartels, Daniel (Columbia University); Urminsky, Oleg (University of Chicago, Booth School); Frederick, Shane (Yale University)

Financial decision-making in the present is jointly affected by the motivation to provide for one's future self and awareness of long-term implications of one's choices. Feeling more connected to the future self motivates consumers to make financial decisions that they recognize as less myopic. In a field survey, consumers higher in self-reported connectedness indicated a stronger motivation to save and to reduce spending. Across three lab studies, we find that measured and manipulated connectedness promotes restraint in discretionary spending primarily when people are either explicitly reminded of or spontaneously consider tradeoffs between their short-run and long-run interests.

Session 8 Track III: Risky Choice I - Rooms 613 - 614

Heating up versus "cooling down" in children's, adolescents', and adults' risky choice

Figner, Bernd (Columbia University, University of Amsterdam); van Duijvenvoorde, Anna (University of Amsterdam); Huizenga, Hilde (University of Amsterdam)

We investigated "heating-up" versus "cooling-down" in risky choice in preadolescents and adolescents. Participants completed the hot and cold Columbia Card Task (CCT), either in a "heat-up" (hot after cold) or "cool-down" (cold after hot) condition. In both age groups, hot CCT had stronger effects on cold than the reverse regarding risk-taking, decision quality, and responses to losses, suggesting that "heating-up" is easier than "cooling-down." Age differences were consistent with neurodevelopment of control areas, but only partially consistent with hypothesized age differences in affective processing. Results suggest that particularly adolescents' "hot" risky choices benefit from prior "cold" choices.

The Value of Victory - Neural Mechanisms of the Winner's Curse

van den Bos, Wouter (Stanford University); Talwar, Arjun (Stanford University); McClure, Samuel (Stanford University)

One of the most interesting but unresolved anomalies in auction behavior is the winner's curse – the tendency to bid more in auctions than rational agent theory prescribes. We hypothesize that bidding strategies are determined by social competition and reinforcement history. We show that a reinforcement-learning model is able to predict the cursedness of participants' bids. Furthermore, we found that the individually estimated prediction errors correlated with BOLD activity in the striatum and the VMPFC. Additionally, we show that winning and losing the auction is associated with activity in areas related to social and emotional processes, including the TPJ.

Safety in Numbers: How the Mere Presence of Others Increases Risk-Taking Behavior

Chou, Eileen Y. (Kellogg School of Management, Northwestern University); Nordgren, Loran F. (Kellogg School of Management, Northwestern University)

We investigated how the mere presence of others may affect risk-taking behaviours in three different contexts: preference for financial volatility, attitudes toward risky gambles, and vigilance for detecting environmental threats. The results indicate that people in the mere presence of others made riskier decisions than people making identical decisions alone; feelings of security were the psychological mechanism behind this effect. In addition, the effect is neutralized when people were surrounded by others who do not belong in the same social group. Together, these results suggest that the mere presence of others can have a potent impact on people's risk-taking behaviors.

Cognitive Processes underlying Adolescents' Decision Making and Smoking Behaviors in a Longitudinal Study

Xiao, Lin (Brain and Creativity Institute, University of Southern Calif); Koritzky, Gilly (1Brain and Creativity Institute, University of Southern Calif); Johnson, Anderson C (School of Community and Global Health, Claremont Graduate U); Bechara, Antoine (Brain and Creativity Institute, University of Southern Calif)

We investigated the relation of Iowa Gambling Task (IGT) performance to adolescent smoking behaviors in a longitudinal (1-year) study. The Expectancy-Valence (EV) Model was applied to distill IGT performance into three psychological components: motivation, learning-rate and choice consistency. The results show that the EV model components were consistent over time. The learning-rate component was negatively correlated with future time perspective. The motivational component significantly predicted both decision-making and smoking, above and beyond demographic variables and baseline smoking behaviors. Thus, distilling complex decision processes into their underlying components sheds light on real-world choices made by adolescents in the general population.

Session 9 Track I: Naturalistic Decision Making - Rooms 611 - 612

Time Preferences, Mortgage Choice and Strategic Default

Johnson, Eric J. (Columbia University); Atlas, Stephen A. (Columbia University); Payne, John W. (Duke University)

This paper investigates whether individual differences in time preferences affect both the mortgage choices that lead to negative home equity and decisions to strategically default once underwater. Underwater homeowners and those with mortgages most commonly associated with being under water exhibit both a greater present bias and a greater discount rate for outcomes beyond the present. Higher discounting increases the likelihood that homeowners will walk away from an underwater mortgage, but in contrast, a greater present bias decreases the likelihood that homeowners will walk away. Time preferences remain robust predictors under alternate model specifications which include individual- and market-level controls.

Predicting Premeditation: Future Behavior is Seen as More Intentional than Past Behavior

Burns, Zachary C. (University of Chicago Booth School of Business); Bartels, Daniel M. (Columbia University); Caruso, Eugene M. (University of Chicago Booth School of Business)

People's intuitions about the underlying causes of past and future actions might not be the same. In three studies, we demonstrate that people judge the same behavior as more intentional when it will be performed in the future than when it has been performed in the past. Because of its heightened intentionality, people thought the same transgression deserved more severe punishment when it would occur in the future than when it did occur in the past. We consider multiple processes that could explain this temporal asymmetry, and consider its implications for legal decision making and theories of attribution more generally.

Testosterone and Decision Making in Competitive Sport

Kassam, Karim (Carnegie Mellon University); Roebuck, Phil (Harvard University); Ellison, Peter (Harvard University); Mendes, Wendy Berry (University of California - San Francisco)

We collected 776 testosterone samples from 18 Ultimate Frisbee players over eight weeks of intercollegiate competition to examine the relationships between pre-competition T, performance during competition, decision making within the competitive context, and post-competition T. Regression analyses showed that pre-competition T was elevated when opponents were ranked higher, and that individual

increases in pre-competition T were predictive of superior individual performance. Post-competition T, controlling for pre-competition T, was higher after playing more challenging opponents and after losses. Individual post-competition T was higher after players scored more, made riskier decisions, and made fewer mistakes.

