

Society for Judgment and Decision Making

The 2012 33rd Annual Conference



Hilton Minneapolis Hotel & Minneapolis Convention Center
1001 Marquette Avenue South
Minneapolis, MI 55403-2440
November 16 -19, 2012

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2012 Program Committee: Bernd Figner (chair), Nathan Novemsky, Robyn LeBoeuf, Jack Soll, Wandu Bruine de Bruin, Ellie Kyung, Anuj Shah, Katherine Burson

Thanks to Gretchen Chapman (conference coordinator), Mare Appleby (catering and registration coordinator), Jon Baron (webmaster), George Wu (President), Joe Johnson (student poster awards), Anuj Shah (social event), Katherine Burson (book auction), and the ad hoc reviewers: Ellie Kyung, Gretchen Chapman, Katherine Burson, Nathan Novemsky, Wandu Bruine de Bruin, Jay Russo, Suzanne Shu, Oleg Urminsky, Clayton Critcher, Michel Handgraaf, Dave Hardisty, Michael Schulte, Layne Paddock, Josh Weller, Suzanne Mitchell, Cilia Witteman, Jon Westfall, Poonam Arora, Bettina von Helversen, Renata Suter, Neda Kerimi, Marijke van Putten, Ryan Murphy, Erte Xiao, Meng Zhu, Christoph Ungemach, Ursina Teuscher, Julie Downs, Katy Milkman, Cynthia Cryder

2012 SJDM Conference Master Schedule

Minneapolis Hilton Hotel & Minneapolis Convention Center

November 16 -19, 2012

FRIDAY, NOVEMBER 16

Psychonomic Society JDM Sessions (See the [Psychonomic Society program](#) for details)

5:00-7:00 pm **Welcome Reception / Early Registration** Conrad BC & foyer (Hilton Hotel)
7:00-9:00 pm Executive Board Dinner, The Local, 932 Nicollet Mall, www.the-local.com

SATURDAY, NOVEMBER 17

7:30-8:30 am **Registration** and Continental Breakfast - Conrad foyer (Hilton Hotel)
8:30 -10:00 am **Paper Session #1** Conrad A, BC, and D (Hilton Hotel)
10:00 -10:30 am Morning Coffee Break - Conrad foyer (Hilton Hotel)
10:30-12:00 pm **Paper Session #2** Conrad A, BC, and D (Hilton Hotel)
12:00-1:30 pm Lunch Break (on your own)
1:30-3:00 pm **Paper Session #3** Conrad A, BC, and D (Hilton Hotel)
3:15-4:45 pm **Paper Session #4** Conrad A, BC, and D (Hilton Hotel)
4:45-5:15 pm Afternoon Coffee Break - Conrad foyer (Hilton Hotel)
5:15-6:45 pm **Paper Session #5** Conrad A, BC, and D (Hilton Hotel)
6:45-8:45 pm Graduate Student Social Event - Symphony 3 (Hilton Hotel)

SUNDAY, NOVEMBER 18

8:30-10:30 am **Poster Session #1 & Book Auction** w/ Continental Breakfast - Ballroom A (Convention Center)
10:30-12:00 pm **Paper Session #6** Conrad A, BC, and D (Hilton Hotel)
12:00-1:30 pm **Women in SJDM Networking Event** - Room 205 (Convention Center)
12:00-1:30 pm Lunch Break (on your own)
1:30-2:30 pm **Keynote Address by Brian Wansink** Salon AB (Hilton Hotel)
2:45-4:15 pm **Paper Session #7** Conrad A, BC, and D (Hilton Hotel)
4:15-4:45 pm Afternoon Coffee - Conrad foyer (Hilton Hotel)
4:45-5:30 pm **Presidential Address by George Wu** Salon AB (Hilton Hotel)
5:30-7:30 pm **Poster Session #2 & Book Auction** w/ Cash Bar - Ballroom A (Convention Center)
9:00pm-1:00am **SJDM Evening Social Event** at Fine Line Music Café 318 North 1st Avenue

MONDAY, NOVEMBER 19

8:00-9:00 am **Business Meeting & Awards Breakfast** - Salon E (Hilton Hotel)
9:00-10:45 am **Paper Session #8** Conrad A, BC, and D (Hilton Hotel)
10:45-11:15 am Morning Coffee Break - Conrad foyer (Hilton Hotel)
11:15-1:00 pm **Paper Session #9** Conrad A, BC, and D (Hilton Hotel)
1:00-1:30 pm **Einhorn Award** Salon AB (Hilton Hotel)

Note: All events are in the Hilton Hotel except the Sunday poster sessions and the Sunday Women in SJDM lunch, which are held at the Convention Center.

SATURDAY NOV 17, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

	TRACK I Conrad A	TRACK II Conrad BC	TRACK III Conrad D
Session #1	Poverty and Scarcity	Emotion and Mood I	Description/Experience
8:30am	Zhao - Consequences of Poverty	Lee - Rainmakers	Benjamin - Advice from Experience
8:50am	Shah - Stable Frame of Scarcity	Li - Sadder, but Not Wiser	Teodorescu - Learned Helplessness
9:10am	Roux - Desperate Times	Schneider - Affect-Choice Reversals	Thompson - What We Think About
9:30am	Savani - Choice Mindset	Peters - Time Neglect	Marchiori - Noisy Retrievers
Session #2	Donation	Emotion and Mood II	Intertemporal Choice
10:30am	Small - Donating	Brooks - Don't Stop Believing	Yoon - Beyond the Hyperbolic
10:50am	Ein-Gar - Looking at the Bigger Picture	Rahinel - Brands as Product Coordinators	Dai - The Probabilistic Nature
11:10am	Evangelidis - I See Dead People!	Aydinli - Price Discounting	Young - Patterns of Impulsive Choice
11:30am	Fajardo - Splitting the Decision	Hsee - Fate or Fight?	Hardisty - Does Prospect Theory Hold
Session #3	Models	Moral DM I	Aging
1:30pm	Trueblood - The Multi-Attribute	Baron - Role of Individual Differences	Manzon - Is "More" Always Better?
1:50pm	Baucells - Felicity during Anticipation	Koop - How do we make tough choices?	Del Missier - The Multifold Relationship
2:10pm	Camerer - Cognitive Hierarchy Models	Berkowitsch - Modeling Moral Decision	Bruine de Bruin - Getting Older
2:30pm	Fific - The Rosetta Stone	McGraw - Trolleyology	Hedgcock - Why Older Adults
Session #4	Strategies and Processes I	Moral DM II	Consumer DM I
3:15pm	Hoffmann - Task Complexity	Chan - Discretionary Virtues	Mazar - Origin of the Pain of Paying
3:35pm	Chrabaszcz - Using Heuristic Models	Bhattacharjee - Is Profit Evil?	Häubl - Competing Consumers
3:55pm	Jekel - Doing Justice	Van de Calseyde - Insurance as Safeguard	Ma - The Countability Effect
4:15pm	Schurr - The effect of 'Giving it all up'	Fincher - A Tale of Two Processes	Atanasov - Putting Health Back
Session #5	Strategies and Processes II	Uncertainty and Forecasting	Consumer DM II
5:15pm	Suter - One Model Fits It All?	Tannenbaum - Bold and timid	Steinhart - Warnings of Adverse
5:35pm	Schulte-Mecklenbeck - The (Mis-)measure	Mellers - Improving Predictions	Keinan - Brand-Tourists
5:55pm	Dickert - Response Mode	Yang - When Good Things	Trudel - Motivating Consumers
6:15pm	De Langhe - Payoff Ratio	Amir - The Role of Cognition	Schoenberg - Relative Performance

SUNDAY NOV 18, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

	TRACK I Conrad A	TRACK II Conrad BC	TRACK III Conrad D
Session #6	Heuristics and Biases I	Environmental Decisions	Risky Choice
10:30am	Nataf - Love the One You're With	Gromet - Red, Blue, and Being Green	Pleskac - Characterizing Deliberation
10:50am	Corbin - Focusing on (Verbatim) Memory	Broomell - The Impact of Beliefs	Kerimi - The Relationship Between Numeracy
11:10am	Sinayev - Numeric Conversions	Ungemach - Redundant Information	Fiedler - Dynamics of Decision Making
11:30am	Critcher - Beyond Anchoring	Fernbach - Political Extremism	Ludvig - Extreme Outcomes
Session #7	Tools and Methods	Food-Related DM	Choice Architecture and Policy I
2:45pm	Ray - Bayesian Rapid Optimal	Cantu - Red, Ripe, and Ready	Sah - Making Disclosure Work
3:05pm	Shiina - Cursor-Tracing Paradigm	Maimaran - If it's Healthy	Ecken - Hit-Or-Miss
3:25pm	Regenwetter - QTEST	Hagen - When Self-Serving	Camilleri - The Impact of Scale
3:45pm	Simonsohn - p-curve	Downs - What You Don't Know	Pe'er - Pace Yourself

MONDAY NOV 19, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

	TRACK I Conrad A	TRACK II Conrad BC	TRACK III Conrad D
Session# 8	Choice Architecture and Policy II	Social DM and Cheating	Decision Neuroscience
9:00am	Gavaruzzi - Testing the Added Value	Martin - Interdependence Information	Rustichini - Integrating Personality
9:20am	Kiatpongsan - Spreading the Health	Halali - The Social Bright Side	Hawes - The Role of Intelligence
9:40am	Chao - The Effect of Small Gifts	Moran - Determining the Negotiation	Koritzky – The Role of Prefrontal-Brain
10:00am	Moher - Unpacking Effects	Van Wolferen - Insurance Fraud	Yechiam - A Dissociation
10:20am	Gu - Turning the Page	Shalvi - Honesty Requires Deliberation	Yun - Strikes in Asymmetric Information
Session #9	Heuristics and Biases II	Emotion and Mood III	Wisdom of Crowds and Other DM Improvements
11:15am	Pachur - Sticky Seats	Danilowitz - When Conflict Facilitates	Goldstein - Lay Understanding
11:35am	Obrecht - Base Rate Information	Stornelli - Planning to Fail	Chen - Contribution to the Crowd
11:55am	Carter - A Fairness Heuristic	Zhang - The Surprising Effectiveness	Phillips - Contradicting Yourself
12:15pm	Yu - When Decision Heuristics	Jung - Motivated to Argue	Stillman - Psychology of Economic Efficiency
12:35pm	Ayton - Better the Devil you don't Know	Yang - Changing Myself	Stone – Improving Forecaster Accuracy

2012 SJDM Conference Special Events

FRIDAY, NOVEMBER 16

PRE-JDM Meeting Events at Psychonomics

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

12:00 – 1:30 (Psychonomics) JDM posters #2145-2154, Convention Center Ballroom A

1:30 – 3:30 (Psychonomics) JDM I talks #78-83, Salon E

3:30 – 5:30 (Psychonomics) JDM II talks #112-117, Marquette II

6:00 – 7:30 (Psychonomics) JDM posters #3124-3135, Convention Center Ballroom A

SJDM Events

5:00-7:00 pm **SJDM Welcome Reception / Early Registration** Hilton Conrad BC & foyer

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.

7:00-9:00 pm **Executive Board Dinner** The Local, 932 Nicollet Mall, www.the-local.com

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

SATURDAY, NOVEMBER 17

8:00-10:00 am (Psychonomics) JDM talks #142-147, Salon E

6:00 – 7:30 (Psychonomics) JDM posters #5137-5154, Convention Center Ballroom A

6:45-8:45 pm **Graduate Student Social Event** Symphony 3 (Hilton Hotel)

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.

SUNDAY, NOVEMBER 18

8:30 am - 10:30 am, 5:00 - 7:00 pm **SJDM Book Auction** Convention Center Ballroom A

If you love academic books, but not 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. During 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 Katherine Burson at kburson@umich.edu.

12:00-1:30 pm **Women in SJDM Networking Event** Convention Center room 205

All (women and men) are welcome to attend the seventh annual Women in SJDM Luncheon, focused on promoting the advancement of women in JDM. The event will feature lunch, networking opportunities, and a keynote speech from Professor Amy Cuddy of Harvard Business School about gaining power through body language. The event is organized this year by Katy Milkman, Leslie John, and Cindy Cryder. To register for the event, please email Cindy Cryder at cryder@wustl.edu. We will accept registrations up to the maximum of 125, 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 donation to the event fund. With all of our support, we can ensure that this event will continue to be an annual tradition.

Thank you to our 2012 sponsors!

Columbia Business School, Eller School of Management (U of Arizona), Freeman School of Business (Tulane), Fuqua School of Business (Duke), Harvard Business School, The Kennedy School's Women and Public Policy Program (Harvard), Marshall School of Business (USC), Ohio State Department of Psychology, Olin Business School (Wash U.), Rady School of Management (UCSD), Rotman School of Management (U Toronto), Tuck School of Business (Dartmouth), The Wharton School (U. Penn), Gretchen Chapman, Mike Dekay, Kelly Goldsmith, Crystal Hall, and Janet Schwartz.

1:30-2:30 pm **Keynote Address by Brian Wansink** Salon AB (Hilton Hotel)

From Mindless Eating to Mindlessly Eating Better

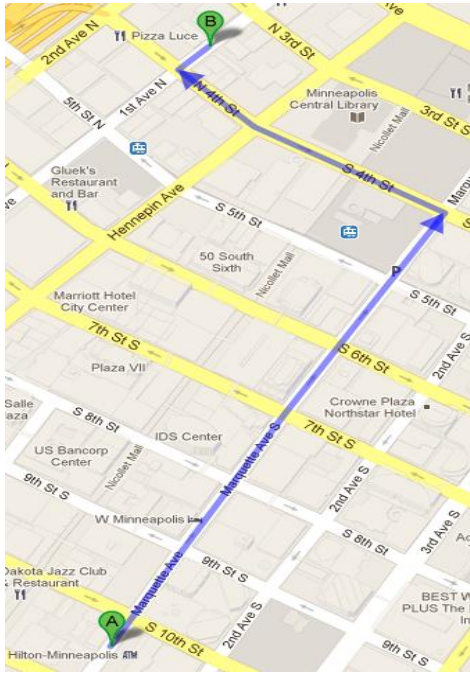
Most of us don't overeat because we're hungry. We overeat because of family and friends, packages and plates, names and numbers, labels and lights, colors and candles, shapes and smells, distractions and distances, cupboards and containers. Based on 20 years of research, Professor Wansink shows we eat Mindlessly Eat and how to turn it around. Interesting, the solution to mindless eating is not "mindful eating." Instead it is setting up your home, table, and office so you mindlessly eat less rather than mindlessly overeat.

Brian Wansink received his Ph.D. in Consumer Behavior in 1990 from Stanford University. Wansink founded the Food and Brand Lab in 1997 at the University of Illinois. In 2005 he moved with his Lab to the Department of Applied Economics and Management at Cornell University in Ithaca, NY. At Cornell he is the John S. Dyson Professor of Marketing, Director of the Cornell Food and Brand Lab (<http://FoodPsychology.cornell.edu>) and Co-Director of the Cornell Center for Behavioral Economics in Child Nutrition Programs (<http://ben.cornell.edu>) and co-founder of the Smarter Lunchrooms Movement (<http://smarterlunchrooms.org>). He is best known for his work on consumer behavior and food and for popularizing terms such as "mindless eating" and "health halos." His research has focused on how micro- environments influence what and how much people eat and how much they enjoy it. He is the author of over 100 academic articles and books, including Marketing Nutrition (2005) and the best-selling book Mindless Eating: Why We Eat More Than We Think (Bantam Dell 2006). He is a 2007 recipient of the humorous Ig Nobel Prize and was named ABC World News Person of the Week on January 4, 2008. Since 2006, Wansink has written a monthly column on food behavior for MSNBC entitled Chew on This. In July 2007 he joined Prevention.com as one of their two nutrition columnists, writing the column Food Think with Wansink. Between 2007 and 2009 Wansink was granted a leave from Cornell to become the Executive Director of the Center for Nutrition Policy and Promotion in Washington DC, leading the development of the USDA 2010 Dietary Guidelines. In January of 2009 he returned to his job at Cornell University. He is the President Elect of the Society for Nutrition Education.

4:45-5:30 pm **Presidential Address by George Wu** Salon AB (Hilton Hotel)

Beyond the Status Quo: Understanding the role of alternative reference points

The judgment and decision making literature is full of demonstrations of how reference points influence choice. Yet, the vast majority of these empirical findings have involved either status quo or experimenter-provided reference points. One of our field's biggest challenges and opportunities is extending prospect theory to non-status quo reference points. I discuss goals as one illustrative alternative reference point and study goals in a domain in which they are extremely relevant, marathon running. I present several empirical illustrations that goals serve as reference points: the "piling up" of performance around round numbers; the effect of goals on performance; and measurement of satisfaction as a function of the difference between goal and performance. These findings highlight some new features of non-status quo reference points, including processes of reference point formation and the possibility of multiple reference points. I conclude by highlighting some theoretical and empirical challenges for understanding the role and impact of non-status quo reference points on choice and behavior.



9:00pm-1:00am: **SJDM Social Event**

The great annual tradition returns! Be sure to make your way over to the **Fine Line Music Café** to catch up with all your SJDM friends. There will be fantastic conversation, extraordinary dancing, and endless merriment (until 1am). "We'll have some light snacks and drink tickets for the first to arrive. Please bring your conference badge to show the door at staff the venue. See you there!"

The Fine Line Music Café is at 318 North 1st Avenue, a 15 minute walk from the hotel. Google Maps suggests walking northeast on Marquette Avenue, turning left on South 4th Street, and then turning right onto North 1st Avenue.

MONDAY, NOVEMBER 19

8:00-9:00 am **Business Meeting and Awards Breakfast** Salon E (Hilton Hotel)

All members of SJDM are invited to attend the business meeting (and it's where the food is). Every vote counts. Student poster awards will be announced.

1:00-1:30 pm **Einhorn Award** Salon AB (Hilton Hotel)

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

Note: there will be no Monday Luncheon at this year's conference.

The 2012 Annual SJDM Book Auction!

Takes place during the Poster Sessions on Sunday



If you love academic books, but not 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. During the Sunday night poster session, 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 Katherine Burson at kburson@umich.edu."

