

Society for Judgment and Decision Making Annual Conference 2025



Sheraton Denver Downtown
1550 Court Place, Denver, Colorado, USA
November 21-24, 2025

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2025 SJDM Conference Schedule Overview
Sheraton Denver Downtown
November 21-24, 2025

Sheraton Denver Downtown Hotel: 1550 Court Pl, Denver, CO 80202, United States
IM Pei Tower Building: *Paper Sessions/Workshops* - Grand Ballrooms I & II, Windows, Silver
Plaza Building: *Poster Sessions* - Plaza Exhibit/Foyer, Concourse Level, Plaza Building

FRIDAY, NOVEMBER 21st

- 4:30-6:30 pm **Registration** (*South Convention Lobby - 2nd Level, IM Pei Tower Building*)
NOTE: Welcome Reception Starts at 5:00 pm
- 3:45-5:00 pm **Underrepresented Scholars in SJDM Networking Event** (*Vail - Majestic Level, IM Pei Tower Building*) *All SJDM Members Welcome to Attend*
- 5:00-7:00 pm **Welcome Reception** (*South Convention Lobby - 2nd Level, IM Pei Tower Building*)
All SJDM Members Welcome to Attend

SATURDAY, NOVEMBER 22nd

- 7:45-9:00 am **Registration** (*South Convention Lobby - 2nd Level, IM Pei Tower Building*)
- 8:30-9:30 am **Paper Session #1** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 9:45-10:45 am **Paper Session #2** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 11:00 am-12:00 pm **Paper Session #3** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 12:00-1:15 pm Lunch Break (on your own)
- 1:15-2:15 pm **Keynote Address: Jon Kleinberg** (*Grand Ballroom I; 2nd Level*)
- 2:30-3:30 pm **Paper Session #4** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 3:45-4:45 pm **Paper Session #5** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 5:00-6:00 pm **Paper Session #6** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 6:15-8:15 pm **Graduate Student Social Event** (*South Convention Lobby - 2nd Level, IM Pei Tower Building*)

SUNDAY, NOVEMBER 23rd

- 8:30-9:30 am **Poster Session #1** (*Plaza Exhibit Foyer; Plaza Building, Concourse Level*)
- 9:45-10:45 am **Paper Session #7** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 11:00-11:45 am **Presidential Address: Don Moore** (*Grand Ballroom I; 2nd Level*)
- 11:45 am-1:00 pm Lunch Break (on your own)
- 1:00-2:00 pm **Paper Session #8** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 2:15-3:15 pm **Paper Session #9** (*Grand Ballroom I & II & Windows; 2nd Level / Silver; Mezzanine Level*)
- 3:30-4:30 pm **Awards Ceremony and Einhorn-Hogarth Award Address** (*Grand Ballroom I; 2nd Level*)
- 4:35-5:35 pm **Poster Session #2** (*Plaza Exhibit Foyer; Plaza Building, Concourse Level*)

MONDAY, NOVEMBER 24th

- 8:30-9:30 am **Business Meeting w/ Complimentary Breakfast** (*Majestic Ballroom; Majestic Level*)
All SJDM Members Welcome to Attend
- 9:45-10:45 am **Workshops and Panels #1** (*Grand Ballroom I & II & Windows; 2nd Level*)
- 11:00 am-12:00 pm **Workshops and Panels #2** (*Grand Ballroom I & II & Windows; 2nd Level*)

SATURDAY, NOVEMBER 22, 2025

Rooms – Grand Ballroom I, Grand Ballroom II, Windows & Silver

	Track I Grand Ballroom I	Track II Grand Ballroom II	Track III Windows	Track IV Silver
Session #1	Memory and Experience	Diversity	Climate	Risk
8:30 AM	Wang - Describing products improves their evaluation through feeling effective	Chang - Behaviorally Designed Training Leads to More Diverse Hiring	Dubey - Binary climate data visuals amplify perceived impact of climate change	Olschewski - Risk Preference Reversals between Valuations and Decisions from Experience: The Influence of Presentation Format and Task Demand
8:50 AM	Winet - Reinterpret the Familiar: Consumers Prefer Experiences that Use Callbacks	Zaw - What’s in it for me? Incentives reveal bias against people who have overcome adversity	Goldwert - Mobilizing Collective Climate Action: A Large-Scale Study of 17 Behavioral Interventions in the U.S.	Choi - And 400 People Will Not Be Saved: Revisiting the Framing Effect with Completely Described Options
9:10 AM	Connolly - Nonconstant Changes in Event Memory	Yang - Individuals Highlight Disadvantaged over Advantaged Experiences in DEI Communication	Orzach - Differences in Discounting Across Climate Impact Sectors (WITHDRAWN)	Salu - Marginal probability reductions seem more worthwhile for high- vs. low-probability risks
Session #2	Methods	Reference Dependence	Information Avoidance	Time Perception
9:45 AM	Smith - Measuring Attention in Qualtrics: Method and Validation	Scopelitti - In Pursuit of Uniformity. How Possession Set Distributions Shape Consumer Decisions	Santhanagopalan - Becoming an ostrich: the development of information avoidance	Wang - The Costly Preference for Same-day Delivery of Multiple Benefits
10:05 AM	Atanasov - Improving Low Probability Judgments	Zhang - Does Context Require Reference? Testing Context Effects That Hold Constant The Reference Point	Arellano Martorellet - Information Avoidance in the Field: Evidence from Healthcare	Chae - The Days Are Long But the Years Fly By: Scale Effects on Temporal Discounting
10:25 AM	Schley - Why Anchoring and Inner-Crowd Effects Are Not Always What They Seem: The Hidden Bias in Deviation Scores	Bogard - Negotiating with the Joneses: The Importance of Relative Gains in Negotiations	Fath - Performance incentives increase people’s desire for information they know they should avoid	Roberts - Every Second Counts: The Impact of Countdowns on Time Perceptions

Session #3	Understanding with LLMs	Cognitive Mechanisms of Judgment	Discrimination	Prosocial Behavior
11:00 AM	Lob - Using Ecological Momentary Assessments and Large Language Models to Study Social Factors in Real-Life Decision Making	Carney - Unpacked Completion Time Estimates Vary with the Perceived Nature of Uncertainty	Liu - Can Agentic Black Women Get Ahead? An Experiment Revisited	Garg - The Impact of Others' Income Volatility on Prosocial Attitudes and Behaviors
11:20 AM	Aka - Leveraging Natural Language and Large Language Models to Predict Psychological States	Dietvorst - Understanding Peoples Preferences for Predictions: People Prioritize Being Right over Minimizing How Wrong They Are in Expectation	Owsley - Discriminating Because Others Might: Anticipating Discrimination by Others Causes Discrimination	Rai - Correcting Misperceptions About Prototypical Donors Increases Giving
11:40 AM	Batista - Generating, Refining and Validating Hypotheses: A Systematic Process for Discovering Language Effects on Decisions	Ehmann - The Many Faces of Fluency: Standard Manipulations Trigger Divergent Cognitive Mechanisms	Bitman - Identified Victims and Perpetrators in the Context of Sexual Harassment	Kassirer - Giver Spotlighting Negatively Impacts Recipients of Aid
Session #4	Nudges	AI and Beliefs	Attention	Communication
2:30 PM	Hagmann - Using Informational Nudges to Increase On-Time Water Bill Payments: A Large-Scale Field Experiment with Machine Learning Personalization	Rand - Persuading Voters using Human-AI Dialogues	Yang - Visual Attention activates associative attributes in value-based decisions	Li - Who is to Blame for Miscommunication? Speakers Receive More Responsibility for Communication Outcomes than Listeners
2:50 PM	Brody - Targeting Behavioral Interventions Based on Past Behavior: Evidence from Vaccine Uptake	Costello - Comparing AI's ability to spread versus debunk false claims	Hayes - A Reinforcement Learning and Sequential Sampling Model Constrained by Eye Gaze Data	Ren - People Predict Disagreeing Others More Accurately Than Agreeing Others
3:10 PM	Linou - Recruiting health workers across international borders: A megastudy	Molnar - Blissful (A)Ignorance: People form overly positive impressions of others based on their written messages, despite wide-scale adoption of Generative AI	Kim - How Elicitation Method Shapes Intertemporal Choice: Evidence from Eye Tracking Across Four Tasks	Abi-Esber - Non-Native Speakers: Judged More Harshly, Better Verbal Content?

Session #5	Goal Pursuit	Social Biases	Advice	Human-AI Judgment
3:45 PM	Mandel - Earning the Exit: Graduation Signaling in Self-Improvement Programs	Cooney - The Computational Basis of Conversational Pessimism	Fadayomi - Advising across Identity-Relevant Tradeoffs	Plonsky - Predicting human decisions with behavioral theories and machine learning
4:05 PM	Saumure - The Consequences of Sharing Goal Progress on Social Media	Dorison - Decision Biases can be Socially Reinforced by Experts: Evidence from the National Football League Draft	Chen - Ask about the journey, not the destination: Seeking process-oriented advice leads to positive impressions and more helpful advice than outcome-oriented advice	Robitaille - Bridging Minds and Machines: Harnessing AI and Behavioral Nudging for Sustainable Resource Management
4:25 PM	Lieberman - The Snack Bias: Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness	Mei - Aversion to Disagreement: Psychological Barriers to Harnessing Cognitive Diversity	Peng - The Direct Experience Premium: People Overestimate the Value of Advice Derived from Direct Experience	Goldstein - Bringing Everyone to the Table: An Experimental Study of LLM-Facilitated Group Decision Making
Session #6	Uncertainty	Social Responsibility	Public Policy	Mental Accounting
5:00 PM	Lawal - Mind the Gap: How Explicit Uncertainty Cues Improve Decision Making	Daniels - The Prosocial Decision Paradox: When Need Goes Up, Prosocial Decisions Go Down	Neto - Crowding out Systemic Change: The Appeal of Individual-Level Interventions	Rubaltelli - The robustness of mental accounting: A global perspective
5:20 PM	Hu - What are the different types of uncertainty?	Leng - The Join-Us Penalty: Companies Get Less Credit for CSR When They Ask Customers to Help	Lasky-Fink - Policy Design and the Social Safety Net: Quantifying the Access-Fraud Tradeoff	Aghayari - Exploring the Effect of Credit Card Debt Structure on Subsequent Spending
5:40 PM	Lenkovskaya - Are People Really Averse to Ambiguity?	Wang - Assessing the efficacy of crowdsourced fact-checking for TikTok videos	Wang - Preferences for No-Punishment Tolerance Zones in Policy Making	Mertes - What could have been - Counterfactual thinking among retail investors

SUNDAY, NOVEMBER 23, 2025

Rooms – Grand Ballroom I, Grand Ballroom II, Windows & Silver

	Track I Grand Ballroom I	Track II Grand Ballroom II	Track III Windows	Track IV Silver
Session #7	Polarization	Health Interventions	Beliefs and Biases	Prediction and Forecasting
9:45 AM	Maimone - Whoever is Not With Me is Against Me: The Moderate as Out-Group Effect	Kuan - Does adding a suggested plan increase the effectiveness of a planning prompt? Two, 1-million person field experiments	Ferecatu - How Categorization Shapes the Probability Weighting Function	Naborn - The Pick-the-Winner-Picker Heuristic: Preference for Categorically Correct Forecasts
10:05 AM	Bailey - Dumb and Disingenuous: The Inauthenticity of Opposing Political Beliefs in a Highly Polarized Society	Brietzke - A Prospective Randomized Trial of Algorithmically-Selected Nudges to Increase Influenza Vaccinations	Sommer - Do Whales Have Hair? Are Whales Mammals? Identifying Synchronic Inconsistencies Among Beliefs	Mehr - The Dispersion Between Forecasts Changes How People Combine Them
10:25 AM	Atamer - The Weaponized Science Effect: Using science to attack political opponents undermines the perceived quality of science	Schwartz - Optimizing Clinic Capacity with Behavioral Nudges: A Field Experiment on Patient No-Shows	Zhang - Good Is More Causal Than Bad: Correlation Framing Affects Perceived Causality	Allen - Do People Over-Update Their Predictions on Highly Uncertain Information?
Session #8	Behavioral Interventions in the Field	Belief Formation and Calibration	Financial Decision Making	Social Justice
1:15 PM	Weber - Sustaining Online Engagement by Piggybacking on Prior Attention, Motivation, and Action	Wallmueller - Beyond Overconfidence: The Group Sanctioning Account of Miscalibration	Trupia - Not all paths to profitability are created equal: Lay beliefs about how revenues and expenses affect the bottom line	Bruno - Proportion Dominance in Perceptions of Harm
1:35 PM	Kirgios - Diversity Incentives Can Increase Women's Leadership Aspirations	Atir - Learning More Than You Can Know: Introductory Education Produces Overly Expansive Self-Assessments of Knowledge	Dias - Consumer Wealth and Price Expectations	Chohlas-Wood - Automated Reminders Reduce Incarceration for Missed Court Dates: Evidence from a Text Message Experiment
1:55 PM	Milkman - Behavioral Nudges Prevent Loan Delinquencies at Scale: A 13-Million-Person Field Experiment	Kuang - How Distribution Mean and Mode Differentially Guide Norm Perception	Rude - Pricing Insurance, Fairly	Gurdamar-Okutur - The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People

Session #9	Scarcity and Inequality	Misperceiving Others	Moral Judgment	Social Perceptions and Norms
2:30 PM	Wang - Scarcity Cues vs. Social Proof: How Supply and Demand Shocks Shape Valuation	Boothby - A Closer Look at Homophily: Why Do People Avoid Talking to Dissimilar Others?	Caviola - When It Only Takes One: The Group Bias Towards Risky Unilateral Action	Prinsloo - An embarrassment of praises? Examining the social consequences of deflecting praise
2:50 PM	Shaddy - When the Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Oriented Policy Solutions to Scarcity	Kardas - Why dont people "mix" more during mixers? Identifying a coordination problem and testing a simple intervention	Mao - Poor Alternatives Undermine Autonomy but Not Consent	Yeomans - Thanks for your question: Gratitude builds trust when answering difficult questions
3:10 PM	Banko-Ferran - Attention Cost of Unfair Treatment	Chen - Abrupt Emergence Inflates Perceived Prevalence	Skowronek - Timing Matters After All: Revisiting the Effect of Pledge Location for Reducing Dishonesty	Brimhall - Exploring the Heterogeneity of Responses to Peer Comparison Interventions

MONDAY, NOVEMBER 24, 2025 Workshops and Panel Discussions Rooms – Grand Ballroom I, Grand Ballroom II & Windows			
	Track I Grand Ballroom I	Track II Grand Ballroom II	Track III Windows
9:45 AM	Bhattacharjee, McGraw, Feiler, Goldstein, Meloy, Nelson, Warren, Williams, Zauberger - Scholarly rent-seeking in behavioral science: navigating the challenges and political realities	Angshuman, Rader, Palley - Stimulus Customization at Large Scale Using Qualtrics: A Tutorial and Workshop	VanEpps, Echelbarger, Larrick - Graduate Student Workshop - Networking more effectively
11:00 AM	Low, Fernandez, Bogard, Fox - Modern Threats to Online Surveys: An Interactive Workshop on Bots, Repeat Respondents, and Data Quality Checks	Aka, Wang, Plonsky, Lawson - Understanding Decision Processes Using LLMs: New Methods and Limitations	Truncellito, Goldstein, Williams, Müller-Trede - Graduate Student Workshop - Finding Your Path: Career Conversations with People Who've Done It

2025 SJDM Conference Announcements and Events

GUIDE TO DENVER

Psychonomics' guide to the Denver hotel and the local area can be found here:
<https://www.psychonomic.org/page/2025hotel>

FRIDAY, NOVEMBER 21st

4:30-6:30 pm **Registration**
South Convention Lobby – IM Pei Tower Building, 2nd Level

3:45-5:00 pm **Underrepresented Scholars (US) in SJDM Networking Event**
Vail Room– IM Pei Tower, Majestic Level (far elevator bank)
Check-in for the US in SJDM event begins at 3:45 pm. Programming begins promptly at 4:00 pm.

**All* are welcome to join our sixth annual Underrepresented Scholars in SJDM (US in SJDM; formerly Women in SJDM) networking event. Our goal is to foster meaningful relationships between faculty and students, especially those who are underrepresented in our field (e.g. women, URMs, people with disabilities, etc.). We hope to continue to build and strengthen the relationships between all members of our SJDM community.*

We will discuss career-relevant topics and rotate groups so that everyone has the opportunity to meet several new colleagues. We will also continue our conversations about inclusion and exclusion in SJDM. Our hope is that the event will be interactive, engaging, and rewarding for everyone involved. This event is organized by Edward Chang, David Munguia Gomez and Avni Shah.

5:00-7:00 pm **Welcome Reception**
South Convention Lobby – IM Pei Tower Building, 2nd Level

SATURDAY, NOVEMBER 22nd

7:45-9:00 am **Registration**
South Convention Lobby – IM Pei Tower Building, 2nd Level

12:00-1:15 pm **Lunch Break**
On your own. Conference resumes at 1:15 pm in Grand Ballroom I.

1:15-2:15 pm **Keynote Address: AI's Models of the World, and Ours**
Grand Ballroom I, 2nd Level

Recent work on generative AI and large language models (LLMs) has addressed the simultaneous challenge of evaluating an AI system's explicit behavior at one level and its implicit representations of the world at another. Such distinctions become crucial as people interact with powerful AI systems, where a mismatch between the system's model of the world and our human models of the world can lead to situations in which the system has inadvertently 'set us up to fail' through our interaction with it. We explore these questions through the lens of generative AI, drawing on examples from game-playing, geographic navigation, and other complex tasks: When we train a model to win chess games, what happens when we pair it with a weaker partner who makes some of the moves? When we train a model to find shortest paths, what happens when it has to deal with unexpected detours? The picture we construct is further complicated by theoretical results indicating that successful generation can be achieved even by agents that are provably incapable of identifying the model they're generating from. The talk will include joint work with Ashton Anderson, Karim Hamade, Reid McIlroy-Young, Siddhartha Sen, Justin Chen, Senthil Mullainathan, Ashesh Rambachan, Keyon Vafa, and Fan Wei.