Motivating voter turnout by invoking the self

Bryan, Christopher J. (Stanford University); Walton, Gregory M. (Stanford University); Rogers, Tood (Harvard University); Dweck, Carol S. (Stanford University)

In three experiments, subtle linguistic cues motivated voting. The phrasing of survey items was varied to frame voting either as the enactment of a personal identity (e.g., 'being a voter') or as just a behavior (e.g., 'voting'). As predicted, the personal-identity phrasing significantly increased interest in registering to vote (Experiment 1) and actual voter turnout in two elections, as assessed by official records (Experiments 2 and 3). These results provide evidence that people are continually managing their self-concepts, seeking to assume or affirm valued identities. This research further demonstrates how this process can be channeled to motivate important behavior.

Session #9 Track II: Affective Forecasting - Rooms 608 - 609

Owning More can Feel Worse than Owning Less

Yang, Haiyang (INSEAD); Carmon, Ziv (INSEAD); Dhar, Ravi (Yale University)

Consumerism partly rests on the widespread belief that owning more is better than owning less. We argue and illustrate in lab and field studies that for sets of goods with contrasting attributes' each good being better and worse than the others on one or more dimensions' consumers can be less satisfied when owning more goods. This is because contrasting attributes induce an upward shift of the standard of comparison used to assess satisfaction, thus making each good in the consumption set seem deficient and hence less satisfying. Ironically, however, most consumers prefer to own more when given a choice.

The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience

Tsai, Claire I. (University of Toronto, Rotman School of Management); Lee, Leonard (Columbia Business School)

The current research examines how price promotions influence post-purchase hedonic consumption experiences over time. While getting a good deal can elevate moods and dampen the 'pain of payment,' thus enhancing consumption enjoyment, price discounts can also reduce involvement during consumption and diminish consumption enjoyment. In three experiments involving real spending and consumption, we demonstrate that when consumption occurs immediately after payment, discounts make consumption more enjoyable; however, contrary to lay beliefs, this pattern reverses when consumption is delayed. We attribute the negative effect of price promotions on delayed hedonic consumption to reduced involvement and provide evidence to support this mechanism.

Affect-Rich Experiencers, Affect-Poor Forecasters: Overweighting the Influence of Magnitude and Outcome Probability on Future Affect

Buechel, Eva (University of Miami); Zhang, Jiao (University of Miami); Morewedge, Carey (Carnegie Mellon University); Vosgerau, Joachim (Carnegie Mellon University)

The present research investigates the accuracy of predicted emotional reactions toward outcome magnitude and outcome probability. We suggest that forecasters and experiences differ in the intensity of their affective state. Consequently, forecasters are relatively more sensitive toward outcome magnitude and probability specifications, while experiences are relatively less sensitive to these outcome characteristics. Four studies demonstrate that forecasters overestimate the extent to which outcome magnitude and probability influences their experienced affect. A fifth experiment demonstrates that this difference in sensitivity is moderated by the affect-richness of the outcome.

But How Did You Expect To Feel?: The Motivated Misremembering of Affective Forecasts

Isaac, Mathew S. (Seattle University); Fedorikhin, Alexander (Indiana University); Gal, David (Northwestern University)

Research on the hindsight bias has shown that when forecasts and experiences are discrepant, people recall their forecast as being closer to their experience than it actually was. The present research demonstrates that even when experiences are similar to actual forecasts, people tend to misremember their affective forecasts. Under these circumstances, people recall their affective forecast as being less favorable than

both their experience and their actual forecast. We claim that people misremember their forecasts to make the experience feel more surprising to them. Three studies show that people report enhanced affective arousal from misremembering their predictions in this way.

Session 9 Track III: Risky Choice II - Rooms 613 - 614

Unpacking Decisions from Description and Experience

Fox, Craig (UCLA); Long, Andrew (Georgetown University); Hadar, Liat (IDC Herzliya)

We suggest that the putative discrepancy between decisions from experience versus description can be attributed to 'unpacking' of consequences in decisions from experience. In a series of studies we show: (1) decisions from description can be made to resemble decisions from experience if chance gambles are described in an 'unpacked' manner (e.g., a table of possible outcomes listed by die roll); (2) Decisions from experience can be made to resemble decisions from description if they are presented in a manner that promotes 'repacking' of outcome probabilities (e.g., participants sample cards of different colors whose associated outcomes are learned after sampling).

Gambles, Affect, and Information Leakage

McKenzie, Craig R. M. (UC San Diego); Sher, Shlomi (UC San Diego)

Adding a potential loss of 5 cents to a gamble with a potential win of \$9 increases its attractiveness. This effect has been understood in terms of the increased affective evaluability of \$9. Three experiments supported an alternative account in which the small loss increases attractiveness because it evokes a win-loss reference set for evaluating the gamble. Because a 5 cent loss is good in the context of gambles involving wins and losses, while winning nothing is bad in a context involving only wins, the former is more attractive. Gambles are evaluated relative to the contexts their descriptions evoke.

Where Does the Risk Go? Applying Dynamic Mental Accounting Rules to Risk-Taking Behavior

Webb, Elizabeth C. (UCLA Anderson); Shu, Suzanne B. (UCLA Anderson)

Mental accounting rules have been applied to how individuals track, organize and evaluate financial influxes and expenditures. This paper proposes that mental accounting rules are not limited to financial activities. Specifically, individuals may categorize and account for risk in much the same way they do for income and expenditures, with the categories from these risk accounts organized around previously defined risk domains. As with mental accounting, risk accounting can affect how people make subsequent risky decisions and may constrain or encourage risk-taking as a result. Further, this paper will demonstrate that even independent risks are affected by risk accounting systems.