SJDM Conference Paper Sessions

SATURDAY NOV 17, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

Session #1 Track I: Poverty and Scarcity - Conrad A

The consequences of Poverty's Distractions

Zhao, Jiaying (Princeton University); Shafir, Eldar (Princeton University)

The context of poverty can pose significant budgetary challenges and solving those challenges may consume mental resources. In four experiments, participants viewed financial problems with small or large costs, while performing cognitive tasks. When cost was large, the poor (low-income participants) performed reliably worse on cognitive tasks than the rich (high-income participants). When performance was incentivized, the poor still performed worse and earned less than the rich. However when cost was small, the poor performed comparably to the rich. Thus, when financial conditions were challenging, the poor exhibited diminished cognitive abilities. A novel account of behaviors under poverty is provided.

The Stable Frame of Scarcity

Shah, Anuj K. (University of Chicago Booth School of Business); Shafir, Eldar (Princeton University); Mullainathan, Sendhil (Harvard University)

In behavioral science, much attention is given to the ways that decisions are malleable. Here, we discuss a situation that creates a surprisingly stable frame for decisions: resource scarcity. We outline a framework explaining why scarcity frames problems in stable, predictable ways. We then test this hypothesis across five studies, in which we show that participants facing scarcity are less susceptible to various framing effects than are participants who have abundant resources. We discuss how this framework can be applied to problems involving money, time, and other resources.

Do Desperate Times Lead to Desperate Measures?

Roux, Caroline (Northwestern University, Kellogg School of Management); Goldsmith, Kelly (Northwestern University, Kellogg School of Management); Bonezzi, Andrea (New York University, Stern School of Business)

The Effect of Scarcity on Consumer Decision Making Scarcity is a pervasive condition that characterizes human existence. Yet, to date relatively little is known about how being exposed to general cues that activate the concept of scarcity affects subsequent judgments and behaviors in different domains. In this research, we propose and show that priming the concept of scarcity activates an agent's mindset, which affects subsequent judgments and behaviors by motivating people to pursue self-focused goals. These predictions are tested across five studies, which provide novel insights into the psychology of scarcity and its effects on consumer judgment and decision making.

A Choice Mindset Increases the Acceptance and Maintenance of Wealth Inequality

Savani, Krishna (Columbia University); Rattan, Aneeta (Stanford University)

We test whether the concept of choice leads people to act in ways that perpetuate wealth inequality. Five experiments show that highlighting the concept of choice makes people less disturbed by facts about existing wealth inequality in the United States, more likely to underestimate the role of societal factors in individuals' successes, less likely to support the redistribution of educational resources, and less likely to support raising taxes on the rich—even if doing so would help resolve a national budget deficit crisis. These findings indicate that the culturally valued concept of choice contributes to the maintenance of wealth inequality.

Session #1 Track II: Emotion and Mood I Conrad BC

Rainmakers: Why Bad Weather Means Good Productivity

Lee, Jooa Julia (Harvard University); Gino, Francesca (Harvard Business School); Staats, Bradley R. (University of North Carolina at Chapel Hill)

We propose that bad weather increases individual productivity since it eliminates potential cognitive distractions resulting from good weather. First, we use field data on employees' productivity from a mid-size bank in Japan that we then match with daily weather data to investigate the effect of bad weather conditions (in terms of precipitation, visibility, and temperature) on productivity. Second, we use a laboratory-based, experimental study to examine the mechanism explaining the relationship between bad weather and increased productivity. Our findings suggest that worker productivity is higher on bad weather days because workers are less likely to be distracted by outdoor activities.

Sadder, but Not Wiser: The Myopia of Misery

Lerner, Jennifer S. (Harvard University), Li, Ye (UC Riverside);; Weber, Elke U. (Columbia University)

We tested whether sadness increases impatience in inter temporal choices (consuming now versus later). Three incentivized experiments induced participants to feel neutral, sad, or disgusted. Results revealed that sadness significantly increased impatience: Relative to median neutral participants, median sad participants accepted 13% to 34% less money today to avoid waiting three months for payment. Impatient thoughts mediated the effects. Disgusted participants were not more impatient than neutral participants, implying that these effects do not arise from all negative emotions. We conclude that myopic misery is a robust and potentially harmful phenomenon.

Affect-Choice Reversals: Predicting the Influence of Affect in Decisions

Schneider, Mark (University of Connecticut); Coulter, Robin (University of Connecticut)

This paper reports a new type of preference reversal; we term affect-choice reversals whereby people may choose an option to which they assign a lower affective rating. The hypothesis that affect is dominant in the decision process when affect is informative, while affect is not dominant when it is uninformative predicts situations when affect-choice reversals are frequently observed and conditions where they disappear. It is shown that this mechanism for predicting the influence of affect also yields the Allais paradox, and hyperbolic discounting behavior.

Time Neglect With Affect Richness

Peters, Ellen (Ohio State University); Kunreuther, Howard (University of Pennsylvania); Namika Sagara (Duke University); Paul Slovic (Decision Research); Dan R. Schley (Ohio State University)

We examined the role of time, affect, and numeracy in intentions to purchase a risk-protective measure. Participants were sensitive to the time length of a lease when belongings were described in affect-poor terms and insensitive when described as affect-rich. The underlying mechanism appears to be greater use of the Affect Heuristic in the short- versus long-term. Prior burglary experience amplified the effect whereas greater deliberation did not attenuate it. Study 3's results indicated that few participants had the numeric skills necessary to take time into account. Two possible solutions to encourage purchases of protective measures in the long term are discussed.

Session #1 Track III: Description/Experience- Conrad D

Advice from Experience: How Learning Mode Influences the Quality of Advice and the Likelihood of Heeding Advice

Benjamin, Daniel (Fordham University); Budescu, David (Fordham University)

People often make decisions from the advice of others without sufficient information about their adviser's expertise. We examine how different learning modes – from description versus experience – influence advisers and advisees. Evidence suggests that learning mode, advice content, and task characteristics influence how people give and utilize advice. Advisers from Description provide better recommendations described in more detail. They estimate the information more accurately, and are more confident in their advice inspiring more confidence in their advisees. In contrast, Advisers from Experience are more likely to share the details of their experience, but DMs are less likely to heed their advice.

On Learned Helplessness and The Status Quo Bias in Decisions From Experience

Teodorescu, Kinneret (The Technion - Israel Institute of Technology); Erev, Ido (The Technion - Israel Institute of Technology)

Learned helplessness can be described as a status quo bias in decisions from experience. Decision makers exhibit helplessness when they stick to an option that leads to losses even when a change can prevent these losses. We examined the role of three likely contributors to this status quo bias: absence of control, the average reinforcement and the typical experience with shifting to a different alternative. The result reveal an occurrence of the status quo bias even when participants had control and the average experience with shifting was reinforcing. The best predictor to this bias was the cost of shifting.

What We Think About When We Think About Probability: Process data illuminates the description-experience gap

Thompson, Katherine F (Columbia); Weber, Elke U (Columbia)

The Description-Experience Gap in risky choice is typically measured between-subjects, and although well studied, is not entirely understood. We validated a within-subjects design that replicates prior results, examines novel choice pairings, and rules out memory effects. Study 2 collected process data and indicated that choices are driven by seeking certain decks, though not avoidance of others. Study 3 examined the common-ratio effect and appears to contradict prior findings, suggesting that the results of Studies 1 and 2 may depend heavily on uncertainty aversion. Study 4 replicates the unexpected choice pattern from Study 3, and examines preference stability over repeated choices.

Noisy Retrievers and The Four-fold Reaction to Rare Events

Marchiori, Davide (National Chengchi University, Department of Economics); Di Guida, Sibilla (Free University of Brussels, ECARES); Erev, Ido (Technion, Faculty of Industrial Engineering and Management)

Previous research documents two pairs of inconsistent reactions to rare events: (1) Studies of probability judgments reveal conservatism, which implies overestimation of rare events, and overconfidence, which implies underestimation of rare events. (2) Studies of choice behavior reveal overweighting of rare events in one-shot tasks, and the opposite bias in decisions from experience. The current analysis and experimental results demonstrate that the coexistence and relative importance of the four biases can be captured with simple models that share the assumption that judgments and decisions are "best replies" to small and noisy samples of past experiences.

Session #2 Track I Donation- Conrad A

Donating in Recessionary Times: The impact of resource scarcity on charitable giving

Herzenstein, Michal (University of Delaware); Small, Deborah (University of Pennsylvania)

An economic recession may have complex effects on charitable donations. Like all spending, donations should decrease when resources are scarce. Yet, increased human suffering resulting from the recession may trigger empathy from those who are better off, especially when suffering is proximate. In three experiments, we show that when financial resources are scarce, people become socially myopic—more heavily discounting the lives of distant others relative to close others. As a result, donations to charity are concentrated on local as compared to global causes.

Looking at The Bigger Picture: The Influence of Psychological Distance on Willingness to Donate to Organizations

Ein-Gar, Danit (Tel-Aviv University); Levontin, Liat (IDC Herzliya)

We demonstrate that people's The Art Deco District s willingness to donate can be encouraged by focusing the donation appeal on a general, abstract entity such as a charitable organization rather than a specific identifiable victim. By manipulating temporal and social distance and examining a variety of donation targets, we show that people are more willing to donate time and money to a charitable organization when they are temporally or socially distant from the population in need. Willingness to donate to a specific person in need is higher when donors are temporally or socially close to the donation target.

I See Dead People! (Or) Why the Number of Dead Drives Disaster Aid

Evangelidis, Ioannis (Rotterdam School of Management, Erasmus University Rotterdam); Van den Bergh, Bram (Rotterdam School of Management, Erasmus University Rotterdam)

Through a two-step analysis of real disaster relief data and a series of five experiments we show that the number of dead, and not the number of affected who are actually the beneficiaries of disaster aid, drives private donors' decision to grant aid, as well as the magnitude of the donation. We argue that the bias may be explained by a reliability rule, where individuals rely on a cue as long as they perceive its values as reliable regardless of cue validity. We further establish contexts in which sensitivity to those in need may be established.

Splitting the Decision: Increasing Donations By Recognizing the Differential Impact of Internal and External Considerations

Fajardo, Tatiana (University of Miami); Townsend, Claudia (University of Miami)

When considering a charitable donation, the decision-maker is faced with two decisions: whether to donate (choice) and how much to donate (quantity). We show that appeals focusing on factors internal to the decision-maker influence donation choice but not quantity while external appeals affect quantity donated but not choice. Additionally, we test a new optimal structure for donation solicitations, one that capitalizes on these findings. We show that separating the two decisions enables separate appeals for choice and quantity and maximizes donations. Our findings are supported by both lab and field studies as well as in another decision-making context.

Session #2 Track II: Emotion and Mood II- Conrad BC

Don't Stop Believing: Coping with anxiety through rituals

Brooks, Alison Wood (Wharton); Schroeder, Juliana (University of Chicago); Risen, Jane (University of Chicago); Galinsky, Adam (Columbia University); Gino, Francesca (Harvard Business School); Schweitzer, Maurice

People often feel anxious in anticipation of performance tasks like taking exams or speaking publicly. Anxiety drains working memory capacity, decreases self-confidence, and harms performance. But anxiety can be managed. In this paper, we explore one coping strategy that individuals use before anxiety-inducing events: rituals. Across three lab studies, we find that performing a ritual decreases pre-performance anxiety, increases sense of control and self-efficacy, and improves subsequent performance in two domains that tend to make people very anxious: singing in public and math performance.

Brands as Product Coordinators: Matching Brands Make Joint Consumption Experiences More Enjoyable

Rahinel, Ryan (University of Minnesota); Redden, Joseph (University of Minnesota)

People often consume products from multiple categories at the same time. Across five studies, we demonstrate that people enjoy two given products more when the products are merely labeled with the same brand (versus different brands). Mediation and moderation evidence both show that this brand matching effect arises because matching brand labels cue that the two products were designed and tested to go uniquely well together. Our findings suggest that consumption utility cannot always be captured by an additive model of brand liking, particularly when products are consumed together.

Price Discounting For Emotional Impact

Aydinli, Aylin (London Business School); Bertini, Marco (London Business School)

We propose that price promotions temporarily reduce consumers' motivation to engage in effortful deliberation. In a characterization of decision-making that assumes separate deliberative and affective processes, the muffling of cognitions paves the way for affect to influence behaviors and judgments. Consequently, we hypothesize and show that price discounting shifts preferences towards affectively superior goods and causes product evaluations that are more polarized and scope insensitive – three novel effects that are consistent with consumers placing greater emphasis on their feelings. Four experiments illustrate these phenomena, rule out mood and justification as plausible confounds, and provide support for our theory.

Fate or Fight? Exploring the Hedonic Cost of Competition

Hsee, Christopher (Chicago Booth); Shen, Luxi (Chicago Booth); Zhang, Shirley (Opera Solution Research Firm); Chen, Claire (Antai School of Management, SJTU)

As a resource-allocation method, free competition is generally considered more efficient and fairer than binding assignment, yet individuals' hedonic experiences in these resource-allocation conditions are largely ignored. Using a minimalistic experimental procedure, we found that individuals in a binding-assignment condition were happier than those in a free-competition condition. We attributed the effect to individuals' peace of mind, and supported the peace-of-mind notion by identifying several moderators. In sum, this research highlighted the hedonic aspects of resource allocation methods and identified when accepting one's fate is hedonically better than fighting for the best.

Session #2 Track III: Intertemporal Choice- Conrad D

Beyond the Hyperbolic Discounting Function in Intertemporal Choice

Yoon, Haewon (Rutgers University, Psychology); Chapman, Gretchen B. (Rutgers University, Psychology)

In intertemporal choice, researchers have frequently used curve fitting to compare participants' responses to theoretical discounting functions. The curve fit, however, does not provide a decisive conclusion as to whether the experiment data is qualitatively fitted better to one model or to another. It only tells which function quantitatively fits the data better than the other. To explore the qualitative predictions of different discounting models of intertemporal choice, we have developed a new model framework technique (iPRP: intertemporal preference reversal prediction) that can highlight qualitative properties of discounting models. New findings from the model framework will be introduced.

The Probabilistic Nature of Intertemporal Choice

Dai, Junyi (Indiana University, Bloomington); Busemeyer, Jerome R. (Indiana University, Bloomington)

Most theoretical and empirical research on intertemporal choice assumes a deterministic perspective, leading to the widely adopted delay discounting paradigm. As a form of preferential choice, however, intertemporal choice might well be probabilistic in nature. Two empirical studies were conducted to demonstrate this property. Consequently, a number of probabilistic models were explored and fitted to the choice response data. Furthermore, response times for intertemporal choice were recorded for the first time and several diffusion models were also fitted to the response time data. The results showed that attribute-wise diffusion models involving only direct differences performed the best.

Patterns of Impulsive Choice Produced by Experience-based Delay Discounting, Delay of Gratification, and Escalating Interest Tasks

Young, Michael E (Kansas State University); Webb, Tara L. (Southern Illinois U. at Carbondale); Cole, James J. (Southern Illinois U. at Carbondale); Jacobs, Eric A. (Southern Illinois U. at Carbondale)

Using an escalating interest task in which reward gradually increased over a 10-second period, the rate of increase was systematically altered to produce differential contingencies for waiting. In the present study, we compared performance on this task with analogous implementations of a delay discounting task and a delay of gratification task. All three tasks were performed using the same video game preparation with participants assigned to one of the three versions. The escalating interest task produced a very different behavioral profile with greater sensitivity to the contingencies of waiting and a greater likelihood of responding sooner.

Does Prospect Theory Hold in Intertemporal Choice? The interaction of time and risk in preferences for gains and losses

Hardisty, David J. (Stanford University GSB); Pfeffer, Jeffery (Stanford University GSB)

When future outcomes are uncertain, participants prefer immediate, certain gains and losses. Thus, in a departure from Prospect Theory, people appear to be risk averse for both gains and losses in the intertemporal context. This theory was further supported in a second study, where participants avoided immediate uncertainty in favor of future certainty, for both gains and losses. Yet when participants considered only immediate gains and losses, they showed a Prospect Theory-consistent pattern of risk preferences, establishing that general risk aversion is unique to the intertemporal context. The results have broad implications for policy, for encouraging future-oriented choices.

Session #3 Track I: Models- Conrad A

The Multi-attribute Linear Ballistic Accumulator Model of Context Effects in Multi-alternative Choice

Trueblood, Jennifer S. (University of California, Irvine); Brown, Scott D. (University of Newcastle); Heathcote, Andrew (University of Newcastle); Busemeyer, Jerome R. (Indiana University)

Numerous studies have examined the role of context on preference in multi-alternative decision-making. Three standard context effects found in preferential choice are the attraction, similarity, and compromise effects. The current work introduces a new model of multi-alternative choice called the multi-attribute linear ballistic accumulator which can account for all three effects. Unlike previously proposed stochastic models, this model has analytical solutions making it easier to fit to experimental data. It also introduces a new psychological theory about context effects that does not rely on loss aversion. Fits of the model to new experimental studies will also be discussed.

Felicity during Anticipation and Recall

Baucells, Manel (Rand Corporation and Universitat Pompeu Fabra); Bellezza, Silvia (Harvard Business School)

We assume experienced utility is the sum integral of a felicity function (instantaneous utility) over time. We develop the Anticipation-Recall (AR) model, which provides the felicity function of an entire episode, including the anticipation and recall associated with the consumption of an event. The model generates a variety of novel implications, such as the u-shape of felicity during anticipation, the optimal duration of anticipation for a given event, and the trade-off between anticipation and recall. We provide empirical evidence in favor of the main implications of the model through a series of experiments with participants in the lab.

Cognitive Hierarchy Models in Games: Lab and Field Evidence

Camerer, Colin (Caltech)

Game theory has potential to unify social science but is inhibited by a reliance on equilibrium analyses which assume that players correctly guess what others will do. This talk describes a "cognitive hierarchy" (CH) approach: Zero-level players choose intuitively, and higher-level players respond to what they perceive lower-level players doing. CH has proved to be useful in explaining many experimental games, process data from eye tracking and fMRI, and behavior in field settings including Swedish lowest-unique-number lotteries and strategic ignorance of why withholding movies from critics signals low quality. CH is user-friendly mathematically and should have some appeal for SJDM.