Jon Kleinberg, Cornell University

Jon Kleinberg is the Tisch University Professor in the Departments of Computer Science and Information Science at Cornell University. His research focuses on the interaction of algorithms and networks, the roles they play in large-scale social and information systems, and their broader societal implications. He is a member of the National Academy of Sciences, the National Academy of Engineering, the American Academy of Arts and Sciences, and the American Philosophical Society, and he has served in the past on advisory groups including the National AI Advisory Committee (NAIAC) and the National Research Council's Computer Science and Telecommunications Board (CSTB). He has received MacArthur, Packard, Simons, Sloan, and Vannevar Bush research fellowships, as well as awards including the Nevanlinna Prize, the World Laureates Association Prize, the ACM/AAAI Allen Newell Award, and the ACM Prize in Computing.

6:15-8:15 pm **Graduate Student Social Event**

South Convention Lobby – IM Pei Tower Building, 2nd Level

This informal event will provide student members of SJDM an opportunity to network with other future stars of the field. But wait, there's more: SJDM is buying the first round of drinks!

SUNDAY, NOVEMBER 23rd

8:30-9:30 am **Poster Session 1** w/ Continental Breakfast

(Note: The ballroom will be open to Poster presenters only from 7am on 11/23)

Plaza Exhibit Foyer, Concourse Level, Plaza Building

All poster sessions will take place in the Plaza Foyer in the Plaza Building on the Concourse Level of the Sheraton Denver Downtown Hotel. This is one floor below the main lobby of the hotel. Attendees can find the Concourse by using the Tower elevators or the Plaza Elevators and simply go to "C" level. From the Hotel Lobby, use the escalators to go down to the Concourse level. The posters are labeled 1-170 for presenters to hang their posters and present during their assigned poster session.

11:00-11:45 am **Presidential Address: What are we doing? A critical look at scientific communication**

Grand Ballroom I; 2nd Level

Scientific communication—with one another and with the public—gives value to our research. Yet we rely on antiquated, unfair, inefficient, and anti-scientific institutions to publish and disseminate our work. How would we design a system, if we could start over, using modern tools and technologies?

Don A. Moore, President of SJDM, is the Lorraine Tyson Mitchell Chair in Leadership and Communication at the Haas School of Business, UC Berkeley.

11:45 am-1:00 pm **Lunch Break**

On your own. Paper sessions resume at 1:00 pm

3:30-4:30 pm **Awards and Einhorn-Hogarth Award Address**

Grand Ballroom I; 2nd Level

Winners of the *Best Student Poster Award*, *Best Paper Award*, and *Einhorn-Hogarth Award* will be announced. The *Einhorn-Hogarth Award* winner will present their research.

4:35-5:35 pm **Poster Session 2** w/ Cash Bar

Plaza Exhibit Foyer, Concourse Level, Plaza Building

MONDAY, NOVEMBER 24th

- 8:30-9:30 am **Business Meeting** with Complimentary Breakfast
Majestic Ballroom, Majestic Level
- 9:45-10:45 am **Workshops and Panel Discussions #1**
(Grand Ballroom I; Grand Ballroom II; Windows; 2nd Level)
- 11:00-12:00 pm **Workshops and Panel Discussions #2**
(Grand Ballroom I; Grand Ballroom II; Windows; 2nd Level)

SJDM is committed to diversity, equity, the professional exchange of ideas, and respectful treatment of all members. Please see our code of conduct: tinyurl.com/c9w42pmp

SJDM encourages reporting of all perceived incidents of harassment, discrimination, retaliation, or other prohibited behaviors taking place at the conference. If you believe you have been the victim of or witnessed such misconduct, we urge you to fill out the following form: tinyurl.com/3yxxzux3

Please note that SJDM has access to the following:

Wellness Room

Client Office 1 Meeting Room, concourse Level, Plaza Building

The wellness room can be found directly across from the FedEx office within the hotel. If the door is closed/locked, attendees can go to the PS Registration desk located in the Plaza Foyer Office around the corner from this space to get a key or check the availability.

Low Sensory Room

Vail - Majestic Level, IM Pei Tower Building

This is a community-maintained room reserved to support participants who may benefit from a temporary break from noise, lights, or other sensory stimulations.

Available Saturday-Monday

SATURDAY NOVEMBER 22, 2025

Denver Sheraton Rooms - Grand Ballroom I, Grand Ballroom II, Windows & Silver

Session 1 Track I: Memory and Experience – Grand Ballroom I - Saturday 8:30 am - 9:30 am

Describing products improves their evaluation through feeling effective

Wang, Jiabi (University of Chicago); Koch, Alex (University of Chicago)

Marketers seek strategies to enhance product evaluation, a key factor in purchase decisions and customer satisfaction. This manuscript introduces a novel approach: describing products. Across nine studies, consumers rated products more favorably after describing them than after simply viewing them. This improvement stemmed from an increased sense of effectiveness from describing the products. These findings generalized across product categories and applied to both images and physical products, whether participants gave initial or extended descriptions. This research contributes to the labor-love effect and self-appraisals literature and has implications for marketers.

Contact: jiabawang98@gmail.com

Reinterpret the Familiar: Consumers Prefer Experiences that Use Callbacks

Winet, Yuji (Duke University); O'Brien, Ed (University of Chicago)

Consumers often encounter both novelty and familiarity, but little is known about how best to combine them within an experience. Across nine studies (N = 5,984), we identify one particularly rewarding configuration: the callback structure where a familiar element returns with new meaning. Using observational and experimental methods, we find that callbacks enhance experiences across emotional, evaluative, behavioral, and social outcomes. These effects are driven by closure and a sense of being skillfully guided through the experience. This work advances theory on the psychology of novelty and familiarity and on experiential design, offering insights for creating more rewarding experiences. Contact: yuji.winet@duke.edu

Nonconstant Changes in Event Memory

Connolly, Daniel (Princeton University); Loewenstein, George (Carnegie Mellon University)

How do memories of events change over time? We propose that two features of forgetting, nonconstant change and differing rates of change across dimensions, systematically reshape event memories. Across five studies (N=3,261), we document that, in addition to factual recall, "reliving" dimensions such as vividness and emotional intensity decay rapidly over early intervals. We also find that memories become increasingly consistent over time, and that written recollections grow more similar with delay. These findings suggest that when people reflect on past events, they draw on memory representations which differ systematically over time. Contact: dan.connolly91@gmail.com

Session 1 Track II: Diversity – Grand Ballroom II - Saturday 8:30 am - 9:30 am

Behaviorally Designed Training Leads to More Diverse Hiring

Arslan, Cansin (University of Exeter); Chang, Edward (Harvard University); Chilazi, Siri (Harvard University); Bohnet, Iris (Harvard University); Hauser, Oliver (University of Exeter)

Extant scholarship is pessimistic about the potential for diversity training to change peoples behaviors. However, not all diversity trainings are created equal. We present the results of a preregistered field experiment (n=10,433) testing whether a short, behaviorally designed video reminding hiring managers of the importance of diversity increased the diversity of who was hired. The intervention increased the likelihood of women and non-nationals getting shortlisted and, in some cases, hired relative to the control condition. Our results show that behaviorally designed diversity interventions can change behavior, suggesting that prevailing diversity training practices should be revisited.

Contact: ehchang@hbs.edu

What's in it for me? Incentives reveal bias against people who have overcome adversity

Zaw, Samantha (University of Chicago); Kirgios, Erika (University of Chicago); O'Brian, Ed (University of Chicago)

Our society claims to celebrate second chances and self-improvement. Five preregistered experiments (N=6,506), however, reveal that whether people act on this claim depends on personal incentives. In our experiments, participants choose between two equally-performing candidates: one who has faced adversity and improved over time, and the other who has had a relatively easy road but has been consistently high-performing. We exogenously vary the stakes of the hiring decision and find that as the stakes increase, people are progressively less likely to select the candidate who has overcome adversity. These findings highlight that people's claims of valuing positive change may be "cheap talk".

Contact: zaw.samantha@gmail.com

Individuals Highlight Disadvantaged over Advantaged Experiences in DEI Communication

Yang, Minwen (University of Toronto); Zeng, Ying (University of Colorado Boulder); Li, Xilin (Other)

This research examines how individuals communicate their adoption of Diversity, Equity, and Inclusion (DEI). Six studies using online surveys, lab experiments, and text analysis show that people highlight their disadvantaged experiences over advantaged ones in DEI communication. People adopt this strategy not because they misunderstand DEI goals or the relevance of advantaged or disadvantaged experiences. Instead, they aim to elicit empathy from the evaluators and gain strategic advantages. Despite being intuitive and prevalent, this strategy can be less convincing than anticipated. Contact: minwen.yang@rotman.utoronto.ca

Session 1 Track III: Climate - Windows - Saturday 8:30 am - 9:30 am

Binary climate data visuals amplify perceived impact of climate change

Liu, Grace (Carnegie Mellon University); Snell, Jake (Princeton University); Griffiths, Tom (Princeton University); Dubey, Rachit (Princeton University)

For much of the global population, climate change appears as a slow shift in daily weather. This leads many to perceive its impacts as minor and results in apathy. How can we convey the urgency of the crisis when its impacts appear so subtle? Here, through a series of large-scale experiments, we find that presenting people with binary climate data (for example, lake freeze history) significantly increases the perceived impact of climate change compared with continuous data (for example, mean temperature). Computational modeling and follow-up experiments suggest that binary data enhance perceived impact by creating an illusion of sudden shifts. Contact: rdubey@princeton.edu

Mobilizing Collective Climate Action: A Large-Scale Study of 17 Behavioral Interventions in the U.S.

Goldwert, Danielle (New York University)

We conducted a behavioral science megastudy (N = 31,324) testing 16 theory-informed interventions to increase collective climate advocacy across public, political, and financial domains. The most effective intervention emphasized collective efficacy and the emotional benefits of action, boosting advocacy by up to 10% compared to control. A moral values appeal (purity/sanctity) also increased financial advocacy, notably even among Republicans. Results highlight how scalable messages can motivate climate action across ideological lines and suggest that combining efficacy beliefs with positive emotion is a particularly powerful pathway to engagement. Contact: dagoldwert@gmail.com

Differences in Discounting Across Climate Impact Sectors

Orzach, Shelli (University of California - Los Angeles); Hershfield, Hal (University of California - Los Angeles)

Do consumers discount different climate outcomes differently? Across incentive-compatible studies, we examined how people evaluate long-term impacts to the natural environment, human systems, and wildlife. Using natural language clustering and perceived similarity, we categorized outcomes into these sectors and found that impacts to human systems are discounted more steeply. This pattern emerged across high-powered, nationally representative samples. A key mechanism: when a sector is seen as foundational to broader future well-being, people are less likely to discount its long-term importance. Contact: shelli.orzach.phd@anderson.ucla.edu

Session 1 Track IV: Risk - Silver - Saturday 8:30 am - 9:30 am

Risk Preference Reversals between Valuations and Decisions from Experience: The Influence of Presentation Format and Task Demand

Olschewski, Sebastian (University of Basel); Benjamin, Scheibehenne (Karlsruhe Institute of Technology); Konstantinos, Tsetos (University of Bristol)

Important decisions are based on sequentially made experiences. Here, we show a new preference reversal in experience-based risk taking. Participants value high variance options lower than low variance options in independent valuations, consistent with risk aversion, but choose high variance options more frequently in binary choices, consistent with risk seeking. We show that this gap can be closed, but cannot be reversed through manipulating presentation format (sequential or simultaneous information presentation) and task demand (absolute or relative judgments). We conclude that taking risks depends on cognitive processes of numerosity representation and information integration. Contact: sebastian.olschewski@unibas.ch

And 400 People Will Not Be Saved: Revisiting the Framing Effect with Completely Described Options

Choi, Yeonho (The Ohio State University); DeKay, Michael (The Ohio State University)

Several authors have attributed the risky-choice framing effect (FE) to missing information in certain options, presenting evidence that the FE disappears when certain options are completely described (e.g., as 200 people will be saved and 400 people will not be saved). However, recent studies show that the FE can still emerge in such choices. To resolve this discrepancy, we conducted two pre-registered experiments and a meta-analysis of 12 studies. Overall, we found a small but significant FE ($d = 0.15$) in choices between completely described options. This result challenges current theories of risky choice, including prospect theory, fuzzy-trace theory, and the explicated valence account. Contact: choi.2006@osu.edu

Marginal probability reductions seem more worthwhile for high- vs. low-probability risks

Salu, Johanna (University of Oxford); Lewis, Joshua (New York University); Caviola, Lucius (University of Oxford)

Society faces global risks that no single action can eliminate. How we navigate them depends in part on how motivated people are to pursue small probability reductions. Are people as likely to reduce a risk from 5.1% to 5% as they are from 95.1% to 95%? Previous theorizing predicts that people prioritize reducing lower, more favorable risks. In contrast, we find that people prefer identical reductions to high-probability risks. This pattern holds across hypothetical scenarios, incentivized games, and diverse populations, including doctors, AI researchers, and legal experts. We find suggestive evidence that this stems from perceiving higher-probability events as also having greater magnitude. Contact: johannasalu@gmail.com

Session 2 Track I: Methods – Grnad Ballroom I - Saturday 9:45 am - 10:45 am

Measuring Attention in Qualtrics: Method and Validation

Smith, Stephanie (University of Chicago); Dolifka, David (University of Utah)

Building on the foundations of Mouselab, we introduce and validate a new online mouse-tracking tool: Qualtrics Mouse-Tracking (QMT). QMT provides useful process data (above and beyond built-in metrics like response times) to improve our understanding of how people make judgments and decisions. Moreover, QMT can be implemented in Qualtrics with little-to-no coding knowledge. Contact: smith.marie.stephanie@gmail.com

Improving Low Probability Judgments

Atansov, Pavel (IE University); Karger, Ezra (Other); Budescu, David (Fordham University); Philip, Tetlock (University of Pennsylvania)

How do we elicit accurate low-probability judgments? We test methods in three experiments, focused on low (1 & 2) and full probability range (3). Stimuli include visual perception, general knowledge & short-term forecasting items. Elicitation methods include the standard linear probability scale, a logarithmic scale, a number-entry box, and

a new fractional interface. We show that the linear scale leads to systematic low-probability overestimation, while the log scale leads to overestimation. The number-entry box and fractional interface produce more accurate individual judgments when the correct answers span many orders of magnitude. Contact: pdatanasov@gmail.com

Why Anchoring and Inner-Crowd Effects Are Not Always What They Seem: The Hidden Bias in Deviation Scores

Schley, Dan (Erasmus University Rotterdam)

Deviation scores like mean absolute deviation are widely used to measure how far judgments fall from a target on average. However, they conflate two distinct effects—changes in average judgments and changes in variability—into one metric. We demonstrate that this mixing leads to incorrect conclusions in anchoring and inner-crowd studies. Using bias-variance decomposition, we show that previously reported findings often reflect shifts in variance rather than meaningful improvements in accuracy, calling for a reevaluation of common JDM results. Contact:

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Session 2 Track II: Reference Dependence – Grand Ballroom II - Saturday 9:45 am - 10:45 am

In Pursuit of Uniformity. How Possession Set Distributions Shape Consumer Decisions

Bocchi, Elena (City University of London); Scopelliti, Irene (City University of London); Estes, Zachary (City University of London)

The distribution of consumers existing possessions systematically influences their subsequent decisions. While uniform distributions (two blue, two red, two black pens) lead to preference-aligned decisions, non-uniform ones (two blue, one red, three black pens) trigger uniformity-seeking behavior that can override utility considerations. Consumers infer reference points from these distributions (typically the mode or the mean) and treat them as optimal quantities. Items below feel insufficient, prompting additional acquisitions; items above feel excessive, prompting faster consumption or disposal. Seven preregistered studies (total N=2,046) demonstrate this novel context effect.

Contact: irene.scopelliti@city.ac.uk

Does Context Require Reference? Testing Context Effects That Hold Constant The Reference Point

Zhang, Grace (University of Chicago); Urminsky, Oleg (University of Chicago)

Phantom decoys, unavailable choice-set options, can systematically influence consumer choices. Across two preregistered studies, we identify novel decoy effects that contradict existing context effect theories. Decoy placements and combinations that are predicted to be neutral by reference-point models, such as placing the decoy in the middle at the reference point, or the inclusion of two decoys that average to the reference point nevertheless increase relative preferences for high-quality, high-price options and alter purchase likelihood. Our findings challenge existing reference-point theories of context effects. Contact: gzhang25@chicagobooth.edu

Negotiating with the Joneses: The Importance of Relative Gains in Negotiations

Bogard, Jonathan (Washington University in St Louis); Zhang, Jaina (Washington University in St Louis)

Rational-actor models of negotiation typically assume a goal of maximizing absolute payouts. Is this in fact how people behave? Across 8 studies we show that Ps often give greater weight to relative than absolute pay, rejecting free money to achieve greater relative position. Process evidence shows that greater attention to others pay predicts preference for relative (vs absolute) welfare improvements. This phenomenon is driven by social comparison goals specific to negotiations when tasks are framed as an allocation decision rather than a negotiation, preference for relative pay attenuates. Finally, we identify factors of negotiations that lower concern for relative vs absolute welfare. Contact: jonathan.bogard@gmail.com

Session 2 Track III: Information Avoidance - Windows - Saturday 9:45 am - 10:45 am

Becoming an ostrich: the development of information avoidance

Santhanagopalan, Radhika (University of Chicago); Risen, Jane (University of Chicago); Kinzler, Katherine (University of Chicago)

Little is known about the origins of information avoidance. Experiment 1 found that older (but not younger) children avoided learning new information. Experiment 2 used real payoffs in a novel child-friendly moral wiggle room task, finding that older children avoided learning their partners payoff (i.e., capitalized on moral wiggle room) to choose the self-interested payoff. Experiment 3 found that goal states modulate information avoidance; when motivated to protect their emotions, even young children avoided information. Experiment 4 used qualitative responses to examine children's rationales for avoidance. These studies document the early roots of information avoidance.