Effects of Sleep Deprivation and Aging on Risky Choice

Venkatraman, Vinod (Fox School of Business, Temple University); Stanton, Steven (Center for Cognitive Neuroscience, Duke University); Payne, John (Fuqua School of Business, Duke University); Chee, Michael (Duke-NUS Medical School, Singapore); Labar, Kevin (Center for Cognitive Neuroscience, Duke University); Huettel, Scott (Center for Cognitive Neuroscience, Duke University)

Both sleep deprivation and aging are known to affect decision making, either directly or indirectly through their effects on cognitive factors like attention and working memory. In two studies, we sought to understand the similarities in mechanisms underlying changes in decision preferences in sleep-deprived and older participants using a multi-outcome decision-making task. A single night of sleep deprivation biased neural mechanisms underlying economic valuation such that adult volunteers moved from defending against losses to seeking increased gains. Along similar lines, older adults showed an increased preference for choices that improved the higher-ranked outcomes compared to younger adults.

Note: Daylight savings time ends, so your clocks need to be set back one hour to avoid being an hour early to the Sunday morning poster session.

SJDM SUNDAY MORNING POSTER SESSION & BOOK AUCTION

8:30 – 10:30 w/Continental Breakfast Ballroom 6ABC (Convention Center)

- 1) The effect of values and self-efficacy on ethical
Young Illies, Marcy (Independent); Reiter-Palmon, Roni (University of Nebraska Omaha)
- 2) To cheat or not to cheat? Sometimes, but not always, the question
Simpson, Emily G. (Sewanee: The University of the South); Yu, Karen P.-Y. (Sewanee: The University of the South)
- 3) The moderation of moral judgment by construal levels
Gong, Han (Department of Psychology, Northwestern University); Medin, Douglas L. (Department of Psychology, Northwestern University)
- 4) Higher Rankings Lead to Less Cooperative Looks
Chen, Patricia (University of Michigan Psychology Department); Myers, Christopher G. (Ross School of Business, University of Michigan); Kopelman, Shirli (Ross School of Business, University of Michigan); Garcia, Stephen M. (University of Michigan Psychology Department)
- 5) To Get Caught or to Get Away With It: Does Framing Affect Unethical Behavior?
Gamliel, Eyal (Ruppin Academic Center); Peer, Eyal (Hebrew University of Jerusalem)
- 6) Two sides of the same coin: Information processing style and reverse biases
Ayal, Shahar (Interdisciplinary Center (IDC) Herzliya); Hochman, Guy (Duke University); Zakay, Dan (Interdisciplinary Center (IDC) Herzliya)
- 7) It's all in the details: Comparing two theories of prediction error
Moher, Ester (University of Waterloo); Koehler, Derek (University of Waterloo)
- 8) Poster Cancelled
- 9) Savings behavior at the office: Seeing company money as one's own
Kushins, Eric (Rutgers University); Colby, Helen (Rutgers University)
- 10) Worksite Wellness Programs: Sticks Send Stigmatizing Signals
Tannenbaum, David (UCLA); Valasek, Chad (UCSD); Knowles, Eric D. (UCI); Ditto, Peter H. (UCI)
- 11) Deciding factors in choosing your most creative idea
Montag, Tamara (Saint Louis University); Keith, Melissa (Saint Louis University); Rowles, Kaitlyn (Saint Louis University); Kiburz, Caroline (Saint Louis University); Baeza, Miarauel (Saint Louis University)
- 12) When is satisficing instead of exploring optimal for managing multistage processes?
Shannon, Thaddeus T. (Western Oregon University); Shervais, Stephen (Eastern Washington University)
- 13) Group Polarization and Self-Other Differences in Decision Making: Similar Phenomena?
Whaples, Rebecca (Wake Forest University); Stone, Eric R. (Wake Forest University)
- 14) Multiple Choice Probability-Learning in Rats
Hillmer, Ryan E. (Carroll University); Scheel, Matthew H. (Carroll University)
- 15) Getting punished for too much punishment: The self-presenter's paradox in advertising penalties
Hagen, Anna Linda (Philipps-Universitat Marburg); Garcia, Stephen M. (University of Michigan); Weaver, Kimberlee (Virginia Tech)
- 16) Explanatory models of we-intentions
Mari, Silvia (University of Milano-Bicocca); Bagozzi, Richard P. (University of Michigan)

- 17) Mutual interaction between product categories and three kinds of context effects in multi-attribute decision making
Hashimoto, Yuichi (Rikkyo University); Tsuzuki, Takashi (Rikkyo University); Chiba, Itsuki (Rikkyo University); Soma, Masashi (Rikkyo University); Kikuchi, Manabu (Rikkyo University)
- 18) Instructional Effects on Group Creativity
Illies, Jody (St. Cloud State University); Young Illies, Marcy (Independent)
- 19) Taking advice when you can't form your own opinion
Rader-Baquero, Christina A. (Duke University - Fuqua School of Business); Soll, Jack B. (Duke University - Fuqua School of Business); Larrick, Richard P. (Duke University - Fuqua School of Business)
- 20) Effectiveness of Team Rational and Experiential Processing in Sequential Strategic Decisions
Blettner, Daniela (Tilburg University); Wang, Zhengjun (University of Southern Mississippi)
- 21) Just do it: Encouragement for bold policy making from an analysis of public reaction to the New York City smoking ban
Weber, Elke U. (Columbia University); Treuer, Galen (Columbia University); Appelt, Kirstin C. (Columbia University); Goll, Apollonia E. (University of Mannheim); Filbin, Robert W. (Columbia University); Crookes, Raymond D. (Columbia University)
- 22) Learning from experience in a descriptive decision-making task: Comparison of children and adults
Levin, Irwin P. (University of Iowa); Bossard, Elaine A. (University of Iowa)
- 23) Herding in Path Selection
Qian, Jing (Tsinghua University, China)
- 24) Mood and risky decision making: Effect on information search and choice
Bar Deucher, Arlette (University of Fribourg Department of Psychology)
- 25) Pre-choice versus Post-choice: Present Confirmatory Information at the Right Time
Xu, Qian (Fudan University); Lv, Shasha (Fudan University)
- 26) Doing Well by Doing Good: The Benevolent Halo of Social Goodwill
Blair, Sean (Northwestern University); Chernev, Alexander (Northwestern University)
- 27) The influence of cognitive effort and justification on post-purchase regret
Park, Jisook (Fort Hays State University); Brase, Gary (Kansas State University)
- 28) Consumer choice of face-to-face interactions
Liu, Maggie Wenjing (Tsinghua University)
- 29) What is the Evidence for Context Effects in Inference?
Trueblood, Jennifer S. (Indiana University); Busemeyer, Jerome R. (Indiana University)
- 30) Self perception in negotiation: The costs of choosing the wrong strategy
Swift, Samuel A (CMU - Tepper)
- 31) Brand Personality, Self Construal and Consumer Decision Making
Jiao, Jenny (University of Iowa); Levin, Irwin (University of Iowa)
- 32) Poster Cancelled
- 33) Amplified Attribute Framing
McCormick, Michael (The University of North Carolina at Greensboro); Seta, John J. (The University of North Carolina at Greensboro)
- 34) The Framing of Corporate Societal Marketing Messages and Consumers' Self-Interested Behavior
Kouchaki, Maryam (University of Utah); Jami, Ata (University of Utah)
- 35) The Impact of Counterfactual Thought on Future Investment Decisions
Walchli, Suzanne B. (U. of the Pacific)
- 36) The Role of Anticipated Regret in Advice Taking
Jain, Kriti (INSEAD)
- 37) Power Distance Belief and Comparative Advertising
Li, Xingbo (University of Washington); Barone, Michael (University of Louisville); Jain, Shailendra Pratap (University of Washington)