The Rosetta Stone for Cognitive and Decision Strategies

Fific, Mario (Grand Valley State University); Rieskamp, Jörg (University of Basel)

This project aims at establishing an important bridge between the cognitive methods designed to trace elementary cognitive processes and the theoretical concepts developed in the domain of judgment and decision making (JDM). First, using the analogy of the Rosetta stone, we show the theoretical link which allows a more precise mapping between the related concepts across the two domains. Then we introduce the reaction time technology developed to diagnose an organization of mental processes in the cognitive domain. Finally we show the application of the reaction time technology in a typical JDM task, such as a probabilistic inference task.

Session #3 Track II: Moral DM I- Conrad BC

The Role of Individual Differences, Intention, Expected Outcome, Actual Outcome, and Perceived Causality in Utilitarian Dilemmas

Baron, Jonathan (University of Pennsylvania); Gurey, Burcu (University of Pennsylvania)

We report several studies of the determinants of choice and response time in dilemmas that pit moral rules against total good (the utilitarian choice). We find no evidence that utilitarian responses are slower when response probability is equated, contrary to two-systems theory. We also show that the bias toward harmful omissions is not fully explained by differences in perceived intention, but is largely explained by differences in perceived causality. And we find that omission bias does not interact with outcome bias, contrary to the view that harmful outcomes evoke search for their causes.

How do we make tough choices?

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

A comparison of process models in moral decisions In the domain of moral decision making, models in which emotion and deliberation constitute competing systems have become increasingly popular. Over the course of two studies, we utilize the response dynamics method of continuous mouse tracking to test descriptive predictions of how these systems interact. After validating the method for use with moral dilemmas, we examine response trajectories in different dilemma classes and show data that are more in accordance with "parallel-competitive" models rather than "default-interventionist" models. That is, the interaction between systems most likely occurs concurrently rather than serially.

Modeling Moral Decision Making With Sequential Sampling Models

Berkowitsch, Nicolas, AJ (University of Basel); Rieskamp, Joerg (University of Basel); Scheibehenne, Benjamin (University of Basel)

Many models of decision making assume that people's preferences stay constant over trials, particularly in the absence of learning. However, research on moral decision making suggest that previous choices influence subsequent choices (Gino & Margolis, 2011). We propose a sequential sampling model which models the initial preference for the choice options as a function of previous choices. In particular, the model assumes that (a) previous choices that were made with little as compared to high confidence are more likely to result in preference reversals and (b) very recent compared to more remote choices have a stronger impact on subsequent choices.

Trolleyology: On the Misappropriation of a Thought Experiment

Bauman, Christopher W. (University of California, Irvine); McGraw, A. Peter (University of Colorado Boulder); Bartels, Daniel M. (Columbia University); Warren, Caleb (Bocconi University)

Trolley dilemmas are the most recognizable exemplars of moral situations in the psychological literature. Consequently, the public, scholars from other fields, and even psychology students may view trolley studies as representative of the methodological rigor needed to build descriptive theories of morality. We question how heavily the field should rely on trolley problems because they suffer from two major limitations when used in empirical studies: (1) experiments that use different trolley problems across conditions lack internal validity because they are likely to include confounds, and (2) trolley studies are not externally validity because they lack experimental, mundane, and psychological realism.

Session #3 Track III: Aging- Conrad D

Is “More” Always Better? Older Consumers and Feature Fatigue

Manzon, Elliott (University of Michigan); Gonzalez, Richard (University of Michigan); Yoon, Carolyn (University of Michigan); Seifert, Colleen M. (University of Michigan)

“Feature fatigue” occurs when consumers choose products with many features, and then find them more difficult to use, leading to a negative experience. In an experiment that manipulated the number of product features, we tested whether older adults ($m=73$) are able to avoid feature fatigue. The results show older adults did not prefer more features, contrary to previous findings on feature fatigue. Older adults focused on ease of use when explaining their choices, while younger adults ($m=21$) focused on the benefits of models with many features. This suggests older adults may choose to avoid experiencing feature fatigue.

The Multifold Relationship Between Memory and Decision Making: An individual-differences study

Del Missier, Fabio (University of Trieste); Bruine de Bruin, Wanda (Leeds University Business School and CMU); Nilsson, Lars-Göran (University of Stockholm); Parker, Andy (RAND Corporation); Mäntylä, Timo (University of Stockholm)

Age-related declines in memory start in early adulthood and potentially threaten decision quality. Fortunately, decision-making theories suggest that performance relies not only on working memory and executive processes, which decline with age, but also on knowledge and experience-based processes grounded in semantic and episodic memory. In a Swedish sample aged 25-80 ($N=568$), we show that working memory contributes to decision-making tasks plagued by age-related declines, while semantic and episodic memory contribute to tasks showing no such declines. Beyond exposing the multifold relationship between memory and decision making, our findings offer insights for promoting decision making across the adult life span.

Getting Older Isn't All That Bad: Better coping skills and sunk costs

Bruine de Bruin, Wandl (Carnegie Mellon University, Leeds University Business School); Parker, Andrew (RAND Corporation); Strough, JoNell (West Virginia University)

The "sunk-cost bias" involves continuing failing commitments, due to concerns about 'wasting' prior investments. Because JDM research is often conducted with students, little is known about aging-related changes in biases. Older adult age has been associated with better sunk-cost decisions, but the explanatory mechanism is unclear. In an experiment with a national sample, we found that age-related improvements in sunk-cost decisions were mediated by emotional coping skills, replacing less rumination about past losses with increased focus on salvaging future gains. We also identified contexts that facilitate better sunk-cost decisions. We discuss strategies for teaching coping as part of decision-making interventions.

Why Older Adults are Impaired on Some Decision-Making Tasks But Not Others - behavioral and neuroimaging evidence

Hedgcock, William (University of Iowa); Halfmann, Kameko (University of Iowa); Levin, Irwin (University of Iowa); Denburg, Natalie (University of Iowa)

We compare framing effects in healthy elderly decision-makers who do and do not show impairment on the Iowa Gambling Task (IGT), a measure that taps the ability to learn from emotions derived from prior experiences. Impairment on the IGT is not positively correlated to framing effects. In fact, these impaired decision-makers showed greater resistance to attribute framing effects. We hypothesize diminished emotional activation in those elderly who show impaired IGT performance but less responsiveness to emotionally-laden frames. Converging neural evidence is provided by demonstrating differential medial prefrontal cortex activation by those who do and do not show IGT impairment.

Session #4 Track I: Strategies and Processes I- Conrad A

Task Complexity Encourages Shifts Between Rule- and Memory-based Strategies in Categorization and Judgment

Hoffmann, Janina A. (University of Basel); von Helversen, Bettina (University of Basel); Rieskamp, Jörg (University of Basel)

To categorize and judge objects people can rely on two types of strategies: rule-based and memory-based strategies. We hypothesized that people apply similar strategies in judgment and categorization but the strategy people select depends on task complexity. To test this hypothesis, our participants solved a categorization and a judgment task with the same task complexity. Task complexity varied from simple to complex rules determining judgments and category membership. Most people followed similar strategies in judgment and categorization; however memory-based strategies were more prevalent in complex tasks. These results suggest that task complexity changes the judgment and categorization strategies people follow.

Using Heuristic Models to Predict Utterly Random Events

Chrabaszcz, Jeffrey S. (University of Maryland); Dougherty, Michael R. (University of Maryland); Sprenger, Amber M. (University of Maryland); Yu, Erica (University of Maryland); Thomas, Rick P. (University of Oklahoma); Lawrence, Ashley (University of Oklahoma)

We applied TTB, ADD, and WADD to pseudo-randomly generated environments to simulate how selection biases might influence perceived accuracy of the heuristic models. Out-of-sample predictive accuracy is as high as 80% when cross-validation is conducted on the same ecological reference class from which the estimation sample is derived but can be shown to drop to chance when objects are sampled anew from the underlying population. Our findings suggest that much of the explanatory power of heuristic models may rest not with the algorithm, but with the researcher's mental model for defining the ecological reference class.

Doing Justice to Benjamin Franklin: Overestimation of the use of heuristics due to problematic implementations of weighted compensatory strategies

Jekel, Marc (Max Planck Institute for Research on Collective Goods) ; Glöckner, Andreas (Max Planck Institute for Research on Collective Goods)

Model comparisons have been used to test the central claim of the adaptive toolbox approach that people use fast-and-frugal heuristics and select between them adaptively. We show that there is a methodological problem in core publications supposedly supporting this claim. Weighted compensatory strategies that are considered alternatives to fast-and-frugal heuristics are specified in a way that underestimates their use. Specifically, the common practice of not correcting validities for chance level results in a disadvantage for weighted compensatory strategies. A reanalysis of published data and simulations show overestimation of the reliance on fast-and-frugal heuristics for task environments used in prominent studies.

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)

We show that the Endowment Effect - the tendency to demand more money for relinquishing owned goods than one is willing to pay for the same goods - fails to obtain when sellers are not fully depleted of their endowment. This finding is incompatible with Prospect Theory's account of the effect as stemming primarily from aversion to loss relative to the individual's current state. We suggest a new account of the endowment effect as stemming from the human aversion to 'giving it all up' rather than simply an aversion to incurring any loss relative to the status quo.

Session #4 Track II: Moral DM II- Conrad BC

Discretionary Virtues: Licensing from "Doing Good" vs. "Not Doing Bad"

Chan, Eugene Y. (University of Toronto); Wan, Jing (University of Toronto)

The widely-accepted explanation for moral licensing is that a raised moral self-concept from an initial virtuous act produces licensing. We argue that licensing only comes from "doing good" behaviours that are more discretionary than "not doing bad" ones. In three experiments, participants who "did good" donated less to charity, scored higher on immoral intentions, and scored lower on moral intentions than those who "didn't do bad", though both groups perceived themselves as equally more moral than a control. We thus explain past inconsistencies showing that self-concept can lead to licensing as well as continuing moral actions.

Is Profit Evil? Associations of Profit with Social Harm

Bhattacharjee, Amit (Dartmouth College); Dana, Jason (University of Pennsylvania); Baron, Jonathan (University of Pennsylvania)

In opposition to foundational economic principles, people view profit as fundamentally socially harmful. Studies 1 and 2 find a strong negative correlation between profit and perceived social value across real firms and entire industries. Study 3 confirms that hypothetical organizations are viewed as creating less social value when described as for-profit rather than non-profit. Study 4 demonstrates that people hold a zero-sum conception of profit, and neglect the disciplining effects of competition even after an intervention encouraging consideration of long-term consequences. Even in one of the world's most market-oriented cultures, people doubt the ability of profit-seeking business to benefit society.

Insurance As a Safeguard For Victims and Perpetrators

Van de Calseyde, Philippe (Tilburg University); Keren, Gideon (Tilburg University); Zeelenberg, Marcel (Tilburg University)

An insurance policy may not only protect victims but also wrongdoers. In multiple experiments we find that people recommend lower punishments for perpetrators when their victims were insured as opposed to uninsured. The robustness of this effect is demonstrated by showing that recommendations can even be more lenient for crimes that are more serious but in which the victim was insured. Even when harm was possible but did not materialize, people still punish crimes less severe when the (potential) victim was insured. A final experiment suggests that the effect is mediated by a change in sympathy for the victim.

A Tale of Two Processes: Multi-method Evidence of the Separability of Punitiveness and Forgiveness Judgments

Fincher, Katrina (University of Pennsylvania); Schimmel, Seth (University of Pennsylvania); Mellers, Barbara (University of Pennsylvania); Tetlock, Philip (University of Pennsylvania)

This article uses research paradigms drawn from the judgment-and-choice literature to address the debate over whether punitiveness and forgiveness are bipolar or unipolar constructs. Study 1 used the reason-based choice paradigm and found evidence of choice disjunction in which people make punitiveness or forgiveness decisions differently in response to impoverished or enriched sets of contextual cues. Study 2 manipulated punitiveness-vs.-forgiveness framing and again found evidence of choice disjunction: a reversal of risk aversion across decision frames. These findings suggest that punitiveness and forgiveness are separable processes.

Session #4 Track III: Consumer DM I- Conrad BC

The Origin of the Pain of Paying

Mazar, Nina (University of Toronto); Plassmann, Hilke (INSEAD); Robitaille, Nina (University of Toronto); Linder, Axel (University of Tübingen)

We examine the pain of paying construct and its underlying mechanism. Across several studies we find that making psychological pain more salient, versus physical pain or control, decreases willingness-to-pay for products. Together our findings provide support for the existence for the pain of paying and that it is literally a pain, albeit a psychological and not a physical one.

Competing Consumers and the Valuation of Products

Häubl, Gerald (University of Alberta); Schmid, Christian (University of Alberta); Lian, Olivia (University of Alberta)

We examine how having to compete against other consumers for the ownership of a product affects one's ultimate valuation of that product once it has been acquired. We disentangle the key conceptual properties of this form of competition - social comparison, effort, and product scarcity - and present evidence from three studies showing that each of these properties has a distinct positive effect on subjective valuations of products acquired in competitive settings. Making social comparison more salient (e.g., by having consumers compete face-to-face) leads to even higher product valuations, but only for consumers who are chronically high in social comparison orientation.

The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions

Ma, Jingjing (Kellogg School of Management); Roese, Neal (Kellogg School of Management)

The under-benefited are usually less satisfied than the over-benefited in reward distributions. However, we show that the countability of rewards moderates this effect, such that when rewards can be counted (e.g. two vs. three slices of cake), the under-benefited are less satisfied than the over-benefited, whereas when rewards cannot be counted (e.g. small vs. large cake), the under-benefited are just as satisfied as the over-benefited. This effect can be extended to other domains of consumer behavior, such as promotional strategy, product packaging, and food consumption. Comparative versus experiential cognitive focuses is shown to be the underlying mechanism.

Putting Health Back into Health Insurance Choice

Atanasov, Pavel (University of Pennsylvania, Department of Psychology); Baker, Tom (University of Pennsylvania Law School)

Do consumers construe health insurance choice as a problem of minimizing financial or health risks? We test the hypothesis that plan choosers minimize future health risks by maximizing the future quality and quantity of care. Results from a large employee survey were consistent with this hypothesis: only 3% chose a new, high-deductible plan, although 90% considered it a cheaper alternative. Plan choice was strongly associated with beliefs about access to quality physicians and health-domain risk propensity. In a parallel web experiment, cost information did not influence choice. Results suggest that high-deductible plan avoidance is associated with health risk concerns.

Session #5 Track I: Strategies and Processes II- Conrad A

One Model Fits It All? Prospect Theory can Absorb Heuristic Choices in Noisy Data

Suter, Renata (University of Basel); Pachur, Thorsten (University of Basel); Hertwig, Ralph (Max Planck Institute for Human Development, Berlin)

In previous analyses, we found that cumulative prospect theory (CPT) is able to accommodate choices generated by heuristics with a good model fit. Does this mean that choices generated by heuristics are difficult to distinguish from predictions by CPT? Based on model recovery studies, it turned out that as long as there is only moderate amount of noise in the data, the models could be well distinguished. However, with higher levels of noise, misclassifications increased and choices generated by heuristics were often misclassified as being generated by CPT. Remarkably, CPT could even fit randomly generated choices.

The (Mis-)measure of the Risky Decision Maker?

Schulte-Mecklenbeck, Michael (University of Basel, ETH Zürich); Pachur, Thorsten (University of Basel); Murphy, Ryan O. (ETH Zürich); Hertwig, Ralph (University of Basel)

The question whether individual differences, measured by prospect theory, reflect individual differences in information processing has never been tested. Our goal was to conduct such a test by combining computational modeling based on cumulative prospect theory with tracking pre-decisional information search. We find that parameters from CPT and process tracing are relatively stable over time. Mapping CPT parameters onto process tracing parameters indicates positive correlations for, e.g., the relative number of acquisitions of negative to positive outcomes with lambda. Finally, people with high numeracy search more within gambles and pay more attention to outcomes than people with low numeracy.

Response Mode, Compatibility, and Dual-processes in the Evaluation of Simple Gambles: An eye-tracking investigation

Dickert, Stephan (Max Planck Institute for Research on Collective Goods); Rubaltelli, Enrico (University of Padova); Slovic, Paul (Decision Research & University of Oregon)

We investigated information processing in relation to the compatibility effect by using eye-tracking methodologies in the evaluations of simple gambles. Results showed that pupil dilations, fixation duration and number of fixations increased when participants evaluated the gambles with a pricing (vs. rating) task, suggesting more deliberative thinking strategies. Additionally, the number of fixations increased as the gamble outcome decreased and when the outcome was uncertain (vs. sure). Fixations were also predictive of participants' final evaluations of the gambles. We discuss our results in light of the cognitive processes underlying different response modes in economic preferences.

Payoff Ratio and Decision Making under Risk

De Langhe, Bart (University of Colorado at Boulder); Puntoni, Stefano (Erasmus University)

Our understanding of decision making under risk is based on expected value, expected utility, and prospect theory. These landmark theories assume that people integrate expected gains and losses in an additive way. We document people's pervasive tendency to integrate expected outcomes in a multiplicative way. Specifically, we find that people evaluate the attractiveness of risky decision options presented in isolation and choose between risky decision options based on the ratio between outcomes, or payoff ratio. When choosing between mixed gambles, this strategy leads to risk preferences that are qualitatively different from risk preferences expected based on Prospect Theory.

Session #5 Track II: Uncertainty and Forecasting- Conrad BC

Bold and Timid Forecasts: Variants of uncertainty and extremity of probability judgment

Tannenbaum, D. (UCLA); Fox, Craig R. (UCLA); Gülden Ülkümen (USC)

Uncertainty can be seen in terms of its inherently stochastic nature (aleatory uncertainty) or in terms of what is knowable (epistemic uncertainty). We argue that when people see events as more epistemic (and less aleatory), they make more extreme probability judgments. In Study 1 probabilities were judged more extreme relative to evidence strength when events were rated more "epistemic". In Study 2 participants made more extreme judgments when matched events were more aleatory (e.g., which city is warmer on average vs. on a particular day). In Study 3 people made more extreme probability judgments when primed to feel more powerful.

Improving Predictions of Geopolitical Events: Should Forecasters Act Independently, Competitively, or Collaboratively to Maximize Accuracy?