Contact: radhikas@uchicago.edu

Information Avoidance in the Field: Evidence from Healthcare

Arellano Martorellet, Jose (Carnegie Mellon University); Low, Andrea (University of California - Los Angeles); Saccardo, Silvia (Carnegie Mellon University); Dai, Hengchen (University of California - Los Angeles); Fox, Craig (University of California - Los Angeles)

Highlighting the importance of acquiring information through risk language or consequences of inaction is a common strategy to capture attention, especially in healthcare. Across three RCTs (N=32,072) with a large healthcare provider, we find that such messages consistently backfire, reducing patient engagement with potentially life-saving information. Companion studies suggest that while messages designed to capture attention may indeed increase their perceived importance, they also direct attention to topics people prefer not to think about, triggering information avoidance. These findings point to the need for nuanced strategies that boost perceived importance without eliciting avoidance. Contact: jose.arellanom@gmail.com

Performance incentives increase peoples desire for information they know they should avoid

Fath, Sean (Cornell University); Larrick, Richard (Duke University)

Performance incentives reliably increase task effort. Sometimes, exerting greater effort means searching for more information about targets of evaluation. In such contexts, provision of performance incentives may increase evaluators desire for more target information. However, greater focus on information seeking may reduce focus on the normative value of extra information. Thus, performance incentives may increase evaluators desire for information they would separately classify as information to avoid. Receiving such information may, in turn, harm evaluation quality. Two studies using an incentive-compatible, real performance estimation paradigm support these predictions (N = 2,506). Contact: sean.fath@cornell.edu

Session 2 Track IV: Time Perception - Silver - Saturday 9:45 am - 10:45 am

The Costly Preference for Same-day Delivery of Multiple Benefits

Wang, Yusu (University of Chicago); Urminsky, Oleg (University of Chicago)

This research challenges traditional hyperbolic discounting theories by showing that individuals are often willing to delay an earlier benefit in order to receive it at the same time as a second benefit, on a future date. In fact, a substantial proportion of individuals actively choose consolidated delivery, even when doing so increases their total waiting time. This effect, observed in both monetary and purchase contexts, occurs because same-day receipt creates a perception of a shorter overall wait for multi-item outcomes. Contact: yusuwang@chicagobooth.edu

The Days Are Long But the Years Fly By: Scale Effects on Temporal Discounting

Burson, Katherine (University of Michigan); Chae, Rebecca (Santa Clara University); Larrick, Richard (Duke University)

Prior research show people are impatient when presented with delays. However, equivalent delays can be expressed on expanded or contracted scales (e.g., 24 hours or 1 day). In two studies, we find this impacts one component of impatience present bias. Study 1 shows more present bias for delayed payments when time is expressed on an expanded (e.g., hours) than a contracted (e.g., days) scale. Study 2 conceptually replicates this and further shows that the impact of scale expression on peoples perceptions of time explain the effect. This previously unidentified effect

suggests that people can be nudged toward increased patience with a simple scale manipulation. Contact: rhae@scu.edu

Every Second Counts: The Impact of Countdowns on Time Perceptions

Roberts, Annabelle (University of Texas - Austin)

Countdowns are often used to highlight the time until an event, but how do they shape time perception? Across five studies (N=1,900), we find that moving countdowns increase the perceived time remaining compared to static displays, particularly for longer durations. This occurs because countdowns prompt spontaneous elaboration on how long the duration will feel. The effect is attenuated, and even reversed, for short durations. This has practical implications, as countdowns increase the likelihood of abandoning a queue or postponing action, such as buying a gift or filing taxes. While countdowns often aim to create urgency, in many cases they may instead slow time down. Contact: arobert5@chicagobooth.edu

Session 3 Track I: Understanding with LLMs – Grand Ballroom I - Saturday 11:00 am - 12:00 pm **Using Ecological Momentary Assessments and Large Language Models to Study Social Factors in Real-Life Decision Making**

Lob, Aaron (University of Zurich); Frey, Renato (University of Zurich)

Can LLMs infer subjective experiences in real-life situations? To answer this question, participants (N=178) were instructed to verbalize their thoughts and rate their perceptions of seven decision-relevant social factors each time they made a decision in daily life. LLMs were then prompted to rate how strongly a given verbalization reflected that the participant perceived a respective social factor. Next, these model-generated ratings were used to predict participants' self-reported perceptions. Correlations ($r=.33$ to $r=.50$) between model-predicted and actual self-reports suggest that "listening to people" while making decisions is a promising tool for studying subjective experiences. Contact: lob.aaronb@gmail.com

Leveraging Natural Language and Large Language Models to Predict Psychological States

Aka, Ada (Stanford Graduate School of Business); Bhatia, Sudeep (University of Pennsylvania)

Rating scales suffer from memory biases and order effects that reduce predictive validity. We propose using open-ended text responses analyzed by large language models as an alternative. Across 7 preregistered studies (N=2,326), LLM-derived measures outperformed traditional Likert scales in multiple psychological domains (e.g., life satisfaction, AI attitudes, consumer choice). LLM measures showed superior predictive validity (avg $\Delta r = 0.28$) and strong resistance to order effects. We examine mechanisms underlying this performance and identify boundary conditions. This methodology represents a paradigm shift toward capturing authentic psychological expression while maintaining scalability. Contact: adaaka@stanford.edu

Generating, Refining and Validating Hypotheses: A Systematic Process for Discovering Language Effects on Decisions

Batista, Rafael (Princeton University); Ross, James (University of Chicago)

We present a process for generating, refining and validating hypotheses about linguistic features that influence decisions. Starting with headlines from 32,487 A/B tests, we used LLMs to generate 2,100 plausible hypotheses. We refined this set to 16 using a method we introduce that generates counterfactual headlines and leverages ML to predict average treatment effects. To validate the approach, we tested 6 out-of-sample across several hundred A/B tests. Five of the six showed significant effects on engagement; for instance, multimedia references increased clicks while a focus on positive behaviors decreased them. This system could be used by organizations to extract insights from A/B tests. Contact: rbatist0@chicagobooth.edu

Session 3 Track II: Cognitive Mechanisms of Judgment – Grand Ballroom II - Saturday 11:00 am - 12:00 pm **Unpacked Completion Time Estimates Vary with the Perceived Nature of Uncertainty**

Carney, Stephan (University of Southern California); Ülkümen, Gülden (University of Southern California)

People underestimate the time required to complete tasks, a ubiquitous error with practical implications. While unpacking tasks into smaller steps is a common strategy to improve time estimates, past research shows conflicting results. We propose a comprehensive framework based on how people process uncertainty that explains when and how people make time estimates differently as they unpack tasks: when outcomes feel aleatory (random), more steps signal more ways things can go wrong, increasing estimates. When outcomes feel epistemic (knowable), the fluency of simulating the steps drives estimates up or down. Six studies (N=2,780) provide empirical evidence supporting this framework. Contact: svcarney@usc.edu

Understanding Peoples Preferences for Predictions: People Prioritize Being Right over Minimizing How Wrong They Are in Expectation

Dietvorst, Berkeley (University of Chicago)

This work explores laypeoples preferences for predictions. Across 16 studies, I find that people typically exhibit diminishing sensitivity to prediction error. As a result, they often prioritize being right focusing on near-perfect predictions while placing less emphasis on the magnitude of errors when they occur. This behavior diverges from traditional approaches to building predictive models and interpretations of peoples predictions. The findings highlight a mismatch between current practices and peoples preferences, and call for deeper consideration of human objectives before building models for them or inferring their beliefs from their decisions. Contact: berkeley.dietvorst@chicagobooth.edu

The Many Faces of Fluency: Standard Manipulations Trigger Divergent Cognitive Mechanisms

Ehmann, Nina (Massachusetts Institute of Technology); Bhui, Rahul (Massachusetts Institute of Technology); Wagenmakers, Eric-Jan (University of Amsterdam), Reed Orchinik (Massachusetts Institute of Technology)

Processing fluency, the subjective ease with which information is processed, has been shown to consistently influence an array of judgements. Prior work argues that distinct fluency cues trigger a similar, feeling of fluency, serving as a common meta-cognitive cue. We tested this assumption by comparing standard fluency manipulations in a truth judgement task of trivia statements (N = 499) via drift diffusion modeling. Despite similar behavioral outcomes, standard fluency manipulations diverged in the cognitive parameters they affected. These results challenge the idea of a single fluency percept and suggest that different fluency manipulations trigger divergent mechanisms. Contact: nina.ehmann@student.uva.nl

Session 3 Track III: Discrimination - Windows - Saturday 11:00 am - 12:00 pm

Can Agentic Black Women Get Ahead? An Experiment Revisited

Liu, Coco (University of Utah); Blair, Ariel (Other); Tenney, Elizabeth (University of Utah)

Livingston et al. (2012) found that Black women were buffered from gender backlash whether they were dominant or supportive towards an employee did not affect perceptions of them as leaders. In contrast, White women incurred a status penalty for being dominant. Twelve years later, no direct replication has been published, and related research reached different conclusions: dominant Black women politicians faced the most backlash. Given the mixed findings, we replicated Livingston et al. as a registered report. We failed to replicate their key findings on intersectionality. We discuss the vignette method commonly used to study this topic, and benefits and limitations of replications. Contact: coco.liu@eccles.utah.edu

Discriminating Because Others Might: Anticipating Discrimination by Others Causes Discrimination

Owsley, Nicholas Calbraith (University of Chicago)

I investigate the effect of beliefs about discrimination by other actors on gender discrimination in the labor market. In a natural experiment, I find that hiring managers expect clients to discriminate more against female workers following Donald Trumps victory in the 2024 US Election, and change their hiring choices in response. This pattern is stronger for those who did not anticipate election outcomes. Directly manipulating beliefs about others discrimination in an experiment generates similar effects on hiring. Across both studies, hiring managers

overestimate client discrimination, hiring fewer female workers than they would with accurate beliefs. Contact: nowsley@chicagobooth.edu

Identified Victims and Perpetrators in the Context of Sexual Harassment

Karin Ella Bitman (Bar-Ilan University); Halali, Eliran (Bar-Ilan University); Dorfman, Anna (Bar-Ilan University)

We examined how identifying the victim or perpetrator of sexual harassment influences willingness to help the victim through real donations. Prolific participants (N=485) read real cases and were randomly assigned to one of three conditions: unidentified victim and perpetrator, identified victim, or identified perpetrator. The identified perpetrator led to significantly more help than the identified victim, with the unidentified victim and perpetrator falling in between. Only in the unidentified condition women were more helpful than men. Contact: karinbitman@gmail.com

Session 3 Track IV: Prosocial Behavior - Silver - Saturday 11:00 am - 12:00 pm

The Impact of Others' Income Volatility on Prosocial Attitudes and Behaviors

Goncharova, Ekaterina (University of Pennsylvania); Garg, Rohan (University of Pennsylvania); De La Rosa, Wendy (University of Pennsylvania)

Prosocial attitudes and behaviors are often driven by perceptions of others income. An important yet overlooked dimension of income is not just its level, but its volatility. This research examines how prosocial attitudes and behaviors toward others are influenced by others income volatility. Across seven preregistered studies, the current work demonstrates that higher income volatility shifts attributions of others circumstances toward more situational (vs. dispositional) causes, thereby increasing donations and support toward others. These findings have implications for practitioners working to increase support and reduce stigma toward lower-income populations. Contact: rohangg@wharton.upenn.edu

Correcting Misperceptions About Prototypical Donors Increases Giving

Rai, Aneesh (University of Maryland); Reiff, Joseph (University of Maryland)

We identify a novel barrier inhibiting prosocial behavior: misperceptions about the prototypical donor. Because charitable giving is often associated with highly visible donors giving large amounts, we propose people may overestimate how much the typical donor actually gives (\$100 in our studies). In surveys covering university and political fundraising, the majority of respondents overestimated the typical donation amount. In a field experiment with an alumni fundraising office (N=21,544) and an incentive-compatible experiment on political donations (N=1,950; both pre-registered), we demonstrate that correcting this misperception boosts dollars raised and overall likelihood of donating. Contact: aneeshr@umd.edu

Giver Spotlighting Negatively Impacts Recipients of Aid

Kassirer, Samantha (University of Toronto); Kouchaki, Maryam (Northwestern University)

Can subtle features of aid delivery harm recipient psychology and behavior? This research examines giver spotlighting sharing information about or a message from the donor a common practice in sponsorship and community-based aid. Across six preregistered studies (N = 3,888), including a Kenyan field study and five online experiments, we find that giver spotlighting reduces recipients willingness to recommend the aid organization or return if more help is needed. Spotlighting threatens recipients self-efficacy, offering insights into how charities can better support and retain aid recipients. Contact: samantha.kassirer@rotman.utoronto.ca

Session 4 Track I: Nudges – Grand Ballroom I - Saturday 2:30 pm - 3:30 pm

Using Informational Nudges to Increase On-Time Water Bill Payments: A Large-Scale Field Experiment with Machine Learning Personalization

Araujo, Felipe (Lehigh University); Haggmann, David (Hong Kong University of Science and Technology); Fernandez-Loria, Carlos (Hong Kong University of Science and Technology); Mazar, Nina (Boston University)

Developing countries face insufficient water services while utilities struggle with unpaid bills. We conducted a field experiment testing behaviorally informed text reminders on 160,000 clients of a water utility. Out of four message types, "benefit to self" proved most effective, while effects varied by payment history and bill amount. We developed an ML algorithm to personalize messages based on client characteristics, testing it against the best generic message. Both approaches significantly improved payment rates, with 0.3pp larger effect for ML (1.7pp versus 1.4pp; $p=0.14$). Results demonstrate targeting's potential for enhancing intervention effectiveness using richer customer data. Contact: david.hagmann@gmail.com

Targeting Behavioral Interventions Based on Past Behavior: Evidence from Vaccine Uptake

Brody, Ilana (University of California - Los Angeles); Dai, Hengchen (University of California - Los Angeles); Saccardo, Silvia (Carnegie Mellon University); Katherine Milkman (University of Pennsylvania); Angela Duckworth (University of Pennsylvania), Mitesh Patel (Ascension Health), Dena Gromet (University of Pennsylvania)

We use a full-cycle lab-to-field-to-scale approach to test a model of how behavioral intervention effectiveness depends on prior adoption of the focal behavior. In initial online and field experiments promoting flu vaccinations ($N=17,362$), information interventions were more effective for people not vaccinated last year, while follow-through interventions worked better for those previously vaccinated. In a 3-million-person study with a pharmacy chain, the latter pattern holds, but the heterogeneous effects of information interventions do not, likely because they are delivered at lower fidelity. These findings inform theory about developing targeted, scalable intervention design. Contact: ilana.brody@gmail.com

Recruiting health workers across international borders: A megastudy

Keppeler, Florian (Aarhus University); Sciepora, Brenda (University of California - Berkeley); Linos, Elizabeth (Harvard University); Lacey, Karalyn (Aarhus University); Botcher Jacobsen, Christian (Aarhus University)

Recruiting healthcare workers internationally is a pressing global challenge, yet little is known about which messages work across borders. In partnership with Danish health providers, we conducted a megastudy ($N = 100,000$) testing nine LinkedIn recruitment messages sent to European nurses. Messages were co-designed through a replicable community-led intervention design process and selected based on predictions from academics, HR professionals, and nurses. Engagement varied by country and message, with nurses best predicting effective content. Emphasizing pay was least effective. Results highlight the need for user-informed, context-sensitive strategies. Contact: elizabeth_linos@hks.harvard.edu

Session 4 Track II: AI and Beliefs – Grand Ballroom II - Saturday 2:30 pm - 3:30 pm

Persuading Voters using Human-AI Dialogues

Rand, David (Massachusetts Institute of Technology); Czarnek, Gabriela (University in Krakow); Lin, Hause (Massachusetts Institute of Technology); Costello, Thomas (Carnegie Mellon University); Pennycook, Gordon (Cornell University); Berinsky, Adam (Massachusetts Institute of Technology)

We investigate the power of human-AI dialogues to affect voters' attitudes about presidential candidates in 3 countries ($N=5,954$). AI conversations changed opposition voters' attitudes significantly: by 2-4 points in the US and 8-10 points in Canada and Poland (0-100 scale). The AIs persuaded using facts/evidence (64% use) not psychological strategies (eg storytelling 9%) and Experiments prohibiting facts reduced persuasion by 59-78%. Conversely, removing personalization had no effect. These results challenge motivated reasoning theories even in polarized contexts, people update beliefs based on evidence. They also warn of AI's unprecedented potential to influence elections at scale. Contact: drand@mit.edu

Comparing AI's ability to spread versus debunk false claims

Costello, Thomas (Carnegie Mellon University); Pelrine, Kellin (McGill University); Kowal, Matthew (York University); Godbout, Jean-Francois (University de Montreal); Pennycook, Gordon (Cornell University); Rand, David (Massachusetts Institute of Technology)

Large-language models (LLMs) can deliver persuasive dialogues on demand. We ran four preregistered experiments (N = 2,811) where GPT-4o tried to either debunk or promote ("bunk") user-chosen conspiracy theories during extended conversations. Jailbroken and standard AI models shifted beliefs symmetrically on average (?12.3 vs +13.7 points, 0-100), but debunking produced greater variance, with large corrections and occasional backfires. Restricting the model to only rely on high-veracity evidence preserved debunking abilities while reducing bunking efficacy by 75%, underscoring how LLMs might be tuned toward preventing - rather than propagating - false beliefs. Contact: thcostello1@gmail.com

Blissful (A)Ignorance: People form overly positive impressions of others based on their written messages, despite wide-scale adoption of Generative AI

Molnar, Andras (University of Michigan); Zhu, Jiaqi (University of Michigan)

Despite the rapidly growing adoption of AI in communication and the widely documented AI use penalty in social impressions, in two pre-registered experiments (N=1,301) people do not exhibit *any* skepticism towards communicators in realistic settings (no explicit cues or reminders of AI). While social judgments are substantially affected when AI use is explicitly disclosed, this information may not be readily available in most situations. We find consistent effects across 8 communication contexts, and regardless of participants prior experience or knowledge of AI. Our findings highlight the complex impact of AI on communication and social relationships. Contact: andras@umich.edu

Session 4 Track III: Attention - Windows - Saturday 2:30 pm - 3:30 pm

Visual Attention activates associative attributes in value-based decisions

Yang, Xiaozhi (University of Pennsylvania); Bhatia, Sudeep (University of Pennsylvania)

Visual attention to a choice option has been shown to increase its choice probability, however the mechanisms that underpin this effect are heavily debated. We propose that attention biases choice by altering the activation of choice attributes. We test our theory in an experimental paradigm that jointly measures visual attention (with eye-tracking) and attribute activation (with a think-out-loud protocol). Three pre-registered experiments support the core assumptions of our theory and reveal novel predictions about the associative link between attention, thought, and choice. Together, these findings provide theoretical clarity on one of the central questions in decision science.