- 38) Same same but different: Competing probabilistic models to explain context effects in preferential choice *Berkowitsch, Nicolas A. J. (University of Basel); Scheibehenne, Benjamin (University of Basel); Rieskamp, Joerg (University of Basel)*
- 39) Reversing ego depletion: Individuals can adapt to self-regulatory demands during complex decision-making *Barber, Larissa K. (Northern Illinois University); Smit, Brandon W. (Saint Louis University); Munz, David C. (Saint Louis University)*
- 40) The blunder after blunder in chess decision-making *Moxley, J. H. (Florida State University)*
- 41) Fire Emergency Escape decision-Making with and without Emotion Elicitation *Hong, Li (Tsinghua University); Yang, Xu (Tsinghua University)*
- 42) Does anchoring affecting a numeric estimate also affect decisions based on that estimate? *Savelli, Sonia (University of Washington); Joslyn, Susan (University of Washington)*
- 43) Innocent or guilty? A causal account of juror legal inferences. *Nikolic, Milena (University College London); Lagnado, David (University College London)*
- 44) Bias and accuracy of prediction markets for political forecasting *Kajdasz, James (National Defense Intelligence College)*
- 45) More about the Discontinuity Effect: Fear, Greed, and Intergroup Competition *Kugler, Tamar (University of Arizona); Mai, Ke (University of Arizona); Becker, William (Texas Christian University)*
- 46) Imagining Advice Reduces Overconfidence *Yeomans, Mike (Chicago Booth); Soll, Jack (Duke Fuqua); Koehler, Derek (University of Waterloo)*
- 47) Money, pleasure, or pain: The neural bases of affect-poor vs. affect-rich risky choice *Suter, Renata (University of Basel, Switzerland); Pachur, Thorsten (University of Basel, Switzerland); Biele, Guido (University of Oslo, Norway)*
- 48) A Bayesian approach to testing adaptive toolboxes *Scheibehenne, Benjamin (University of Basel); Rieskamp, Joerg (University of Basel); Wagenmakers, E. J. (University of Amsterdam)*
- 49) The level of decision routinization depends on subtle task factors *Broder, Arndt (University of Mannheim); Glockner, Andreas (Max Planck Institute for Research on Collective Goods); Betsch, Tilmann (University of Erfurt); Link, Daniela (University of Mannheim)*
- 50) An extension of EBA model to account for similarity, attraction, and compromise effects *Shiina, Kenpei (Waseda University)*
- 51) Adaptive Information Search and Decision Making in the Short and Long Run *Wulff, Dirk U. (University of Basel); Hills, Thomas (University of Basel); Hertwig, Ralph (University of Basel)*
- 52) Choices in a conjunctive probability task: Evidence for the configural weighted average model *Jenny, Mirjam A. (University of Basel); Rieskamp, Joerg (University of Basel); Nilsson, Hakan (Uppsala University)*
- 53) Search through Semantic Memory *Beckage, Nicole (University California, Irvine); Steyvers, Mark (University California, Irvine)*
- 54) A Step-by-step Approach to Improve Estimation Accuracy *Luan, Shenghua (Max Planck Institute for Human Development); Schooler, Lael J. (Max Planck Institute for Human Development); Tan, Jolene (Singapore Management University)*
- 55) Making Better Decisions with Decision Support Systems: Modelled vs. Non-Modelled Information *Ivchenko, Andriy (Universitat Pompeu Fabra)*
- 56) Ecological Validity in the Iowa Gambling Task *Humeny, Courtney (Carleton University); Ramlakhan, Nalini, E. (Carleton University); West, Robert (Carleton University)*
- 57) Numeracy the influence of irrelevant information in health utility judgments *Meilleur, Louise (Ohio State); Peters, Ellen (Ohio State)*
- 58) Using Risk Graphics to Lessen Responsibility Aversion in Consumer Health Decisions