Mellers, Barbara (University of Pennsylvania); Gurcay, Burcu (University of Pennsylvania); Baron, Jonathan (University of Pennsylvania); Ungar, Lyle (University of Pennsylvania); Fincher, Katrina (University of Pennsylvania); Scott, Sydney; Tetlock, Philip. (University of Pennsylvania)

We conducted a long-term experiment to compare the accuracy of methods used to make geopolitical forecasts. Approximately 2,500 participants were randomly assigned to a 4 x 3 factorial design of elicitation procedures by training modules. Elicitation methods included 1) prediction markets and 2) opinion polls in which forecasters worked a) independently, b) independently but knew others' forecasts, or c) together in teams. Training methods involved probability estimation, scenario planning, or controls. Teams and prediction markets outperformed the average of independent forecasters. Furthermore, probability training improved forecasters' calibration. Finally, both training and elicitation contributed to better forecasting accuracy and greater discrimination.

When Good Things Come to an End: Mispredicting the Desire for Goods to Which Consumers Lose Access

Yang, Yang (Carnegie Mellon University); Morewedge, Carey (Carnegie Mellon University); Galak, Jeff (Carnegie Mellon University)

This research examined the forecasted and experienced trajectory of desire for a consummatory good once access has been lost to it. In lab and field studies examining responses to the end of a National Football League (NFL) season and to lost access to candy, consumers forecasted that their desire for those goods would remain constant, whereas their experienced desire for those goods quickly dissipated (Studies 1 and 2). This discrepancy manifests because of a failure of forecasters to appreciate that desire dissipates when attention is diverted away from the lost good (Study 3).

The Role of Cognition in Uncertainty Aversion: When Less Thought Leads to More Rational Choices

Goldsmith, Kelly (Kellogg School of Management); Amir, On (U.C.S.D.)

The current research investigates the role of cognition in rational decision making, in a context where uncertainty aversion has been shown to systematically bias choices. We observe that restricting cognitive resources can have the counter-intuitive effect of promoting more rational responses, by reducing an aversion to uncertainty. We show support for our predictions in three experiments and conclude with a discussion of how these results may help reconcile seemingly conflicting demonstrations of individuals responding positively and negatively to uncertain gains.

Session #5 Track III: Consumer DM II- Conrad D

Warnings of Adverse Side-Effects Can Backfire over Time

Steinhart, Yael (Haifa University); Carmon, Ziv (INSEAD); Trope, Yaacov (New York University)

We propose and illustrate that presenting risks associated with products that promise alluring benefits, can ironically enhance subsequent appeal of these products versus when warnings are not mentioned. Four studies consistently demonstrate this phenomenon both in the lab and in the field, provide clues about its causes, and illustrate an effect on actual purchases. We conclude by discussing disconcerting public-policy implications, such as that since warning consumers of smoking-related risks in cigarette ads hurts the product's short-term desirability but boosts longer-term product appeal, and as only short-term effects of ads are typically scrutinized, this effect may go undetected.

Brand-Tourists or Brand-Immigrants? How New Consumers Dilute or Enhance the Image of Symbolic Brands

Bellezza, Silvia (Harvard Business School); Keinan, Anat (Harvard Business School)

We examine how consumers of symbolic brands react when new lower-status users obtain access to the brand. We introduce a distinction between two types of new-users, based on how they are perceived by current-consumers: "brand immigrants" who consider themselves as part of the in-group of the brand community, and "brand tourists" who just show admiration for the brand, but do not claim any membership. Five studies demonstrate that while brand-immigrants threaten the brands' exclusivity, brand-tourists enhance and reinforce its image. The brand tourism effect is mediated by the impact on current consumers' sense of pride and moderated by self-brand connection.

Motivating Consumers to Get Out of Debt Faster

Kettle, Keri L. (University of Miami); Trudel, Remi (Boston University); Gerald Häubl, Gerald (University of Alberta)

Consumers with problematic levels of debt tend to have their financial liabilities distributed across multiple debt accounts. We examine how consumers' motivation to become debt free is influenced by their debt repayment strategy - i.e., whether they pay off their debt accounts sequentially (focusing on repaying one account at a time) or simultaneously (spreading out payments across all accounts). In three experiments, we show that paying off debt accounts sequentially (versus simultaneously) signals goal commitment and increases the motivation of consumers with low trait self-control - precisely those who have difficulty achieving long-term goals and are most likely to have debt in the first place.

Relative Performance Information in Asset Markets: An Experimental Approach

Schoenberg, Eric J. (Columbia Business School); Haruvy, Ernan (U. of Texas, Dallas)

An important issue in the study of asset market bubbles is the extent to which traders are influenced by their perceived performance relative to other traders. Extant research on laboratory asset market bubbles has generally kept performance information private, effectively excluding such considerations from experimental control. We provide traders in an experimental market with a 15-period finitely lived asset with periodic performance information for one other trader-either the best performer or the worst performer-and find significant effects on both aggregate market measures, such as market prices and boom duration, and individual subjective satisfaction.

SUNDAY NOV 18, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

Session #6 Track I: Heuristics and Biases I- Conrad A

Love the One You is With: The Endowment Effect in the Dating Market.

Nataf, Colette (University of Maryland); Wallsten, Thomas S. (University of Maryland)

We explored another non-traditional market: the dating market. Participants were asked for a buying or selling price for the contact information of 10 dates. The resulting WTA/WTP ratios were higher than in traditional markets and, unexpectedly, much higher for women (9.37) than for men (2.70). In a within-subject design, Experiment 2 replicated this result and obtained the usual WTA/WTP ratio for coffee mugs. We conclude by discussing differences between traditional and non-traditional markets, with a special emphasis on the dating market.

Focusing on (Verbatim) Memory Leads to Less Framing, But Focusing on (Gist) Memory Leads to More Framing: Testing Fuzzy-Trace Theory Memory Hypotheses

Corbin, Jonathan C. (Cornell University); Reyna, Valerie F. (Cornell University); Wilhelms, Evan A. (Cornell University)

The current study confirms fuzzy-trace theory's prediction that framing effects are the result of individuals focusing on the gist of the problem, rather than the verbatim information. In three experiments, participants were forced to rely on memory for problem information to make their decisions on a typical framing task. Results show that when verbatim information is emphasized, framing effects disappear, and when reliance on gist is encouraged, framing effects appear. Participants were also tested for their memory of problem information. The availability of verbatim memory did not reduce framing effects.

Numeric Conversions Explain Why Numeracy Makes Framing Effects Weaker

Sinayev, Aleksandr (The Ohio State University); Peters, Ellen (The Ohio State University)

Studies have demonstrated that attribute-framing effects are weaker among more numerate individuals compared to the less numerate. In the present study, we tested a possible underlying mechanism. In particular, highly numerate individuals, presented information in one frame (e.g. John answered 85% of the questions correctly), may convert it to the alternative frame (15% incorrectly). As hypothesized, in a recognition-memory paradigm, the more numerate made more errors when asked if converted numeric information (e.g., 15%) had appeared in the original scenario; more errors were correlated with smaller framing effects. Finally, errors mediated the relationship between numeracy and the framing effect.

Beyond Anchoring: How Arbitrary Numbers Also Impact Adjustment

Critcher, Clayton R. (University of California, Berkeley); Rosenzweig, Emily L. (Cornell University); Gilovich, Thomas (Cornell University)

Previous work on anchoring and adjustment has identified multiple reasons why arbitrary numbers anchor judgments. This article offers an initial demonstration that arbitrary numbers also impact adjustment. Salient values in the direction of adjustment serve as "attractors." When attractors were distal (versus proximal) to an anchor, adjustment was prolonged (versus curtailed). Mechanistic evidence showed this is because the same objective amount of adjustment felt subjectively smaller (versus larger) in the context of a distal (versus proximal) attractor. Attractors were shown to influence forecasts of stock prices and weight loss success. Differences and similarities to existing anchoring accounts will be discussed.

Session #6 Track II: Environmental Decisions- Conrad BC

Red, Blue, and Being Green: How Identity Concerns Can Reduce Demand for Cost-Saving Energy Measures

Gromet, Dena (The Wharton School, University of Pennsylvania); Larrick, Richard (Fuqua School of Business, Duke University); Kunreuther, Howard (The Wharton School, University of Pennsylvania)

The present research shows how promoting an unwanted identity can reduce people's willingness to pay upfront costs that generate long-term savings. Study 1 shows that political liberals are much more concerned about reducing carbon emissions than are political conservatives. Studies 2 and 3 show that this difference has consequences: Conservatives are less likely to choose higher-priced, energy-efficient options when those options are labeled as environmentally friendly than when they are labeled as reducing foreign oil (Study 2) or unlabeled (Study 3). Study 3 shows this effect for real choices between incandescent and energy-efficient light bulbs.

The Impact of Beliefs, Ideology, and Understanding of Climate Change on Mitigation Action

Broomell, Stephen (Carnegie Mellon University); Budescu, David (Fordham University); Por, Han-Hui (Fordham University)

Current research on climate change is surrounded by uncertainty and fierce debates. The U.S. public is not as sure as most scientists that climate change is due to anthropogenic activities. Previous research has linked individuals' decisions to engage in mitigation actions with environmental beliefs, values, knowledge, and ideology. However, beliefs about climate change vary considerably across individuals, over time, and shift in response to local weather patterns that can only be weakly related to climate change. Our results reveal construal level theory can predict the relative impact of personal experience on endorsement of mitigation actions.

Redundant Information as a Choice Architecture Tool: Shifting weights in Environmental Decisions

Ungemach, Christoph (Columbia University); Adrian Camilleri (Duke); Elke Weber (Columbia University); Rick Larrick (Duke); Eric Johnson (Columbia University)

A primary source of human-induced CO₂ emissions is transportation and fuel-efficient vehicles offer a large potential to reduce such emissions. However, research seems to suggest that consumers often weight operating costs less than upfront costs when deciding which vehicle to buy. We provide empirical evidence from two experiments showing how providing additional redundant information in the form of highly correlated metrics (e.g., mpg, annual fuel cost, emission ratings...) can be utilized as a new choice architecture tool to increase the weight allocated to fuel-efficiency information and nudge consumers towards selecting more environmentally friendly cars.

Political Extremism is Supported by an Illusion of Understanding

Fernbach, Philip (University of Colorado); Rogers, Todd (Harvard University); Fox, Craig (UCLA); Sloman, Steven (Brown University)

People often hold extreme political attitudes about complex policies. We hypothesized that people know less about such policies than they think they do and that their simplistic causal models enable polarized attitudes. We find that asking people to explain policies undermines the illusion of explanatory depth, leads to more moderate attitudes, and affects donation decisions. These effects do not occur when people are instead asked to list reasons for their policy preferences. The evidence suggests that people's mistaken sense that they understand the causal processes underlying policies contributes to polarization.

Session #6 Track III: Risky Choice- Conrad D

Characterizing Deliberation During Risky Decisions

Zeigenfuse, Matthew (Michigan State University); Pleskac, Timothy J. (Michigan State University); Liu, Taosheng (Michigan State University)

Computational models of risky decisions typically assume that as individuals deliberate over risky gambles they simulate payoffs coming from them. We examined the properties of this process with a task that requires integration of reward information over time. During the task subjects chose between a sure thing and a risky gamble represented by a rapid presentation of samples from the gamble. Choice behavior in this gambling condition diverged from conditions when subjects were instructed to identify the option with the higher expected value. This difference is consistent with subjects in the gambling condition underweighting the least favorable outcomes.

The Relationship Between Numeracy and the Value Function and Probability Weighting in Prospect Theory

Gauth, Mona (Uppsala University); Henriksson, Maria (Uppsala University); Juslin, Peter (Uppsala University); Kerimi, Neda (Uppsala University); Lindskog, Marcus (Uppsala University); Nilsson, Håkan; Winman, Anders

Lottery gambles have been the paradigm to study risky choices. However, using lottery gambles where a nonlinear appreciation of objective value measures "risk aversion", might not generalize to decisions in real-life, which often don't involve exact numbers. Participant's (n=200) value and decision weighting functions in prospect theory were related to their numeracy. Results show that people with low numeracy have a less linear value function and a probability weighting function with poorer discrimination between intermediate probabilities than people with high numeracy. This indicates that risk attitudes inferred from numerically defined lottery gambles might be an artifact and confounded with numeracy.

The Dynamics of Decision Making in Risky Choice: An Eye-tracking Analysis

Fiedler, Susann (Max Planck Institute for Research on Collective Goods); Glöckner, Andreas (Max Planck Institute for Research on Collective Goods)

Research on risky choice has moved beyond analyzing choices only. Models have been suggested that aim to describe the underlying processes (e.g., Adaptive Toolbox, Decision Field Theory, Parallel Constraint Satisfaction Model). Using predictions derived from these models we show in two eye-tracking studies that (1) attention to an outcome of a gamble increases with its probability and value, (2) that attention shifts towards the subsequently favoured gamble after about 2/3 of the decision process, (3) information search occurs mostly within gambles and (4) information search parameters are sensitive to changes in stakes and task difficulty, when deciding between two lotteries.

Extreme Outcomes and Experience-based Risky Decisions

Ludvig, Elliot A. (Princeton University); Madan, Christopher R. (University of Alberta); Spetch, Marcia L. (University of Alberta)

Information format can influence people's pattern of risk sensitivity. A set of experiments explicitly tested the possibility that a memory bias for the peak or extreme outcomes helps determine experience-based risky decisions. Participants made repeated choices between an option that always led to a fixed outcome and a risky option that led to a 50/50 chance of double the fixed outcome or nothing. People were risk seeking for gains and risk averse for losses whenever the risky option potentially led to the extreme outcome in the experiment (biggest gain or biggest loss), supporting an extreme-outcome bias.

Session #7 Track I: Tools and Methods- Conrad A

Bayesian Rapid Optimal Adaptive Design (BROAD): A Novel Method for Distinguishing models of Risky and Intertemporal Choice

Ray, Debajyoti (Caltech); Kang, Min Jeong (Caltech); Camerer, Colin (Caltech)

Various models have emerged to account for risky and intertemporal choice in economics and decision science. The choice of a model to describe decision-making is often driven by convenience or convention. In this paper, we first develop Bayesian Rapid Optimal Adaptive Design (BROAD) to conduct efficient and more informative laboratory experiments. Then, using BROAD, we test competing theories about risky and intertemporal choice that are infeasible to distinguish with standard techniques. In addition to our empirical results, BROAD methods should have general appeal to SJDM participants interested in optimizing experimental designs rapidly and in real time.

A Cursor-tracing Paradigm For Rating Decisions: Another window on mind?

Shiina, Kenpei (Waseda University)

Do PC cursor trajectories give information about decisions? Because several studies have showed positive results in binary decisions, this study focuses on rating decisions and reports preliminary findings. The shapes and velocities of cursor trajectories as a function of rating tasks were compared. It was found that 1) the trajectories contain saccadic-like movements called strokes, 2) the trajectories toward middle rating categories were slow, fluctuated, and had many strokes, which explains why the inverted-U effect in category rating occurs, and 3) the inverted-U effect was stronger when the cognitive load was higher, suggesting that trajectories reflect mental processes.

QTEST: Public Domain Software for Quantitative Testing of Decision Theories

Regenwetter, Michel (University of Illinois); Davis-Stober, Clinton (University of Missouri); Lim, Shiau Hong (University of Leoben); Cha, Yun-Chil (University of Illinois); Guo, Ying (University of Illinois); Messner, William; Popova, Anna; Zwilling, Chris (University of Illinois)

Behavioral decision researchers need accessible tools that serve as a bridge between static algebraic decision theory and observed variability in behavioral choice data. We unveil a state-of-the-art quantitative modeling framework and public-domain statistical analysis package. The QTEST software is geared towards testing algebraic theories of pairwise preference on binary choice data. The program and its Graphical User Interface are specifically designed to make quantitative testing accessible to the nontechnical behavioral decision researcher. We illustrate the package with a quantitative analysis of two versions of Cumulative Prospect Theory and of an intransitive lexicographic decision rule on a published set of laboratory data.

p-curve: A Key to the File Drawer

Simonsohn, Uri (Penn); Nelson, Leif (Berkeley); Simmons, Joe (Penn)

The published record is a selectively reported record. Scientists frequently report only those studies (publication bias) or only those analyses (p-hacking) that "work". Readers must question whether findings would replicate. We introduce p-curve as a tool for answering that question. P-curve is the distribution of statistically significant p-values. Its shape reveals whether or not they contain evidential value, and thus whether they are likely to replicate. It can also identify intense p-hacking. P-curve can aggregate across studies, no matter how diverse they are. For example, p-curve can assess whether journals, institutions, or individual researchers tend to publish replicable findings.

Session #7 Track II: Food-Related Decision Making Conrad B

Red, Ripe, and Ready: Effect of Food Color on Consumption

Cantu, Stephanie M. (University of Minnesota); Griskevicius, Vidas (University of Minnesota); Redden, Joseph P. (University of Minnesota)

Does food color affect consumption? The color red, for example, has reliably served as an indicator of a food's ripeness, sweetness, and adaptive value. In three experiments we show that people automatically approach the color red in a food context and eat larger quantities of red-colored foods, especially when the food is sweet.

If It's Healthy and You Know, Do You Eat? Health Prompts Reduce Preschoolers' Consumption (paper only)

Maimaran, Michal (Northwestern University); Fishbach, Ayelet (University of Chicago)

We propose that emphasizing a food's instrumental, health benefits—as opposed to its experiential, taste benefits or not emphasizing any benefits—undermines preschoolers' motivation to consume this food and decreases their enjoyment of it. Two experiments support these propositions by showing preschoolers (age 3-5) consumed fewer crackers and rated them as less tasty when we emphasized the snack's health rather than taste benefits (Experiment 1), or when we mentioned no benefits at all (Experiments 1-2). This decreased liking, in turn, mediated the effect of framing on consumption (Experiment 2).