Contact: xiaozhi2@sas.upenn.edu

A Reinforcement Learning and Sequential Sampling Model Constrained by Eye Gaze Data

Hayes, William (SUNY - Binghamton University)

Reinforcement learning models can be augmented with a sequential sampling mechanism to fit choice-RT data. How might the integration of eye gaze into these models improve their ability to explain and predict choice behavior? In two eye-tracking experiments (total N = 133), choices and response times were best fit by a model that assumes a nonlinear mapping from learned option values to drift rates and an independent, additive effect of gaze. The model can be used to understand how learned option values interact with visual attention to influence choice, joining together two major but mostly separate research traditions in the cognitive science of decision making. Contact:

whayes2@binghamton.edu

How Elicitation Method Shapes Intertemporal Choice: Evidence from Eye Tracking Across Four Tasks

Kim, Hyejin (Cornell University); Fisher, Geoffrey (Cornell University)

Researchers often assume that elicitation methods do not alter underlying preferences. Yet choice architecture studies show that even subtle task format changes can influence decisions. In intertemporal choice, formats like binary choice, MPL, CTB, and DEEP are commonly used to estimate discount rates. However, little is known about how they differ in the attentional processes they engage or whether these differences explain variation in estimated discounting. Using eye-tracking, we ask: (1) Do discounting parameters vary across formats? (2) Are attentional patterns stable across tasks? (3) Does within-person attention variation explain changes in estimated discount rates?

Contact: hk795@cornell.edu

Session 4 Track IV: Communication - Silver - Saturday 2:30 pm - 3:30 pm

Who is to Blame for Miscommunication? Speakers Receive More Responsibility for Communication Outcomes than Listeners

Li, Sophia (University of California - Berkeley); Batista, Rafael (University of Chicago); Schroeder, Juliana (University of California - Berkeley)

Who do we blame when a conversation goes awry, the speaker or the listener? Five preregistered experiments (total $N = 2,300$) indicate that people assign more responsibility for miscommunication to speakers than listeners perhaps even when unwarranted. This result appeared in observed and recalled miscommunications and after failing a live, incentivized communication task. It persisted even for impossible communication tasks and when speakers messages were high quality. A possible reason for the tendency to blame speakers is that people perceive speakers to have more control over conversations than listeners. Overall, speakers shoulder more blame for communication failures than listeners. Contact: sophia.jh.li@gmail.com

People Predict Disagreeing Others More Accurately Than Agreeing Others

Ren, Zhiying (Duke University); Schaumberg, Rebecca (University of Pennsylvania); Carton, Andrew (University of Pennsylvania)

Agreement on a position is typically taken as a sign of aligned thinking, which is critical for effective decision-making, negotiations, and conflict resolution. However, across three experiments ($N = 1,120$), we find that people who agree are paradoxically less accurate in predicting others future choices than those who disagree. We find that this occurs because agreement reduces the likelihood of inquiring about others reasoning, which in turn limits learning about the diverse motives people may have for holding the same position. Contact: zhiying.ren@duke.edu

Non-Native Speakers: Judged More Harshly, Better Verbal Content?

Abi-Esber, Nicole (London School of Economics and Political Science); Di Stasi, Matteo (CUNEF Universidad)

Non-native speakers often face bias in credibility and competence due to their accent. However, we find in 3 experiments that when vocal cues are removed, this difference goes away or even reverses, potentially due to increased reasoning and cognitive reflection. These findings suggest that accent masks the higher-quality verbal content non-native speakers produce, revealing a hidden strength in the more analytical, thoughtful communication style of non-native speakers. Contact: n.abi-esber@lse.ac.uk

Session 5 Track I: Goal Pursuit – Grand Ballroom I - Saturday 3:45 pm - 4:45 pm

Earning the Exit: Graduation Signaling in Self-Improvement Programs

Mandel, Graelin (University of Chicago); Fishbach, Ayelet (University of Chicago)

People want to feel they've earned the right to exit self-improvement programs. Across seven preregistered studies ($N = 2,496$), we introduce the concept of graduation signaling: framing self-improvement programs as temporary, expertise-building tools (vs. sources of continuous support). Graduation signaling increases motivation and performance. It does so by reframing inevitable program disengagement from quitting to achievement. People preferred programs with graduation signals, expected to feel more accomplished upon exiting, spent more time engaging, produced better results, and retained more information. Contact: gmandel0@chicagobooth.edu

The Consequences of Sharing Goal Progress on Social Media

Saumure, Roger (University of Pennsylvania); Sharif, Marissa (University of Pennsylvania)

Consumers often share their progress toward personal goals on social media, but the impact of doing so on motivation remains unclear. In a longitudinal preregistered field experiment, participants were instructed to attend the gym four times weekly for one month and to share their progress either via Instagram posts or confidential surveys. Those who posted on social media attended the gym 33% more frequently and were nearly twice as likely to meet their gym-goal compared to controls. Importantly, these benefits persisted beyond the intervention period.

Social media likes further enhanced motivation, highlighting the role of online social rewards in goal pursuit.

Contact: saumure@wharton.upenn.edu

The Snack Bias: Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness

Lieberman, Alicea (University of California - Los Angeles); Gershon, Rachel (University of California - Berkeley)

Do people perceive activities broken into smaller sessions (snacks) as less effective than continuous sessions that achieve the same outcome? This research demonstrates a systematic bias in how individuals evaluate the effectiveness of snacks. Across five preregistered experiments and multiple domains, we find consistent evidence for a "snacking bias": Fragmented activities (e.g., three 10-minute exercises) are perceived as significantly less effective than continuous activities (e.g., one 30-minute exercise), even when the fragmented condition involves greater total time investment. This bias could undermine interest in or adherence to otherwise beneficial behavioral strategies.

Contact: alicea.lieberman@anderson.em.ucla.edu

Session 5 Track II: Social Biases – Grand Ballroom II - Saturday 3:45 pm - 4:45 pm

The Computational Basis of Conversational Pessimism

Cooney, Gus (University of Pennsylvania); Melnikoff, David (Stanford Graduate School of Business); Boothby, Erica (University of Pennsylvania); Carlson, Erika (University of Toronto)

People consistently underestimate both enjoyment of conversations with strangers and impressions they make on others. Despite extensive documentation, no formal account explains these biases. We introduce a computational model reframing these errors as rational Bayesian updating under uncertainty. Through simulations and studies involving 600+ naturalistic conversations, we show how apparent biases can emerge naturally from negative prior expectations and asymmetric uncertainty when interpreting social feedback. Our framework unifies disconnected findings and challenges the view that these biases represent cognitive failures rather than adaptive responses to informational constraints. Contact: guscooney@gmail.com

Decision Biases can be Socially Reinforced by Experts: Evidence from the National Football League Draft

Dorison, Charles (Georgetown University); Heller, Blake (University of Houston)

Can social pressures reinforce errors and biases in organizations? We link a 19-year dataset of transactions in the NFL draft to 7,200 contemporaneous expert evaluations. We find that mistakes identified by prior literature are systematically associated with positive expert evaluations - an association robust to alternative predictors. We also find initial evidence that executives who are insulated from social pressures are less likely to fall victim to such mistakes. Our work highlights the importance of understanding how social pressures can reinforce errors and biases. They also underscore the importance of considering social goals when classifying decisions as erroneous or biased.

Contact: charles.dorison@georgetown.edu

Aversion to Disagreement: Psychological Barriers to Harnessing Cognitive Diversity

Mei, Yuhan (Duke University); Larrick, Rick (Duke University); Soll, Jack (Duke University)

Although cognitive diversity improves decisions, using unique information sources often creates discrepant advisor judgments that offset one another's biases but seem like disagreement. Using the same information leads similar advisor judgments, but they could make the same error. In this work, we show that people are more confident in advice (and advisors) when advice are in high agreement due to use of redundant, less useful information but are less confident in advice (and advisors) in greater disagreement due to use of more complete, unique information sources. These results are robust in decisions with monetary stakes. A simple intervention makes people skeptical of redundant agreement. Contact: bruce.mei@duke.edu

Session 5 Track III: Advice - Windows - Saturday 3:45 pm - 4:45 pm

Advising across Identity-Relevant Tradeoffs

Fadayomi, Ibitayo (University of Chicago); Kirgios, Erika (University of Chicago); Levine, Emma (University of Chicago)

When people facing career trade-offs seek counsel, how does their identity shape the advice they receive? Across four preregistered experiments (N = 3014), we show that advisors are less likely to advise career-advancing options to marginalized advisees when doing so requires sacrificing an identity-relevant attribute (e.g., pay for low-income students, diversity for Black employees). We argue that identity is used as a signal of what advisees value, shaping their response. We also show that marginalized (vs. non-marginalized) advisees decisions are more sensitive to advice, suggesting that advisors advice may yield systematic identity-based differences in peoples career trajectories. Contact: tfadayomi@gmail.com

Ask about the journey, not the destination: Seeking process-oriented advice leads to positive impressions and more helpful advice than outcome-oriented advice

Chen, Amanda Zaidan (Hong Kong University of Science and Technology); Jeong, Martha (Hong Kong University of Science and Technology); Zhang, Ting (Harvard University)

People frequently seek advice when making decisions but worry about appearing incompetent or feeling pressured to follow advice. Our research demonstrates that how seekers communicate their advice requests can help navigate this tension. While seekers commonly ask outcome-oriented requests (What should I do?), our results show process-oriented asks (What should I consider? or How should I think about this decision?) boost competence perceptions and result in more factual, less opinion-based advice that is evaluated as more helpful and providing greater decisional freedom. Our findings reveal a simple but powerful way for advice-seekers to gain better guidance at lower social cost. Contact: zchengj@connect.ust.hk

The Direct Experience Premium: People Overestimate the Value of Advice Derived from Direct Experience

Cormier, Grace (Harvard University); Shah, Shareef (University of Maryland); Peng, Kris (Harvard University); Zhang, Ting (Harvard University); O'Brien, Ed (University of Chicago)

People commonly seek advice from those who have direct experience. Six studies (N=2,858), however, demonstrate that people place an undue premium on the value of direct experience. In professional sports, people overestimate the winning records of coaches with direct playing experience (Studies 1a-d). Even when evaluating the same advice, the mere knowledge that it came from someone with direct experience boosts its perceived quality (Study 2). Finally, the premium on direct experience leads people to adopt poor-quality advice, even when it is against their best interest (Study 3). Taken together, these findings reveal that people overestimate the value of others direct experience. Contact: krispeng0523@gmail.com

Session 5 Track IV: Human-AI Judgment – Silver - Saturday 3:45 pm - 4:45 pm

Predicting human decisions with behavioral theories and machine learning

Plonsky, Ori (Technion); Apel, Reut (Technion); Ert, Eyal (Hebrew University of Jerusalem); Tennenoltz, Moshe (Technion); Bourgin, David (Other); Peterson, Joshua (Boston University)

Can machine learning complement, not replace, behavioral theory in predicting decisions? We introduce BEAST-GB, a hybrid model integrating the behavioral model BEAST within XGBoost, achieving unprecedented predictive accuracy across multiple datasets (>11,000 tasks of choice under risk and uncertainty). BEAST-GB beats dozens of alternative models and generalizes across experiments. Its behavioral insights dramatically boost accuracy and sample efficiency, and when BEAST alone fails, the hybrid rescues accuracy and reveals the theorys blind spots. Thus, we show how theory-guided ML can lead to interpretable, accurate predictions and be used to refine behavioral theory. Contact: oplonsky@gmail.com

Bridging Minds and Machines: Harnessing AI and Behavioral Nudging for Sustainable Resource Management

Amaral, Christopher (University of Bath); Kolsarici, Ceren (Queen's University); Ikonen, Iina (University of Groningen); Robitaille, Nicole (Queen's University)

Despite a breadth of behavioral insights showing how to improve individuals behaviors, we still know relatively little about the effectiveness of these tools on organizations and over time. We develop a multidisciplinary two-stage

process based on AI and behavioral insights that improves the effectiveness of an energy pricing program in organizations by 49.25%. First, we improve energy demand forecasts using neural network time series modeling. Second, we demonstrate the effectiveness of a behaviorally informed email (incorporating planning prompts) in a longitudinal RCT, significantly improving organizations curtailment behavior even after repeated exposures. Contact: nicole.robitalle@queensu.ca

Bringing Everyone to the Table: An Experimental Study of LLM-Facilitated Group Decision Making

Alsobay, Mohammed (Massachusetts Institute of Technology); Rothschild, David (Microsoft Research); Hofman, Jake (Microsoft Research); Goldstein, Daniel (Microsoft Research)

We investigate whether large language models (LLMs) can effectively facilitate group decision making. In a pre-registered experiment with 1,475 participants across 281 groups, each completed a hidden profile task under one of four facilitation conditions. Groups with LLM facilitators shared significantly more distinct facts (Cohens $d = 0.61$) and were more likely to include contributions from all members. However, no kind of facilitation caused groups to escape the hidden profile trap. Participants rated LLMs as effective facilitators and were more open to future AI or human facilitation. We release our 14,000 message dataset and platform (GRAIL) to support research on group-AI interaction. Contact: dan@dangoldstein.com

Session 6 Track I: Uncertainty – Grand Ballroom I - Saturday 5:00 pm - 6:00 pm

Mind the Gap: How Explicit Uncertainty Cues Improve Decision Making

Lawal, Seyi (University of California - San Diego); Amir, On (University of California - San Diego)

Uncertainty is inherent in many decisions people make, from choosing a travel route to deciding whether to trust a large language models output. Yet companies that produce decision support systems often avoid highlighting uncertain information, believing it may be aversive to users. We find that explicitly highlighting uncertainty actually helps people make better decisions. In seven experiments ($N=3188$), covering disparate choice scenarios, we find that communicating uncertainty improves decision quality in challenging decision tasks by encouraging decision makers to appropriately reason under uncertainty, rather than ignore uncertain information as a simplifying heuristic. Contact: seyi.lawal@radu.ucsd.edu

What are the different types of uncertainty?

Hu, Beidi (University of Chicago); Gaertig, Celia (University of California - Berkeley); Simmons, Joe (University of Pennsylvania)

We propose that the important distinction between epistemic and aleatory uncertainty - as measured by the Epistemic-Aleatory Rating Scale (EARS) changes as a function of both type and amount of uncertainty. Building on Kahneman and Tversky (1982), we introduce and test a more refined distinction between internal uncertainty (attributed to ones state of knowledge) and external uncertainty (attributed to the outside world). We find that measures of this distinction are less susceptible to the amount of uncertainty or the framing of identical events and better predict outcome attributions. Contact: beidi.hu@chicagobooth.edu

Are People Really Averse to Ambiguity?

Lenkovskaya, Marina (Erasmus University Rotterdam); Sweldens, Steven (Erasmus University Rotterdam); D'Hooge, Serena (Other); Morwitz, Vicki (Columbia University)

Ambiguity aversion is the preference for certain options over ambiguous ones with the same expected value. Using a multinomial process tree model, we disentangle real aversion to ambiguity from contributions to this effect by numeric cognition. Across six studies, we show that apparent ambiguity aversion often reflects how people compare numbers, shaped by numeric cognition principles (e.g., number line compression and left-digit effects). Real ambiguity aversion emerges only occasionally and varies by context. Contact: lenkovskaya@rsm.nl

Session 6 Track II: Social Responsibility – Grand Ballroom II - Saturday 5:00 pm - 6:00 pm

The Prosocial Decision Paradox: When Need Goes Up, Prosocial Decisions Go Down

Kang, Polly (Nanyang Technological University); Daniels, David (National University of Singapore)

A prevailing view in behavioral science is when need goes up, help goes UP. Laypeople made similar predictions. But using quasi-experimental methods in a life-or-death context, we find the opposite: temporally-random exogenous disasters (mass shootings, hurricanes, earthquakes, natural fires) increase decisions to SEEK help but also decrease decisions to GIVE help, creating a paradox where supply and demand for prosocial decisions move in opposite directions -- i.e., when need goes up, help goes DOWN. This seems to happen because traumatic events induce distress not only among help-seekers (who demand prosocial decisions) but also among help-givers (who supply prosocial decisions). Contact: davidpdaniels@gmail.com

The Join-Us Penalty: Companies Get Less Credit for CSR When They Ask Customers to Help

Leng, Yanyi (Washington University in St Louis); Park, Alexander (Indiana University Indianapolis); Cryder, Cynthia (Washington University in St Louis)

Companies often invite consumers to join them in charitable donation initiatives as part of their corporate social responsibility (CSR) efforts. While such involvement is typically intended to enhance consumers engagement with the company as well as the initiatives prosocial impact, we propose that these appeals can sometimes backfire a phenomenon we term the join-us penalty. Across four preregistered studies (N = 1,704), we find that consumers evaluate donor companies less favorably when they invite consumers to donate because consumers perceive that companies who ask consumers to help are shirking their prosocial responsibility. Contact: l.yanyi@wustl.edu

Assessing the efficacy of crowdsourced fact-checking for TikTok videos

Wang, Sze Yuh Nina (York University); Pennycook, Gordon (Cornell University); Rand, David (Massachusetts Institute of Technology); Allen, Jennifer (University of Pennsylvania); Martel, Cameron (Massachusetts Institute of Technology)

Combatting online misinformation is increasingly important. Some companies have shifted towards supplementing or even replacing professional fact-checkers with crowd-sourced fact-checking initiatives (e.g., Twitter/Xs Community Notes). We assess the efficacy of crowd-sourced fact-checking for short-form video content related to three politically contentious topics, and test whether layperson crowds can perform comparably to professional fact-checkers. We demonstrate that crowd-sourced fact-checking varies in efficacy by topic both among laypeople and fact-checkers and illustrate partisan differences in identifying misinformative content. Contact: szeyuhwang@gmail.com

Session 6 Track III: Public Policy - Windows - Saturday 5:00 pm - 6:00 pm

Crowding out Systemic Change: The Appeal of Individual-Level Interventions

Neto, Maria Leonor (New York University); Kim, Olivia (Norwegian School of Economics); Jung, Minah (New York University)

Systemic reforms (e.g., taxes, regulations) are often key drivers of meaningful change, yet behavioral science has historically focused on individual-level nudges. Across three experiments (N=1,766), we examine how U.S. adults evaluate i-frame nudges versus s-frame reforms across a variety of issues (e.g., cell-phone use in schools, climate change). Participants showed a robust preference for nudges, while also underestimating public support for both policy types, revealing a misperception of social norms that may suppress advocacy for systemic reforms. Correcting these misperceptions may be vital for advancing large-scale policy solutions. Contact: mdlinoisneto@gmail.com

Policy Design and the Social Safety Net: Quantifying the Access-Fraud Tradeoff

Lasky-Fink, Jessica (Harvard University); Linos, Elizabeth (Harvard University)

A large literature documents persistent take-up gaps in social safety net programs, driven in part by administrative burdens that impede access. These burdens are often framed as policy tools to reduce waste and fraud. But little is

known about how the public weighs the tradeoff between access and fraud when deciding whether to support programs and policies. In two large survey experiments (total N = 12,000), we show that both low- and high-income respondents have similar perceptions of fraud rates, but consider burdens and the access-fraud tradeoff very differently in the context of the social safety net. Contact: jessica_lasky-fink@hks.harvard.edu

Preferences for No-Punishment Tolerance Zones in Policy Making

Wang, Meiyang (London Business School); Tetik, Özlem (London Business School); Geiser, Amanda (University of California - Berkeley); Berman, Jonathan (London Business School)

Policy-makers often face a trade-off between enforcing rules strictly and offering flexibility. We propose that formalized tolerance zones defined ranges beyond a stated limit where behavior is permitted without penalty can foster strict behavioral regulation alongside enhanced public approval. Across six pre-registered studies (N = 2,568), we find that participants consistently preferred policies with tolerance zones over those without, even when the punishment threshold remains the same. Tolerance zones also led to harsher moral judgments of others who violated limits. Findings from this research offer insights for designing effective, publicly supported behavioral regulation.