- 59) Mathematics self doubt and responses to medical risk information
Friedrich, James (Willamette University); Lucas, Gale M. (Western Oregon University); Camac, Mary K. (Roanoke College)
- 60) Averaging multiple intuitive judgments improves performance in Bayesian estimation tasks
Phillips, Nathaniel (University of Basel); Herzog, Stefan (University of Basel); Hertwig, Ralph (University of Basel)
- 61) Physicians' prevention recommendations: The role of personal practices and legal concerns
Atanasov, Pavel (University of Pennsylvania); Anderson, Britta (ACOG); Schulkin, Jay (ACOG); Dana, Jason (University of Pennsylvania)
- 62) Does time frame matter? Communicating age-related or lifetime risks in breast cancer risk
Timmermans, Danielle (EMGO Institute, VU University Medical Center); Van Asperen, Christi (Leiden University Medical Center); Menko, Fred (VU University Medical Center); Oosterwijk, Jan (Groningen University Medical Center); Henneman, Lidewij (EMGO Institute VUUniversity Medical Center)
- 63) Concreteness and simplicity explain the effect of numerical and graphical risk formats on perceived likelihood and choice
Oudhoff, Jurriaan (EMGO Institute, VU University Medical Center); Timmermans, Danielle (EMGO Institute, VU University)
- 64) How effective are visual risk representation formats? The impact of individual differences in graph literacy
Okan, Yasmina (University of Granada); Garcia-Retamero, Rocio (University of Granada); Cokely, Edward T. (Michigan Technological University)
- 65) On cognitive abilities and superior judgment: An eye-tracking study of errors in medical, political, and consumer inferences
Woller-Carter, Margo M. (Michigan Technological University); Okan, Yasmina (University of Granada); Cokely, Edward T. (Michigan Technological University); Garcia-Retamero, Rocio (University of Granada)
- 66) On Self-Other Discrepancies in Medical Decision Making
Garcia-Retamero, Rocio (University of Granada; Max Planck Institute, Berlin); Galesic, Mirta (Max Planck Institute, Berlin)
- 67) Complex-is-Better Bias in Health Judgments: Evidence from Diet and Exercise Program Evaluation
Nyenhuis, Jacquelyn R. (No); Cokely, Edward T. (Yes); Raisbeck, Louisa (No)
- 68) Testing the added value of information structure and value clarification in resources to facilitate people's decision making about dialysis treatments
Summers, Barbara (Centre for Decision Research, University of Leeds); Gavaruzzi, Teresa (Leeds Institute of Health Sciences, University of Leeds); Latchford, Gary (Clinical Psychology training programme, Leeds NHS Trust); Mooney, Andrew (Renal Unit, St James's University Hospital, Leeds); Stiggelbout, Anne (Dept. of Medical Decision Making, University of Leiden); Wilkie, Martin (Sheffield Kidney Institute); Winterbottom, Anna (Leeds Institute of Health Sciences); Bekker, Hilary L (Leeds Institute of Health Sciences)
- 69) The effects of process-focused versus experience-focused narratives in a breast cancer treatment decision task
Shaffer, Victoria (University of Missouri); Hulsey, Lukas (Wichita State University); Zikmund-Fisher, Brian (University of Michigan)
- 70) How adding patient outcome and process narratives influences people's decision making about dialysis treatments
Gavaruzzi, Teresa (Leeds Institute of Health Sciences, University of Leeds); Summers, Barbara (Centre for Decision Research, University of Leeds); Latchford, Gary (Clinical Psychology training programme, Leeds); Mooney, Andrew (Unit, St James's University Hospital, Leeds); Stiggelbout, Anne (Dept. of Medical Decision Making, University of Leiden); Wilkie, Martin (Sheffield Kidney Institute); Winterbottom, Anna (Leeds Institute of Health Sciences); Bekker, Hilary L (Leeds Institute of Health Sciences)
- 71) More choice is not necessarily more variety: An experiment with prescription drug plans
Szrek, Helena (University of Porto); Bundorf, Mary Kate (Stanford University)
- 72) Dynamic Hypothesis Generation: Effects of Data (In)Consistency and Response Mode
Lange, Nicholas D. (University of London, Birkbeck); Thomas, Rick P. (University of Oklahoma); Davelaar, Eddy J. (University of London, Birkbeck)
- 73) Entropy-based Expected Uncertainty Reduction to Guide Information Acquisition
Hamm, Robert M. (University of Oklahoma Health Sciences Center); Beasley, William H., IV (Howard Live Oak, Inc., Norman OK)