When Self-Serving Does Not Serve the Self: The Role of Serving-Style in Food Consumption

Hagen, Linda (Stephen M. Ross School of Business (University of Michigan)); McFerran, Brent (Stephen M. Ross School of Business (University of Michigan)); Krishna, Aradhna (Stephen M. Ross School of Business (University of Michigan))

A sense of personal agency is crucial to human judgment/decision-making, yet attributions of agency are famously strategic and self-serving. How does this affect consumers in the domain of food consumption, where people increasingly consume food that is served by others? Three studies established that i) self-serving may increase feelings of responsibility for the food, but also that ii) consumers attribute responsibility in a self-serving manner depending on the desirability of the food's health-value. Finally, iii) this process of assuming/negating responsibility mediates the interactive effect of health-value and serving-style on self-conscious feelings after consumption. Implications for structuring dining environments are discussed.

What You Don't Know Can't Hurt You: Avoiding Calorie Information

Downs, Julie S. (Carnegie Mellon University); Loewenstein, George (Carnegie Mellon University)

Public health efforts to curb obesity have focused on calorie information. We manipulated vending machines to present calorie information for all, half, or none of their snacks. Average calories purchased was not different between machines with labels for none ($M=233$), half ($M=239$) or all snacks ($M=244$), $F(2,25.14)=2.02$, $p=.154$, suggesting that labels didn't lead to lower-calorie choices. Furthermore, labeling any given item led to a 15% reduction in sales of that item relative to unlabeled items, $F(1,1077.56)=5.15$, $p=.024$, irrespective of machine labeling, $F(1,841.72)=0.26$, $p=.632$. Labeling calories appears to drive some customers away from the information, but not from high-calorie snacks.

Session #7 Track III: Choice Architecture and Policy I- Conrad D

Making Disclosure Work: Advisors Reject Conflicts of Interest with Mandatory and Voluntary Disclosure

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

Prior research on disclosure (as a solution to managing conflicts of interest) has shown that it can lead advisors to give even more biased advice. In three experiments, we show that when advisors have a choice to accept or reject the conflict of interest, the majority who are required to disclose reject the conflict. Similarly, with voluntary disclosure, advisors are more likely to reject the conflict of interest and disclose the absence of any conflicts. Disclosure can, therefore, have its intended effect if advisors who realize that conflicts can be disclosed become motivated to avoid conflicts of interest.

Hit-Or-Miss: What Leads Decision Makers to Take Advice for Long Term Judgments?

Ecken, Philipp (University of Wuerzburg; EBS Business School); Pibernik, Richard (University of Wuerzburg)

When decision makers (DMs) face crucial strategic decisions they frequently have to rely on judgments about the probability that events in the far future will materialize. We analyze how DMs update their prior beliefs about the probability that far future events with high economic impact will materialize upon receiving aggregated advice from an expert panel. We base on a unique dataset that comprises more than 15,000 advice taking decisions made by almost 1,000 experts. We find that DMs' tendency to ignore the collective belief of others becomes more pronounced whenever conflicts in terms of beliefs, past experiences, or desires arise.

The Impact of Scale and Metric Changes on Choice

Camilleri, Adrian R. (Duke University); Larrick, Rick P. (Duke University)

A key societal goal to mitigate climate change is a reduction in CO₂ emissions from transport-related fossil fuel combustion. Building on the choice architecture approach, we examined whether preferences between different vehicles could be nudged by manipulating the format in which fuel economy information was presented. As expected, decision-makers' tendency to prefer more fuel efficient vehicles was stronger when fuel economy was expressed in terms of "cost of fuel" rather than "gallons of fuel" used, and when fuel economy information was expressed in terms of a longer time scale ("per 100,000") rather than a smaller scale ("per 100 miles").

Pace Yourself: Improving time-saving judgment when increasing activity speed

Peer, Eyal (Carnegie Mellon University); Gamliel, Eyal (Ruppin Academic Center)

People exhibit biased intuitive judgments about how much time they can save if they increase the speed in which they complete an activity (such as driving or manufacturing a product): they underestimate the time saved when increasing from a low speed and overestimate the time saved when increasing from a high speed. We show that by converting speed to a pace measure, which shows amount of time needed to complete a portion of the activity (e.g., converting a speed of 30 mph to a pace of 20 minutes per 10 miles), time-saving judgments are considerably and significantly improved.

MONDAY NOV 19, 2012

Rooms - Conrad A; Conrad BC; Conrad D (Hilton Hotel)

Session #8 Track I: Choice Architecture and Policy II- Conrad A

Testing the Added Value of Components Within Decision Aid Interventions to Enable Informed Decision Making About Dialysis Treatment Options

Gavaruzzi, Teresa (LIHS, University of Leeds; DiSCOG, University of Padova); Bekker, Hilary L. (LIHS, University of Leeds (UK)); Summers, Barbara (LUBS, University of Leeds (UK)); Winterbottom, Anna E. (LIHS, University of Leeds (UK)); Stiggelbout, Anne (Leiden Medical School (The Netherlands)); Mooney, Andrew; Latchford, Gary; Wilkie, Martin on behalf of the Yorkshire Dialysis Decision Aid (YoDDA) research team

Five experimental studies (N=1,411) examined the added value of components of patient decision aids (pDAs) over and above the provision of evidence-based, accurate, and accessible information on people's decision making in the context of established renal failure whilst developing the Yorkshire Dialysis Decision Aid (YoDDA). Decision guidance statements, information structure and information categorisation enable people to evaluate more details about treatment options than the provision information alone. Patient narratives are more likely to bias participants' choices than facilitate informed decision making. Value-clarification tasks' contribution to pDAs may depend on the type of task and the timing of pDA evaluation.

Spreading The Health: Americans' estimated and ideal distributions of health and healthcare

Kiatpongsan, Sorapop (Harvard Interfaculty Initiative in Health Policy); Norton, Michael I. (Harvard Business School)

We assessed the estimated and ideal distributions of health and healthcare in a national sample of Americans, and compared each with the actual distribution. Respondents estimated the distribution of outcomes for Americans in each of the five income quintiles in three domains of health: a) mortality rates, b) unmet need for medication and c) gains in life expectancy, and also reported their ideal distributions. Estimated and ideal distributions of health and healthcare differed significantly for each metric: Americans across the political and economic spectrum prefer health and healthcare to be more equally distributed among the rich and poor.

The Effect of Small Gifts on Physician Prescribing: Large-Sample, Quasi-experimental Evidence

Larkin, Ian (Harvard University); Ang, Desmond (Harvard University); Chao, Matthew (California Institute of Technology); Wu, Tina (New York University Langone Medical Center) Pharmaceutical sales calls to physicians (detailing) remain controversial. Detailing visits usually involve a small gift such as a sandwich, but most physicians say they are not influenced by these gifts. We use the introduction of policies regulating detailing at some Academic Medical Centers (AMCs) to examine how detailing influences physicians, compared to a control group of AMCs with no policies. Our dataset comprises the prescribing of nearly 10,000 doctors and 218 drugs. We show that AMC policies only change prescribing behavior when they ban personal gifts such as meals; at these AMCs, market shares of detailed drugs drop significantly.

Unpacking Effects on Task-completion Time Estimates Are Larger For Near- Than For Distant-future Events

Moher, Ester (University of Waterloo); Koehler, Derek J. (University of Waterloo)

Previous research has shown that optimistic bias in task-completion time estimates is reduced when participants first "unpack" the task into component steps. We hypothesized that the effects of unpacking on task-completion time estimates would be more pronounced for near- than for distant-future tasks, because the lower-level construal of such tasks emphasizes feasibility concerns and component steps, making them more readily available to be unpacked as part of the prediction process. Conversely, for distant-future events, unpacking effects should be attenuated. This hypothesis was supported in several studies.

Turning the Page: The Impact of Choice Closure on Satisfaction

Gu, Yangjie (London Business School); Botti, Simona (London Business School); Faro, David (London Business School)

This paper introduces the concept of choice closure, defined as a psychological process by which consumers come to perceive a decision to be resolved and complete. Choice closure allows consumers to evaluate a chosen option in isolation by inhibiting their tendency to revert to the decision process and engage in potentially unfavourable comparisons with the forgone options. In four studies, we show that physical acts of closure - such as covering or and turning the page on the rejected alternatives - facilitate choice closure in the context of difficult decisions involving large choice sets, and that choice closure results in greater satisfaction.

Session #8 Track II: Social DM and Cheating- Conrad BC

Interdependence Information and Its Effects on Cooperation

Martin, Jolie M. (University of Minnesota); Gonzalez, Cleotilde (Carnegie Mellon University); Juvina, Ion (Carnegie Mellon University); Lebiere, Christian (Carnegie Mellon University)

Pairs of participants played an Iterated Prisoner's Dilemma with differing levels of interdependence information across four conditions: "No-Info" players saw their own actions and outcomes, but were not told that they interacted with another person; "Min-Info" players knew they interacted with another person, but without seeing the other's actions or outcomes; "Mid-Info" players discovered the other's actions and outcomes as they occurred; "Max-Info" players were also shown a complete payoff matrix mapping actions to outcomes throughout the game. Information increased individual and mutual cooperation, driven by reciprocating cooperation. We discuss how interdependence information may encourage pro-social behavior in real-world interactions.

The Social Bright Side of Ego-Depletion: Between Cognitive-Control and Social considerations

Halali, Eliran (Ben-Gurion University of the Negev); Bereby-Meyer, Yoella (Ben-Gurion University of the Negev); Meiran, Nachshon (Ben-Gurion University of the Negev)

In some social exchange situations the rational motive to maximize gains conflicts with fairness and reciprocity considerations. In the current study, we tested whether the preference for fairness and reciprocity is a deliberative cognitive-controlled act or it is an automatic act. In Experiment 1, depletion of cognitive control resources resulted in increased negative reciprocity, i.e., a higher rejection rate of unfair Ultimatum-Game offers. In experiment 2, we replicated this result for positive reciprocity using the Trust-Game, and demonstrated an exceptional rare, positive bright side for ego-depletion. These results suggest that fairness and reciprocity considerations operate more automatically than rational considerations.

Determining The Negotiation Initiator Impacts Subjective Power, Choices, and Outcomes

Moran, Simone (Ben Gurion University of the Negev); Shalvi, Shaul (University of Amsterdam); Ritov, Ilana (Hebrew University)

Opening offers establish anchors that significantly affect negotiation outcomes. Thus proposing the initial offer is typically advantageous. In the present work we demonstrate that the procedure by which the initiating party is determined impacts the initiating parties' feelings of power, initial-offer decisions, and final outcomes, thereby moderating their potential advantage. We specifically compare non-ambiguous initiating situations (initiator is randomly pre-determined), to ambiguous or spontaneous ones (initiator not pre-determined). Results of three experiments indicate that predetermined initiators feel more powerful, propose less integrative, or value creating, initial offers, and reach less integrative and less self-favorable outcomes compared to spontaneous initiators.

Insurance Fraud: I paid so they owe me

Van Wolferen, Job (TIBER/Tilburg University); Inbar, Yoel (TIBER/Tilburg University); Zeelenberg, Marcel (TIBER/Tilburg University); Vosgerau, Joachim (Tepper School of Business, Carnegie Mellon University)

In 5 studies we find that people are generally unaware of the collective aspect of insurance (i.e. insurance is a way of sharing risk). Instead, people think of insurance as an individual contract and - because they pay for insurance - feel entitled to a return. This leads to overclaiming and increased acceptance of insurance fraud.

Honesty Requires deliberation and No Justifications

Shalvi, Shaul (University of Amsterdam); Bereby-Meyer, Yoella (Ben Gurion University)

Research suggests refraining from cheating requires self-control, indicating serving self-interest is an automatic tendency. However, evidence also suggests people cheat to the extent that they can self-justify their lies. Merging these lines of research, we adopt a dual-system approach that distinguishes between the intuitive (system-1) and the deliberative (system-2) systems. Results of three lab experiments supported our prediction that reduced unethical behavior emerges when people engage in system 2 thinking and have no self-justifications for self-serving unethical behaviors. We suggest that the dark side of people's automatic tendency may be overcome when deliberation is possible and no justifications are available.

Session #8 Track III: Decision Neuroscience- Conrad D

Integrating Personality and Decision Theories to Investigate Neural Activity In a Time Discounting Task

Civai, Claudia (Dept. of Economics, University of Minnesota); DeYoung, Colin G. (Dept. of Psychology, University of Minnesota); Hawes, Daniel H. (Dept. of Applied Economics, University of Minnesota); Rustichini, Aldo (Dept. of Economics, University of Minnesota)

We investigate how neural activation correlates with preferences, personality and intelligence. Sixty subjects, inside an MRI scan, chose between an early, lower, payment (EP) and a late, higher, payment (LP). Personality and intelligence were assessed using the Big Five Inventory and the Wechsler Adult Intelligence Scale. Results show a positive correlation between Extraversion and EP in the Medial frontal cortex, previously associated with immediate rewards, and a negative correlation between IQ and LP in the dorsolateral prefrontal cortex, which can be interpreted as a reduced need to recruit control areas for difficult decisions when IQ is high.

The Role of Intelligence for Gain/Loss Processing in Model-based Prediction Error Learning

Hawes, Daniel R. (Department of Applied Economics, University of Minnesota); Rustichini, Aldo (Department of Economics, University of Minnesota); Gray, Jeremy (Department of Psychology, Yale University); DeYoung, Colin (Department of Psychology, University of Minnesota)

In a large fMRI study with a simple decision-making task, we show that intelligence correlates with attenuation of prediction error signals in the caudate. We relate the empirical finding to a novel theoretical account of model-based prediction error learning in which reinforcement signals are used to update hypotheses about the underlying reward generating process. Our theoretical model integrates individual difference measures into the classic reinforcement learning framework, in a way that explains our empirical results and extends to previously established links between intelligence and risk-taking.

The Role of Prefrontal-brain Activation Location in Decision-making: making decisions based on recent information

Koritzky, Gilly (University of Southern California); He, Qinghua (University of Southern California); Xue, Gui (University of Southern California); Wong, Savio (University of Southern California); Xiao, Lin (University of Southern California); Bechara, Antoine

Studies of the ventromedial prefrontal cortex (VMPC) suggest that its anterior and posterior subdivisions have distinct roles in processing temporal information during decision making. We hypothesized that the more the locus of activation is in the posterior (as opposed to anterior) VMPC, the more the decision-maker will be attentive to recent information at the expense of past outcomes. Participants performed a complex decision task while their VMPC activity was recorded using fMRI. Results indicate that individual differences in attention to recent outcomes correspond to differences in the locus of activation, with elevated recency associated with more posterior loci of activation.

A Dissociation Between Subjective Evaluations and Behavioral Decisions Concerning Losses

Yechiam, Eldad (Technion); Telpaz, Ariel (Technion); Hochman, Guy (Duke University)

Losses were found to lead to more extreme feelings than equivalent gains. Yet some recent studies have shown that in behavioral decisions from experience people do not exhibit increased weighting of losses compared to gains. In two experiments, we examined whether evaluations and behavioral decisions concerning losses are the product of different processes. In Experiment 1 losses led to more extreme feelings than gains, yet participants were loss-neutral in their behavioral choices. In Experiment 2 increased frontal activation following losses was observed simultaneously with loss neutrality. These findings challenge the assumption of linear correlation between evaluative processes and behavioral decisions.

Strikes in Asymmetric Information Bargaining: Behavioral and Neural Evidence

Yun, Kyongsik (Caltech); Smith, Alec (Caltech); Nave, Gidi (Caltech); Shimojo, Shin (Caltech); Camerer, Colin (Caltech)

We study disagreements (strikes) in a two-person, asymmetric information, face-to-face bargaining experiment. During the experiment we record EEG scalp electrical potentials for both subjects. In contrast to much of the literature on face-to-face bargaining, we are able to generate significant strike rates, for approximately half our subject pairs. Strike rates are lower when the stakes are higher, and this result is broadly consistent with theoretical predictions. EEG signals are substantially predictive of future strikes, and furthermore interbrain connectivity is predictive of the cooperativeness of each pair.

Session #9 Track I: Heuristics and Biases II- Conrad A

Sticky Seats: How random habits can nudge people to make poor choices

Pachur, Thorsten (University of Basel); Hertwig, Ralph (University of Basel)

When making choices repeatedly, are people drawn to previously chosen options even when the choice had been determined by chance? We examined people's seat choices in weekly sessions of two lecture series across 10 weeks and manipulated whether seat location in week 1 was assigned randomly or could be freely chosen. Seat choice in subsequent weeks was influenced by initial seat location, even when it had been randomly assigned. This occurred although sticking to a randomly assigned seat decreased choice satisfaction. There was no effect for people high in conscientiousness, suggesting that personality can be a buffer against default effects.

Base Rate Information Influences How Adults Combine Sample Data When Making Probability Judgments

Obrecht, Natalie A. (William Paterson University); Chesney, Dana L. (University of Notre Dame)

We show that people use base rates and sample size when combining data to make overall probability judgments. Participants considered two samples from an animal population in order to estimate the probability of that animal being aggressive. Participants used base rates when they were provided and related to samples. When subgroups were not related to samples, judgments reflected greater sample size weighting, especially for participants high in numerical ability. Overall, these results suggest that people are able to use base rates and sample size when integrating sample data, and that individual differences in numerical ability matter.

A Fairness Heuristic: Pre and post-ejection bias in Major League Baseball Umpires

Carter, Travis J (University of Chicago); Pope, Devin (University of Chicago); Helzer, Erik (Cornell University)

How do people respond when the quality of their judgment is called into question? We examined cases where Major League Baseball players and managers accused umpires of bias, specifically arguing enough to get ejected from the game. Using MLB pitch-location data from 2008-2011, we looked changes in the strike zone before and after the ejection for the two different teams. Prior to the ejection, umpires did exhibit a bias against the ejected team, but afterwards they overcorrect, such that calls become more favorable toward the ejected team. The accusations must be specific; the pattern only held for ejections about pitch-location.

When Decision Heuristics and Science Collide

Yu, Erica C. (University of Maryland); Dougherty, Michael R. (University of Maryland); Sprenger, Amber M. (University of Maryland); Thomas, Rick P. (University of Oklahoma)

The belief that small samples are representative of the larger population can exert a powerful influence over decision making. We examined the decision making of a sample of researchers in a game in which they managed simulated experiments. After identifying a set of plausible heuristics that researchers use in the course of collecting data, we used Monte Carlo simulation methods to show that prevalent data collection heuristics lead to distortions in effect size estimates, Bayes Factors, and false-positive and false-negative rates. Decision heuristics impact the science's ability to distinguish between real and null effects.