Contact: wangmeiyang98@gmail.com

Session 6 Track IV: Mental Accounting - Silver - Saturday 5:00 pm - 6:00 pm

The robustness of mental accounting: A global perspective

Rubaltelli, Enrico (University of Padova); Priolo, Giulia (Other); Vacondio, Martina (University of Trento); Stablum, Federica (University of Trento); D'Ambrogio, Simone (University of Oxford); Caserotti, Marta (University of Padova)

Mental accounting refers to the mental operations by which people organize, evaluate, and keep track of financial activities. This pre-registered work tests the replicability of seven studies on mental accounting. Across 5,589 participants from 21 countries, hierarchical Bayesian meta-analyses revealed a 100% replication rate for all seven studies. Unpooled analysis showed a 90.5% replication rate, with effect sizes only slightly weaker than the original studies. Differences emerged across countries, with higher GDP per capita correlating with stronger mental accounting. These findings confirming the role of mental accounting and show its implications for economic behavior on a global scale. Contact: enrico.rubaltelli@unipd.it

Exploring the Effect of Credit Card Debt Structure on Subsequent Spending

Aghayari, Mehrdad (University of Arizona); Savary, Jennifer (University of Arizona)

Consumers with concentrated credit card debt spend more than those with the same total debt dispersed across cards, because concentrated debt boosts perceived financial control. Across eight pre-registered experiments and Federal Reserve data analysis, we show how debt structure shapes spending, challenging the assumption that debt consolidation is purely beneficial and revealing hidden psychological costs that may undermine financial well-being.

Contact: aghayari@arizona.edu

What could have been - Counterfactual thinking among retail investors

Mertes, Lukas (University of Mannheim); Quint, Marcel (Ludwig-Maximilians-University Munich)

Using individual investor trading data, we show that the likelihood of a sale is higher for stocks that performed better than an alternative investment than for stocks that performed worse than the alternative. This finding exists when considering the overall market as well as the focal stocks industry as an alternative investment. It is distinct from (and can even subsume) the Disposition Effect, the Portfolio-Driven Disposition Effect, the Rank Effect, and cannot be explained by stock characteristics. Our evidence highlights that individuals engage in counterfactual thinking and don't evaluate investments in isolation, but relative to alternative investments they could have made instead. Contact: lukasmeretes@googlemail.com

SUNDAY NOVEMBER 23, 2025

Denver Sheraton Rooms - Grand Ballroom I, Grand Ballroom II, Windows & Silver

Session 7 Track I: Polarization – Grand Ballroom I - Sunday 9:45 am - 10:45 am

Whoever is Not With Me is Against Me: The Moderate as Out-Group Effect

Maimone, Giulia (University of Florida); McKenzie, Craig (University of California - San Diego)

Do moderates please all sides or please no side? Across four preregistered studies (N=2,476), we show that people holding partisan views on a sociopolitical issue systematically categorize moderates as out-group members. This occurs when sociopolitical issues are moralized and at the same time the opposing side is perceived to be a threat. The moderate as out-group effect is caused by the partisans perception that moderates agree with the opposing (immoral and threatening) ideology, rather than disagree with their own. In fact, we observe the moderate as out-group effect when the moderate view is framed as pro-both sides, but it is attenuated when it is framed as pro-neither side. Contact: giulia.maimone@warrington.ufl.edu

Dumb and Disingenuous: The Inauthenticity of Opposing Political Beliefs in a Highly Polarized Society

Bailey, Erica (University of California - Berkeley)

We find that Americans systematically doubt that political opponents genuinely believe their stated opinions, a phenomenon we term "conviction credibility." Two preregistered studies (N=847) find that people attribute higher conviction credibility to ingroup vs. outgroup party members (Cohen's $d=0.40$), and to agreeing vs. disagreeing political opinions (Cohen's $d=0.48$). Conviction credibility gaps correlate with affective polarization, specifically othering and aversion towards the outgroup, and moralization of the ingroup. Identifying and addressing this lack of good faith is crucial for resolving political disagreement and reducing simmering political tensions. Contact: ericabailey@berkeley.edu

The Weaponized Science Effect: Using science to attack political opponents undermines the perceived quality of science

Atamer, Atakan (University of Michigan); Mutaf, Sila (University of Michigan); Molnar, Andras (University of Michigan)

We introduce the "Weaponized Science Effect" (WSE), a novel mechanism for how unbiased scientific studies may become polarized when third parties refer to them in their ideological attacks. In 2 pre-registered experiments (N=1,158) featuring a range of hypothetical scientific studies, we find that the presence of such weaponizing comments under scientific Tweets significantly lowers the perceived quality and increases the perceived political bias of the original studies. WSE cannot be explained by a misattribution of negative affect; rather, it is a distinct phenomenon that occurs only when comments are thematically related to scientific studies (and thus, successfully weaponize them). Contact: atakann@umich.edu

Session 7 Track II: Health Interventions – Grand Ballroom II - Sunday 9:45 am - 10:45 am

Does adding a suggested plan increase the effectiveness of a planning prompt? Two, 1-million person field experiments

Kuan, Robert (University of Pennsylvania); Milkman, Katherine (University of Pennsylvania); Ellis, Sean (University of Pennsylvania); Gromet, Dena (University of Pennsylvania); Jung, Youngwoo (University of Pennsylvania); Paxson, Madeline (Princeton University)

Prompting people to make a plan is a proven strategy for closing intention-action gaps. Planning prompts typically require people to form their own plans to enhance commitment and memorability; however, we propose that a planning prompt offering a suggested plan can increase follow-through by simplifying decision-making. In a field experiment (N=1,012,143) with a U.S. pharmacy chain, adding a suggested plan to a planning prompt increased vaccinations by 2.45% more than a standard planning prompt. A second experiment (N=985,145) shows such prompts outperform best-practice reminders by 3.26%, highlighting the benefits of simplifying the planning process. Contact: rkuan@wharton.upenn.edu

A Prospective Randomized Trial of Algorithmically-Selected Nudges to Increase Influenza Vaccinations

Brietzke, Sasha C. (Geisinger Health System); Rosenbaum, Gail M. (Geisinger Health System); Ladhania, Rahul (University of Michigan); Goren, Amir (Geisinger Health System); Doyle, Joseph J. (Massachusetts Institute of Technology); Meyer, Michelle N. (Geisinger Health System)

We tested whether an algorithmically-selected, patient-specific nudge could increase flu vaccination rates more than a previously identified best-performing nudge, a simple reminder, or no message. In a preregistered field trial, 77,482 patients were randomized to one of four arms. Both the algorithmic and best-performing messages significantly outperformed controls ($p < .005$), but did not differ significantly from each other. Results held across sensitivity analyses. By demonstrating that personalization alone may not yield gains beyond well-designed, broadly effective messages, these findings highlight the importance of prospectively testing AI-informed behavioral interventions. Contact: sasha.brietzke@gmail.com

Optimizing Clinic Capacity with Behavioral Nudges: A Field Experiment on Patient No-Shows

Schwartz, Daniel (University of Chile); Olivares, Marcelo (University of Chile); Monsalve, Daniel (University of Chile)

This study examines the impact of behavioral nudges on patient attendance. In collaboration with a major medical institution, outpatients received reminders that either emphasized responsibility toward the physician or mentioned the possibility of being contacted to explain a no-show. Findings indicate the 'responsibility' nudge directly increased patient attendance, while the 'inquiry' nudge indirectly improved clinic efficiency by influencing physician behavior. This reveals the importance of measuring the indirect, system-level impacts of behavioral interventions. Contact: danielsp2318@gmail.com

Session 7 Track III: Beliefs and Biases - Windows - Sunday 9:45 am - 10:45 am

How Categorization Shapes the Probability Weighting Function

Schley, Dan (Erasmus University Rotterdam); Ferecatu, Alina (Erasmus University Rotterdam); Chan, Hang-Yee (King's College London); Gunadi, Manissa (Other)

The shape of the probability weighting function is one of the most well-known empirical observations in judgment and decision-making. The tendency to overweight low probability events and underweight high probability events stems from the categorical distinction between "not happening" and "a chance" and "happening." Using experiments and modeling, we demonstrate that the number of categories differs across contexts and across modes of expression (i.e., numeric risks vs. visual charts). We show that probability sensitivity, and thus the shape of the probability weighting function, depends crucially on these categorical boundaries. Contact: ferecatu@rsm.nl

Do Whales Have Hair? Are Whales Mammals? Identifying Synchronic Inconsistencies Among Beliefs

Sommer, Joseph (Princeton University); Lombrozo, Tania (Princeton University)

Why do people hold inconsistent beliefs? Many psychological theories propose explanations for inconsistency. However, Sommer et al. (2023) argue that consistency checking is intractable, and it is consistency that needs explanation. They suggest accessibility in memory is a heuristic for achieving consistency. Here, we test this proposal in two pre-registered studies, finding that blocking accessibility reveals inconsistent beliefs. Participants answered sets of questions in accessible/inaccessible orders. Inaccessible orders produced significantly more inconsistent responses. When inconsistencies were revealed, participants often revised their answers and acknowledged incorrect responses. Contact: josephjsommer@gmail.com

Good Is More Causal Than Bad: Correlation Framing Affects Perceived Causality

Zhang, Yue (Erasmus University Rotterdam); Paolacci, Gabriele (Erasmus University Rotterdam)

People often infer causality and update causal beliefs (e.g., whether the timing of drinking tea impacts memory) based on correlational claims publicized in the media. Across seven studies, this research finds that positively framed correlations (e.g., morning tea drinkers tend to have better memory than afternoon tea drinkers) lead to higher perceived causality than negatively framed ones (e.g., afternoon tea drinkers tend to have worse memory than morning tea drinkers). This occurs because positive framing creates stronger halo effects than negative framing, thereby increasing perceived causality. Contact: 85875yzh@eur.nl

Session 7 Track IV: Prediction and Forecasting - Silver - Sunday 9:45 am - 10:45 am

The Pick-the-Winner-Picker Heuristic: Preference for Categorically Correct Forecasts

Naborn, Jay (Washington University in St Louis); Bogard, Jonathan (Washington University in St Louis)

Experts typically define good forecasting as minimization of continuous error. We show that laypeople instead often prefer categorically correct forecasts (e.g., calling election winners vs. getting close on margins of victory). In 14 preregistered studies (N=4256), we establish the pick-the-winner-picker heuristic and its psychological mechanism: People evaluate forecasts by their (a) categorical correctness and (b) continuous error minimization, giving weight to each kind of accuracy depending on how consequential the categorical and continuous dimensions of the outcome are. However, we show the pick-the-winner-picker heuristic may constitute a normative mistake. Contact: jnaborn@gmail.com

The Dispersion Between Forecasts Changes How People Combine Them

Mehr, Katie (University of Alberta); Meister, Matt (University of San Francisco)

When faced with the opinions of multiple advisors, people generally make more accurate estimates if they average their advisors opinions. We identify a key factor that affects the likelihood of averaging: the dispersion between advisor estimates. When advisor estimates are similar, people average them to arrive at their own evaluation. But as the dispersion between advisor estimates increases, peoples own estimates are further from the advisor average, and closer to their uninformed prior. This pattern occurs for both hypothetical and incentivized choices, and across a wide array of domains, prediction formats, and dependent measures. Contact: kmehr@ualberta.ca

Do People Over-Update Their Predictions on Highly Uncertain Information?

Allen, Carter (University of California - Berkeley); Evers, Ellen (University of California - Berkeley)

People are often required to integrate past knowledge with new, highly uncertain information, e.g., consumers may adjust their expectations of a restaurants quality based on a small number of reviews. Optimal Bayesian updating entails weighting information less highly when it is more likely to have resulted from chance. However, in scenario studies involving medical, business, and policy contexts, we find that participants given knowingly noisy forecasts often make less accurate predictions than those given no forecasts at all. This bias appears to stem from people systematically neglecting variance information, differentiating too little between high- and low-quality pieces of evidence. Contact: carterallen@berkeley.edu

Session 8 Track I: Behavioral Interventions in the Field – Grand Ballroom I - Sunday 1:15 pm - 2:15 pm

Sustaining Online Engagement by Piggybacking on Prior Attention, Motivation, and Action

Fox, Craig (University of California - Los Angeles); Weber, Megan (University of California - Los Angeles); Brimhall, Craig (University of New South Wales)

Online channels are commonly used for choice architecture interventions, but it can be difficult for organizations to sustain engagement in today's crowded digital environment. In four preregistered field experiments (total N = 84,552), we highlight the power of opportunistic interventions that piggyback on current attention, motivation, and action channels. Specifically, we partnered with a gamified social impact platform and found that the most effective messages for prompting second actions (in this case, voter registration checks) get to the point quickly, explicitly reference users already-activated objectives, and are delivered in the environment where the user is currently engaged. Contact: megan.weber.phd@anderson.ucla.edu

Diversity Incentives Can Increase Women's Leadership Aspirations

Kirgios, Erika (University of Chicago); Chang, Edward (Harvard University)

Organizations hoping to boost diversity often use gender diversity incentives, or payouts dependent on progress towards a specific diversity goal. We examine how such diversity goals and incentives influence women's leadership aspirations. On the one hand, incentives may generate identity threat and anticipated stigma; on the other, they may serve as costly signals of organizational support for gender diversity. We test these competing predictions in a preregistered field experiment (n=2035) and three preregistered follow-up online experiments (total n=2495).

Contact: erika.kirgios@chicagobooth.edu

Behavioral Nudges Prevent Loan Delinquencies at Scale: A 13-Million-Person Field Experiment

Kuan, Robert (University of Pennsylvania); Blagg, Kristin (Other); Castleman, Benjamin (University of Virginia); Darolia, Rajeev (University of Kentucky); Matsudaira, Jordan (American University); Milkman, Katherine (University of Pennsylvania)

With rising student loan debt, finding strategies to encourage student loan repayment is a critical policy challenge. In a preregistered, 7-month, 13-million-person field experiment, we test whether sending behaviorally-informed emails can improve students' loan repayment outcomes. We find redesigned emails reduce delinquencies by 0.42 percentage points. Importantly, we also find that describing potential savings in percentage (vs. dollar) terms and sending emails that recommend two action steps (vs. one action step at a time) improves borrower outcomes. These findings suggest that low-cost nudges can be an effective and scalable tool to help reduce loan delinquencies.

