



# SOCIETY FOR JUDGMENT AND DECISION MAKING

## Newsletter

<http://www.sjdm.org>

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### 2010–2011 Executive Board

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The SJDM Newsletter, published electronically four times a year (with approximate publication dates of Vol 1 in March, Vol 2 in June, Vol 3 in October, and Vol in 4 December), welcomes short submissions and book reviews from individuals and groups. Essays should: have fewer than 400 words, use inline citations and no reference list, not include a bio (a URL or email is ok). If you are interested in reviewing books and related materials, please email Dan Goldstein.

**Advertising Rates:** Advertising can be submitted to the editor. Inclusion of the ad and the space given to the ad is at the editor's discretion. The current charge is \$200 per page. Contact the editor for details.

**Address Corrections:** Please keep your mailing and/or email address current. Address changes or corrections should be sent Bud Fennema. Reports of problems in receiving or opening the pdf file should be sent to the editor.

**Society membership:** Requests for information concerning membership in the Society for Judgment and Decision Making should be sent to Bud Fennema.



Departement of Operations and Information Management  
The Wharton School  
UNIVERSITY OF PENNSYLVANIA

The Operations and Information Management Department at the Wharton School is home to faculty with a diverse set of interests in decision-making, information technology, information-based strategy, operations management, and operations research. We are seeking applicants for a full-time, tenure-track faculty position at any level: Assistant, Associate, or Full Professor. Applicants must have a Ph.D. (expected completion by June 30, 2013 is acceptable) from an accredited institution and have an outstanding research record or potential in the OPIM Departments areas of research. Candidates with interests in multiple fields are encouraged to apply. The appointment is expected to begin July 1, 2012 and the rank is open.

More information about the Department is available at: <http://opimweb.wharton.upenn.edu/> Interested individuals should complete and submit an online application via our secure website, and must include: A cover letter (indicating the areas for which you wish to be considered) Curriculum vitae Names of three recommenders, including email addresses [junior-level candidates] Sample publications and abstracts Teaching summary information, if applicable (courses taught, enrollment and evaluations) To apply please visit our web site: <http://opim.wharton.upenn.edu/home/recruiting.html>

Further materials, including (additional) papers and letters of recommendation, will be requested as needed. To ensure full consideration, materials should be received by November 14th, 2011, but applications will continue to be reviewed until the position is filled.

Contact: Maurice Schweitzer, The Wharton School, University of Pennsylvania, 3730 Walnut Street, 500 Jon M. Huntsman Hall, Philadelphia, PA 19104-6340

The University of Pennsylvania values diversity and seeks talented students, faculty and staff from diverse backgrounds. The University of Pennsylvania is an equal opportunity, affirmative action employer. Women, minority candidates, veterans and individuals with disabilities are strongly encouraged to apply.

# 1 Announcements

## Take Charge of Your Science

Help make sure Wikipedia – the #1 online encyclopedia – represents scientific psychology fully and accurately. Join the effort to promote the science of psychology worldwide.

All APS and SJDM Members are encouraged to participate:

- Teachers: make updating and creating Wikipedia entries part of coursework
- Researchers: Be sure your specialty is represented completely and accurately
- Experts (you know you are): Review existing entries and create new ones

Here is how:

1. Create a Wikipedia Account
2. Register with the [APS Wikipedia Initiative](#)
3. Specify your interest and expertise

For more information, see the [APS Wikipedia Initiative](#)

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Joe Johnson writes:

With the annual meeting on the horizon, I'm once again asking for your help in supporting our student members. By helping to judge the student posters-which can be done *completely before the actual poster sessions* if you so choose-you are providing valuable feedback to our students and helping to ease the judging load for all judges.

Students this year are required to submit their posters electronically before the meeting in Seattle, which will allow judges to complete their evaluations any time during the week leading up to the meeting-such as on a long, boring plane flight.

I hope each of you will seriously consider helping out in this respect. With the recent increase in the amount of the awards, a thoughtful evaluation involving a wide range of our members is more important than ever. Each additional volunteer really does make a big difference, and the more judges we have the

more representative our contingent is likely to be of the society's interests and values.

Please don't be complacent and defer to the same set of judges that graciously volunteers every year. Simply reply to me off-list (johnsojg at muohio.edu) if you can help us out this year.

Anyone at the level of postdoc or higher is welcome to judge, and co-authorship or other conflicts are not an excluding factor.

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Jon Baron writes:

Craig Fox is the new President Elect of SJDM. Danny Oppenheimer is the new member of the Executive Board.

Welcome to both.

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Karl Halvor Teigen writes:

It is with sadness we bring the news of Wibecke Brun's death, September 1, 2011, of incurable cancer. Wibecke received her Doctoral Degree from the University of Bergen, Norway, in 1995, and was recently promoted to Professor of Cognitive Psychology at the same university. She was a prominent member of EADM and a regular contributor and attendee to SPUDM meetings for 20 years. From 1997-2001 she served at the EADM executive board and was an editor of the EADM bulletin. She is well known for her studies of risk perception and verbal probabilities. The EADM community, her colleagues and friends will remember her for her outgoing enthusiasm, generousness, and unfailing support. She is deeply missed.

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Anuj Shah writes:

With SJDM's annual meeting coming up, that can only mean one thing: The return of the book auction. This is, no doubt, the real reason many of you attend each year. To bid feverishly. To bid generously. And yes, there will be bids, but first there must be books.

I know that many of you have written or edited some fantastic titles in recent years, and I'm hopeful that you might be able to donate copies to this year's auction. If you're able and willing to donate, please email me at akshah at princeton.edu

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Lars Sjö Dahl writes:

The Brunswik Society Newsletter 2011 First call for contributions According to our tradition, we are now preparing for the Brunswik Society Newsletter 2011, and look forward to receiving your contributions at the latest on 1 November 2011. We hope this will give you sufficient time for planning and writing your contribution. The Brunswik Society Newsletter is the means by which we can inform each other about our research projects, questions, interests, publications, jobs, congresses, seminars, new relevant literature including fields bordering on Egon Brunswik's main ideas, such as interactions organism-environment (in its broadest sense), and interdisciplinary approaches. This Newsletter is published on the official Brunswik Society website (see [1]<http://www.brunswik.org/index.html>) and is open to anyone interested in this research approach. To give you an idea of the form of the Newsletter please click on the link below: [2]<http://www.brunswik.org/newsletters/2010news.pdf> We need your contribution by 1 November 2011. Please add the following information: Title Name of author(s) Institution(s) Country(ies) Email address(es) Please send your contribution to Lars Sjö Dahl at [3]le.sjodahl at swipnet.se Confirmation of the receipt of your contribution will be sent to your email address. If you have any questions, please feel free to contact Lars Sjö Dahl at the above-mentioned email address. We look forward to hearing from you! Lars Sjö Dahl, editor of the Brunswik Society Newsletter 2011

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Angie Fagerlin writes:

The FDA has released a book on risk communication that may be useful to some. It is available free on the FDA website. Please see the email below for more information.

If you are involved in risk communication, here is a resource for you: Communicating Risks and Benefits: An Evidence Based User's Guide <http://www.fda.gov/downloads/AboutFDA/ReportsManualsForms/Reports/UCM268069.pdf>. This volume, from FDA's Risk Communication Advisory Committee and consultants, presents pointers on communication design, summaries of scientific foundations, and tips for evaluating communications in range of budgets. It is available free on FDA's website: just click on the link above.

Communicating Risks and Benefits: An Evidence-Based User's Guide Effective risk communication is essential to the well-being of any organization and those people who depend on it. Ineffective communication can cost lives, money, and reputations. Communicating Risks and Benefits: An Evidence-Based User's Guide provides the scientific foundations for effective communication.

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Jason Matheny writes:

IARPA has posted a Broad Agency Announcement for the Open Source Indicators (OSI) Program: [http://www.iarpa.gov/solicitations\\_osi.html](http://www.iarpa.gov/solicitations_osi.html)

Please forward to anyone who might be interested.

#### SYNOPSIS

Many significant societal events are preceded and/or followed by population-level changes in communication, consumption, and movement. Some of these changes may be indirectly observable from publicly available data, such as web search queries, blogs, micro-blogs, internet traffic, financial markets, traffic webcams, Wikipedia edits, and many others. Published research has found that some of these data sources are individually useful in the early detection of events such as disease outbreaks. But few methods have been developed for anticipating or detecting unexpected events by fusing publicly available data of multiple types from multiple sources.

IARPA's Open Source Indicators (OSI) Program aims to fill this gap by developing methods for continuous, automated analysis of publicly available data in order to anticipate and/or detect significant societal events, such as political crises, humanitarian crises, mass violence, riots, mass migrations, disease outbreaks, economic instability, resource shortages, and responses to natural dis-

asters. Performers will be evaluated on the basis of warnings that they deliver about real-world events.