Better The Devil You Don't Know: preference for predictable or uncertain probabilities and the risk of failure

Ayton, Peter (City University, London); Alberdi, Eugenio (City University, London); Strigini, Lorenzo (City University, London); Wright, David (City University, London)

Imagine you must play Russian roulette - twice. Each time you must spin the chambers before pulling the trigger. You can choose to either (a) use a revolver which contains 2 bullets or (b) blindly pick one of two other revolvers: one contains 3 bullets; the other 1 bullet. You must use the same revolver each time (assuming you survive). Surprisingly option (b) offers a better chance of survival; nonetheless our experiments confirm the counterintuitive nature of the problem: most subjects prefer option (a). We discuss how uncertain probabilities reduce risks for repeated exposure, why people eschew them and policy implications.

Session #9 Track II: Emotion and Mood III: Monday- Conrad BC

When Conflict Facilitates Choice: the effects of nonconscious goal conflict on choice resolution

Danilowitz, Jennifer (Yale University); Kleiman, Tali (New York University); Hassin, Ran (The Hebrew University); Dhar, Ravi (Yale University)

While previous research has shown that conflict is generally associated with choice deferral (Anderson 2003), we propose that in some situations exposure to conflict can increase choice resolution. In three studies we demonstrate that people nonconsciously primed with conflicting goals were subsequently more likely to resolve choices in domains unrelated to the activated conflict. We posit that priming conflicting goals activates a conflict mindset, characterized by more careful information processing. Using a more careful processing style, people primed with nonconscious goal conflict resolve choice more often. We show support for the proposed mindset mechanism and explore boundary conditions.

Planning to Fail: Implementation intentions, regret, and goal abandonment

Stornelli, Jason (University of Michigan); Yates, Frank J. (University of Michigan)

Extensive research has documented the effectiveness of implementation intentions - simple action plans - in helping people to achieve goals. While implementation intentions improve the odds of success, they do not guarantee it. Many goals require consistent, difficult choices that often fall prey to setbacks. We examine emotional and behavioral responses that individuals experience post-failure and reveal two paradoxical findings. First, planning intensifies regret over setting one's goal and over one's achievement; we argue this regret stems from salience of intention-behavior inconsistencies. Second, contrary to the expectations of decision-makers, planning encourages post-failure goal abandonment and feelings of ineffectiveness, rather than perseverance.

The Surprising Effectiveness of the Hostile Mediator

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

Although conflict resolution guidebooks recommend that mediators use a gentle approach to diffuse negative emotions between parties in dispute, we demonstrate the surprising effectiveness of hostile mediators. Across five studies, negotiators exposed to hostile mediators are more willing to reach agreements with their counterparts than negotiators exposed to nice mediators. We show that adversaries seem less negative in the presence of hostile mediators, such that the contrast between one's negotiation counterpart and the mediator drive our effects. Finally, we document the mediating role of the mediator's warmth on negotiators' willingness to come to an agreement.

Motivated To Argue Against a Given Anchor: The effect of anger experience on other-provided anchors

Jung, Heajung (UCLA Anderson School of Management); Young, Maia J (UCLA Anderson School of Management)

Prior research finds that anchoring varies according to the decision-maker's emotional state, which is proposed to happen because of the action tendencies associated with emotions (Jung & Young, 2011) or because of the accompanying certainty appraisals (Inbar & Gilovich, 2011). This study examines whether emotions that are both high in certainty - anger and disgust - have different effects on anchoring, due to their unique action tendency profiles. Consistent with the notion that anger creates a desire to move against someone or something, results confirm that angry individuals deviate more from other-provided anchors compared to individuals who feel disgust or neutral emotions.

Changing Myself, Changing My Fate: How anticipating negative outcomes prompts self-relevant change

Yang, Adelle (University of Chicago, Booth School); Urminsky, Oleg (University of Chicago, Booth School)

Past outcomes can affect not only predictions of future predictions, but also preferences for self-relevant change. We develop a framework in which the effect of past outcomes on anticipated future outcomes depends on the assumed influence of skill versus chance. Moreover, these beliefs have a surprising effect on choices involving change: when recency beliefs lead to pessimism about future outcomes, people prefer self-identity-relevant change, as if "escaping from fate" by changing the current identity. However, when recency beliefs lead to optimism about future outcomes, people prefer self-identity-consistent options, as if "embracing fate" by sticking to the current identity.

Session #9 Track III: Wisdom of Crowds and Other DM Improvements- Conrad D

Lay Understanding Of The First Four Moments of Observed Distributions: A test of economic and psychological assumptions

Goldstein, Daniel G. (Microsoft Research); Rothschild, David (Microsoft Research)

Can laypeople comprehend and estimate the statistical moments (mean, variance, skewness, and kurtosis) of observed numerical information? The survey tradition in economics assumes only aggregated responses are useful, and the behavioral literature suggests individual estimates are biased (e.g., the overconfidence and related literatures). We compare and test multiple interfaces for eliciting distributional information from laypeople, with the result that exploiting 'the wisdom of crowds within one mind' can lead to accurate estimates of subtle statistical moments.

Contribution To The Crowd

Chen, Eva (Fordham University); Budescu, David (Fordham University)

The "wisdom of the crowds" is problematic when the aggregation is with some poor performing individuals. We propose a contribution weighted model for aggregation of forecasts based on the judges' performance relative to the group. Using 1233 judges for 104 binary items, we compared our model: 1) to an unweighted model, 2) to a weighted model based on mean prior performance, and 3) with fictitious "random" judges. If there is knowledge in the crowd (e.g., probabilities are not drawn from random simulations), our model outperforms the other models. The model holds even when dynamic implemented with 90 additional items.

Contradicting Yourself Makes You More Bayesian: Averaging non-Bayesian judgments with dialectical bootstrapping improves judgments

Phillips, Nathaniel (Max Planck Institute for Human Development); Herzog, Stefan (Max Planck Institute for Human Development); Hertwig, Ralph (Max Planck Institute for Human Development)

Could people improve their judgments in Bayesian prediction tasks by contradicting themselves with dialectical bootstrapping (i.e., simulating the wisdom of the crowds within one mind)? In a simulation study, we found that averaging commonly used non-Bayesian strategies can make a simulated decision maker behave more Bayesian. In an empirical study, we found that contradicting oneself with dialectical bootstrapping led to the use of a different strategy when confronted with the same problem again and subsequently improved judgments (when averaging the two judgments from the same person) as compared with two control conditions. Contradicting yourself can make you more Bayesian.

On the Psychology of Economic Efficiency: How delaying rewards promotes maximizing net gains across parties in mixed-motive settings

Stillman, Paul (The Ohio State University); Kentaro Fujita (The Ohio State University); Oliver Sheldon (Rutgers University)

Efficient decisions maximize total net gains across all stakeholders in a decision context. However, maximizing efficiency can be difficult in the context of mixed-motive dilemmas, efficient decisions may not align with those promoted by self- or collective-interest. We propose that delaying rewards promotes high-level construal, in turn enhancing sensitivity to efficiency. Four experiments demonstrated that delayed rewards promoted more efficient reward allocations, irrespective of whether the primary beneficiary was others or one's self. These findings suggest that people are motivated to act efficiently, but may require psychological distancing from the immediate choice context in order to do so.

Improving Forecaster Accuracy Using Automatized Calibration Training Experts

Stone, Eric (Wake Forest University); Luu, Jason (Wake Forest University)

Experts and laypeople often exhibit poor calibration, with overconfidence particularly common. Thus, Lichtenstein and Fischhoff (1980) trained calibration by providing individualized feedback based on prior judgments. This feedback includes a calibration diagram, other performance measures, and considerable discussion about how to improve calibration based on these measures. However, the discussion component is not practical in many applied situations, such as the ACES forecasting project, because experimenter-participant interaction is not feasible. We therefore developed an automated computer program to provide the type of advice typically provided during this discussion. In two experiments, this procedure improved calibration and reduced overconfidence in particular.

SJDM SUNDAY MORNING POSTER SESSION #1 & BOOK AUCTION

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

- 1) Individual Probability Weighting Patterns Over Time and Across Probability Formats
Patalano, Andrea L. (Wesleyan University); Barth, Hilary (Wesleyan University); Saltiel, Jason (Wesleyan University); Kaplan, Lily (Wesleyan University); Machlin, Laura (Wesleyan University)
- 2) No Poster
- 3) Resource Depletion in a Dynamic Decision Making Task
Prunier, Stephen G. (University of Toledo); Corser, Ryan J. (University of Toledo); Jasper, J.D. (University of Toledo)
- 4) Disgust Leads to Punitiveness Beyond the Moral Domain: the Case of Intergroup Conflict
Reifen Tagar, Michal (University of Minnesota)
- 5) Why Do Consumers Buy Green?
Keenan, Elizabeth A. (Rady School of Management, UC San Diego); Amir, On (Rady School of Management, UC San Diego); Gneezy, Ayelet (Rady School of Management, UC San Diego)
- 6) Discipline and Desire: The Meaning of Virtue in Decision Making
Berman, Jonathan (The Wharton School); Small, Deborah (The Wharton School)
- 7) Karmic Predictions
Wheeler, Natalie M. (University of Chicago); Risen, Jane L. (University of Chicago); Tennant, Raegan J. (University of Chicago)
- 8) Understanding Public Support for Development Aid
Boese, Gregory D. B. (University of Manitoba); Macdonald, Bobbie N. J. (London School of Economics and Political Science); Starzyk, Katherine B. (University of Manitoba)
- 9) Graph Literacy: Mapping Mechanisms of an Essential Judgment and Decision Making Skill
Okan, Yasmina (University of Granada, Spain); Woller-Carter, Margo (Michigan Technological University, Houghton, Michigan); Cokely, Edward T. (Michigan Technological University, Houghton, Michigan); Galesic, Mirta (Max Planck Institute for Human Development, Berlin, Germany); Garcia-Retamero, Rocio (University of Granada, Spain)
- 10) The Effects of Products and Methods on the Standard Endowment Effect
Jasper, J.D. (University of Toledo); Corser, Ryan (University of Toledo); Sanchez, Kristin (University of Toledo)
- 11) Endowment Effect and Goal Tradeoffs: A Field Study with Argentine Farmers
Edwards, Stephen (Manhattan College, School of Business); Paliotta, Janine (Manhattan College, School of Business); Ledwidge, Keelan (Manhattan College, School of Business); Podesta, Guillermo (University of Miami & CRED, Columbia University); Arora, Poonam (Manhattan College, School of Business & CRED, Columbia University)
- 12) No Poster

- 13) No Poster
- 14) If You Can't Make a Decision, Just Flip a Coin
Zhang, Don (Bowling Green State University); Brooks, Margaret (Bowling Green State University)
- 15) Patter Patterns: When talking helps forecasting accuracy, and when it doesn't
Scott, Sydney (University of Pennsylvania); Tetlock, Philip (University of Pennsylvania); Fincher, Katrina (University of Pennsylvania); Mellers, Barbara (University of Pennsylvania)
- 16) Investigation of Impacts of Messages on Intentional Risky Behaviors Using the Motivational Model on Pro-social Behaviors
Inaba, Midori (University of Electro-Communications)
- 17) Alcohol Use & Risky Sex Practices in College Students
Clow, Kasey (Argosy University, Orange County); Lopez, Tica (Argosy University, Orange County)
- 18) Loss Aversion Disappears under Time Pressure
Chan, Eugene Y. (University of Toronto); Saqib, Najam U. (Qatar University)
- 19) Beyond Risk Literacy: Using The Berlin Numeracy Test to Predict Judgments, Decisions, Choices, Metacognition, and Information Search
Ghazal, Saima (Michigan Technological University); Cokely, Edward T (Michigan Technological University)
- 20) Cautiousness is Domain-specific and Sensitive to Time Pressure
Wegier, Pete (Ryerson University); Spaniol, Julia (Ryerson University)
- 21) Frequency Amplification Reduces Base Rate Neglect But Not Probability
Corser, Ryan (University of Toledo); Voss, Raymond (University of Toledo); Jasper, John (University of Toledo)
- 22) The Importance of the Overall Probability Of a Loss in Repeated Investment Tasks
Zeisberger, Stefan (Caltech / University of Zurich)
- 23) Age Differences in Risk Perception and Risk Intention
Bonem, Emily (University of Michigan); Ellsworth, Phoebe (University of Michigan); Gonzalez, Richard (University of Michigan)
- 24) Reflection in Academia: A reversal of the reflection effect in academics
Viale, Riccardo (University of Milano-Bicocca); Franzoni, Chiara (Politecnico di Milano); Del Missier, Fabio (University of Trieste); Rumiati, Rino (University of Padua)
- 25) How the Pain of Payment Moderates the Effect of Increasing Variety on Buying
Shah, Avni (Duke University); Bettman, Jim (Duke University); Payne, John (Duke University)
- 26) Belief Network Sharing for Judgments in the Intelligence Community
Olson, Kenneth C. (George Mason University); Karvetski, Christopher W. (George Mason University)
- 27) Anchoring and the Dynamics of Associative Memory
Bhatia, Sudeep (Carnegie Mellon University); Chaudhry, Shereen J. (Carnegie Mellon University)
- 28) The Influence of Numeracy on Financial Decisions
Kerimi, Neda (Uppsala University); Lindskog, Marcus (Uppsala University)
- 29) Individual and Age-related Differences in Option Generation
Del Missier, Fabio (University of Trieste); Visentini, Mimi (University of Trieste); Mäntylä Timo (University of Stockholm)
- 30) The Influence of Recent Experience in Risky Decision Making
Stershic, Sandra (University of South Florida); Schneider, Sandra (University of South Florida); Decker, Nathaniel (University of South Florida)
- 31) Evidence Against the Hot Hand Belief in Basketball
DeSalvatore, Samuel (The Ohio State University); DeKay, Michael L. (The Ohio State University); Schley, Dan R. (The Ohio State University)

- 32) Recency and Reference Point Formation: The effect on risky choice behavior
Yeomans, Mike (Chicago Booth); Wu, George (Chicago Booth)
- 33) Comparing Risk Literacy in 28 Countries: New Results from Berlin Numeracy Test
Garcia-Retamero, Rocio (University of Granada); Ghazal, Saima (Michigan Tech); Cokely, Edward T. (Michigan Tech)
- 34) Adaptive Time Pressure Results in Similar Decisions Regardless of Working Memory Capacity
Davis, Matthew (Auburn University); Franco-Watkins, Ana (Auburn University)
- 35) From Concrete Courses Of Action To Strategic Trade-Offs Using Fast And Frugal Trees - The Case of Force Protection in Counter-Insurgency
Keller, Niklas (Max Planck Institute for Human Development)
- 36) Numeracy and The Attractiveness of Simple Gambles: An eye tracking study
Tompkins, Mary Kate (The Ohio State University); Peters, Ellen (The Ohio State University)
- 37) Constructing Value from Irrelevant Experience: Remote, lingering effects of past tradeoffs
Carpenter, Stephanie M. (University of Michigan); Vickers, Brian D. (University of Michigan); Yates, J. Frank (University of Michigan)
- 38) No Poster
- 39) Communicating the Conditional Risk of HIV to Low-risk Individuals: Assessing US hotline practices and the benefits of naturally sampled frequencies
Ellis, Katrina M. (Michigan Technological University); Brase, Gary L. (Kansas State University)
- 40) No Poster
- 41) The Use and Misuse of Money: The Substitution between Money and Self-Esteem in Interpersonal Conflicts
Zhang, Liqing (Peking University)
- 42) How Does Thee Rank, Let Me Count The Speed
Heyman, James (University of St. Thomas)
- 43) Differential Morality
Weinhardt, Justin M. (Ohio University); Alicke, Mark (Ohio University)
- 44) Working For charity: a new method for studying donation decision making
Hysenbelli, Dorina (Decision Research); Slovic, Paul (Decision Research)
- 45) New Metrics and Measurement Techniques for Process-tracing Data
Zhou, Xiaolei (Miami University); Johnson, Joseph (Miami University)
- 46) Entrepreneurial Feedback Interpretation and Goal Adjustment
Blettner, Daniela (Simon Fraser University and Tilburg University); Carr, Jon (Texas Christian University); Meeus, Marius (Tilburg University)
- 47) The Effect of Personality on Gamblers' Social Networks
Meisel, Matthew K. (University of Georgia); Goodie, Adam S. (University of Georgia)
- 48) No Poster
- 49) Perceived Risk vs. Construal Level Explanations for Goal Framing
Gamliel, Eyal (Ruppin Academic Center); Ziv, Itai (Ruppin Academic Center); Zilberman, Yossi (Ruppin Academic Center)
- 50) Effects of Problem Schema on Successful Maximizing in Repeated Choices
Gao, Jie (Columbia University); Corter, James (Columbia University)
- 51) Reward Prediction Error and The Formation of Psychotic Symptoms in Schizophrenia
Li, Chia-Tzu (National Taiwan University); Lai, Wen-Sung (National Taiwan University); Liu, Chih-Min (National Taiwan University Hospital); Hsu, Yung-Fong (National Taiwan University)