Contact: kmilkman@wharton.upenn.edu

Session 8 Track II: Belief Formation and Calibration – Grand Ballroom II - Sunday 1:15 pm - 2:15 pm

Beyond Overconfidence: The Group Sanctioning Account of Miscalibration

Wallmueller, Peter (INSEAD); Lawson, M. Asher (INSEAD)

While overconfidence has been widely studied, underconfidence, its counterpart, has received less attention. Across four studies (N=4,269), we investigate social responses to both and develop a theoretical framework explaining when and why each type is penalized. We propose that both types are socially punished due to their harmful effect on group coordination, which is mediated by perceptions that such harm is intentional and betrays a lack of pro-sociality. Further, the strength of the punishment varies with the form of miscalibration. Finally, we find that underconfidence is at least as harmful as overconfidence in an incentive-compatible study focused on a demand forecasting task. Contact: pete.wallmueller@gmail.com

Learning More Than You Can Know: Introductory Education Produces Overly Expansive Self-Assessments of Knowledge

Atir, Stav (University of Wisconsin); Dunning, David (University of Michigan)

Introductory education paradoxically increases learners overconfidence about unknown information. Four studies (field & experimental) show that basic instruction in finance, psychology, or GPS, led learners to overclaim familiarity with fictitious concepts and overestimate their understanding of real, untaught concepts. Mechanisms: (1) self-perceived expertise grows faster than objective knowledge; (2) acquired schemas lead to plausible but incorrect interpretations of novel information. Miscalibration for unknown content contrasts with improved calibration for learned content. This highlights the need for pedagogy that helps learners recognize their knowledge limits. Contact: ssa62@cornell.edu

How Distribution Mean and Mode Differentially Guide Norm Perception

Kuang, Jinyi (University of Pennsylvania); Dannals, Jennifer (Yale University); Bogard, Jon (Washington University in St Louis)

Prior research suggests people extract statistical properties such as central tendency from their social environment to inform norm perception and judgment. Although both are measures of central tendency, how do laypeople perceive social norms when the mean and mode diverge in a skewed distribution? Across four experiments (N=2,271), we find peoples norm perception aligns more closely with the mode than with the mean, while mean anchors judgments of whats extreme or acceptable. This effect is robust across how people learn about community members behaviors, social, non-social, and novel behavior settings, and even when the mean and mode are presented explicitly. Contact: jkuang@sas.upenn.edu

Session 8 Track III: Financial Decision Making - Windows - Sunday 1:15 pm - 2:15 pm

Not all paths to profitability are created equal: Lay beliefs about how revenues and expenses affect the bottom line

Trupia, Maria Giulia (New York University); Shaddy, Franklin (University of California - Los Angeles)

There are two basic ways to boost profits: increase revenues or decrease expenses. Seven studies (N=5,011) demonstrate that people believe increases in revenues (e.g., +\$1 million) contribute more to profits than equivalent decreases in expenses (e.g., \$1 million), even when both have exactly the same effect on the bottom line. Managers, consultants, and companies are thus judged more favorably when increasing revenues than when decreasing expenses. This revenue bias is mediated by the perception that increasing revenues requires more effort than decreasing expenses, and attenuates when the changes to revenues and expenses do not require any effort on the part of the firm. Contact: m.trupia@nyu.edu

Consumer Wealth and Price Expectations

Dias, Rodrigo (University of Colorado Boulder); Sharma, Eesha (Other); Fitzsimons, Gavan (Duke University)

Eleven studies demonstrate that financially constrained consumers expect future prices to be higher, as compared to financially unconstrained consumers. This effect is driven partly by pain of paying. Consistently, the effect weakens when consumers receive information about current inflation and amplifies when pain of paying is naturally higher. Finally, we demonstrate that price expectations are consequential, predicting stockpiling and a preference for fixed-price contracts among financially constrained consumers. Contact: rodrigo.dias@colorado.edu

Pricing Insurance, Fairly

Rude, Eitan (University of California - Los Angeles); Shaddy, Franklin (University of California - Los Angeles); Hershfield, Hal (University of California - Los Angeles)

How should insurance be priced? Actuarially, prices should reflect the size of potential claims ("coverage") and the likelihood of making a claim ("risk"). Consequently, when coverage and risk change, so too do prices. Across ten preregistered studies (N = 5,231), we find that people believe it is fairer to raise insurance prices when coverage increases than when risk increases (holding expected value constant). These beliefs are explained by inferences about insurers' costs -- it is easier for people to understand how higher coverage amounts translate to higher costs for insurers and shape purchase intentions, the acceptability of price discrimination, and support for regulation. Contact: eitan.rude.phd@anderson.ucla.edu

Session 8 Track IV: Social Justice - Silver - Sunday 1:15 pm - 2:15 pm

Proportion Dominance in Perceptions of Harm

Bruno, Ryan (University of Southern California); Levine, Emma (University of Chicago); Silver, Ike (University of Southern California)

Legal standards dictate that punishment should be commensurate with the absolute amount of harm done to the victim, irrespective of the victims initial financial circumstances. By contrast, three preregistered experiments find that perceptions about how much the victim has been harmed and how much the perpetrator should be punished for theft are much more sensitive to the proportion of the victims assets stolen than the absolute amount taken. This effect is robust across within- and between-subjects designs for both hypothetical and incentive-compatible punishment decisions. We discuss implications for ensuring jury decisions align with statutory standards. Contact: rbruno7287@gmail.com

Automated Reminders Reduce Incarceration for Missed Court Dates: Evidence from a Text Message Experiment

Chohlas-Wood, Alex (New York University); Coots, Madison (Harvard University); Nudell, Joe (Harvard University); Nyarko, Julian (Stanford University); Brunskill, Emma (Stanford University); Rogers, Todd (Harvard University), Sharad Goel (Harvard University)

Each year, millions of Americans face mandatory court appearances. To improve attendance, jurisdictions nationwide are adopting automated court date reminders, sent via text message. Prior studies, however, have not yet established that reminders reduce downstream incarceration for missed court dates. We randomly assigned 5,709 clients at the Santa Clara County Public Defender to receive either automated text message reminders (treatment) or no reminders (control). We found that reminders reduced incarceration for missing court by roughly 20%, from 6.6% of clients in control to 5.2% in treatment. These findings support the hypothesis that memory lapses explain some missed court dates. Contact: alex.cw@nyu.edu

The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People

Gurdamar-Okutur, Nazli (Koc University); Armut, Hanife (Koc University)

Making time-saving purchases leads to greater negative judgments of laziness, incompetence, and immorality for lower-income individuals than for higher-income individuals, even when the cost of the service is proportionally the same relative to income, or entirely costless. This asymmetry stems from a lay belief that saving time is a luxury: observers interpret saved time as leisure time, which they see as less permissible for low-income individuals. However, using the saved time for work (vs. leisure) can alleviate these negative judgments. These judgments can affect donations to charities helping low-income individuals and can have implications for policymakers. Contact: nokutur@ku.edu.tr

Session 9 Track I: Scarcity and Inequality – Grand Ballroom I - Sunday 2:30 pm - 3:30 pm

Scarcity Cues vs. Social Proof: How Supply and Demand Shocks Shape Valuation

Wang, Qingyang (University of California - Los Angeles); Shaddy, Franklin (University of California - Los Angeles)

Sometimes, products and services are in short supply (i.e., they become scarce); other times, products and services are in high demand (i.e., they become popular). Which has a greater effect on willingness to pay (WTP): scarcity cues (i.e., low supply) or social proof (i.e., high demand)? We find that consumers are willing to pay more when supply is low than when demand is high (controlling for inferences about quality), because scarcity cues trigger zero-sum thinking. Consequently, a heightened sense of competition with other consumers mediates the effect, which is stronger among those who are chronically more prone to hold zero-sum beliefs. Contact: qingyang.wang.phd@anderson.ucla.edu

When the Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Oriented Policy Solutions to Scarcity

Shaddy, Franklin (University of California - Los Angeles); Hamilton, Ryan (Emory University); Hagen, Linda (University of Illinois Chicago)

When scarcity triggers high prices, policymakers often propose one of two types of solutions: those that subsidize demand (e.g., giving people money to help them pay for things) and those that subsidize supply (e.g., giving producers money to help them increase the quantity of those things). Seven preregistered experiments (N=4,594) document a systematic preference for demand (vs. supply) subsidies (i.e., a demand subsidy bias), and test two key psychological factors to explain why: People are better able to relate to those who directly benefit from demand subsidies (e.g., other consumers or buyers), and demand subsidies feel less causally complex (i.e., they seem easier to understand). Contact: franklin.shaddy@gmail.com

Attention Cost of Unfair Treatment

Banko-Ferran, Daniel (Georgetown University)

This study examines how unfair treatment impairs attention and reduces productivity. In a pre-registered online experiment with 3,372 participants, individuals completed cognitive tasks after experiencing fair, unfair, or neutral treatment. Unfair treatment especially when perceived as discriminatory led to significantly lower task accuracy, slower performance, and reduced cognitive scores (58% drop, 0.4 SD). These findings provide causal evidence that perceived unfairness imposes a measurable cognitive cost, suggesting that addressing interpersonal bias in the workplace can improve both equity and efficiency. Contact: daniel.bankoferran@gmail.com

Session 9 Track II: Misperceiving Others – Grand Ballroom II - Sunday 2:30 pm - 3:30 pm

A Closer Look at Homophily: Why Do People Avoid Talking to Dissimilar Others?

Boothby, Erica (University of Pennsylvania); Cooney, Gus (University of Pennsylvania); Schweitzer, Maurice (University of Pennsylvania)

Homophily associating with similar others is typically attributed to preferences, but we identify a novel driver: "dissimilarity pessimism." People systematically underestimate how interested dissimilar others are in talking to them. Across seven studies (N=4,054), individuals believed they were more interested in conversations with dissimilar partners than dissimilar partners were interested in them. This previously unrecognized bias predicted homophilous choices and persisted after actual interactions. People avoid diverse connections due to mistaken beliefs about mutual interest suggesting interventions targeting these misperceptions could promote cross-group interaction. Contact: ericajboothby@gmail.com

Why don't people "mix" more during mixers? Identifying a coordination problem and testing a simple intervention

Kardas, Michael (University of Wisconsin); Nguyen, Chi (Oklahoma State University)

Networking events are intended to facilitate connections among strangers, yet prior research suggests people interact primarily with others they already know during these events. We propose that people fail to meet more strangers during networking events because of a coordination problem: Different people finish their conversations at different times, making it difficult to coordinate the start of a conversation with a stranger. In five studies, we document this coordination problem and test a simple intervention--a periodic "beep" paired with a reminder to look for other people to talk with--that synchronizes the endings of conversations and so facilitates more connections among strangers. Contact: mkardas@wisc.edu

Abrupt Emergence Inflates Perceived Prevalence

Chen, Skyler (University of California - Berkeley); Critcher, Clayton (University of California - Berkeley)

To understand social trends and norms, people assess the prevalence of products, behaviors, and styles in their environments. Participants progressed through simulations in which they encountered people using products (e.g., mobile phone types, modes of transportation, shoe styles) across time periods. Although we held constant the ultimate prevalence of the key target category (e.g., foldable phones), last-period prevalence estimates were higher when the targets had appeared in the simulation abruptly as opposed to emerging gradually. Mediation and experimental evidence found that the targets abrupt entry encouraged more attributional thinking about the targets popularity, and such theorizing fueled greater prevalence estimates. Contact: skylerymchen@haas.berkeley.edu

Session 9 Track III: Moral Judgment - Windows - Sunday 2:30 pm - 3:30 pm

When It Only Takes One: The Group Bias Towards Risky Unilateral Action

Lewis, Joshua (New York University); Allen, Carter (University of California - Berkeley); Caviola, Lucius (University of Oxford)

Sometimes, one decision can guarantee that a risky event will happen, e.g., if one horsepox researcher publishes the virus genome, this information will be public even if all others refrain. In this example, any researchers decision only makes a difference if nobody else publishes. Thus, they should only publish if they would still do so knowing all others chose not to. However, in an online economic game and scenario studies with policymakers, AI researchers, legal experts, and doctors, we find that people make unilateral decisions without this level of confidence. Instead, they rely on their naive view of the best outcome and neglect that their decision only matters if they act alone. Contact: lucius.caviola@gmail.com

Poor Alternatives Undermine Autonomy but Not Consent

Mao, Jiayue (Yale University); Cusimano, Corey (Yale University)

People perceive consent as invalid when someone's freedom is compromised, such as when they are threatened or not of sound mind. Here we examined whether people think that consent is invalid when freedom is compromised by structural constraints i.e., when one's situation leaves only terrible alternatives to a bad option. In two studies (N=1683), we find that, while terrible alternatives reduced perceived freedom to a similar extent as cognitive incapacity or coercion, having only terrible alternatives did not invalidate consent. People sometimes consider consent valid even when they think that someone lacked the ability to say no. Contact: jiayuemao@gmail.com

Timing Matters After All: Revisiting the Effect of Pledge Location for Reducing Dishonesty

Skowronek, Samuel (University of California - Los Angeles); Goldstein, Noah (University of California - Los Angeles); Caruso, Eugene (University of California - Los Angeles)

Honesty pledges are among the most common nudges organizations use to mitigate dishonesty. Intuitively, committing to refrain from dishonesty should be more effective when made before, rather than after, the behavior occurs. Yet, recent research has concluded that pre-task pledges are no more effective (or possibly less effective) than post-task pledges. We believe such conclusions are premature, as prior work has assessed dishonesty only at the point of reporting, not acting. In four preregistered experiments, we demonstrate that pre-task pledges are indeed more effective, but only when they precede the first opportunity to act dishonestly. Contact: sam.skowronek@gmail.com

Session 9 Track IV: Social Perceptions and Norms – Silver - Sunday 2:30 pm - 3:30 pm

An embarrassment of praises? Examining the social consequences of deflecting praise

Moon, Alice (Georgetown University); Prinsloo, Emily (Rice University)

Though compliments are positive, it can be tricky to navigate how to respond to them. Across five preregistered studies (N=2,512) and various compliment interactions, we examine the consequences of deflecting versus accepting praise. We find that though deflecting can, at times, make compliment recipients seem humbler than accepting, compliment givers view recipients and compliment interactions more negatively (e.g., recipients seem less warm, less competent, less likable, and compliment givers feel more negative about their interactions, etc.) when recipients deflect, rather than accept, praise. We discuss motivations for deflecting praise. Contact: emily.prinsloo@gmail.com

Thanks for your question: Gratitude builds trust when answering difficult questions

Yeomans, Michael (Imperial College London); Liu, Evita (University College London); Shi, Yaoxi (Imperial College London)

Organisation leaders often must answer questions in high-stakes interrogative settings - interviews, press conferences - about difficult topics (e.g. in the wake of a crisis). We investigate answering strategies that satisfy social goals - specifically, expressing gratitude. Using transcripts from earnings calls, we show that expressed gratitude reduces follow-up questions - an effect that is distinct from other positive emotional expressions. We replicate this effect in randomized lab experiments simulating business crises (data leak, product failure) where participants are more satisfied with answers, and trust answers more, when a given answer includes gratitude for the question. Contact: m.yeomans@imperial.ac.uk

Exploring the Heterogeneity of Responses to Peer Comparison Interventions

Brimhall, Craig (University of New South Wales); Fox, Craig (University of California - Los Angeles); Goldstein, Noah (University of California - Los Angeles); Doctor, Jason (University of Southern California); Linder, Jeff (Northwestern University); Persell, Stephen (Northwestern University)

Peer comparison feedback, which uses social norms to influence behavior, has been found to lead to both positive and adverse outcomes. Through six studies, we examine how level of control and centrality shape satisfaction with peer comparison feedback. Results reveal that individuals are more receptive to comparative feedback on metrics they control and metrics they consider central to their roles. Conversely, feedback on low control or peripheral outcomes generates dissatisfaction. These findings help explain contradictions in the peer comparison literature and offer insights into designing comparative feedback interventions that balance performance improvement with well-being. Contact: cibrimhall@gmail.com

MONDAY NOVEMBER 24, 2025
Denver Sheraton

9:45-10:45 am

Workshops and Panel Discussions #1

(Grand Ballroom I; Grand Ballroom II; Windows; 2nd Level)

Scholarly rent-seeking in behavioral science: navigating the challenges and political realities

Grand Ballroom I

Organizers: Amit Bhattacharjee (University of Colorado Boulder), and A. Peter McGraw (University of Colorado Boulder)

Panelists: Dan Feiler (Dartmouth College), Dan Goldstein (Microsoft Research), Meg Meloy (Pennsylvania State University), Leif Nelson (University of California, Berkeley), Caleb Warren (University of Arizona), Lawrence Williams (University of Colorado Boulder), and Gal Zauberman (Yale University)

Increasing concerns about biased data analysis and reporting (e.g., p-hacking) have inspired a wave of methodological reforms that have demonstrably improved behavioral science scholarship in recent years. We highlight two other sets of practices with common characteristics that have received considerably less attention: poor theoretical practices (e.g., theory-hacking) and political corruption. We propose that all three represent forms of scholarly rent-seeking that enable personal gain without collective knowledge enhancement. This special session assembles a diverse set of panelists to discuss their prevalence, impact, and potential solutions.

Stimulus Customization at Large Scale Using Qualtrics: A Tutorial and Workshop

Grand Ballroom II

Angshuman Pal (Indiana University), Christina Rader (Colorado College), and Asa B. Palley (Indiana University)

Researchers increasingly need to present stimuli that are highly customized, sometimes at the individual participant level. For many research questions, it can be helpful to randomly sample stimuli for each participant from some population and/or probability distribution. For example, advice-taking researchers may wish to present individualized advice for each participant using a representative sample of past responses. Similarly, decision making researchers may wish to provide random, individualized rewards based on the choices each participant makes when completing a task. Likewise, new approaches to stimulus sampling (e.g. Simonsohn et al, 2025) may require dozens of variations of stimuli within a single experiment. Attempts to customize such stimuli in Qualtrics become cumbersome when done in the traditional method via the “Survey Flow” feature. This workshop presents an alternative, user-friendly method for customizing stimuli in Qualtrics using the “Contact List” feature. The workshop begins with a brief tutorial on using the “Contact List” feature in Qualtrics to manage large-scale customized stimuli, followed by guided workshop time for participants to practice in small groups applying the method for their own experiments.

Graduate Student Workshop - Networking more effectively

Windows

Eric VanEpps (Vanderbilt University), Margaret Echelbarger (Stony Brook University), Rick Larrick (Duke University)

Building meaningful professional relationships is crucial for research success, yet many of us receive little formal guidance on how to cultivate and maintain these connections effectively. Through interactive discussions and practical exercises, we'll explore concrete strategies for expanding your academic community, making the most of conference opportunities, and developing a research identity that opens doors to meaningful collaborations.

Modern Threats to Online Surveys: An Interactive Workshop on Bots, Repeat Respondents, and Data Quality Checks

Grand Ballroom I

Andrea Low (UCLA Anderson), Kianté Fernandez (UCLA Anderson), Jon Bogard (Washington University), and Craig Fox (UCLA Anderson)

Advances in AI and automation have introduced novel and increasingly sophisticated threats to data integrity in online behavioral research, including bot-generated responses and mass participation from survey farms. This workshop directly tackles the urgent challenge of ensuring response authenticity in online studies. Participants will take part in live demonstrations, collaborative problem-solving, and real-time testing of community-sourced quality checks. Using actual bots, we will stress-test both existing and newly developed detection methods in real time. The session concludes with the launch of a curated repository of validated tools aimed at strengthening data quality practices.

Understanding Decision Processes Using LLMs: New Methods and Limitations

Grand Ballroom II

Ada Aka (Stanford University), Feiyi Wang (University of Pennsylvania), Ori Plonsky (Technion), and M. Asher Lawson (INSEAD)

This session explores new methodological approaches and critical limitations in the use of Large Language Models (LLMs) to understand how people think and decide. The program will begin with a tutorial on LLM-based methods for studying decision processes, which will be followed by four presentations addressing different ways to use LLMs to understand these processes. Topics range from analyzing self-reports of decision processes to how stimuli induce responses and the limits of using AI agents and 'WEIRD' populations to understand decision making. The session will conclude with a panel discussion on the future of core decision making research in the era of artificial intelligence.