Required technical innovations include: development of methods that leverage population behavior change in anticipation of, and in response to, events of interest; processing of publicly available data that reflect those population behavior changes; development of data extraction techniques that focus on volume, rather than depth, by identifying shallow features of data that correlate with events; development of multivariate time series models robust to non-stationary, noisy data to reveal patterns that precede events; and innovative use of statistical methods to fuse combinations of time series for generating probabilistic warnings of events. If successful, OSI methods will "beat the news" by fusing early indicators of events from multiple publicly available data sources and types.

Jason Matheny Program Manager, IARPA/ODNI (301) 851-7451 jason.g.matheny at ugov.gov

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The Robert Wood Johnson Foundation writes:

Robert Wood Johnson Foundation's Pioneer Portfolio seeks innovative ideas that apply the principles and theories of behavioral economics to perplexing health problems. We are particularly interested in supporting either experiments or secondary data analyses that test innovative solutions to the challenges of obesity and consumer engagement. However, we also are interested in and open to investigator-initiated ideas that have the potential to offer break-through solutions to persistent and perplexing health and health care problems.

This solicitation is a two-stage process. Under the first stage, applicants are asked to submit a 1500-character brief proposal that describes their idea.

Applicants of selected brief proposal ideas will be invited to submit full proposals.

Full selection criteria can be found in the Call for Proposals. More details and how to apply <http://www.rwjf.org/pioneer/>

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Yaniv Hanoch writes:



Health has a major impact on both individuals and nations. Health problems can impact a person's emotional, financial and social state; they can also affect a nation's financial and social standing. Indeed, countries across the globe are currently battling the increasing costs of health care delivery, while others are trying to modernize their systems. Furthermore, most nations face similar health related challenges such as reducing unhealthy behaviors (poor diet and smoking), increasing healthy behaviors (exercising), assisting disadvantaged population gain better access to health services, and improving adherence to medical treatment.

According to the Surgeon General's Office the leading causes of mortality in the U.S. have substantial behavioral components. It is no wonder, therefore, that both psychologists and economists have been among the pioneers in studying components associated with health behaviors and have provided a range of successful behaviorally based prevention and treatment options. Yet, the sheer extent of these problems calls for a more interdisciplinary approach. In recent years a growing number of researchers have turned to behavioral and experimental economics in the hopes of providing additional insights to facilitate positive health behavior changes.

The aim of this special issue is to bring together the latest research in behavioral and experimental economics on health related issues, stimulate cross disciplinary exchange of ideas (theories, methods and practices) between health economists and psychologists, and provide an opportunity to simulate novel and creative ways to tackle some of the most important health challenges we currently face. This special issue will be of interest not only to a diverse range of researchers but to health professionals, practitioners and policy makers alike.

With this call for papers, we hope to attract manuscripts that are outstanding empirical and/or theoretical exemplars of research on any health related topic from a behavioral and/or experimental economic perspective. We anticipate studies will focus on a range of topics, including, but not limited to: Smoking, Dietary choices, Adherence to treatment, Decision making, Risk taking behavior, Choice architecture, Information asymmetry and use of monetary incentives to alter behavior. We expect papers to reflect a variety of methodologies but to highlight implications of the research for practitioners and policy makers.

Authors should submit a short proposal (maximum of 400 words) that outlines the plan for a full manuscript\* to Yaniv Hanoch, PhD \*and\* Eric Andrew Finkelstein\*, PhD, guest editors for the special issue, by \*March 1, 2012\*. The proposal should outline the study question, methods and findings of the proposed submission and note how the paper will align with the theme of the special issue. \*Submissions are due August 1, 2012.\* Papers should be prepared in full accord with the \*Health Psychology\* Instructions to Authors and submitted through the Manuscript Submission Portal [http://www.jbo.com/jbo3/submissions/dsp\\_jbo.cfm?journal\\_code=hea](http://www.jbo.com/jbo3/submissions/dsp_jbo.cfm?journal_code=hea). All manuscripts will be peer reviewed. Some papers not included in a specific special section may be accepted for publication in \*Health Psychology\* as regular papers. Please indicate in the cover letter accompanying your manuscript that you would like to have the paper considered for the Special Series on Health Psychology meets Behavioral Economics.

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David Hardman writes:

Gaelle Villejoubert invited me to take photographs at this summer's SPUDM conference at the University of Kingston, London. A selection of these can be found at the flickr and facebook links below. If anyone is interested in obtaining print copies, these can be ordered from the zenfolio link below (the print copies are based on higher quality image files). In due course I will add some more pictures, but for now I have focused mostly on the keynote speakers and prize winners. Unfortunately, I wasn't able to attend on Tuesday 23rd so have no pictures from that day.

Regards, David

<http://www.flickr.com/photos/davidkhardman/sets/72157627544277328/>

<http://www.facebook.com/media/set/?set=a.10150778163620577.725711.839215576&l=2d51c62a29&type=1>

<http://davidkhardman.zenfolio.com/p871629344>

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Please find the latest edition of SJDM's journal Judgment and Decision Making at <http://journal.sjdm.org/>

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Dan Goldstein writes:

SJDMers can now get weekly JDM-relevant updates between newsletters by subscribing to Decision Science News <http://decisionsciencenews.com> by email. [Visit this link to sign up.](#) Exactly one email is sent per week, and unsubscribing is easy.

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Management Science writes:

Given the tremendous growth and importance of behavioral economics research and building on the success of our Behavioral Economics and Finance Special Issue (which is scheduled to appear in the January 2012 issue), we have created a new department in Management Science:

Behavioral Economics

We provide below our editorial team, the editorial statement for the department and information about Management Science. You are receiving this email most likely because you have reviewed or submitted to Management Science. Please pass on this information to all that may be interested.

Department Editors:

Uri Gneezy, University of California, San Diego Teck-Hua Ho, University of California, Berkeley John List, University of Chicago

Associate Editors:

Nick Bloom, Stanford University Colin Camerer, California Institute of Technology Jeffrey Carpenter, Middlebury College Gary Charness, University of California, Santa Barbara Yan Chen, University of Michigan Anna Dreber, Stockholm School of Economics Simon Gaechter, University of Nottingham Stephan Meier, Columbia University Klaus Schmidt, University of Munich Andrew Schotter, New York University Uri Simonsohn, University of Pennsylvania Matthias Sutter, University of Innsbruck Chad Syverson, University of Chicago John van Reenen, London School of Economics Roberto Weber, University of Zurich

Editorial Statement:

The Behavioral Economics Department seeks to publish original research broadly related to behavioral economics. We welcome laboratory experiments, field studies, empirical and theoretical papers. The goal of the Department is to promote research on incentives and behavior in domains such as markets, groups and individual decision making. In the cross-disciplinary tradition of Management Science, we encourage research that draws ideas from multiple disciplines including economics, psychology, sociology, and statistics to provide novel insights on behavioral economics. In all cases, manuscripts should provide high quality original approaches to behavioral economics, should be motivated such that the importance of the results are clear to nonspecialists and have important managerial implications for business and public policy.

#### About Management Science

For over 50 years, Management Science has published scientific research on the practice of management. Within our scope are all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business such as accounting, finance, marketing and operations. We include studies on organizational, managerial, and individual decision making, from both normative and descriptive perspectives. Our articles are based on the foundational disciplines of economics, mathematics, psychology, sociology, and statistics, and we encourage cross-functional, multidisciplinary research that reflects the diversity of the management science professions. Our interest extends to managerial issues in diverse organizational forms, such as for-profit and nonprofit firms, private and public sector institutions, and formal and informal networks of individuals. We welcome both empirical (field or lab) and theoretical contributions.

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Eldad Yechiam writes:

#### Special Topic in Frontiers in Neuroscience

We would like to invite you to consider your contribution to a Special Topic in Frontiers in Neuroscience, titled "The Neuroscience and Psychophysiology of Experience-Based Decisions".

The special topic will include something between 10 to 50 articles. In this journal "Special Topics are meant to be an encyclopedic coverage of a focused research area". The details on the contents of the special topic appear below.

If you are interested in submitting an abstract for potential consideration please go to: [http://www.frontiersin.org/Cognitive%20Science/specialtopics/the\\_neuroscience\\_and\\_psychophy/229](http://www.frontiersin.org/Cognitive%20Science/specialtopics/the_neuroscience_and_psychophy/229) Note that this journal is an open access journal in which authors pay a mandatory fee for accepted articles.

The special topic will be simultaneously co-referenced in *Frontiers in Neuroscience* (under the Decision Neuroscience section) and in *Frontiers in Psychology* (under the Cognitive Science section)

We very much hope you would join us in this special topic.