- 52) Amplified Goal Framing
McCormick, Michael (The University of North Carolina at Greensboro); Seta, John J. (The University of North Carolina at Greensboro)
- 53) Giving Because You Feel Like It: The importance of emotions in perceptions of authentic altruism
Levine, Emma (Wharton, UPENN); Barasch, Alix (Wharton, UPENN); Berman, Jonathan Z., Small, Deborah A. (Wharton, UPENN)
- 54) The Creative Benefits of Valuing Group Diversity
Kim, Sun Young (Sunny) (Northwestern University); Phillips, Katherine W. (Columbia University)
- 55) Balancing the Basket: The Role of Shopping Basket
Blair, Sean (Northwestern University); Roese, Neal J. (Northwestern University)
- 56) The Effect of Inclusion and Exclusion on Stereotyping in a Complex Decision Making task
Bhattacharya, Chandrima (University of Toledo); Jasper, John (University of Toledo)
- 57) Modeling Search, Learning, and Choice in Decisions From Experience
Frey, Renato (University of Basel); Mata, Rui (University of Basel); Hertwig, Ralph (University of Basel)
- 58) Applying Conditional Process Modeling to the Theory of Planned Behavior
Sherlock, Phillip R. (University of South Carolina); Fairchild, Amanda J. (University of South Carolina)
- 59) The Relationship Between Pathological Gambling and Sexual Risk Taking
Fortune, Erica E. (University of Georgia); Goodie, Adam S. (University of Georgia)
- 60) No Poster
- 61) Robust Decision Making in a Nonlinear World
Dougherty, Michael (University of Maryland); Thomas, Rick (University of Oklahoma); Brown, Ryan (University of Oklahoma)
- 62) Susceptibility to Diminishing Marginal Utility: The Role of Numerical Format
Schley, Dan R. (The Ohio State University); Peters, Ellen (The Ohio State University)
- 63) How To Make People Underestimate Fukushima: Mismatched rates bias the perception of risk and natural rates eliminate this bias
Herzog, Stefan M. (Max Planck Institute for Human Development, Berlin)
- 64) Choice Strategies in Two-choice Probability Learning
Navins, Kelsey (Carroll University); Scheel, Matthew (Carroll University)
- 65) Deliberative Adjustments of Intuitive Anchors: A Dual process account for diversification behavior
Ayal, Shahar (Interdisciplinary Center (IDC) Herzliya); Zakay, Dan (Interdisciplinary Center (IDC) Herzliya); Hochman, Guy (Duke University)
- 66) Decision Making in Emergency Response: Experiments with Firefighters in Virtual Reality
Keren, Nir (Iowa State University); Bayouth, Shawn T. (Iowa State University); Franke, Warren D. (Iowa State University); Godby, Kevin M. (Iowa State University)
- 67) Exploring the Effect of Time and Social Pressure on Anchoring in Equation Solving
Pettibone, Jonathan C. (Southern Illinois University Edwardsville); Smith, Andrew W. (Appalachian State University)
- 68) Judgments of Relative Randomness by Health Care Professionals
Beckstead, Jason, W. (University of South Florida)
- 69) No Poster
- 70) The Impact of Naked vs. Non-naked: Statistics in Legal and Non-Legal Decision Contexts
Jules, Sean J. (University of Iowa); Windschitl, Paul D. (University of Iowa); Scherer, Aaron M. (University of Iowa); Smith, Andrew R. (Appalachian State University)
- 71) Thinking together vs. thinking alone: The costs and benefits of collaborative judgment
Minson, Julia A. (University of Pennsylvania); Mueller, Jennifer S. (University of Southern California); Larrick, Richard P. (Duke University)

- 72) 9/11, Act II: A Fine-grained Analysis of Regional Variations in Traffic Fatalities in the Aftermath of the Terrorist Attacks
Gaissmaier, Wolfgang (Max Planck Institute for Human Development); Gigerenzer, Gerd (Max Planck Institute for Human Development)
- 73) Evaluating the Recognition Heuristic Using Competing Probability Models
Bellezza, Francis S. (Ohio University); González-Vallejo, C. (Ohio University); Weinhardt, J. (Ohio University); Chimeli, J. (Ohio University); Karadogan, F. (Ohio University)
- 74) Intuition and Responsibility: Intuitive actors look less, but feel more, responsible
Nordbye, Gro Hege H (University of Oslo); Kirkebøen, Geir (University of Oslo); Teigen, Karl Halvor (University of Oslo)
- 75) How Irrelevant Information Influences People's Probability Judgments
Jenny, Mirjam A. (University of Basel); Rieskamp, J. (University of Basel); Nilsson, H. (Uppsala University)
- 76) Understanding Lethal Combinations: Communicating mechanistic and probabilistic concepts to improve individual's judgments of synergistic risks
Dawson, Ian G.J. (University of Surrey, UK); Johnson, Johnnie E.V. (University of Southampton, UK); Luke, Michelle A. (University of Southampton, UK)
- 77) Conflict Detection During a Rapid-Response Base-Rate Task
Pennycook, Gordon (University of Waterloo); Fugelsang, Jonathan A (University of Waterloo); Koehler, Derek J (University of Waterloo)
- 78) Investment Behavior and the Positive Side of Emotion
Rubaltelli, Enrico (University of Padova); Agnoli, Sergio (University of Bologna); Rancan, Michela (University of Padova)
- 79) Decision Making Under Stress: Assessing the Role of Emotional Intelligence
Fallon, Corey K. (University of Cincinnati); Matthews, Gerald (University of Cincinnati); Panganiban, April Rose (University of Cincinnati); Wohleber, Ryan W. (University of Cincinnati); Roberts, Richard D. (Educational Testing Service)
- 80) 'It All Happened So Slow!'
Burns, Zachary C. (University of Chicago Booth School of Business); Caruso, Eugene M. (University of Chicago Booth School of Business)
- 81) The Female Factor in Crisis Management: how information processing, self-esteem, and interpersonal style matter
Blettner, Daniela (Simon Fraser University and Tilburg University); Wang, Zhengjun (University of Southern Mississippi); Philipp Tuertscher (Vienna University)
- 82) Field Study of Prime and Subprime Consumers: Short-term bias and overconfidence likely impede household financial recovery
Erner, Carsten (UCLA Anderson); De La Rosa, Gabriel (Consumer Credit Research Institute, Encore Capital Group); Chalekian, John (Consumer Credit Research Institute, Encore Capital Group); Fox, Craig R. (UCLA Anderson); Trepel, Christopher (Consumer Credit Research Institute, Encore Capital Group)
- 83) Integrating JDM Research Into Public Policy: A proposed framework JDM research on choice in public policy contexts continues to expand
Blume, Grant H. (University of Washington)
- 84) 'Sadder But Wiser' Revisited: The Impact of Depression on Self-Other Discrepancies in Decision Making
Garcia-Retamero, Rocio (University of Granada); Okan, Yasmina (University of Granada); Maldonado, Antonio (University of Granada)
- 85) Commentary on Loomes (2010, Psychological Review): Does PRAM work empirically?
Guo, Ying (University of Illinois, Urbana-Champaign); Regenwetter, Michel (University of Illinois, Urbana-Champaign)
- 86) No Poster
- 87) Affect and Unintended Consequences of FDA Regulation of Tobacco
Peters, Ellen (The Ohio State University); Miller, Seth (The Ohio State University); Tusler, Martin (The Ohio State University)
- 88) Improving Confidence Judgments by Taking More Time
Yu, Shuli (Michigan State University); Pleskac, Timothy J. (Michigan State University); Zeigenfuse, Matthew D. (Michigan State University)

- 89)** Judgment Swapping Improves Group Performance
Lyon, Aidan (University of Maryland); Fidler, Fiona (University of Melbourne); Burgman, Mark (University of Melbourne)
- 90)** The Punctuated Nature of the Disjunction Effect
Matthew, Mervin R. (University of Mississippi)
- 91)** Why NOT to Use Amazon Mechanical Turk For The Recruitment of Participants
Reips, Ulf-Dietrich ((1) University of Deusto; (2) IKERBASQUE, Basque Foundation); Buffardi, Laura (University of Deusto); Kuhlmann, Tim (Jacobs University, Bremen)
- 92)** Relationship Between Adolescent Religiosity and Delinquent Behavior: Explained by Fuzzy-Trace Theory
Hsia, Andrew N. (Cornell University); Reyna, Valerie F. (Cornell University); Wilhelms, Evan A. (Cornell University); Corbin, Jonathan C. (Cornell University); Royer, Caisa (Cornell University)
- 93)** On Optimality Conditions For the Likelihood Difference Heuristic
Nelson, Jonathan D (Max Planck Institute for Human Development, Berlin, Germany); Meder, Björn (Max Planck Institute for Human Development, Berlin, Germany); Szalay, Christine (Max Planck Institute for Human Development, Berlin, Germany)
- 94)** Who Should Bring Home The Bacon? How deterministic views of gender constrain spousal wage preferences
Tinsley, Catherine H. (Georgetown University); Howell, Taeya M. (University of Texas at Austin); Amanatullah, Emily T. (University of Texas at Austin)
- 95)** Decision Field Theory Reconciles Conflicting Effects of Prior Outcome
Barkan, Rachel (Ben-Gurion University, Israel)
- 96)** Priceless: When is it acceptable to give cash as a gift?
DeWitt, Jeffrey (Rutgers University); Chapman, Gretchen (Rutgers University)
- 97)** Evaluations Of Double Frames: Rethinking the valence-consistent shift
Thierman, Jessica S. (University of California San Diego); Sher, Shlomi (University of California San Diego); McKenzie, Craig R. M. (University of California San Diego)
- 98)** The Napoleon Effect: Feeling short increases status-seeking behaviors
Paolacci, Gabriele (Erasmus University Rotterdam); Ordabayeva, Nailya (Erasmus University Rotterdam)
- 99)** Do Losses Really Loom Larger than Gains?
Kumar, Amit (Cornell University); Gilovich, Thomas D. (Cornell University)
- 100)** Combining Process Tracing and Policy Capturing to Model Classification Behavior in a Naval Air-Defense Task Policy
Lafond, Daniel (Thales Canada); St-Louis, Marie-Ève, Roberge-Vallières, Benoît (Université Laval); Tremblay, Sébastien (Université Laval)
- 101)** Mitigating Overconfidence by Eliciting Interval Probabilities
Lyon, Aidan (University of Maryland); Fidler, Fiona (University of Melbourne); Burgman, Mark (University of Melbourne)
- 102)** Measuring the Approximate Number System
Lindskog, Marcus (Uppsala University); Winman, Anders (Uppsala University)
- 103)** Preferences of Decision-making Strategies' Use in Fire Emergency: a validated method using words choosing
Chen, Shi (Tsinghua University, China); Li, Hong (Tsinghua University, China)
- 104)** The Role of Perspective and Attention in the Valuation of Risky Prospects
Ashby, Nathaniel J. S. (Max Planck Institute for Research on Collective Goods); Glöckner, Andreas (Max Planck Institute for Research on Collective Goods); Dickert, Stephan (Max Planck Institute for Research on Collective Goods)
- 105)** A Type-Indeterminate Model of Decision-making in the Prisoner's Dilemma
Kvam, Peter D. (Michigan State University); Busemeyer, Jerome R. (Indiana University); Lambert-Mogiliansky, Ariane (Paris School of Economics)

- 106)** No Poster
- 107)** Arrow-Debreu In a Behavioural World: tractability constraints on cognitive economic models
Caldwell, Leigh (Inon Cognitive Economics)
- 108)** Deliberative Reasoning Constrains Charitable Giving
Kessler, Judd B. (The Wharton School); Kelly, Theresa F. (The Wharton School); Meier, S. (Columbia University)
- 109)** Losses Do Not Loom Larger Late in Life: Modeling Age Differences with Prospect Theory
Mata, Rui (University of Basel); Pachur, Thorsten (University of Basel); Hertwig, Ralph (University of Basel)
- 110)** The Impact of Cultural Identity Integration on the Implicit Prejudice of Asian Americans
Hsu, Yu-Wei (Northwestern University); Livingston, Robert (Northwestern University)
- 111)** The Fairness Premium in Social Evaluation
Klein, Nadav (University of Chicago, Booth School of Business); Epley, Nicholas (University of Chicago, Booth School of Business)
- 112)** How to Cross a Minefield if You Must
Zhang, Hang (New York University); Paily, Jacienta T. (New York University); Maloney, Laurence T. (New York University)
- 113)** Accounting For Procedural Utility: When Decision Procedures Alter the Evaluation of Outcomes in Consequentialist Choice
DeCaro, Daniel (Indiana University); Hotaling, Jared (Indiana University); Johnson, Joseph (Miami University)
- 114)** JDM For Dummies: turning decision research into practical tools for marketer
Halonen, Elina (University of Turku); Caldwell, Leigh (Inon Cognitive Economics)
- 115)** Judging Sustainability Claims: Consumer Preferences for Product Eco-Labels
Bullock, Graham (Davidson College)
- 116)** The Effect of Time Pressure on Healthy and Unhealthy Food Preferences
Jackson, Marc D. (Auburn University); Franco-Watkins, Ana M. (Auburn University)

SJDM SUNDAY EVENING POSTER SESSION #2 & BOOK AUCTION

5:30pm – 7:30pm w/ Cash Bar - Ballroom A (Convention Center)

- 1)** The Effects of Task Interest and Ambiguous Instructions on Creativity
Stephens, Stephanie (University of Nebraska at Omaha); Hullsiek, Brad (University of Nebraska at Omaha); Reiter-Palmon, Roni (University of Nebraska at Omaha)
- 2)** Investigating the Effects of Glucose on Decision Making
Stroh, Nathan (Appalachian State University); McElroy, Todd (Appalachian State University)
- 3)** A Social Dilemma in Repeated Information Cascade Experiments
Abramczuk, Katarzyna (Polish Academy of Sciences); Garcia-Retamero, Rocio (University of Granada); Luan, Shenghua (Max Planck Institute for Human Development)
- 4)** Responses to Educational Communications Among Recipients With Opposing Beliefs
Gabrielle Wong-Parodi (Carnegie Mellon University); Bruine de Bruin, Wandi (Carnegie Mellon University, Leeds University Business School)
- 5)** “I Might Have Cheated, But Only A Little”: Partial confessions following unethical behavior
Peer, Eyal (Carnegie Mellon University); Acquisti, Alessandro (Carnegie Mellon University); Shalvi, Shaul (University of Amsterdam)
- 6)** Effect of Attentional Scope and Load on Monetary Decisions to Donate
Mukherjee, Sumitava (Indian Institute of Technology Gandhinagar); Srinivasan, Narayanan (CBCS, University of Allahabad, India); Kumar, Neeraj (Indian Institute of Technology Gandhinagar); Manjaly, Jaison A. (Indian Institute of Technology Gandhinagar)

- 7) The Singularity Effect of Identifiable Victims: Is it a Matter of Culture?
Kogut, Tehila (Ben-Gurion University); Slovic, Paul (Decision Research and The University of Oregon); Västfjäll, Daniel (Decision Research)
- 8) Losing Money Due to Social Desirability
Fleming, Piers (University of East Anglia); Zizzo, Daniel John (University of East Anglia)
- 9) Modeling Monotonic Relationships: A Comparison of OLS, GeMM, and OMR
Lawrence, Ashley M. (University of Oklahoma); Thomas, Rick P. (University of Oklahoma); Dougherty, Michael R. (University of Maryland)
- 10) Judging a Book By Its Weight: Scoring high on the CRT can increase intuitive judgment
Hauser, David J. (University of Michigan); Schwarz, Norbert (University of Michigan)
- 11) When Do Visual Aids Help Reduce Framing?
Garcia-Retamero, Rocio (University of Granada); Cokely, Edward T. (3Michigan Technological University)
- 12) Poverty, Attention and the Power of the Default Option
Mitchell, Kevonte M. (The Graduate Center at CUNY); Crump, Matthew J. C. (CUNY Brooklyn College)
- 13) Temporal and Probability Discounting as a Function of Amount, Commodity and Nicotine Dependence
Mitchell, Suzanne H (Oregon Health & Science University); Wilson, Vanessa B. (Oregon Health & Science University)
- 14) The Effects of Database Type and Forensic Laboratory Error Rates on the Probative Value of DNA Evidence in a Cold Case
Scotti, Adrienne (USC); John, Richard (USC); Scurich, Nicholas (USC)
- 15) More Equal Than Others: Equality norms as an integration of cognitive heuristics and contextual cues in bargaining games
Civai, Claudia (University of Minnesota); Rumiati, Raffaella I. (SISSA); Rustichini, Aldo (University of Minnesota)
- 16) Optimal Goal Setting: Harnessing Prospect Theory to Maximize Behavior Change
Colby, Helen (Rutgers University); Chapman, Gretchen (Rutgers University)
- 17) Fluctuating Blood Glucose Regulates Delay Discounting in Intertemporal Choice
Wang, X.T. (University of South Dakota); Huangfu, Gang (School of Economics and Management, Beihang University); Li, Shu (Institute of Psychology, Chinese Academy of Sciences); Rao, Lilin (Institute of Psychology, Chinese Academy of Sciences)
- 18) Cultural Differences in Price Search Decisions
Pattaratanakun, Suppakorn (Cambridge Judge Business School, University of Cambridge); Mak, Vincent (Cambridge Judge Business School, University of Cambridge)
- 19) The Unexpressed Self: The Impact of Restricting Freedom of Self-Expression on Brand Preferences
Ma, Jingjing (Kellogg School of Management); Hamilton, Ryan (Emory University); Chervé, Alexander (Kellogg School of Management)
- 20) Covert Attention Manipulations Influence choice
Meilleur, Louise (Ohio State); Peters, Ellen (Ohio State)
- 21) Trait Emotional Intelligence and Consumers?
Rubaltelli, Enrico (University of Padova); Agnoli, Sergio (University of Bologna)
- 22) Does the Energy-friendly SUV Driver Exist in People's Minds?
Suetterlin, Bernadette (Institute for Environmental Decisions (IED), ETH Zurich); Siegrist, Michael (Institute for Environmental Decisions (IED), ETH Zurich)
- 23) Examination Of the Effects of Formal Strategic Planning and Context Factors
Wang, Zhengjun (University of Southern Mississippi); Blettner, Daniela (Simon Fraser University and Tilburg University)
- 24) Application of the Buffer Hypothesis: Anticipation, Affect, and Memory
Harris, Haley (Stephen F. Austin State University); Shahabuddin, Shaan (Stephen F. Austin State University); Estrada, Steven M (Stephen F. Austin State University)