Graduate Student Workshop - Finding Your Path: Career Conversations with People Who've Done It

Windows

Richard Truncellito (Google), Dan Goldstein (Microsoft Research), Elanor Williams (Washington University in St. Louis), Johannes Müller-Trede (IESE Business School)

Many PhD students approach the job market with a narrow view of what their first role is supposed to look like, often imagining a direct path to a tenure-track position at a research university. In reality, that path looks different for many scholars. A wide range of paths can offer meaningful, high-impact, and intellectually fulfilling work. These paths may include postdocs, visiting positions, international placements, and research positions in industry. Because these options are less visible or less discussed, they can feel unfamiliar, intimidating, or even like a step away from success. This session aims to reframe that narrative. Through candid conversations and practical advice, we will spotlight various paths people take after the PhD.

The session will focus on:

- 1. Exploring a range of first-job options: Including postdocs, visiting roles, international placements, and industry research.*
- 2. Evaluating trade-offs: Comparing differences in compensation, flexibility, mentorship, publication expectations, and long-term trajectories.*
- 3. Crafting your professional story: Strategically presenting your skills, experiences, and goals across different types of job markets and institutional contexts.*

SJDM Morning Poster Session
Sunday 8:30am – 9:30am w/ Continental Breakfast
Plaza Exhibit Foyer, Concourse Level, Plaza Building

- 1) Self-Persuasion Does Not Imply Self-Deception
Zhang, Yunhao (University of California - Berkeley); Rand, David (Massachusetts Institute of Technology)
- 2) Implicit cues to logic: Not so fast
Bergeron, Elyse (University of Quebec at Montreal); Gagnon-St-Pierre, Émilie (University of Quebec at Montreal); Markovits, Henry (University of Quebec at Montreal)
- 3) Fast but not so logical
Gagnon-St-Pierre, Émilie (University of Quebec at Montreal); Bergeron, Elyse (University of Quebec at Montreal); Markovits, Henry (University of Quebec at Montreal)
- 4) Seeking Information Versus Making a Decision
Witt, Jessica (Colorado State University)
- 5) Justifying Behavioral Interventions: The Role of Trust
Low, Andrea (University of California - Los Angeles); Dai, Hengchen (University of California - Los Angeles); Saccardo, Silvia (Carnegie Mellon University); Fox, Craig (University of California - Los Angeles); Leuchter, Richard (University of California - Los Angeles); Vangala, Sitaram (University of California - Los Angeles)
- 6) Do people know when they use advice?
Levari, David (Brown University); Feffer, Jacqueline (McMaster-Carr)
- 7) Strategic Algorithmic Advice Taking
Rebholz, Tobias R. (Duke University); Uphoff, Maxwell (University of Minnesota); Bernges, Christian H. R. (University of Tuebingen); Scholten, Florian (University of Tuebingen)
- 8) Map My Words ó Using Waitlist Controlled Trials To Test Whether Argument Mapping Improves Individuals Persuasive Writing or Critical Thinking
Byrd, Nick (Geisinger Health System)
- 9) Leaders as Choice Architects: Scaling Decision Improvement Through Training
Lee, Irene S. (Harvard University); Chen, Sarah (Shih-Hua) (Harvard University); Lerner, Jennifer S. (Harvard University)
- 10) The effectiveness of self-nudges in a college classroom
Liu, Xingyu (Shirley) (University of California - San Diego); Pilegard, Celeste (University of California - San Diego); McKenzie, Craig (University of California - San Diego)
- 11) Perceptions of Belief Change, Fast and Slow
Sanchez, Alex (Princeton University); Shah, Anuj (Princeton University)
- 12) More Confident about Each than Any: Choice Set Origin Shapes Predictions about Others' Preferences
Luo, Mercy (University of California - Los Angeles); Spiller, Stephen (University of California - Los Angeles)
- 14) Confidence vs. Clarity: How Subjective and Objective Expertise Differentially Predict the Use of Alignable and Nonalignable Attributes
Borislow, Samuel (University of Chicago); Bartels, Daniel (University of Chicago)
- 15) Is behavioral science predictable?
Banki, Daniel (ESADE Business School); Navarro-Martinez, Daniel (Universitat Pompeu Fabra); Pirla, Sergio (University of Zaragoza)

- 16) Overconfidence in Communication: More Overconfidence with a Language that is Close than One that is Far
Ren, Ziyu (Stanford University); Grant, Leigh (University of Chicago); Keysar, Boaz (University of Chicago)
- 17) Examining the Stability of Wishful Thinking Leading up to U.S. Presidential Elections
Smith, Andrew (Appalachian State University); Wolsiefer, Katherine (Appalachian State University); Windschitl, Paul (University of Iowa)
- 18) Overly Pessimistic in the East and West: Evidence for miscalibrated expectations about deep and shallow conversation in the U.S. and China
DiMaggio, Nicholas (University of Chicago); Epley, Nicholas (University of Chicago); Talhelm, Thomas (University of Chicago)
- 19) Judging guilt based on bare statistical evidence
Izmaylova, Veronika (Yale University); Cusimano, Corey (Yale University)
- 20) Understanding the 1-in-X format effect in risk communication
Savadori, Lucia (University of Trento); Pighin, Stefania (University of Trento)
- 21) Overestimating information gained from small sample sizes
Nguyen, Zen (University of Chicago); Todorov, Alexander (University of Chicago)
- 22) Size Matters Not. Range Width versus Range Symmetry as Drivers of Ambiguity Aversion.
Caso, Ramiro (RSM Erasmus University Rotterdam); Lenkovskaya, Marina (RSM Erasmus University Rotterdam); Sweldens, Steven (RSM Erasmus University Rotterdam)
- 23) Replicating "Coherent Arbitrariness": Stable Demand Curves Without Stable Preference
Owen, Christina (University of California - Berkeley); Geiser, Amanda (University of California - Berkeley)
- 24) Deliberative and Intuitive Responding When Absolute Number and Proportion Conflict
Hurst, Michelle (Rutgers University); Quilty-Dunn, Jake (Rutgers University); Sanfillippo, Ryan (Rutgers University)
- 25) Handedness and Mindset in Relation to Belief Updating
Lenarduzzi, Steven (University of Toledo); Christman, Stephen (University of Toledo)
- 26) Performance may not be consistent, but handedness can be
Champlin, Elizabeth R. (University of Toledo); Jasper, John D. (University of Toledo)
- 27) Influence of Motor Task Difficulty on Social Comparative Judgment: Alone versus Observed
Sandoval, Mona (California State University - Fresno); Shapiro, Martin (California State University - Fresno)
- 28) Beyond Outcome Bias: Both Outcome Favorability and Prediction Accuracy Boost Evaluations of Predictors
Wang, Sophie (University of Chicago); Dietvorst, Berkeley J. (University of Chicago)
- 29) Testing the the Influence of the Distance Between a Decoy and the Target in the Compromise Decoy Effect
Pettibone, Jonathan (Southern Illinois University Edwardsville); Rhodes, Emma (Colorado State University); Lenhart, Maximillian (Southern Illinois University Edwardsville)
- 30) Framing Effects in Multi-Attribute Choice: Attribute Weights Shift Without Metacognitive Awareness
Cash, Trent (University of Waterloo); Oppenheimer, Daniel (Carnegie Mellon University)
- 31) Background Awareness of Choice Architectures in Marketing
Guo, Fenqi (University of Warwick); Isoni, Andrea (University of Warwick); Alempaki, Despoina (University of Warwick)

- 32) Pairwise comparisons explain the decoy effect
Treiman, Lauren (Washington University in St Louis); Dey, Abhishek (Washington University in St Louis); Kool, Wouter (Washington University in St Louis)
- 33) Response Times Make Markets Allocationally Efficient
Eum, Brenden (University of Toronto); Hutcherson, Cendri (University of Toronto); Oprea, Ryan (University of California - Santa Barbara); Webb, Ryan (University of Toronto)
- 34) Attraction Effect on Risky Choice
Liao, Yi tsen (Carnegie Mellon University)
- 35) Cognitive ability and the validity of preference measures
Embrey, Jake (University of Chicago); Krefeld-Schwab, Antonia (Erasmus University Rotterdam)
- 36) The format of multiattribute choice shapes revealed preference
Bharti, Soaham (University of Chicago); Dietvorst, Berkeley (University of Chicago)
- 37) Beyond Trait Measures: A Choice-Based Measure of Systematic Thought in the Age of Misinformation
Baumann, Christiane (Harvard University); Chen, Sarah (Harvard University); Lerner, Jennifer (Harvard University)
- 38) Advertising Disclosures and Consumer Attention and Recall
Ertekin, Ceylin Petek (London School of Economics and Political Science); Sullivan, Nicolette (London School of Economics and Political Science); Li, Xiaolin (The Hong Kong Polytechnic University)
- 39) Psychometric functions disambiguate attentional lapses from decision making processes in the vigilance decrement
Skinner, Henri Etel (University of California - Santa Barbara); Yang, Mia (University of California - Santa Barbara); Lee, Lauren (University of California - Santa Barbara); Giesbrecht, Barry (University of California - Santa Barbara)
- 40) The Many Faces of Fluency: Standard Manipulations Trigger Divergent Cognitive Mechanisms
Ehmann, Nina (Massachusetts Institute of Technology); Bhui, Rahul (Massachusetts Institute of Technology); Wagenmakers, Eric-Jan (University of Amsterdam); Orchinik, Reed (Massachusetts Institute of Technology)
- 41) From Single-Item to Multi-Item Decisions: Mapping Strategic Adaptations in Choice
Fernandez, Kianté (University of California - Los Angeles); Callaway, Frederick (New York University); Karmarkar, Uma (University of California - San Diego); Krajbich, Ian (University of California - Los Angeles)
- 42) Choice deferral in a hiring context: Effect of option configuration and decision task
Veinott, Elizabeth (Michigan Technological University)
- 43) The Workplace Joke Topic: What We Choose to Humorize in Organizations
Nadel, Matthew (St. John's University)
- 44) "Grain of Truth": Investigating the Plausibility Threshold of Conspiracy Theories
Fawcette, Victoria (California State University - Northridge); Parkin, Cole (California State University - Northridge); Hou, Julian (California State University - Northridge); Walkiewicz, John (California State University - Northridge); Calvillo, Dustin (California State University, San Marcos); Cinnater, Stephanie (California State University - Northridge)
- 45) From Pluralistic Ignorance to Common Knowledge with Social Assurance Contracts
Cashman, Matthew (Warwick Business School)

- 46) Marketing of the Unmentionables: Toward a Conceptual Framework for Taboo Products and Consumer Responses
Martinez Moraleda, Rocio (IESE Business School); Reutskaja, Elena (IESE Business School); Argo, Jennifer (Alberta School of Business)
- 47) It seems right: Conspiracy theories succeed when they explain and feel like good stories
Russill, Chelsea (University of Waterloo); Fugelsang, Jonathan (University of Waterloo); Koehler, Derek (University of Waterloo)
- 48) Measuring the counterfactual: Self-censorship scale creation and validation
Binnendyk, Jabin (Cornell University); Pennycook, Gordon (Cornell University)
- 49) Creating Successful Firm-Generated Content: Insights from Customer-Generated Data
Bai, Ye (University of Utah)
- 50) Leaking Cynicism: How Expressing a Cynical View Spills Over to Others' Cheating
Zhang, Songyang (Duke University); Larrick, Rick (Duke University)
- 51) Ratings from helpful online reviews do not help consumers identify better products
Light, Nicholas (University of Oregon)
- 52) When Does Culture Backfire? The Impact of Appropriation on Brand Attitude
Campbell, Ada (Southern Illinois University Carbondale); Ulu, Sevincgul (Southern Illinois University Carbondale)
- 53) On Consumers' Reactions to Tariffs
Wu, Will (University of Colorado Boulder); Dias, Rodrigo (University of Colorado Boulder)
- 54) The Spillover Effects of Customer No-Shows
Dai, Hengchen (University of California - Los Angeles); Brody, Ilana (University of California - Los Angeles); Zhang, Helen Wanqi (Yale University); Zhang, Dennis (Washington University in St Louis); Li, Xixi (Tsinghua University)
- 55) Negative Corporate Behavior Leads to Positive Consumer Responses?: The Role of Emotional Ambivalence, Moral Disengagement, and Brand Attachment
Brown, Kayla (University of Georgia); Goodie, Adam (University of Georgia)
- 56) They Kept Me From Buying It: Perceptions of Adversarial Agents in Competitive Market Disappointments
Lancaster, John (University of Oregon); Light, Nick (University of Oregon); Irwin, Julie (University of Oregon)
- 57) Skilled decision makers use heuristics to understand and simplify hard problems: A protocol analysis of the Berlin Numeracy Test
Nguyen, Long V. (University of Oklahoma); Cokely, Edward T. (University of Oklahoma); Cho, Jinhyo (University of Southern California); Feltz, Adam (University of Oklahoma); Garcia-Retamero, Rocio (University of Granada)
- 58) Prescriptive, Descriptive, and Normative Models: Linking the three in applications and the teaching of JDM
Langholtz, Harvey (The College of William and Mary)
- 59) Replicating the Validation of the General Mistake Response Scale
Kilburn, Kaitlyn (Middle Tennessee State University); Jackson, Alexander (Middle Tennessee State University); Dalton, Bridget (Middle Tennessee State University)
- 60) Predicting Mistake Responses: The Role of Affect, Locus of Control, and Error Orientation
Kilburn, Kaitlyn (Middle Tennessee State University); Dalton, Bridget (Middle Tennessee State University); Jackson, Alexander (Middle Tennessee State University)

- 61) Risk Literacy Predicts Flight Safety Decision Vulnerability
Weed, David (University of Oklahoma); Cokely, Edward (University of Oklahoma); Feltz, Adam (University of Oklahoma); Garcia-Retamero, Rocio (University of Granada)
- 62) Analyzing the DOSPERT Scale through an IRT Lens
Ramesh, Rohan (Hofstra University); Rogers, Evelyn (Hofstra University)
- 63) Identifying New Items for the Berlin Numeracy Test: An Investigation of Four Numeracy Subskills
Sanroman, Alejandra (University of Oklahoma); Ghazal, Saima (Missouri University of Science and Technology); Cokely, Edward T. (University of Oklahoma)
- 64) A Psychometric Investigation of the Problem-Solving Decision Making Scale
Vasquez, Brianda (University of Texas - El Paso); Rodriguez, Victor (University of Texas - El Paso); Long, Riven (New Mexico State University); Perez, Perla (University of Texas - El Paso); Gibeaut, Ethan (University of Texas - El Paso); Morera, Osvaldo (University of Texas - El Paso)
- 65) Myopic Loss Aversion in Groups
Siun, Lee (Texas A&M University); Feldman, Paul (Texas A&M University)
- 66) The Effect of Visual Distortion on Consumer Goal Pursuit and Its Underlying Mechanisms
Li, Siying (University of Connecticut); Gu, Jane (University of Connecticut); Coulter, Robin (University of Connecticut)
- 67) The Function of Predecisional Information Distortion When Choosing Among Several Options
Clark, Piper (University of Iowa); Strueder, Jeremy (University of Iowa); Windschitl, Paul (University of Iowa)
- 68) Overinvesting in Cash Cows: People Undervalue Incremental Gains in Resource Allocations
Wang, Qingyang (University of California - Los Angeles); Yang, Xiaozhi (University of Pennsylvania); Krajbich, Ian (University of California - Los Angeles); Spiller, Stephen (University of California - Los Angeles)
- 69) The Effect of Outcome Delay on Risk Preference
Seshan Ramaswami (Singapore Management University)
- 70) Psychological Architecture of Cognitive Bias: Trait-Level Predictors of Delay Discounting and Loss Aversion
Dorais, Stephanie (Virginia Commonwealth University); Gutierrez, Daniel (Virginia Commonwealth University)
- 71) Asynchronous Development of Loss Aversion
Sheng, Feng (Zhejiang University); Liang, Zexian (Zhejiang University); Platt, Michael (University of Pennsylvania); Brannon, Elizabeth (University of Pennsylvania)
- 72) Pre-Decisional Distortion of Risk Information Seen in Icon Arrays
Strueder, Jeremy (University of Iowa); Park, Inkyung (University of Iowa); Lacy, Sabrina (University of Iowa); Windschitl, Paul (University of Iowa)
- 73) Seeing is saving: Using bar graph visualization to reduce temporal discounting
Cordone, Peter (Worcester Polytechnic Institute); Nachum, Yahel (Worcester Polytechnic Institute); Heskiiau, Ravit (Northeastern University); Harrison, Lane (Worcester Polytechnic Institute); Reichman, Daniel (Worcester Polytechnic Institute)
- 74) Payment-Delivery Splits Elicit Preference Reversals in e-Commerce Shipping Choices
Yoon, Haewon (Indiana University Kelley School of Business)
- 75) Social and Delay Discounting: Intersection of Impulsivity and Altruism
Safin, Vasily (Reed College)