Gingi: thegingi at gmail.com Eldad: yeldad at tx.technion.ac.il

The Neuroscience and Psychophysiology of Experience-Based Decisions

Eldad Yechiam - Technion Itzhak Aharon (Gingi) - Interdisciplinary Center (IDC), Herzliya

In experience-based decisions people learn to make decisions by sampling the relevant alternatives and getting feedback. The study of experience-based decisions has recently revealed some robust regularities that differ from how people make decisions based on descriptions. For example, people were found to underweight small probability events in experience-based decisions, while overweighting them in decisions based on descriptions (i.e. where the participants have full information about the outcome distributions but no feedback). This is now commonly referred to as the description-experience gap.

In parallel to the recent advancement in Decision Science, neuroscientists have for a long while used the experience-based decisions paradigm for analyzing brain-behavior interactions. For example, phenomena such as the feedback-based Error-Related Negativity (fERN) in event-related potentials and the role of non-declarative knowledge in selecting advantageously were discovered using experience-based tasks.

The goal of the current Special Topic is to combine two sources of knowledge concerning experience-based decisions: State of the art models in decision science,

and neuroscientific and psychophysiological approaches that shed light on the working of the brain in these decisions. Also relevant are process-based analyses of fractions of behavior in these types of decisions. We consider original empirical work and theoretical analyses of existing datasets.

Deadline for full article submission: December 1, 2011

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Eyal Ert, Ido Erev, and Al Roth write:

Dear Colleagues,

We write to invite you, and your students, to participate in a new choice prediction competition that is conducted as part of the special issue of the journal *Games* [http://www.mdpi.com/search/?s\\_journal=games&s\\_special\\_issue=648](http://www.mdpi.com/search/?s_journal=games&s_special_issue=648)

The competition focuses on the prediction of behavior in one-shot extensive form games. In these games a proposer chooses between action Out, which enforces "outside option" payoffs on the two players, and action In. If In is chosen then the responder determines the payoff allocation by choosing between action Left and action Right. The competition is composed of two independent sub-competitions: one that predicts the proposer's behavior and another that predicts the responder's behavior.

The organizers first ran (in May 2010) an experimental study of 120 games that were randomly selected from a well-defined space of games. The raw experimental results of this study, referred to as the "estimation experiment," are presented in the competition's website ( <http://sites.google.com/site/extformpredcomp/home>). In addition, the competition website includes the rules of the competition, and a link to a paper that summarizes the results of the estimation experiment and explores the value of several baseline models <https://sites.google.com/site/extformpredcomp/EEREFG.pdf>

The site explains that the goal of the participants in the competition is to predict the results of a second experiment. This study, referred to as the "competition experiment," will be kept confidential until 2 December 2011. The competition experiment uses the same method as the estimation experiment, but studies different games (drawn from the same space of games) and different subjects.

You are invited to participate in the competitions, and/or to use it as one of the assignments to your students for the 2011 Fall semester (see details below). To participate in the competition you will have to email us a computer program (in MATLAB, Visual Basic, or SAS) that reads the parameters of the games (the incentive structure) as input, and predicts the main results as output. The program should be an implementation of your favorite model. To develop and/or estimate your model you are encouraged to analyze the data of the estimation experiment, and to build on the baseline models that were posted in the competition website. To use the competition as a class assignment you should follow the assignment instructions in the site <https://sites.google.com/site/extformpredcomp/registration-1>

The submitted models will be ranked based on the mean squared deviation between the predictions and the results of the competition experiment.

The prize for the winners will include an invitation to publish a paper that describes the winning model in Games, and an invitation to a special workshop. The submission deadline for this competition is 1 December 2011. You are allowed to submit one model as a first author and to co-author up to two additional submissions.

Using the competition as a class assignment:

Professors who want to use the competitions as one of their class assignments are asked to contact us at <mailto:gamespredcomp@gmail.com>. The professor will receive a course ID to give the students. To be associated with a course, submissions will specify the course ID and the professor's name. The models will be treated like any regular submission, except that the professor will also receive a copy of the models' rankings assigned with his/her class ID.

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Frank Yates writes:

This is an exciting time in our field of judgment and decision making. Many new and often surprising findings and perspectives on how people decide are emerging every day it seems. It is important that we continue the momentum. Building and sustaining engaging JDM courses is a great way to do that. That

is where the Interuniversity Decision Behavior Teaching Repository comes into the picture: <http://sitemaker.umich.edu/dec.btr/home>

Please browse the Repository (regularly, but especially now) to see what materials your colleagues might have posted that could prove useful in crafting or updating your own course.

AND REALLY IMPORTANTLY: Please contribute any materials of your own that you feel might be useful to your fellow instructors. Just follow the directions on the site.

I can't wait to see and use the exciting new tools you have been developing.

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Alain Reifman writes:

I invite everyone to visit my newest online resource compilation, this one pertaining to practical statistics resources. The site is for people with at least some basic statistical training, who either want to branch out into new techniques or trouble-shoot roadblocks that are encountered with a particular analysis. Most of us (and our colleagues) run into questions periodically such as:

Why does a positive correlation between two variables turn into a negative association when controlling for other variables (suppression)? What should I make of a standardized regression Beta coefficient that exceeds  $\pm 1.00$ ? How do I break down a large chi-square table to see which cells the "action" is in? How do I compare the magnitudes of two correlations?

It's these kinds of questions I seek to help people address. Take a look by clicking on the following link:

<http://www.webpages.ttu.edu/areifman/prac-stat.htm>

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Dan Goldstein writes:

I encourage Society members to try the R language for their statistical needs. Because it is powerful, completely free (in the sense of *libre* and *gratis*), and unencumbered by restrictive licenses, R has quickly become a lingua franca among statistical scientists. Because it runs on Windows, Mac, and Linux and can be



downloaded and installed in minutes, it is ideal for teaching and for publishing code in journal articles. I've made a couple [R video tutorials](#). Jon Baron has written an excellent guide for those interested in [psychological research with R](#). The home of the R project is <http://cran.r-project.org/>.

Also of great use is the `ggplot2` package for statistical graphics, which is an R package written by Hadley Wickham. It is described at the `ggplot2` website as follows:

`ggplot2` is a plotting system for R, based on the grammar of graphics, which tries to take the good parts of base and lattice graphics and none of the bad parts. It takes care of many of the fiddly details that make plotting a hassle (like drawing legends) as well as providing a powerful model of graphics that makes it easy to produce complex multi-layered graphics.

To cite `ggplot2` in publications, authors may use: H. Wickham. `ggplot2`: elegant graphics for data analysis. Springer New York, 2009.

## 2 Essay

### MEANINGLESS MEDIATION

John G. Lynch, Jr. University of Colorado

In August of 2010, the *Journal of Consumer Research* published an invited paper by Zhao, Lynch and Chen on common abuses of mediation analysis.

Zhao, Xinchu, John G. Lynch, Jr., and Qimei Chen (2010), Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis, *Journal of Consumer Research*, 37 (August), 197–206.

In a note accompanying the paper, the editor suggested that authors either follow its recommendations or take them into account if they chose to use an alternative approach. The paper made four points. As I observe how the paper is being used and adopted by JCR authors and authors at other journals, the least original of our recommendations is the most widely adopted, so in this note I want to restate the recommendations in order of importance.

1. Consider the discriminant validity of the mediator. Our single most important point is stated on the last page of Zhao et al. Many, many reports of mediation tests in consumer research and psychology are utterly meaningless because the authors have not demonstrated that the mediator is distinct from the independent variable or the dependent variable. When it is not distinct, the data will appear to support full mediation in Baron and Kennys terms and indirect only mediation in the parlance of Zhao et al.

A great many meaningless mediations are published in leading journals in which the mediator M is essentially a manipulation check (and hence, no discriminant validity from X) or an alternative measure of the conceptual dependent variable (and hence, no discriminant validity from Y). Some reviewers looking for any evidence of process may give partial credit for even meaningless mediations; this would encourage defensive insertion of meaningless mediation analyses by authors. We could save a lot of page space by deleting reports of these mediation results from the pages of JCR, JMR, and JCP. Until very recently, I have not seen much evidence that the Zhao et al. paper has had any deterrent effect on this error.