- 74) Heartbeats, why do I miss what you try to say to me? Foetal monitoring and decision making around the use of cardiotocographs (CTGs) Davis, Sharon C. (University of Gloucestershire); Edgar, Graham E. (University of Gloucestershire); Catherwood, Di (University of Gloucestershire)
- 75) How Physicians and Comedians Influence People's Choice Behavior in Decisions From Experience (DFE) Frey, Renato (University of Basel); Hertwig, Ralph (University of Basel); Rieskamp, Joerg (University of Basel)
- 76) Self-control and risky decision making Kostek, John (BGSU); Ashrafioun, Lisham (BGSU); Rosenberg, Harold (BGSU)
- 77) Finite pool of worry Kim, Cindy M. (Columbia University); Li, Ye (Columbia University); Weber, Elke U. (Columbia University)
- 78) Double Down: A New Paradigm for Investigating Risky Decision Making Fisher, Christopher R. (Miami University); Wolfe, Christopher R. (Miami University); Johnson, Joseph G. (Miami University)
- 79) How perception and decision making in emergency differ in normal situation? Zheng, Meihong (Tsinghua University); Huang, Qiaoyi (Tsinghua University)
- 80) Do Predicted Emotional Reactions Influence Disaster Preparedness? Noda, Masayo (Kinjo Gakuin University)
- 81) Research on motivational factors of violations using a questionnaire Inaba, Midori (University of Electro-Communications)
- 82) Investigations of Resource Type Using the Sunk-Cost Effect and Its Role in Risk-Taking and Affect Ramirez, Patrick A. (University of Texas at Arlington); Levine, Daniel S. (University of Texas at Arlington)
- 83) A non-monetary gambling paradigm to investigate age-related changes in the sensitivity to gains and losses in decision making Depping, Miriam K. (University of Zurich); Freund, Alexandra M. (University of Zurich); Gonzalez, Richard (University of Michigan)
- 84) Climate Adaptation Decisions: Who, How, and Why? Finucane, M.L. (East-West Center); Miller, R. (East-West Center); Corlew, L. (East-West Center)
- 85) The power of affect and its impact on risk perception and decision-making Connor, Melanie (University of Lugano, Switzerland); Siegrist, Michael (ETH, Zurich, Switzerland)
- 86) Decision Versus Experienced Utility for Losses and Gains: A Neural Investigation Barkley-Levenson, Emily (University of California, Los Angeles); Schonberg, Tom (University of Texas, Austin); Fox, Craig R. (University of California, Los Angeles); Tom, Sabrina M. (Stanford University); Poldrack, Russell A. (University of Texas, Austin)
- 87) Understanding and Improving Personal Risk Management: New Perspectives on Personal Policy Decisions and an Illustration Alattar, Laith (University of Michigan); Yates, J. Frank (University of Michigan); Eby, David W. (University of Michigan Transportation Research Institute)
- 88) The Berlin Advanced Numeracy Test for the General population (ANT-G) Ghazal, Saima (Michigan Technological University); Cokely, Edward T. (Michigan Technological University); Garcia-Retamero, Rocio (Universidad de Granada, Spain); Mirta, Galesic (Max Planck Institute for Human Development)
- 89) Professional Risk Takers are More Susceptible to Framing Effects: Expertise and Developmental Reversals in Fuzzy-Trace Theory Reyna, Valerie F. (Cornell University); Hsia, Andrew (Cornell University); Chick, Christina F. (Cornell University); Pardo, Seth T. (Cornell University)
- 90) A Brief, Reliable, and Valid Measure of Impulsivity and Sensation Seeking Webster, Gregory (University of Florida); Crysel, Laura (University of Florida)
- 91) Same numbers, different meanings: How numeracy influences the importance of numerical cues in donations Kleber, Janet (University of Vienna); Dickert, Stephan (Max-Planck-Institute for Research on Collective Goods); Florack, Arnd (University of Vienna)
- 92) The Description-Experience Gap: Within-subjects data and novel pairings Thompson, Katherine J. (Columbia); Weber, Elke U. (Columbia)

- 93) Does what happens at the party stay at the party? Examining the influences of sex toy parties on attitudes and behavior
Gruneisen, Aline (Duke University); Schwartz, Janet (Tulane University); Ariely, Dan (Duke University)
- 94) For whom is there a debt snowball? How the order of debt repayment affects low self-control individuals
Kettle, Keri L. (University of Miami); Trudel, Remi (Boston University); Haubl, Gerald (University of Alberta)
- 95) Credit Card Repayment Decisions: Influences of Numeracy, Memory, and Information Search
Simon, Samantha R. (Michigan Technological University); Hagadone, Natasha J. (Michigan Technological University); Cokely, Edward T. (Michigan Technological University)
- 96) Why Americans Claim Benefits Early and How to Encourage Them to Delay
Appelt, Kirstin (Columbia University); Johnson, Eric J. (Columbia University); Westfall, Jonathan E. (Columbia University); Knoll, Melissa A.Z. (Office of Retirement Policy, Social Security Administration)
- 97) Partitioning, Self Control, and \$100 Bills
Colby, Helen (Rutgers University); Chapman, Gretchen (Rutgers University)
- 98) Mental accounting under scarcity: Perceived costs in low-income consumption
Zhao, Jiaying (Princeton University); Shafir, Eldar (Princeton University)
- 99) Discounting the environment: A negative impact of price discount on pro-environmental
Schwartz, Daniel (Carnegie Mellon University); Loewenstein, George (Carnegie Mellon University)
- 100) Influencing and Learning through Word of Mouth: An Experimental Study
Mak, Vincent (University of Cambridge); Zwick, Rami (University of California, Riverside)
- 101) Biggest bang for the buck: Higher level construals promote maximizing reward efficiency in mixed-motive dilemmas
Stillman, Paul (The Ohio State University); Fujita, Kentaro (The Ohio State University); Sheldon, Oliver (Rutgers Business School)
- 102) One-Size Default Doesn't Fit All: The Impact of Defaults on Expert Decision-Making
Ansher, Cara (Duke University); Arcasoy, Murat (Duke University); Ariely, Dan (Duke University); Chudgar, Saumil (Duke University); Nagler, Alisa (Duke University); Schwartz, Janet (Tulane University); Shah, Ankoor (Duke University); Thrall, Grace (Duke University); Zaas, Aimee (Duke University)
- 103) The hidden side of the Ultimatum Game
D'Addario, Marco (University of Milano-Bicocca); Pancani, Luca (University of Milano-Bicocca); Steca, Patrizia (University of Milano-Bicocca)
- 104) The effect of age on discounting of technology-related learning.
Best, Ryan (Florida State University)
- 105) Sex and the Money: Do gender stereotypes modulate economic decision-making?
Fabre, E.F. (Unimore); Pesciarelli, F. (Unimore); Cacciari, C. (Unimore)
- 106) Social value orientation and individual differences in information processing: An eye-tracking analysis
Fiedler, Susann (MPI Bonn); Glockner, Andreas (MPI Bonn); Dickert, Stephan (MPI Bonn)
- 107) Experimental effects of regulation of money illusion
Hayrapetyan, David (Regular)
- 108) The veil of ignorance and distributive justice in a multiplayer sharing game
Woike, Jan K. (University of Lausanne); Hafenbraedl, Sebastian (University of Lausanne)
- 109) The emotional cost of charitable donations
Rubaltelli, Enrico (University of Padova); Agnoli, Sergio (University of Padova)
- 110) When More Information Hurts: The Effects of Unpacking in Donation Requests
Dickert, Stephan (Max Planck Institute for Research on Collective Goods)
- 111) The Link between Subjective Perceptions of Vulnerability and Willingness to Help
Kogut, Tehila (Ben-Gurion University); Ritov, Ilana (Hebrew University)
- 112) Acute Stress Response Increases Rejections in the Ultimatum Game