SJDM Evening Poster Session

Sunday 4:35 - 5:35 pm

Plaza Exhibit Foyer, Concourse Level, Plaza Building

- 1) The Double-Edged Token: An investigation of cognitive conflict in technology-mediated decisions
Riefle, Jonas (University of Passau); Widjaja, Thomas (University of Passau)
- 2) Beyond Performance: How Interaction Environments Shape Social Dynamics
Backhus, Jonas (University of Muenster); Langer, Thomas (University of Muenster); Mohrschladt, Hannes (University of Potsdam); Selimaj, Edona (University of Muenster)
- 3) Virtual Reality Intervention Improves Public Speaking Confidence and Competence
Pottmann, Rosanna (University of Chicago); Abi-Esber, Nicole (London School of Economics and Political Science)
- 4) Pronoun Usage & Feedback: People use more second-person pronouns yet less impersonal pronouns in positive feedback than in critical or constructive feedback
Wang, Zhengpeng (University of Toronto); Abi-Esber, Nicole (London School of Economics and Political Science); Blunden, Hayley (American University)
- 5) When Intellectually Balanced Teams Pitch Like Poets: Investor Inference of Early-Stage Startup Team Coordination
Huang, Li (INSEAD); Lou, Eric (NEOMA business school)
- 6) "I am a worker" versus "I do work": How using different identity-referencing phrases affects integrated motivation and behavior
Kettle, Keri (University of Ottawa); Tinlin, Vanessa (University of Ottawa); Reed II, Americus (University of Pennsylvania); Morgan, Carter (University of South Florida); Garg, Rohan (University of Pennsylvania)
- 7) Affective Altruism
Chang, Jenny (Carnegie Mellon University); Loewenstein, George (Carnegie Mellon University)
- 8) I Just Can't Stand Your Pain: When a Victim's Suffering Hinders the Motivation to Help.
Asulin, Odelia (Ben-Gurion University of the Negev); Gordon-Hecker, Tom (Ben-Gurion University of the Negev); Barkan, Rachel (Ben-Gurion University of the Negev)
- 9) Self vs. Other in Affective Forecasting: The Role of Psychological Distance and Decision from Experience
Barkan, Rachel (Other)
- 10) Helping Others Thrive: How Redemption Narratives Help Women Workers
Faria, Diego (Yale University); Brown, Justice (Yale University); Shackelford, Crystal (Yale University); Richeson, Jennifer (Yale University)
- 11) Same Emotion, Opposite Choices: How Emotional Relevance Shapes Consumption Decisions
Chen, Sarah (Shih-Hua) (Harvard University); Wang, Ke (University of Virginia); Rees, Vaughan (Harvard University); Lee, Irene (Harvard University); Tan, Andy (University of Pennsylvania); Lerner, Jennifer (Harvard University)
- 12) You Say You've Been There, But Have You? Sharing Back About Difficult Experiences
Pagan, Brendan (Washington University in St Louis); Scott, Sydney (Washington University in St Louis); Williams, Nora (Washington University in St Louis)
- 13) How well does the literature on behavioral interventions generalize? An empirical test
Gandhi, Linnea (University of Pennsylvania); Tipton, Elizabeth (Northwestern University); Watts, Duncan (University of Pennsylvania)

- 14) Testing how well nudges generalize across wordings and behaviors in a 380,000-person megastudy
Gandhi, Linnea (University of Pennsylvania); Huang, Yang (Columbia University); Krishna, Maatangi (Behavioralize); Pimienta, Ana (Strategy&); Camerer, Colin (California Institute of Technology); Linos, Elizabeth (Harvard University)
- 15) Designing Human-Automation Redundancy: Overreliance, Automation Shirking, and the Operator's Dilemma
Cohen, Doron (Carnegie Mellon University); Roth, Yefim (University of Haifa); Rieskamp, Jörg (University of Basel); Schöbel, Markus (University of Basel)
- 16) AI familiarity and its effect on charitable giving in AI-mediated messaging
Hsiung, Tsung-Tien (Cornell University)
- 17) Autonomous Vehicles and the Doctrine of the Double Effect
Hamblen, Kaylee (Nova Southeastern University); Landy, Justin (Nova Southeastern University)
- 18) AI as a Moderator of Decision-Makers' Information Search and Knowledge Exchange
Cremen, Eoin (University of Bath); Hoffmann, Janina (University of Bath); Katsikopoulos, Konstantinos (University of Southampton)
- 19) Patient Reactions to AI-Clinician Discrepancies
Madanay, Farrah (University of Michigan); O'Donohue, Laura (University of Michigan); Zikmund-Fisher, Brian (University of Michigan)
- 20) Before It Breaks: Using Structured Premortems to Reveal AI Vulnerabilities
Kannan, Anusha (Michigan Technological University); Carlson, Katrina (Michigan Technological University); Veinott, Elizabeth (Michigan Technological University); Mueller, Shane (Michigan Technological University)
- 21) Can an AI Be Sorry? Ameliorating the Human-AI Gap in Customer Service Apologies
Dorri, Rasam (University of California - Riverside); Zwick, Rami (University of California - Riverside); Li, Ye (University of California - Riverside)
- 22) 90% Lean, 10% AI: Framing Effects, Anthropomorphism, and Moral Judgments of AI-Human Collaborations.
Walkiewicz, John (California State University - Northridge); Fawcette, Victoria (California State University - Northridge); Parkin, Cole (California State University - Northridge); Hou, Julian (California State University - Northridge); Rutchick, Abraham (California State University - Northridge)
- 23) Blame in Autonomous Vehicle Accidents - The Role in Vehicle Ownership
Hou, Julian (California State University - Northridge); Fawcette, Victoria (California State University - Northridge); Parkin, Cole (California State University - Northridge); Walkiewicz, John (California State University - Northridge); Rutchick, Abraham (California State University - Northridge)
- 24) Explainable AI enables designing psychological interventions to manipulate risk taking
Tal-Shir, Eldad (INSEAD); Wallmueller, Peter (INSEAD); Lawson, Asher (INSEAD)
- 25) Using LLMs to identify psychological mechanisms underlying financial decision making
Pantoja, Maué (University of Zurich); Fischer, Olivia (University of Zurich); Frey, Renato (University of Zurich)
- 26) The language of decisions: A specification curve analysis of NLP classifiers to identify psychological mechanisms
Fischer, Olivia (University of Zurich); Stocker, Sabou Rani (University of Zurich); Pantoja, Maué (University of Zurich); Lob, Aaron B. (University of Zurich); Frey, Renato (University of Zurich)

- 27) Quantifying Psychological Mechanisms in Real-Life Decision-Making: A Novel Approach Leveraging Mobile Assessments and Large Language Models
Frey, Renato (University of Zurich); Fischer, Olivia (University of Zurich); Lob, Aaron (University of Zurich); Pantoja, Maué (University of Zurich)
- 28) Mapping the Ecological Structure of Contextual Cues in Everyday Decision-Making
Yuan, Haoxuan (University of Pennsylvania); Bhatia, Sudeep (University of Pennsylvania)
- 29) Investigating Deterrence Theory- Does the Context of an Offer Matter?
Sazhin, Daniel (Air Force Research Laboratory); Gandee, Tyler (Air Force Research Laboratory); Stevens, Christopher (Air Force Research Laboratory); Borghetti, Lorraine (Air Force Research Laboratory)
- 30) Dishonest Foraging in a Multi-Trial Game
Pfahl, Tyler (Indiana University Bloomington); Todd, Peter (Indiana University Bloomington); Kurosky, Nathan (Indiana University Bloomington); Teodorescu, Kinneret (Technion-Israel Institute of Technology)
- 31) The Impact of Naturalistic and Familiar Contexts on Strategic Sophistication
Xu, Wenzhuo (The Hong Kong Polytechnic University); Golman, Russell (Carnegie Mellon University); Loewenstein, George (Carnegie Mellon University)
- 32) The Economic Value of Investors' Moral Judgments about the Unethical Behavior of Firms
Rosenboim, Mosi (Ben-Gurion University of the Negev); Haran, Uriel (Ben-Gurion University of the Negev); Blaywais, Reut (Ben-Gurion University of the Negev)
- 33) Moral Ingredients to Financial Misconduct
Ajmal, Irsa (University of Warwick); Stewart, Neil (University of Warwick); Thanassoulis, John (University of Warwick)
- 34) The 2-Meter Stride: Evidence from a Natural Experiment on Peer Influence and System Gaming
Han, Jiatong (Zhejiang University); Yang, Xiaozhi (University of Pennsylvania); Yuan, Yubai (Penn State University); Chen, Fadong (Zhejiang University); Camerer, Colin (California Institute of Technology)
- 35) Preference Reversals in Willingness to Accept Payment for Moral Violations
Lass, Alexis (Nova Southeastern University); Landy, Justin (Nova Southeastern University)
- 36) Between self-interest and social-preferences: The role of intentions and outcomes
Assor, Haim (Bar-Ilan University); Halali, Eliran (Bar-Ilan University)
- 37) Is it bad to want to win?
Cusimano, Corey (Yale University); Kleiman-Weiner, Max (University of Washington)
- 38) Nudging Flu Vaccination: Seven Lessons from Nine Studies with Over One Million Observations
Rosenbaum, Gail (Geisinger Health System); Goren, Amir (Geisinger Health System); Brietzke, Sasha (Geisinger Health System); Doyle, Joseph (Massachusetts Institute of Technology); Meyer, Michelle (Geisinger Health System); Chabris, Christopher (Geisinger Health System)
- 39) Uncertainty Reduction in Digital Sampling: How Sample Type Shapes Diagnosticity
Gu, Emma (University of California - San Diego); Morales, Andrea (Arizona State University); Amir, On (University of California - San Diego)
- 40) Patient level impact on drug shortages
Seo, Yujin (Carnegie Mellon University); Cohen, Doron (Carnegie Mellon University)
- 41) The Relative Impact of Anecdotal and Statistical Evidence on COVID-19 Vaccination Intentions
Misra, Kiran (University of Texas - El Paso); Cohn, Lawrence D. (University of Texas - El Paso); Morera, Osvaldo (University of Texas - El Paso)

- 42) Perceptions of Uncertain Medical Treatments
Pikus, Kathryn (Purdue University); Broomell, Stephen (Purdue University)
- 43) Investigating the Role of Prior Beliefs in Decision-Making on Contested Public Health Issues
Drummond Otten, Caitlin (Arizona State University); Anglin, Stephanie (Hobart and William Smith Colleges); Broomell, Stephen (Purdue University)
- 44) Partisan sortedness is used to signal trustworthiness
Phillips, Samantha (Carnegie Mellon University); Lin, Hause (Massachusetts Institute of Technology); Mosleh, Mohsen (University of Oxford); Rand, David (Massachusetts Institute of Technology)
- 45) Influence of partisan crowds and subjective political knowledge on individual geopolitical judgments
Urs, Medhini (Stony Brook University); Luhmann, Christian (Stony Brook University)
- 46) Social Sampling and Perceived Inequality Shape Redistributive Preferences: Evidence from Voters and Politicians
Sumaktoyo, Nathanael Gratias (National University of Singapore); Breunig, Christian (University of Konstanz); Gaissmaier, Wolfgang (University of Konstanz)
- 47) Label Entrenchment Heuristic in Political Communities
Molnar, Almos (Brown University); Rupchandani, Vini (Brown University); Sloman, Steven (Brown University)
- 48) Cross-cultural variance in conceptualizations of inequality across languages is associated with attitudes towards redistribution across 31 countries
Fayaz, Saleh (INSEAD); Goya-Tocchetto, Daniela (University at Buffalo); Payne, B. Keith (University of North Carolina - Chapel Hill); Lawson, M. Asher (INSEAD)
- 49) “Bridge or Sink”: Reducing Partisan Animosity with a Cooperative Game Show
Tulan, Dilan (Harvard University); Spohn, Max (Harvard University); Woodley, Lucas (Harvard University); Hernández-Cáceres, Francisco (Country Roads Studios); Greene, Joshua (Harvard University); Minson, Julia (Harvard University)
- 50) Fair to Leave, But Not to Receive: Fairness Perceptions of Intergenerational Resource Transfers
Ferragamo, Alys (University of Southern California); Wakslak, Cheryl (University of Southern California)
- 51) Intergroup Cognitive Biases Predispose Opinion Polarization
Tao, Rui (Chinese Academy of Sciences); Luan, Shenghua (Chinese Academy of Sciences)
- 52) Prosocial by default: Setting prosocial defaults increases overall prosociality even when a fraction of people are unresponsive
Vu, Linh (University of Amsterdam); Leib, Margarita (Tilburg University); Hausfeld, Jan (University of Amsterdam); Shalvi, Shaul (University of Amsterdam)
- 53) Increasing effective charitable giving with personalized LLM conversations
White, Joshua (Massachusetts Institute of Technology); Allen, Carter (University of California - Berkeley); Caviola, Lucius (University of Oxford); Costello, Thomas (American University); Rand, Dave (Massachusetts Institute of Technology)
- 54) Intergenerational Dialogue Promotes Future-Oriented Prosociality
Kukamjad, Teshinee (University of California - Los Angeles); Law, Kyle (Arizona State University); Syropoulos, Stylianos (Arizona State University); Cheng, Patricia (University of California - Los Angeles); Lieder, Falk (University of California - Los Angeles)

- 55) People Donate More Money When Deciding in their Non-Native Language
Ozanne, Marie (Cornell University); Zhang, Xinlian (Priscilla) (Cornell University); Pan, Archer Yue (Wayne State University); Woolley, Kaitlin (Cornell University)
- 56) The flood will come. How flood risk labels inform homeowners to take action.
Krefeld-Schwalb, Antonia (Erasmus University Rotterdam); Van den Bergh, Bram (Erasmus University Rotterdam); Wilson, Riley (KU Leuven)
- 57) Examining the Role of Social Values in Self-Other Differences in Risky Decision Making: A Cross-Cultural Study in the US and China
Huang, Xiaoyu (Wake Forest University); Stone, Eric (Wake Forest University)
- 58) Global vs. local environmental risk-taking is informed by perceived environmentalist threat and collectivism
Wilhelms, Evan (Hiram College); Brust-Renck, Priscila (Universidade de São Paulo)
- 59) Data Judgment in the Challenger Disaster
Ford, Alexandra (College of Charleston); Gibson, Francesca (University of California - Santa Cruz); Bishara, Anthony (College of Charleston)
- 60) From Theory to Mines: Applying Prospect Theory to Decision-Making in Mine Emergencies
Ghazal, Saima (Missouri University of Science and Technology); Owusu-Tweneboah, Michael (Missouri University of Science and Technology); Awuah-Offei, Kwame (Missouri University of Science and Technology); Burns, Devin (Missouri University of Science and Technology)
- 61) Improving Life Insurance Decisions: The Role of Calculators
Lee, Michelle (University of Melbourne); Murawski, Carsten (University of Melbourne)
- 62) Risk Framing Guidelines to Increase Compliance with Disaster Alerts
Benjamin, Daniel (Nova Southeastern University); Bonaretti, Dario (NEOMA Business School)
- 63) Structured Collaboration— The Unwanted Ally: Hedonic perceptions fuel our resistance to structured collaboration
Harrington, Kelly (Kellogg School of Management); Nordgren, Loran (Kellogg School of Management)
- 64) Too Much to Give: When Social Norms Fail to Motivate Under High Effort
Zhang, Weishan (University of California - Los Angeles); Dai, Hengchen (University of California - Los Angeles); Gallus, Jana (University of California - Los Angeles)
- 65) “Your Participation Unlocks Greater Resource Integration”: The Effects of Unconditional Giving, Standard Matching, and Contingent Matching on Collective Action
Kim, Kihyon (Korea University Business School); Jhang, Jihoon (University of Central Arkansas)
- 66) Consumers’ Strategic Use of Payment Methods to Buffer the Pain of Paying
Huang, Emily (Washington University in St Louis); Cryder, Cynthia (Washington University in St Louis); Baum, Stephen (Washington University in St Louis)
- 67) Unwelcoming benefits may drift your initial decision: Dissonance of benefits
Kim, Heesoo (University of Oregon); Light, Nick (University of Oregon)
- 68) One step left! Goal completion as a driver to access financial services
Frech La Rosa, Hans (Duke University); Loureiro, Juan Cruz (Duke University); Castro-Cosío, Antonieta (Duke University)
- 69) Intrinsic Motivation and Effort Trade-offs: An Empowerment-Based Approach
Wang, Yixuan (Johns Hopkins University); Lee, Joonhee Leo (Johns Hopkins University); Kim, Aram (Johns Hopkins University); Casamento-Moran, Agostina (Johns Hopkins University); Chib, Vikram (Johns Hopkins University)

- 70) Product Size and Repair Decisions
Fang, Lu (Hong Kong University of Science and Technology); Krishna, Aradhna (University of Michigan); Sokolova, Tatiana (Tilburg University)
- 71) How Long and How Often: Asymmetric Drivers of Usage Happiness
Raffaelli, Carolina (University of California - San Diego); Liu, Wendy (University of California - San Diego)
- 72) Signaling Lack of Wealth: Perceptions and Consequences of Using Buy Now, Pay Later Plans
Wang, Jiabi (University of Chicago); Kan, Christina (University of Connecticut); Katz, Daniel (Northeastern University); Sussman, Abigail (University of Chicago)
- 73) “10% off Each”: How Implicitly Partitioned Percentage Framing Affects Purchases Intention
Yi, Shangwen (The Hong Kong Polytechnic University); Hardisty, David (The University of British Columbia); White, Katherine (The University of British Columbia)
- 74) Signaling Commitment: Social Normative Evaluations Contribute to the Sunk Cost Effect
Radvick, Tracy (Stony Brook University); Echelbarger, Margaret (Stony Brook University)
- 75) How Norms Influence Consideration of Informal Finance
Posner, Nathaniel (Columbia University); Morwitz, Vicki (Columbia University)
- 76) Green Narratives: How Socioeconomic Perceptions Shape Responses to Sustainable Ads
Lim, Mikyoung (California State University - Fullerton); Chung, Junghan (Ewha Womans University)
- 77) Risk Perception of Air Pollution and Policy Acceptance: An Exploratory Study on a Representative Italian Sample
Stocco, Maria (University of Padova); Girardi, Paolo (University of Venice); Caserotti, Marta (University of Padova); Lotto, Lorella (University of Padova); Rubaltelli, Enrico (University of Padova)
- 78) Is Labeling Only Low-Emission Products Sufficient to Promote Sustainable Choices? The Interplay of Gradual Labeling and Emission Predictability
Doshi, Shemal (INSEAD); Chandon, Pierre (INSEAD); Chaaban, Jad (Doha Institute)
- 79) Losing the Narrative: A Grounded Theory Analysis of Canada’s Carbon Pricing Messaging
Beckstrom, Ronald (University of Utah)
- 80) Barriers to evidence adoption: a conjoint analysis of policymakers’ preferences for evidence dimensions
Spohn, Hans Max (Harvard University); Linos, Elizabeth (Harvard University)
- 81) Green Intentions, Unsustainable Actions: Exploring the Attitude Behavior Gap in Hong Kong's Fashion Consumption
Mak, Tin Nok (Hong Kong University of Science and Technology)