2. Embrace partial mediation and use unexpected direct effects to stimulate theorizing about omitted mediators. Our second most important point was that X-Y relationships are likely to have multiple mediators, and we researchers are usually not smart enough to test for more than one. In that case, it is likely that the data will sometimes indicate indirect only mediation (or full mediation in Baron and Kennys terms), but more often will support either the competitive mediation or complementary mediation outlined by Zhao et al. Here, an unexplained direct effect of X on Y accompanies a significant indirect effect X M Y as posited by the researchers. Followers of Baron and Kenny viewed those direct effects with mild embarrassment. We pointed out that the sign of the direct effect can often be a hint to the sign of some omitted mediator. I should note that model misspecification and omitted variable bias can lurk as easily in data that seem to be consistent with indirect only (full) mediation as in data where there is an unexplained direct effect. The great advantage of the latter case is that the sign of the direct effect gives the authors some tip that there is more to learn, and a hint of what direction to look for omitted indirect paths matching the sign of the direct effect. Write to me for an easy-to-understand example of indirect only results hiding omitted variable bias due to an omitted second mediator.

3. Test only for the indirect effect X M Y and not for an effect to be mediated. The Baron and Kenny procedure required that authors show a significant zero order effect of X on Y to establish an effect to be mediated. We showed that this effect is algebraically equivalent to the total effect of X on Y: the sum of the indirect effect of X on Y through M and the direct

effect of X on Y. We noted that this total effect test is meaningless or superfluous. If the signs of the direct and indirect effects are opposite, it is easy to fail to observe an effect to be mediated or to observe an effect to be mediated of the wrong sign despite strong evidence for the posited indirect pathway. If the signs of the direct and indirect effects are the same, the test of the zero order effect of X on Y will always be significant when the indirect effect is significant hence the test is superfluous here. We pointed out how nonsensical it was to treat a result as publishable when a posited indirect effect matched the sign of an unexplained direct effect, but not in the equally likely case in which the unexplained direct effect was opposite in sign. Ironically, about the time our paper was coming out, I received a rejection from a top journal with an AE report citing, among other failings, the marginal significance of the effect to be mediated in one of two replications.

4. Use Preacher and Hayes bootstrap instead of Sobel test. The least important and least original point in Zhao et al. is, ironically, the one that seems to have caught on: use bootstrap tests rather than Sobel tests for the indirect effect X-M-Y. This one is a no brainer. Bootstrap tests using the very simple-to-use Preacher and Hayes (2008) macro are almost always more powerful than Sobel tests for reasons explained in our paper. There are no published bootstrap tests of mediation of within-subjects effects, where Sobel tests can be used. But in the usual between-subjects case, authors should head to Andrew Hayes website <http://www.afhayes.com/spss-sas-and-mplus-macros-and-code.html>

Though many consumer researchers have started using bootstrap tests, I have had colleagues tell me that reviewers told them to remove bootstraps tests and replace with Sobel. AEs should be vigilant to contradict such clearly incorrect advice if it appears in JCR reviews.

Though not emphasized in Zhao et al., the other major advantage of the Preacher and Hayes (2008) macro is that it makes it easy to test multiple mediator models.[1] Most published mediation tests consider a single mediator, though we assert in Zhao et al. that most X-Y relations likely have multiple mediators. Authors who are insightful enough to posit dual mediators almost always test each one piecewise using the Baron and Kenny tests we criticized. Thats wrong. With the Preacher and Hayes macro, it takes the same single line of code in SPSS or SAS to specify a multiple mediator model as to specify a single mediator model.

[1] Use MPLUS to analyze latent variable versions of the same multiple mediator models.

### **3 Conferences**

SJDM's annual conference will be held in the Sheraton Seattle Hotel, Seattle, Washington, during November 5-7, 2011. See <http://sjdm.org> for details. The program is included at the end of this newsletter.

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The University of Colorado Boulder is proud to announce that it will host the 2012 conference on Behavioral Decision Research and Management in Boulder, CO. BDRM 2012 will be held Wednesday June 27th to Friday June 29th. Information on conference submissions, invited speakers, events, accommodations, and travel will be forthcoming.

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Adam Waytz and Kurt Gray announce a one-time pre-conference on Mind Perception to be held at SPSP 2012 in San Diego. We have an exceptional line-up of speakers who explore cutting edge-research on mind perception from a variety of perspectives, including social cognition, development, neuroscience and philosophy.

Registration is now open. The cost is \$75 for faculty, and \$50 for students and post-docs. Lunch is included. The registration fee is waived for all those with accepted posters. Mind perception encompasses a variety of topics including empathy, perspective-taking, theory of mind, religious belief, mentalizing, agency detection, anthropomorphism, and dehumanization. We have ten fantastic speakers that include Alison Gopnik, Joshua Knobe, Jason Mitchell, Ara Norenzayan, Rebecca Saxe, Thalia Wheatley and Liane Young. Also speaking will be Jonah Lehrer, best selling author and writer for Wired magazine and the Wall Street Journal. We are grateful to the Kellogg School of Management for their support.

For more information, see <http://mindperceptionconference.com>

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The TeaP 2012 conference system is now ready for submissions and registration.

The TeaP conference is one of the largest psychological research conferences in German speaking countries. It has a long-standing tradition reaching back to 1959. There are usually more than 500 contributions, organized in symposia, individual talks in thematic sessions, and poster sessions. TeaP is an abbreviation for Tagung experimenteller arbeitender Psychologen. This means that the common denominator of the research presented here is the experimental method. Contributions are welcome from various psychological subdisci-

plines using or improving the experimental method, such as Cognitive Psychology, Social Psychology, Methodology etc.

The conference will take place from April 1st – 4th 2012 at the University of Mannheim. We cordially invite researchers from all fields in psychology using the experimental method to contribute to this traditional and stimulating conference by participating and/or by presenting their research.

Please visit our website at <http://www.teap.de> where we provide all relevant information for registration and the submission of contributions. There, you will also find continually updated information about the conference venue, social events, and the Mannheim region.

Please note the following deadlines: - Submission of symposia - October 15th 2011 - Submission of individual papers and posters - November 15th - Early registration (required when contributing) - January 15th 2012 - Late registration - March 15th

We are very much looking forward to welcoming you in Mannheim!

The conference organizers

Arndt Broeder, Edgar Erdfelder, Benjamin Hilbig, Thorsten Meiser, Ruediger Pohl & Dagmar Stahlberg

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All are invited to participate in the 7th annual Pre-Conference on Judgment and Decision Making preceding the 2012 Society for Personality and Social Psychology meeting in San Diego, CA. The JDM pre-conference will be held during the day of January 26, 2012 in room 33AB of the San Diego Convention Center.

The goal of the JDM pre-conference is to highlight the emerging nexus of social, personality, judgment, and decision making research.

The meeting features an exciting lineup of invited speakers:

Shane Frederick, Yale University Robyn LeBoeuf, University of Florida Jonathan Levav, Stanford University Laurie Santos, Yale University Joseph Simmons, University of Pennsylvania Richard Thaler, University of Chicago Peter Ubel, Duke University Piotr Winkielman, University of California at San Diego

In addition to the speakers, the JDM pre-conference features a poster session. The deadline for poster submissions is November 15, 2011. With generous support from the NYU's Stern

School of Business, the pre-conference will offer a limited number of competitive \$200 travel reimbursements to graduate students who are first author on a poster.

Registration is now open and will close when our space is filled or January 15th, whichever comes first. For information regarding poster submissions, registration, and more, please visit:

<http://www.andrew.cmu.edu/user/morewedg/SPSP/jdm.html>

Organizers: Eugene Caruso, Carey Morewedge, Daniel Oppenheimer, & Kelly See

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Experiments on Ethical Dilemmas: An Interdisciplinary Workshop 3rd - 4th May 2012, Institute of Philosophy, London, UK

Confirmed speakers: Fiery Cushman, Psychology, Brown University, USA Adam Feltz, Philosophy, Schreiner University, USA Urs Fischbacher, Economics, University of Konstanz, Germany Natalie Gold, Philosophy, King's College London, UK Shaun Nichols, Philosophy, University of Arizona Briony Pulford, Psychology, University of Leicester, UK

This is an end-of-project workshop arising from a two-year study entitled "Framing Effects in Ethical Dilemmas" in which Natalie Gold, Andrew Colman, and Briony Pulford investigated contextual factors affecting moral decisions. The project included a series of experiments in which trolley problems and related ethical dilemmas were presented to people in contexts that were systematically varied to throw light on factors affecting their responses. Experiments included both hypothetical questions and incentivized choices, of the kind associated with experimental economics.

We invite submissions on any topic related to the workshop theme of experiments in ethical dilemmas, from across all relevant disciplines, including (but are not limited to) philosophy, psychology and economics. Preference will be given to papers that present or review experimental results. Please submit abstracts (of one page max) to Natalie Gold (natalie.gold"at"rocketmail.com) by December 15th, 2011. Please prepare your abstract as a pdf for blind review and put "Submission [Your Name]" as the subject line of the e-mail, and your name and affiliation in the body of the e-mail. Notifications of acceptance will be made by January 15th, 2012.