Lee, Borah (University of Munich); Sakaki, Michiko (University of Southern California); Murayama, Kou (University of Munich); Maier, Markus (University of Munich); Pekrun, Reinhard (University of Munich)

- 113)** Psychological time and valuation in time discounting of gain and loss
Takahashi, Taiki (Hokkaido University); Han, Ruokang (Hokkaido University)
- 114)** The Psychology of Bonus: How Its Integration and Segmentation Influence People's Satisfaction
Zhang, Liqing (Peking University)
- 115)** Delay discounting relates to nicotine and caffeine use: an examination of consumption and personal expenditures
Jones, Bryan A. (Kent State University at Ashtabula)
- 116)** The Effect of Giving it all up on Valuation: A New Look at the Endowment Effect
Schurr, Amos (The Hebrew University of Jerusalem); Ritov, Ilana (The Hebrew University of Jerusalem)
- 117)** Is Counterfactual Thoughts Good or Bad? Double-edged Sword In Financial Decision-making
Liao, Jiangqun (Tsinghua University); Wang, Lei (Peking University)
- 118)** A process-level investigation of common choice anomalies in decision making under risk
Ungemach, Christoph (Columbia University); Navarro-Martinez, Daniel (University of Warwick); Stewart, Neil (University of Warwick)
- 119)** Time Pressure, Time Preference, and Preference Reversals
Yoon, Haewon (Rutgers University, Psychology); Chapman, Gretchen (Rutgers University, Psychology)
- 120)** Unobtainable Goals and Lost Causes: Dynamic choice in multiple goal pursuit
Harman, Jason L. (Ohio University); Gonzalez-Vallejo, Claudia (Ohio University); Vancouver, Jeffrey B. (Ohio University)
- 121)** Adaptive Experiments to Discriminate Probability Weighting Functions
Cavagnaro, Daniel R. (The Ohio State University); Gonzalez, Richard (University of Michigan); Myung, Jay I. (The Ohio State University); Pitt, Mark A. (The Ohio State University)
- 122)** Temporal discounting of real vs hypothetical gains and losses
Hardisty, David J. (Columbia University); Weber, Elke U. (Columbia University); Treuer, Galen (Columbia University)
- 123)** Effects of Monetary and Nonmonetary Incentives on Persistence and Accuracy
Duberstein, Andrew J. (Miami University of Ohio); Koop, Gregory J. (Miami University of Ohio); Johnson, Joseph G. (Miami University of Ohio)
- 124)** A Dynamic Computational Model of Preference Construction
Weinhardt, Justin (Ohio University); Vancouver, Jeff (Ohio University); Milakovic, Anastasia (Ohio University); Purl, Justin (Ohio University); Cameron, Amanda (Ohio University)
- 125)** Barriers to Goal Pursuit
Langstaff, Jesse (University of Waterloo); Koehler, Derek (University of Waterloo)
- 126)** A Better Way to Assess Financial Risk and Well-Being: A Reliable and Externally Valid Spendthrift Scale
Wilhelms, E. A. (Cornell University); Reyna, V. F. (Cornell University); Brust, P. G. (Cornell University)
- 127)** Time is of the Essence: Altruistic Decision Making under Pressure
Fortune, Erica E. (University of Georgia); Young, Diana L. (Georgia College & State University); Goodie, Adam S. (University of Georgia)

SJDM SUNDAY EVENING POSTER SESSION & BOOK AUCTION

5:30pm – 7:30pm Cash Bar Seattle Convention Center 6ABC

- 1)** Growing up makes you evil: School age children do not cheat
Rubaltelli, Enrico (University of Padova); Scrimin, Sara (University of Padova); Leo, Irene (University of Padova)
- 2)** Escalation of Commitment Behavior during Dollar Auctions in Small Groups is Resistant to Debiasing Interventions
Hafenbraedl, Sebastian (University of Lausanne); Woike, Jan K. (University of Lausanne)
- 3)** The endowment effect in primary school children

- 4) The Various Directed Cognition Model: Applications and Implications
Comerford, David A. (Duke University)
- 5) The Influence of Object Interaction on Object Valuation
Yeung, Kam Leung (Iowa State University); Weber, Bethany (Iowa State University)
- 6) Causal Mechanisms and Mediators of the Underweighting of Rare Events in Decisions from Experience
Weston, Shellwyn (NYU)
- 7) Can Bettors Convert Odds into Probabilities?
Nilsson, Hakan (Uppsala University); Andersson, Patric (Stockholm School of Economics)
- 8) Delay Discounting and Reward Sensitivity: A Fuzzy Trace Theory Approach
Reyna, V. F. (Cornell University); Wilhelms, E. A. (Cornell University); Brust, P. G. (Cornell University); Sui, W. (Cornell University); Pardo, S. T. (Cornell University); Corbin, J. C. (Cornell University)
- 9) The Gist of Choice: The Role of Numbers in Decision Making
Brust, Priscila G. (Cornell University); Reyna, Valerie F. (Cornell University); Wilhelms, Evan A. (Cornell University); Sui, Wilson (Cornell University); Corbin, Jonathan C. (Cornell University)
- 10) Do investors really want to protect their capital against losses?
Bradbury, Meike (University of Zurich); Hens, Thorsten (University of Zurich); Zeisberger, Stefan (University of Zurich)
- 11) Differences in loss aversion are partially driven by differences in excess attention to losses
Janowski, Vanessa (California Institute of Technology); Rangel, Antonio (California Institute of Technology)
- 12) Cross-Cultural Comparisons of Statistical Numeracy in College Educated Samples: New Results from the Berlin Advanced Numeracy Test
Ghazal, Saima (Michigan Technological University, USA); Cokely, Edward T. (Michigan Technological University, USA); Garcia-Retamero, Rocio (University of Granada, Spain); Galesic, Mirta (Max Plank Institute for Human Development, Berlin)
- 13) Trust and worry and the public's decision to vaccinate against the swine flu and other preventive behavior
Timmermans, Danielle (EMGO Institute, VU University Medical Center)
- 14) Comparison of three different formats of breast cancer risk communication: percentages, frequencies and graphical displays
Henneman, Lidewij (EMGO Institute, VU University Medical Center); Oosterwijk, Jan (Groningen University Medical Center); Van Asperen, Christi (Leiden University Medical Center); Menko, Fred (VU University Medical Center); Timmermans, Danielle (EMGO Institute VU University Medical Center)
- 15) Effects of ease of retrieval on self-esteem
Kudo, Eriko (Tokyo Woman's Christian University)
- 16) Causal diversification in risky decision making
Huber, Odilo W. (University of Fribourg, Switzerland)
- 17) Anchors are contagious but not virulent
Heyman, James E. (University of St. Thomas); Dziura, Zachary J. (University of St. Thomas)
- 18) Do people use feelings as information in creativity judgments?
Chen, Rongjuan (Stevens Institute of Technology); Sakamoto, Yasuaki (Stevens Institute of Technology)
- 19) Feeling the "Force" of Self and Others: Egocentrism and the Salience of Self and Others in Social Comparisons
Chan, Steven (NYU Stern); Chambers, John R. (University of Florida); Kruger, Justin (NYU Stern)
- 20) The influence of physiological factors on context effects in multi-attribute decision making
Chiba, Itsuki (Rikkyo University); Tsuzuki, Takashi (Rikkyo University); Kikuchi, Manabu (Rikkyo University); Souma, Masashi (Rikkyo University); Hashimoto, Yuuichi (Rikkyo University)
- 21) Selective Left Hemisphere Activation Reduces Heuristic Processing