- 25) Working Memory Dynamics Bias the Generation of Beliefs: The Influence of Data Presentation Rate on Diagnostic Hypothesis Generation
Illingworth, David A. (University of Oklahoma); Lange, Nicholas D. (University of London, Birkbeck College and University of Oklahoma); Thomas, Rick P. (University of Oklahoma); Buttaccio, Daniel R. (University of Oklahoma); Davelaar, Eddy J. (University of London, Birkbeck College and University of Oklahoma)
- 26) Ratio Bias in Judgment under Specific Emotions According to the Appraisal-Tendency Framework
Liu, Yanfei (University of Texas at Arlington); Levine, Daniel S (University of Texas at Arlington)
- 27) Injustice in the Justice System: Gender Bias in Juror Perceptions & Decision-Making
Mendoza, Saaid A. (Amherst College); Ojserkis, Rebecca A. (Amherst College)
- 28) The Effects of Numeracy and Brand Preference on the Left-Digit Effect
Weiner, David M. (Ohio State University); Peters, Ellen (Ohio State University); Schley, Dan (Ohio State University)
- 29) A Measure of Individual Differences in Susceptibility to the Bias Blind Spot
Scopelliti, Irene (Carnegie Mellon University); Morewedge, Carey (Carnegie Mellon University); Lebrecht, Sophie (Carnegie Mellon University); McCormick, Erin (Carnegie Mellon University); Min, Lauren (Carnegie Mellon University); Kassam, Karim (Carnegie Mellon University)
- 30) The Impact of Problem Characteristics on Search in Decisions From Experience
Wulff, Dirk U. (University of Basel); Hills, Thomas T. (University of Warwick); Hertwig, Ralph (Max Planck Institutes for Human Development)
- 31) Does the Description-experience Gap Occur in The Long Run?
Camilleri, Adrian R (Duke University); Newell, Ben R (University of New South Wales)
- 32) Foregone Jackpots, Financial Ruin, and Death: How Not to Learn the Hard Way
Weston, Shellwyn L. (NYU - Stern)
- 33) Desirable Deviations in Medical Decision Making in the Pre-Hospital Setting: A Fuzzy Trace Theory Approach
Lazar, Andrew N. (Cornell University); Reyna, Valerie F. (Cornell University); Wilhelms, Evan A. (Cornell University)
- 34) Carrying the Past With You: Coherence shifting influences unrelated decisions with conceptually similar attribute dimensions
Vickers, Brian D. (University of Michigan); Carpenter, Stephanie M. (University of Michigan); Yates, J. Frank (University of Michigan)
- 35) The Role of Actively Open-Minded Thinking in enhancing information retrieval, estimate accuracy and calibration
Haran, Uriel (Hebrew University); Ritov, Ilana (Hebrew University); Mellers, Barbara A. (University of Pennsylvania)
- 36) QTEST: Public domain software for quantitative testing of decision theories
Regenwetter, Mike (University of Illinois at Urbana-Champaign)
- 37) CONSENSUS: A Behavioral Social Choice Analyzer
Popova, Anna (University of Illinois at Urbana-Champaign); Regenwetter, Mike (University of Illinois at Urbana-Champaign); Popov Sergey (National Research University Higher School of Economics)
- 38) The Attributes of Attributes
Ramaswami, Seshan (Singapore Management University)
- 39) Dwelling on The Past Can Make More Miserable and More Blessed
Van Putten, Marijke (Leiden University)
- 40) Does Intuition Beat Deliberation in Experience-based risky Choice?
Eichhorn, Noémie (University of Basel); Pachur, Thorsten (University of Basel)
- 41) A Meta-analysis Of the Relation Between Intuition and Analysis
Wood, Nicole (Bowling Green State University); Lake, Christopher (Bowling Green State University); Rada, Thaddeus (Bowling Green State University); Highhouse, Scott (Bowling Green State University)
- 42) Spending vs. Redemption: How Cash Gifts Differ From Gift Cards Receiving
White, Rebecca (University of Chicago); Urminsky, Oleg (University of Chicago)

- 43) Discounting Egocentric Advice Discounting: The Effects of Information Source and Response Accessibility on Information
Schweickart, Oliver (University of Alberta); Brown, Norman, R. (University of Alberta)
- 44) The Effects of a Loss on Sequential Choices: The Role of Self-Responsibility and Emotions
Saqib, Najam U. (Qatar University); Chan, Eugene Y. (University of Toronto)
- 45) I'm Sure, And I Know You Will Agree With Me?: Strong convictions lead to increased perceived consensus in judgments of morality
Fernandez-Duque, Diego (Villanova University); Bonner, Joseph (Villanova University); Leman, Joseph (Villanova University); McCusker, Kelly (Villanova University); Versella, Mark (Villanova University)
- 46) No Poster
- 47) Seeking What We Want: A neuropsychological test between conflicting motivational accounts of confirmatory information seeking
Scherer, Aaron M. (University of Iowa); Taber-Thomas, Bradley C. (University of Iowa); Edmiston, Pierce (University of Iowa); Robinson, Heather (University of Iowa); Tranel, Daniel (University of Iowa)
- 48) Information Salience, Ratio Bias and Group Diffusion Effect
Govindarajan, Sriram (University of Texas at Arlington); Levine, Daniel S. (University of Texas at Arlington)
- 49) Influence of Emotions on Choice Strategies
Scheibehenne, Benjamin (University of Basel); von Helversen, Bettina (University of Basel)
- 50) How Friends Promote 'Ends': Social connection increases utilitarian choice in moral dilemmas
Lucas, Brian J. (Northwestern University); Livingston, Robert W. (Northwestern University)
- 51) Who Makes a Tough Choice?: Concealing emotions leads to utilitarian decision making
Lee, Joa Julia (Harvard University); Gino, Francesca (Harvard Business School)
- 52) Interpersonal Effects of Emotions in Morally-charged Negotiations
Dehghani, Morteza (USC); Gratch, Jonathan (USC); Carnevale, Peter (USC)
- 53) Using Emotions Conveyed By Narratives to Increase Colorectal Cancer Screening
Gavaruzzi, Teresa (DiSCOG, University of Padova (Italy)); Sarlo, Michela (DPG, University of Padova (Italy)); Giandomenico, Francesca (DPSS, University of Padova (Italy)); Polato, Francesca (S.Antonio Hospital, Padova); De Lazzari, Franca (DPSS, University of Padova (Italy)); Rumiati, Rino; Lotto, Lorella (DPSS, University of Padova (Italy))
- 54) Morality is Not Always Intention-Based: Construal Levels Influence the Role of Intention in Moral Judgment
Gong, Han (Northwestern University); Medin, Douglas (Northwestern University)
- 55) Age Differences in Affective Forecasting, Affect Dynamics and Experienced Emotions
Zaval, Lisa (Columbia University); Weber, Elke U. (Columbia University); Johnson, Eric J. (Columbia University)
- 56) Choice and Advice on The Basis of Affective forecasts
Müller-Trede, Johannes (Universitat Pompeu Fabra, Barcelona)
- 57) Don't Tell Me What To Do: Experiential purchasers rely less on consumer reviews
Dai, Hengchen (University of Pennsylvania); Chan, Cindy (University of Pennsylvania)
- 58) The Decision to Stay or Leave: The Role of Spirituality in Attenuating Burnout
Brown, Aaron R. (University of Nebraska at Omaha); Scherer, Lisa L. (University of Nebraska at Omaha); Allen, Joseph A. (Creighton University)
- 59) Randomized Control Trial of an Obesity-Prevention Curriculum to Improve Psychosocial Mediators of Health Outcomes (Based on Fuzzy-Trace Theory)
Brust-Renck, Priscila G. (Cornell University); Reyna, Valerie F. (Cornell University); Wolfe, Christopher R. (Miami University); Cedillos, Elizabeth M. (Miami University); Widmer, Colin L. (Miami University); Fisher, Christopher R.; Wilhelms, Evan A.; Chaudhry, Sharjeel; Lopes, Emily A.; Wampler, Ariel T.; Dang, Suveera; Nollet, Zachary W.
- 60) Cultural Differences In Assigning Values to Competing Options
Yeung, Saiwing (Beijing Institute of Technology); Peng, Kaiping (University of California, Berkeley)

- 61) The Power of X Numbers: We introduce a minimalistic way to increase individuals?
Shen, Luxi (Chicago Booth); Hsee, Christopher (Chicago Booth)
- 62) A Common Approach to Decision Making Under Conflict: over time, under uncertainty, and towards others
Banker, Sachin (MIT)
- 63) Two Systems of Thinking Underlie Preferences
Goldin, Gideon (Brown University); Sloman, Steven A. (Brown University); Fernbach, Philip M. (University of Colorado); Morley, Nicki (Unilever Research and Development)
- 64) Generating and Evaluating Options for Decision Making: The Impact of Sequentially Presented Evidence
Sprenger, Amber (Center for Advanced Study of Language); Dougherty, Michael R. (University of Maryland)
- 65) Turning a Blind Eye, But Not the Other Cheek: How Robust is Costly Punishment Behavior?
Kriss, Peter (Medallia Institute); Weber, Roberto (University of Zurich); Xiao, Erte (Carnegie Mellon University)
- 66) The Visual Communication of Uncertainty: Compared the Effectiveness of Different Graphical Modes
Marcus, James C. (Fordham University); Budescu, David V. (Fordham University)
- 67) Gist Versus Verbatim: Designing Risk Messages to Help Consumers to Make Better Decisions
Liberali, Jordana M. (Erasmus University Rotterdam); Dellaert, Benedict G. C. (Erasmus University Rotterdam)
- 68) Good or Special: Further Examination of Deliberation-Without-Attention Effect in Emergency Escape Decision-Making
Hong, Li (Tsinghua University); Shi, Chen (Tsinghua University); Angela, AnQi Gao (Tsinghua University)
- 69) There Aren't Plenty More Fish in the Sea: A Causal Network Approach
Nikolic, Milena (University College London); Lagnado, David (University College London)
- 70) What Are the Chances of Winning?
Soyer, Emre (Universitat Pompeu Fabra); Hogarth, Robin M. (ICREA & Universitat Pompeu Fabra)
- 71) Improving Joint Probabilities Estimates
Por, Han-Hui (Fordham University); Budescu, David V. (Fordham University)
- 72) The Role of Anticipated Regret in Advice Taking
Jain, Kriti (INSEAD); Bearden, Neil (INSEAD)
- 73) The Lower Bid Bias Competitive
Dekel, Omer (Ramat-Gan Center of Law & Business, Israel); Schurr, Amos (The Hebrew University of Jerusalem)
- 74) Goal Induced Myopia: Seeing the Goals, Missing the Forest
Fletcher, Pinar, O. (Harvard University)
- 75) Wind Speed Perception and Risk
Webster, Gregory D. (University of Florida); Agdas, Duzgun (University of Florida); Masters, Forrest J. (University of Florida)
- 76) Role of Intuition in Personnel Selection Decision
Akhuly, Ajanta (Indian Institute of Technology Bombay.); Gupta, Meenakshi (Indian Institute of Technology Bombay)
- 77) A Breast Cancer Genetic Risk Intervention Increases Knowledge and Reduces Base Rate Neglect
Wolfe, Christopher R. (Miami University); Reyna, Valerie F. (Cornell University); Fisher, Christopher R. (Miami University); Widmer, Colin L. (Miami University); Cedillos, Elizabeth M. (Miami University); Brust-Renck, Priscila G. (Cornell University)
- 78) Defaults as Psychological Barriers to Dishonesty: The presence or absence of a default option can significantly influence individuals?
Mazar, Nina (University of Toronto); Hawkins, Scott (University of Toronto)
- 79) The Effects of Variance on Planning in Dynamic Decision Making
Hotaling, Jared M. (Indiana University); Busemeyer, Jerome R. (Indiana University)
- 80) Decision Variables in Pathological Gambling: Issues of measurement and treatment
Fortune, Erica E. (University of Georgia); Goodie, Adam S. (University of Georgia)

- 81) Numeracy's Ability to Temper the Effects of Ratio Bias and Base Rate Fallacy, and Increase Performance of Probability Maximization
Voss Jr., Raymond P. (The University of Toledo); Corser, Ryan J. (The University of Toledo); Jasper, John D. (The University of Toledo)
- 82) Unpacking Risk Estimates Increases their Perceived Likelihood and Relevance Research on Support
Scurich, Nicholas (University of Southern California); Monahan, John (University of Virginia); John, Richard S. (University of Southern California)
- 83) Temporal Framing of Price Changes
Evers, Ellen R. K. (TIBER - Tilburg University); Keren, Gideon (TIBER - Tilburg University)
- 84) Economic Decision-making Modulated by Homeostatic Considerations
Eremenko, Alexander (University of California Santa Barbara)
- 85) When Does Motivation Cause Overconfidence?
Moore, Don A. (University of California, Berkeley); Haran, Uriel J. (Carnegie Mellon University); Logg, Jennifer M. (University of California, Berkeley)
- 86) Reading More Than Exists: Unintended consequences of health messages on decisions
Schroeder, Juliana (Chicago Booth); Fishbach, Ayelet (Chicago Booth)
- 87) Decisions in Product Development Processes: How do individuals become consistently risk averse?
Garud, Niharika (PHD Candidate, IIM Bangalore)
- 88) Keep it Simple, Stupid: Framing Effects are Driven by Simplified Representations, Not Psychophysical Discounting or Linguistic Ambiguity
Chick, Christina F. (Cornell University); Reyna, Valerie F. (Cornell University); Corbin, Jonathan C. (Cornell University); Wilhelms, Evan A. (Cornell University)
- 89) An Implicit Approach to Object Valuation and Psychological Ownership
Yeung, Kam Leung (Iowa State University); Weber, Bethany (Iowa State University)
- 90) Goals as Context in Choices with Trade-Offs The effect of specific goals on choices that involve trade-offs was investigated using the Stochastic Difference Model (SDM, González-Vallejo, 2002)
Harman, Jason L. (Ohio University); González-Vallejo, Claudia (Ohio University)
- 91) No Poster
- 92) 'Your Face Makes Me Lose It All'? - Effect of Physical Attractiveness On Risky Decision-Making
Pandey, Gayathri (Cornell University); Zayas, Vivian (Cornell University)
- 93) Losses Induce Consistency in Risk Taking Even Without Loss Aversion
Yechiam, Eldad (Technion, Israel Institute of Technology); Telpaz, Ariel (Technion, Israel Institute of Technology)
- 94) Comparing Perceptual and Preferential Decision Making Perceptual
Dutilh, Gilles (University of Basel); Rieskamp, Jörg (University of Basel)
- 95) The Effects of Natural Time Cues on Hedonic Evaluations - or, How Sunsets Ruin Movies
Sackett, Aaron M. (University of St. Thomas); Bennington, Andrew G. (University of St. Thomas); Converse, Benjamin A. (University of Virginia); Drager, Samantha L. (University of St. Thomas)
- 96) Allais Paradox with Learned Probabilities
Gürçay, Burcu (University of Pennsylvania)
- 97) Deontological and Consequentialist Judgments About Health Incentives
Promberger, Marianne (King's College London); Marteau, Theresa (King's College London)
- 98) How Dependencies Between the Consequences of Options Influence People's Preferences
Andraszewicz, Sandra (University of Basel); Rieskamp, Jörg (University of Basel); Scheibehenne, Benjamin (University of Basel)
- 99) No Poster

- 100)** Strategic State Estimation in Uncertain and Mixed Multiagent Environments
Goodie, Adam S. (University of Georgia); Doshi, Prashant (University of Georgia); Hall, Daniel B. (University of Georgia); Meisel, Matthew K. (University of Georgia); Ceren, Roi (University of Georgia); Fortune, Erica E. (University of Georgia)
- 101)** When a Planner Won't Be a Doer: Budgeting Induces a Preference for Material Versus Experiential Goods
Tully, Stephanie M. (New York University); Hershfield, Hal E. (New York University)
- 102)** Characteristics of Competent Forecasters in a Crowdsourcing Environment
Sieck, Winston, R. (Global Cognition); Arkes, Hal R. (Ohio State University); Warnaar, Dirk B. (Applied Research Associates); Merkle, Edgar C. (University of Missouri); Shin, Youngwon (Applied Research Associates)
- 103)** Are Women's Emotions Related to Surgical Decisions for Early Stage Breast Cancer?
Niksic, Maja (University of Leeds); Morley, Stephen (University of Leeds); Collins, Sylvie (University of Leeds)
- 104)** Does Novelty Seeking Moderate the Influence of Stress on Economic Risk Taking?
Von Helversen, Bettina (University of Basel); Rieskamp, Jörg (University of Basel)
- 105)** Feeling Stuck: The Subjective Experience of Indecision in Decision-Making
Tang, Stephen (Australian National University)
- 106)** On Higher Ground: Moral Thinking Leads to Abstract Processing
Chan, Eugene (University of Toronto); Kim Cho, Eunice (University of Toronto)
- 107)** The Downside of Employee Awards: Quasi-Experimental Field Evidence
Gubler, Timothy (Washington University in St. Louis); Larkin, Ian (Harvard University); Pierce, Lamar (Washington University in St. Louis)
- 108)** A Penny Saved is Another Penny Spurred: The Effect of Promotions on Consumer Impatience
Shaddy, Franklin P. (Columbia University); Lee, Leonard (Columbia University)
- 109)** The Narrow Interpretation Conjecture Meets the Planning Fallacy
Hadjichristidis, Constantinos (University of Trento); Summers, Barbara (University of Leeds); Thomas, Kevin (Bournemouth University)
- 110)** Side-effect Probability Format Affects Parent's Perceived Vaccine Risk
Leonhardt, James M. (UC Irvine); Keller, Robin (UC Irvine)
- 111)** The Interactive Influence of Anchor Order and Anchor
Smith, Andrew R. (Appalachian State University)
- 112)** Numerical and Statistical Reasoning Among Obstetrician-Gynecologists: Review of Findings
Anderson, Britta (American College of Obstetricians and Gynecologists); Schulkin, Jay (American College of Obstetricians and Gynecologists)
- 113)** The Influences of Working Memory and Learning on Hypothesis Testing and Information Search
Martin, April A. (University of Oklahoma); Thomas, Rick. P. (University of Oklahoma); Lange, Nick D. (University of Oklahoma)
- 114)** Base Rate Neglect: A cognitive approach to including the distribution
Langstaff, Jesse (University of Waterloo); Pennycook, Gordon (University of Waterloo); Moher, Ester (University of Waterloo; CHEO Research Institute)
- 115)** The Diversity Bonus and Penalty: how demographic diversity in groups affects perception of group creativity
Kay, Min (Duke University); Larrick, Richard (Duke University)
- 116)** Busting the "Myth of Precise Numbers": Politeness expectations shape risk perception of numerical probabilities
Sirota, Miroslav (King's College London, UK); Juanchich, Marie (Kingston University, UK)
- 117)** Direct versus Implied Judgments of Economic Trends
David A. Comerford (University of Stirling), Jack B. Soll (Duke University)
- 118)** JDM Research in Action - The Consumer Financial Protection Bureau
Leland, Jonathan W.