For further information, please see the workshop webpage at: <http://www.le.ac.uk/pc/amc/eed-workshop.html>

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### Women in SJDM Networking Event

Registration is now open for the annual Women in SJDM networking event, scheduled for noon on Sunday November 6th at the SJDM conference in Seattle. By popular demand, this year's event will feature a small panel of JDM scholars who will discuss their advice on pursuing fulfilling and successful academic careers. Panel members include: Gretchen Chapman, Lisa Ordonez, Ellen Peters, Elke Weber, and Julie Downs (tentative).

Please click on the link below to register for the event. The lunch will take place at a local restaurant, Sullivan's Steakhouse, 621 Union St. (corner of 6th and Union, next to Sheraton Hotel). All are welcome to attend, and, thanks to generous faculty and academic department support, the event is free of charge. We hope to see you there! [http://olinbusiness.qualtrics.com/SE/?SID=SV\\_1S2g8e3yl6KkAPW](http://olinbusiness.qualtrics.com/SE/?SID=SV_1S2g8e3yl6KkAPW)

Thank you to our 2011 Donors: Evans School of Public Affairs, University of Washington Olin Business School, Washington University in St. Louis Preferences As Memory Lab, Columbia University, The Society for Judgment and Decision Making, The Wharton School of the University of Pennsylvania, Katherine Burson, Gretchen Chapman, Rachel Croson, Cynthia Cryder, Julie Downs, Ana Franco-Watkins, Kelly Goldsmith, Crystal Hall, Jennifer Lerner, Nina Mazar, Barb Mellers, Katy Milkman, Cassie Mogilner, Lisa Ordonez, Ellen Peters, Janet Schwartz, Kelly See, Claudia Townsend, and Meng Zhu. (From a message from Katherine Milkman).

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The 25th Annual Conference of the International Association for Conflict Management will take place July 11-14, 2012 in Stellenbosch, South Africa. The Submission deadline is February 1, 2012, 5:00 p.m. Central European Time

See <http://www.iacm-conflict.org> for details

## **4 Jobs**

Department of Operations and Information Management, The Wharton School, University of Pennsylvania

The Operations and Information Management Department at the Wharton School is home to faculty with a diverse set of interests in decision-making, information technology, information-based strategy, operations management, and operations research. We are seeking applicants for a full-time, tenure-track faculty position at any level: Assistant, Associate, or Full Professor. Applicants must have a Ph.D. (expected completion by June 30, 2013 is acceptable) from an accredited institution and have an outstanding research record or potential in the OPIM Department's areas of research. Candidates with interests in multiple fields are encouraged to apply. The appointment is expected to begin July 1, 2012 and the rank is open.

More information about the Department is available at: <http://opimweb.wharton.upenn.edu/>

Interested individuals should complete and submit an online application via our secure website, and must include:

- A cover letter (indicating the areas for which you wish to be considered) -Curriculum vitae
- Names of three recommenders, including email addresses [junior-level candidates] -Sample publications and abstracts
- Teaching summary information, if applicable (courses taught, enrollment and evaluations)

To apply please visit our web site: <http://opim.wharton.upenn.edu/home/recruiting.html>

Further materials, including (additional) papers and letters of recommendation, will be requested as needed. To ensure full consideration, materials should be received by November 14th, 2011, but applications will continue to be reviewed until the position is filled.

Contact:

Maurice Schweitzer The Wharton School University of Pennsylvania 3730 Walnut Street 500  
Jon M. Huntsman Hall Philadelphia, PA 19104-6340

The University of Pennsylvania values diversity and seeks talented students, faculty and staff from diverse backgrounds. The University of Pennsylvania is an equal opportunity, affirmative action employer. Women, minority candidates, veterans and individuals with disabilities are strongly encouraged to apply.



Subject to budgetary authorization, the Department of Cognitive Sciences at the University of California has available a tenure-track position at the Assistant Professor level. Of particular interest are researchers who apply experimental and computational approaches to Decision-Making and Judgment research. Current departmental research themes include: (i) cognitive modeling, (ii) vision, hearing, attention and action, (iii) language and development, and (iv) cognitive neuroscience.

The online application should include:

- A cover letter indicating primary research interests - CV - 3 recent publications - 3-5 letters of recommendation

Candidates should apply online at: <https://recruit.ap.uci.edu/apply#SOCSCI>

Review of applications will commence on December 1, 2011.

Inquiries about the application process or position should be sent to: cogsci at uci.edu.

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The Department of Psychology at Fordham University invites applications for a one-year position as postdoctoral research fellow in with a possibility of extension for an additional year. The post doc will work in the Judgment and Decision Making Lab under the direction of David Budescu, and will be part of IARPA's Aggregative Contingent Estimation (ACE) Program. The goal of the ACE program is to develop and test tools to provide accurate, timely, and continuous probabilistic forecasts regarding local, national and global events by aggregating the judgments of many widely-dispersed analysts and communicating effectively the results to Decision Makers (see [1]<http://www.forecastingace.com/aces/>). The program offers opportunities to interact and collaborate with colleagues at seven other universities who are part of the project. The ideal candidate should have completed a Ph.D. in Psychology Cognitive Sciences, Computer Science, Statistics, Decision Sciences, or related fields with graduate training in experimental design, advanced statistical techniques, judgment and decision making, experience with on-line experimentation and strong computational skills. The post doc will help design, carry out and analyze results of experiments design to (1) improve elicitation procedures of probabilistic judgments from multiple analysts and summarize and (2) develop and validate procedures that communicate effectively these opinions. Salary is commensurate with NIH postdoctoral salary guidelines. The appointment can start as early as October 2011. Inquiries and applications should be addressed to Dr. David Budescu in the Department of Psychology (budescu at fordham.edu). To apply,

please send a cover letter, curriculum vita, a couple of papers and e-mails of 3 references (to be contacted by us). Founded in 1841, Fordham is the Jesuit University of New York, offering exceptional education distinguished by the Jesuit tradition to more than 15,100 students in its four undergraduate colleges and its six graduate and professional schools. It has residential campuses in the Bronx and Manhattan, a campus in West Harrison, N.Y., the Louis Calder Center Biological Field Station in Armonk, N.Y., and the London Centre at Heythrop College in the United Kingdom

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The Department of Management and Organizations, at the University of Arizona, Eller College of Management, invites applications from qualified candidates for a full-time, tenure-track position at the rank of Assistant Professor, to begin in August of 2012. An earned doctorate in management, psychology, sociology or a related discipline is required. We seek candidates who demonstrate a strong potential for excellence in research and the ability to teach at the undergraduate and graduate levels. Candidates from all areas of management and organizations research are encouraged to apply. However, preference will be given to candidates with interests related to Organization-level Strategy and/or Judgment and Decision-making and who, both with their research and teaching, are able to support the department's effort to grow their MBA and Executive Education programs.

The Department of Management and Organizations is ranked among the top 25 management departments nationwide and is recognized as a hub of world-class research. The 14 tenure-track faculty members are known for their expertise and innovative thinking in the areas of judgment and decision-making, organizational behavior, organizational theory, and strategy. Tenure-track faculty members include Lehman Benson, Steve Boivie, Joe Broschak, Terry Connolly, Russell Cropanzano, Aleks Ellis, Stephen Gilliland (Department Head), Barry Goldman, Ken Koput, Tamar Kugler, Lisa Ordonez, Nathan Podsakoff, Keith Provan, and Jerel Slaughter. To learn more about the Management and Organizations department, please go to our website at: <http://management.eller.arizona.edu>.

The Eller College of Management at The University of Arizona is internationally recognized for pioneering research, innovative curriculum, distinguished faculty, and excellence in entrepreneurship and social responsibility. Research is at the heart of our mission and the College leads the nation's business schools in generating grant funds for research. U.S. News & World Report ranks the Eller undergraduate program #13 among public business schools and four of its programs among the top 25 in their areas - Entrepreneurship, MIS, Management, and Accounting. U.S. News & World Report ranks the Eller MBA full-time program

#55 in the U.S. and the Evening MBA program at #31. The Eller College also offers an accelerated MBA program and the Eller Executive MBA. In total, the Eller College of Management supports more than 5,000 undergraduate and 600 graduate students on the UA campus in beautiful Tucson, Arizona. For more information about the University of Arizona and the Eller College of Management, please see our website <http://eller.arizona.edu>.

APPLICATION PROCEDURE and DEADLINES: Applicants must apply on-line at <https://www.uacareertrack.com> Please reference job number 48290. Applicants should complete an online application profile and upload the following application materials electronically to be considered for the position:

(1) a letter of interest (2) curriculum vita (3) three letters of recommendation (4) up to three representative research articles or working papers (5) documentation of teaching effectiveness.