- 22) Great Expectations: Intentions and the Effect of Construal in Self-Predictions of Future Behaviours
Wudarszewski, Amanda (University of Waterloo); Koehler, Derek (University of Waterloo)
- 23) Probability Matching Reconsidered: A Theoretical Framework That Reconciles Puzzling Evidence
Gaissmaier, Wolfgang (Max Planck Institute for Human Development); Schooler, Lael J. (Max Planck Institute for Human Development)
- 24) Advice Overextension: How and When do People Provide Advice?
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- 25) Patient cost consciousness: How it can contribute to economics and medical decision making
Huttin, Christine (ENDEPUSresearch and University Aix Marseille III)
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- 27) Hoping for More: The Influence of Desirability on Selective Exposure and Predictions about Relative Quantity
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- 28) Influence of Perceived Skill Distribution on Self-Assessment
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- 32) Time pressure makes intuition evident in probability estimates: Individual differences in ratio bias
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- 33) The upside of anticipating criticism: How expecting rapid feedback enhances motivation and performance
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- 35) Do Children Become More Competent Decision Makers? Evidence from a Longitudinal Study
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- 36) Effective health messages for promoting condom use in young adults: Simple visual aids can be as effective as extensive training programs
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- 37) A configurational approach to successful decision making under uncertainty: Lessons from angel investing
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- 38) Planning and Information Search in Multistage Risky Decision Making
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- 39) Expert intuitions: Revealing the judgment strategies of airport customs officers
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- 40) Developmental Trajectories of Heuristic Biases
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- 42) Aversion to costly errors directs information search in complex information environments
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- 43) Fluency and Efficacy: Biases in Judgments of Pharmaceutical Effectiveness
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- 50) Intuitive vs. analytical processes in insight-problem solving and probabilistic reasoning: A pragmatic approach to the study of reasoning
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- 51) Poster Cancelled
- 52) Statistical Judgments are Influenced by the Implied Likelihood that Samples Come from the Same Population
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- 65) All frames are not created equal: The effect of reading direction on different types of framing effects
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- 66) Amplified framing effects and noise frequency
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- 73) Refinement of the Maximizing Tendency Scale
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- 75) The influence of maximizing tendency on regret and counterfactual thinking in repeated versus switching decisions
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- 76) The Influence of Implicit Theories on Persuasiveness of Framed Health Messages
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Miller, Seth A. (The Ohio State University); DeKay, Michael L. (The Ohio State University)

- 81) Chronic Stress Predicts Poor Decision-Making Performance on the Iowa Gambling Task
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Glockner, Andreas (MPI for Collective Goods); Pachur, Thorsten (University Basel)

- 83) Learning processes in multiple-cue judgment
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- 92) Poster Cancelled

- 93) The Long and Short of It: Decisions made from Description and from Experience
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- 116) How distraction can improve judgment processes
*Hoffmann, Janina (University of Basel); von Helversen, Bettina (University of Basel);
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- 117) The Volunteer Dilemma: Deterministic vs. Probabilistic Outcomes and One-Shot vs. Repeated *Volunteering*
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- 118) The *herding* effect of decision-making under the emergency by emotion priming: An ERP study
Xu, Jihong (Tsing Hua University); Li, Hong (Tsing Hua University)
- 119) Attributions of Decisiveness
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- 120) Observing or Inferring a Criterion Value: How to Increase the Judgment Accuracy in a
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- 121) Is There a Role of Relative Social Power in Making Attribution?
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- 122) The additive integration of prior probabilities and new present information in one-shot tasks of hypothesis evaluation
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(University of Trento); Cherubini, Paolo (University of Milano-Bicocca)*
- 123) Outcome evaluation: Winning vs. avoiding a loss
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- 124) In search of the antecedents for risky driving at railway level crossings
*Gildersleeve, Matthew J. (Queensland University of Technology); Wullems,
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- 125) A Matter of Taste: Gustatory Sensations Influence Personality Judgments
*Yu, Karen P.-Y. (Sewanee: The University of the South); The Cognitive Psychology Research
Group* (Sewanee: The University of the South) *In alphabetical order: Ijeoma A. Anyanwu,
Lizzie D. Butler, Caroline Dashiell, Layne A. Ezzell, Matthew Hagler, Shameka Jennings, Cathy Lambert,
Mary Mazyck, Mary Lawrance McAfee, Johanna McManus, Cori Niemann, Natalie A. Rothwell,
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