Review of application materials will begin on October 15, 2011 and continue until the position is filled.

INQUIRIES: If you have general questions about the position, please contact one of the co-chairs of the search committee, Associate Professor Joe Broschak (broschak at email.arizona.edu) or Associate Professor Tamar Kugler (tkugler at email.arizona.edu). If you have questions about the application procedure, please contact University of Arizona's Human Resources at (520) 621-3662, option 3.

The University of Arizona is an EEOC/AA Employer - M/W/D/V.

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At the Institute of Economic Psychology, Educational Psychology and Evaluation there are 2 PhD positions in the field of Work and Organizational Psychology and 1 PhD position in the field of Economic Psychology limited for four years vacant.

These are the links to the job announcements for Work and Organizational Psychology (you'll find the English version below the German one; just scroll down): <http://bit.ly/swGNhS>.

This is the link to the job announcement for Economic Psychology (you'll find the English version below the German one; just scroll down): <http://bit.ly/sHw6Z8>

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Princeton University's Department of Psychology anticipates making an appointment at the

junior professor level. The position will be a joint appointment between the Psychology Department and the Woodrow Wilson School of Public and International Affairs (WWS), as part of an expanding joint venture in psychology and public policy. The candidate will teach some psychology courses and some courses that explore the links between psychology and public policy. Social psychologists with an interest in policy-relevant topics, including health and well-being, and cognitive psychologists specializing in judgment and decision making are invited to apply.

All applicants must hold a Ph.D. or equivalent advanced degree, and have an active research program and demonstrated commitment to teaching and advising at both the graduate and the undergraduate levels. Applicants should also be interested in interacting with neighboring social science disciplines (such as economics or politics).

Applicants should submit a C.V. with a cover letter summarizing their qualifications and names of three senior researchers who would be prepared to submit letters on their behalf online at <https://jobs.princeton.edu>, requisition # 0110513. Applicants should submit materials as soon as possible; the search will remain open until the position is filled.

Princeton University is an equal opportunity employer and complies with applicable EEO and affirmative action regulations.

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#### Tenured Faculty Position in Marketing College of Business Iowa State University

The Department of Marketing in the College of Business at Iowa State University is inviting applications for a tenured faculty position in marketing, preferably at the level of full professor. Strong candidates at the associate level will be considered. Candidates with a research interest in neuroscience (ERP-based research) and ability to teach research methods at the doctoral level will be preferred. The position starts in August 2012. Candidates with outstanding research records and visibility will be considered for an Endowed Chair appointment.

The successful candidate will have a Ph.D. in marketing or a closely related field, conduct scholarly research with publications with high impact and in top-tier marketing journals, and be able to teach undergraduate and graduate levels, including guiding PhD student research. In addition to these expectations, applicants must meet the university standards for appointment to the rank with tenure including an outstanding research record of research and teaching appropriate for advanced positions.

Salary will be competitive and commensurate with qualifications.

The College is accredited by AACSB International and is the fourth largest college at Iowa State with an enrollment of approximately 3,100 undergraduate (BS) and 300 graduate (MAcc, MBA, MSIS, and PhD) students. Iowa State University is a land-grant university with an enrollment of approximately 29,000 and is a member of the prestigious Association of American Universities representing 62 major research universities in the US and Canada. It is located in Ames, Iowa, a community of approximately 55,000 people located 35 miles from Des Moines, the state capital and the largest city in Iowa.

We will begin review of applications by October 15, 2011. Applications, however, will be accepted until the position is filled.

Candidates are requested to submit their applications using our online job site. [https://www.iastatejobs.com/applicants/jsp/shared/position/JobDetails\\_css.jsp?postingId=378818](https://www.iastatejobs.com/applicants/jsp/shared/position/JobDetails_css.jsp?postingId=378818)

Please send your inquiries or nominations to - Stephen Kim, Search Committee Chair Department of Marketing College of Business 2350 Gerdin Business Building Iowa State University Ames, IA 50011-1350 Telephone: 515-294-9409 Email: [stevekim@iastate.edu](mailto:stevekim@iastate.edu) or [tchildren@iastate.edu](mailto:tchildren@iastate.edu)

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## Postdoctoral Fellowships and Graduate Student Fellowships IN COGNITION AND DECISION MAKING

The Center for Adaptive Behavior and Cognition at the Max Planck Institute for Human Development in Berlin, under the direction of Gerd Gigerenzer, seeks applicants for up to 2 two-years Postdoctoral Fellowships (with the possibility of a third year) and up to 2 two-years Graduate Student Fellowships (with the possibility of two six-months extensions). The positions are to begin on or after September 1, 2012. Please contact us for details about the eligibility requirements for the Graduate Student Fellowships.

Candidates should be interested in studying the cognitive mechanisms underlying bounded, social, and ecological rationality in real-world domains. Current and past researchers in our group have had training in psychology, cognitive science, economics, mathematics, biology, and computer science to name but a few. The Center provides excellent resources, including support staff and equipment for conducting experiments and computer simulations, travel support for conferences, and, most importantly, the time to think.

For more information about our group and other funding possibilities for graduate students please visit our homepage at

<http://www.mpib-berlin.mpg.de/en/research/adaptive-behavior-and-cognition>

The working language of the center is English, and knowledge of German is not necessary for living in Berlin and enjoying the active life and cultural riches of this city. We strongly encourage applications from women, and members of minority groups. The Max Planck Society is committed to employing more disabled individuals and especially encourages them to apply.

Please submit applications (consisting of a cover letter describing research interests, curriculum vitae, up to five reprints, and 3 letters of recommendation) by December 22, 2011 to ensure consideration. However, applications will be accepted until the positions are filled. The method of submission is a single PDF file for the cover letter and CV, plus PDF copies of the reprints e-mailed to fellowships2012 at mpib-berlin.mpg.de;mailto:fellowships2012 at mpib-berlin.mpg.de;. Letters of recommendation and questions can be emailed to the same address.

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Dr. Niki Pfeifer (Munich Center for Mathematical Philosophy, LMU Munich) offers under the usual equal opportunity conditions one doctoral researcher position (65%, TV-L 13, up to 3 years) and one student research assistant to work in the intersection of philosophy, psychology and cognitive science. The doctoral researcher will focus on the empirical work (developing the research hypotheses, designing the experiments and running the data analysis). The student assistant will assist in constructing the experimental material, collect the data and prepare the data for analysis. Opportunities for the doctoral researcher to prepare a PhD thesis and for the student assistant to prepare a Masters' thesis within the project (see below) will be provided. Working language is English. The positions is vacant until filled. For an application send an email including the following items to niki.pfeifer at lrz.uni-muenchen.de

1. a letter of motivation
2. a curriculum vitae
3. a scan of the most recent academic degrees
4. evidence of English and mathematical skills (e.g., school/university grades)
5. additional requirement for the PhD position: two confidential letters of reference addressing the applicant's qualifications for doctoral research are required. These should be sent by the referees directly to me.

Selection criteria include

1. Academic excellence (publications are a plus) 2. Research ability and potential 3. Motivation 4. Knowledge of logic, probability, statistics, psychological experimentation, and/or programming are a plus

#### Project Details

Title: Rational reasoning with conditionals and probabilities. Logical foundations and empirical evaluation Project leaders: Prof. Dr. Gabriele Kern-Isberner (TU Dortmund) & Dr. Niki Pfeifer (LMU Munich) Funding: German Research Foundation (Priority program "New Frameworks of Rationality") Duration: Three years Start: TBA Web: <http://www.pfeifer-research.de/spp.html> Abstract: This project combines logic-based theories of rationality provided by nonmonotonic logics and approaches to conditional reasoning, and probabilistic theories of rationality based on coherence approaches and the principle of maximum entropy. Conditionals will serve as a common interface between all these approaches, since they encode crucial guidelines for rational reasoning and can be used both in a qualitative and in a probabilistic way. This provides a unifying perspective on rationality that helps to overcome the limits of specific frameworks and also allows for taking information from the environment into account. We aim to extend axiomatic systems of nonmonotonic logics (like system P) to better approximate rational reasoning. In particular, the theory of conditional structures shall be used to develop formal models of rational conditional reasoning, both in qualitative and probabilistic frameworks. On the probabilistic side, the coherence approach will be utilized and extended to investigate formally and empirically current psychological and philosophical theories of conditionals. The descriptive value of the formal models shall be evaluated with respect to people's understanding and reasoning with uncertain conditionals. Moreover, the relevance of the methods to be developed in this project to causal and counterfactual reasoning and for belief revision shall be investigated. See [www.pfeifer-research.de](http://www.pfeifer-research.de)

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#### Department Head Search – Kansas State University Department of Psychology

The Department of Psychology at Kansas State University seeks an outstanding individual to head the department. The successful applicant is expected to have a Ph.D. degree in Psychology, a history of high-quality teaching, a national/international reputation for scholarship and leadership in any of the substantive sub-fields in psychology, and a strong track record of securing extramural funding.

The ideal candidate will provide strong leadership in the implementation of a strategic vision that will position the department as a leader in the College of Arts and Sciences, the university and the discipline of psychology. This includes the potential opportunity for several faculty hires in the near future, to further develop the external funding base of the department, to foster excellence in teaching, research, and professional activities, and to further advance diversity in all aspects of departmental activities. Other desirable qualifications include excellent interpersonal skills, administrative and leadership experience, and the ability to relate to people of diverse backgrounds. The successful candidate should have credentials for appointment at the advanced associate or full professor rank. Start-up funds will be provided, and salary will be commensurate with qualifications.

The Department Head serves as chief administrative officer of the department and is appointed by the Dean of Arts and Sciences. The Head, with the aid of appropriate departmental committees, is responsible for recommendations for appointments, promotions, contract renewals, tenure, salary increases, and dismissals. The Head also manages the departmental budget and teaching assignments, and is the direct liaison between the department and the university administration.

Candidates should send, via e-mail, a cover letter describing their interests, qualifications, and administrative experience; a statement of philosophy as head and educator; a statement of research interests, a detailed curriculum vita; and the names and contact information for up to five professional references. Please send application materials to Dr. Brian Spooner, College of Arts and Sciences at [solt@ksu.edu](mailto:solt@ksu.edu). Review of applications will begin December 1, 2011 and continue until the position is filled.

The Department of Psychology, which is part of the College of Arts and Sciences, has 15 full-time faculty members who are both vigorously active researchers and also serve more than 525 undergraduate majors, with a strong tradition of involving undergraduates in research. The Department has an extensive PhD program consisting of four major areas of concentration: Industrial/Organizational, Social/Personality, Cognitive, and Animal Learning/Behavioral Neuroscience. There are also overarching emphases in Health Psychology and Applied Cognitive Science. In addition, the department has a predominantly distance Master of Science in Industrial and Organizational Psychology (MIOP) program that is intended as a terminal degree. Additional details about the department are available at: <http://www.k-state.edu/psych>.



Kansas State University is a Land Grant University, is designated a Carnegie Doctoral/Research-Intensive Institution, and has been ranked among the top state and private institutions of higher education in Rhodes, Marshall, Truman, Goldwater, and Udall scholars since 1986. Current enrollment is over 23,000 students. K-State has been selected as the future home of the National Bio and Agro-Defense Facility (NBAF); this \$650 million research facility will provide research infrastructure to protect the country's food supply and agriculture economy.

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The Department of Psychology at Georgetown University anticipates a tenure-track assistant professor position, effective August 1, 2012. We are looking for a cognitive neuroscientist specializing in decision-making. The successful applicant will bring an active research program with strong potential for external funding. Candidates should be prepared to teach specialty undergraduate and graduate level courses. The ability and eagerness to teach General Psychology would also be greatly welcomed. A record of publication, a record of successful attempts to secure external funding, and excellent teaching skills will be advantageous.

Georgetown University has a state of the art brain imaging facility with a research-dedicated 3T magnet and technical support for fMRI, DTI, simultaneous EEG and fMRI, NIRS, and MRS. The Psychology Department offers an undergraduate major in psychology, an Honors program, and a doctoral degree in Developmental Science with concentrations in Lifespan Cognitive Neuroscience and in Human Development and Public Policy. There are resources for collaboration between Psychology Department faculty and colleagues at other units of the university, including (but not limited to) the Georgetown University School of Medicine, the McDonough School of Business, the Kennedy Institute for Ethics, the Department of Linguistics, and the Georgetown Public Policy Institute.

Please submit a cover letter, statements of research and teaching interests, curriculum vita, and three letters of reference to <https://surveyconsole.com/t/ABp77ZDIRr> For questions, contact Brad Kelly at btk27 at georgetown.edu or by phone (202) 687-4274. Applications will be accepted until the position is filled, but we aim to complete the search as early as possible.

Georgetown University, the oldest Catholic University in the United States, is an Affirmative Action/Equal Opportunity employer.

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The Department of Management Sciences, Faculty of Engineering, at the University of Waterloo invites applications for a full-time, professorial appointment in Behavioural Sciences at any level to start in 2012. Applicants should hold a PhD, or be near completion of their doctorate, and have a background in organizational behaviour, psychology, sociology, industrial/systems engineering or a related field. We seek individuals who have demonstrated research and teaching potential in areas such as management of technology, managing new product and process innovation, interaction of technology with work situations and organizational behaviour, and organizational theory. Ability to conduct rigorous research is essential and interest in problems arising from the workplace is highly desirable.

Management Sciences is dynamic and growing interdisciplinary department in the Faculty of Engineering that has active research and teaching activities in Information Systems, Operations Research and Management of Technology. The Department offers a co-op undergraduate degree in Management Engineering, as well as MMSc, MASc and PhD programs.

Applicants should submit a cover letter along with a curriculum vitae detailing educational background, research and work experience, and copies of up to four selected publications. Letters of recommendation are not required on application but will be requested if a candidate is shortlisted. Applications are to be submitted electronically at <https://www.mansci.uwaterloo.ca/OFAS> Consideration of candidates will take place as applications are received, and continue until the positions are filled.

For further information, please contact:

Bev Rodgers - Department Advisory Committee on Appointments University of Waterloo, Waterloo, Ontario, Canada, N2L 3G1 brodgers at uwaterloo.ca;mailto:brodgers at uwaterloo.ca;

All qualified candidates are encouraged to apply; however Canadian citizens and permanent residents will be given priority. The University encourages applications from all qualified individuals including women, members of visible minorities, native peoples, and persons with disabilities.

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The Department of PSYCHOLOGY at the UNIVERSITY OF FLORIDA invites applications for a full time (9-mo) Assistant Professor (tenure track) in SOCIAL PSYCHOLOGY. The position starts in August 2012 and salary is commensurate with qualifications; a Ph.D. is required. Applicants should provide evidence of outstanding research and teaching po-

tential. We expect the successful applicant to develop an independent program of research that can garner significant extramural support, supervise and mentor graduate students, teach graduate and undergraduate classes, and participate in program and departmental governance. The University of Florida is an Equal Opportunity Institution dedicated to building a broadly diverse and inclusive faculty and staff. Minorities, women and those from other underserved groups are encouraged to apply. The department strives to create an environment that affirms people with diverse experiences including people from international backgrounds, racial and ethnic minority individuals, sexual minority individuals, people with disabilities, and women. We particularly welcome applicants who can contribute to such an environment, for example, through professional service and mentoring our diverse student body. The university and greater Gainesville community enjoy a diversity of culture, music, restaurants, year-round outdoor recreational activity, and social opportunities, including organizations that support the interests of people from diverse backgrounds. The selection process will be conducted in accord with the provisions of Florida's Government in the Sunshine and Public Records Laws. Search Committee meetings will be open to the public, and applications and many other documents related to the search will be available for public inspection. Interested candidates should submit a cover letter, curriculum vitae, statement of research interests/plans, statement of teaching interests and philosophy, up to four reprints or pre-prints, and three letters of recommendation electronically to the Social Psychology Search Committee (chair Dr. James Shepperd) at [psylect@grove.ufl.edu](mailto:psylect@grove.ufl.edu); <mailto:psylect@grove.ufl.edu> by October 21, 2011. All candidates for employment are subject to a pre-employment screening which includes a review of criminal records, reference checks, and verification of education.

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The Center for Bioethics and Social Sciences in Medicine has a postdoctoral position available for the 2012 academic year. Details about the position can be found on our website: [http://cbssm.org/post\\_doc](http://cbssm.org/post_doc)

Quickly, we invite interested individuals to consider a post-doctoral fellowship focusing on understanding and improving the health care communication and decisions made by both patients and providers. Post-doctoral fellows have included scholars whose research in health care communication and decisions has been approached using theories from social cognition, motivation and emotion, risk communication, ethics, and economics. We welcome applications from those with either a more basic or applied approach to studying these issues.

Questions and applications can be addressed to:

Nancy Adair Birk, PhD, Manager Center for Bioethics and Social Sciences in Medicine  
University of Michigan 300 N. Ingalls, Rm. 7C27 Ann Arbor, MI 48109-5429 nbirk at  
umich.edu;mailto:nbirk at umich.edu;

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The Cleveland Clinic is seeking an additional faculty member to join its multidisciplinary group in Quantitative Health Sciences. The current group has 19 faculty and over 90 total members. Areas of research application include biostatistics, clinical trials, statistical genetics and bioinformatics, statistical computing, predictive modeling, quality of life assessment, and cost-effectiveness analysis.

Successful candidates must have excellent written and verbal skills with the ability and desire to conduct both collaborative and methodologic research. A doctoral degree with expertise in biostatistics or a related discipline, experience working with large databases, training in methods of analysis of health care status questionnaires (e.g. item-response theory, latent-class analysis, classical test theory, factor analysis), ability and desire to collaborate, and strong desire to publish journal articles are required. Expectations are the publication of collaborative papers utilizing Cleveland Clinic Knowledge Program data and the development and publication of new methods of measuring/analyzing health status data. The level of appointment will be commensurate with experience of the candidate and may be at the full, associate, or assistant level. This is a 'hard money' position with no explicit requirements to obtain salary support. Masters level statistician support will be provided. Data manipulation and questionnaire programming support will also be provided. Minimal formal teaching is expected.

The metropolitan and suburban areas of Cleveland comprise a population of over 3 million, rich in cultural diversity. The city itself is centrally located to several other large cities yet enjoys a low cost of living index. The Cleveland Clinic is a top-ranked hospital overall and in all specialties and has been the leading heart care center for 17 years.

Interested candidates should e-mail curriculum vitae, the names of at least three references, and a letter summarizing experience and research interests to qhsjobsearch at ccf.org.

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The Department of Social and Decision Sciences at Carnegie Mellon University seeks candidates to fill a faculty position in behavioral economics. We are seeking a junior-level candidate for a tenure track position, though we are open to applicants from more senior

candidates. Candidates should have a PhD or equivalent before starting employment. Candidates must demonstrate a strong research track record and have research interests related to behavioral economics, behavioral game theory, neuroeconomics, or experimental economics. Joint appointments are possible with other units on campus.

The department is interdisciplinary, including economists, psychologists, political scientists, and historians. It has particular research strengths in behavioral decision research, policy analysis, industrial organization, technological change, and computational social science. (Current projects and faculty are described at the website: <http://www.hss.cmu.edu/departments/sds/>).

Carnegie Mellon University is an Affirmative Action/ Equal Opportunity employer. We encourage minorities, women, and individuals with disabilities to apply. Applicants should send a CV, samples of research, 3 or 4 letters of recommendation, a statement of research interests, and a cover letter to: Chair, Behavioral Economics Search Committee, Department of Social and Decision Sciences, Porter Hall 208, Carnegie Mellon University, Pittsburgh, PA 15213-3890. Applications received before December 1, 2011, will receive priority.

Hard copy applications are required. Questions may be directed to MaryAnne Hunter at mahunter at andrew.cmu.edu

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The Department of Economics and Geosciences at the United States Air Force Academy anticipates filling an Assistant Professor of Economics position beginning approximately June 25, 2012. Candidates with teaching and research interests in econometrics, microeconomics and labor economics are encouraged to apply. Responsibilities include: teaching econometrics, intermediate microeconomics, labor economics, or other lower or upper division economics courses; maintaining a strong record of teaching and research; academic advising; service on departmental and Academy committees and as a consultant on statistical and econometric problems for the Academy, the Air Force, and the Department of Defense.

The United States Air Force Academy, located just north of Colorado Springs, Colorado, awards the Bachelor of Science degree as part of its mission to educate, train, and inspire men and women to become officers of character, motivated to lead the United States Air Force in service to our nation. The initial appointment is for three years. Successive reappointments of up to four years will be based upon an assessment of performance, Air Force and departmental needs, and funding availability. The Academy faculty is an integrated group of military and civilian educators, with a record of offering continuing appointments

to civilian faculty after demonstrated excellence in the initial three-year appointment. Go to [www.whytheacademy.com](http://www.whytheacademy.com), click on the Academic Life tab, and scroll down for links to videos about faculty and cadet life at the Air Force Academy. For detailed application requirements and to apply, go to [www.usajobs.gov](http://www.usajobs.gov). Type in "USAF Academy" in the "Where" box and click on "Search Jobs." Scroll down until you locate this position. Applications must be received by November 21, 2011.

Questions may be directed to Kat Silz Carson [Kate.Carson@usafa.edu](mailto:Kate.Carson@usafa.edu)

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Please see the following job announcement for TWO positions in quantitative psychology at Ohio State University. More information on the Quantitative Program at OSU can be found here: <http://www.psy.ohio-state.edu/programs/quantitative/>

QUANTITATIVE PSYCHOLOGY. The Department of Psychology at The OHIO STATE UNIVERSITY seeks two outstanding candidates in quantitative psychology. Pending availability of funds, these positions are expected to be at the (1) Assistant or Associate and (2) Full levels, respectively. Candidates for both positions should have a background in psychometrics and a record of collaboration in other areas of psychology (e.g., cognitive, judgment and decision making, clinical, social). All applicants are expected to have strong and fundable research programs and to contribute to both graduate and undergraduate supervision and instruction. Prospective candidates should send a letter of application, statements of research and teaching interests, a vita, selected reprints, and three letters of recommendation to the Quantitative Search Committee, Department of Psychology, Ohio State University, 1835 Neil Avenue, Columbus, OH 43210-1222. To ensure consideration, application materials must be received by November 1, 2011, but applications will be reviewed until the position is filled. Electronic applications will not be accepted. For more information about the department, visit: [www.psy.ohio-state.edu](http://www.psy.ohio-state.edu). Ohio State is an EEO/AA Employer. To build a diverse workforce, women, minorities, veterans, and individuals with disabilities are encouraged to apply.

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The Department of Psychology at the Hebrew University of Jerusalem in Israel invites applications for a tenure-track appointment in social psychology broadly defined (including but not limited to a range of topics from social neuroscience to judgment and decision making to cultural psychology) to begin October 2012, pending budgetary approval. The department <http://psychology.huji.ac.il/> is committed to excellence in research and in both grad-

uate and undergraduate teaching. Please submit a letter of application, curriculum vitae, a statement of research and teaching interests, a sample of reprints and preprints and three letters of reference. General questions and electronic submission (preferred) of application materials should be addressed to Ilan Yaniv at HebrewU.psych.social.search at gmail.com . Review of applications will begin in December 2011 and continue until the position is filled.

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Professors Carey Morewedge and Karim Kassam at Carnegie Mellon University are seeking candidates for a post-doctoral fellowship. The post-doc will work to develop measures to assess cognitive biases that underlie biases in judgment and develop strategies to mitigate them. Applicants must have completed or be near to completion of a Ph.D. in an experimental social science (e.g., social psychology, cognitive psychology, marketing, organizational behavior), have graduate level statistical training in one of these disciplines, and a research focus. More information about the position is available by email [morewedge at cmu.edu or kskassm at cmu.edu].

Applications must include a CV, copies of representative publications, and a brief cover letter indicating fit with this research topic and summary of qualifications. A letter of recommendation is also required, but can be submitted after the rest of the application packet.

Applications will be accepted immediately and will be evaluated on a rolling basis. To ensure consideration, please submit an application no later than November 5th, 2011. Appointment is for 12 months, with the possibility of renewal. Candidate must be able to start no later than January 1st, 2012.

Contact person:

Carey K. Morewedge (morewedge at cmu.edu)

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Tenure Track Assistant Professor in Health Policy, Population Health, and/or Public Health  
NYU School of Medicine

NYU School of Medicine seeks to hire a tenure track assistant professor in the general area(s) of health policy, population health, and public health. The position, located within the Division of General Internal Medicine, will contribute to and play a key role in a vibrant and growing research group. We seek outstanding, innovative candidates who conduct empirical

research, including secondary analysis, experimental work, and/or original data collection. The successful candidate will have a doctoral degree in or with an emphasis on: health policy, public policy, economics, behavioral economics, psychology, public health, evaluation, or related social science-based fields.

Particularly relevant is a research emphasis at or around the intersection of public policy, low-income communities, and choices by individuals that influence their health-including food choice and obesity. The successful candidate will be expected to contribute actively to both ongoing and new projects, as well as establish or continue growing an independent, grant-funded research program. Those with an interdisciplinary focus are particularly encouraged to apply.

This position offers an opportunity to join a dynamic research group, with tremendous opportunity for growth. Possibilities for connections with other schools of NYU are possible. We are an equal opportunity employer.

To apply, please send CV, cover letter, representative publication or working paper, and names of three references to the chair of the search, via the below email address. Please arrange for the three letters of recommendation to be sent to the same email address.

Brian Elbel, PhD, MPH Assistant Professor of Medicine and Health Policy NYU School of Medicine and NYU Wagner School of Public Service c/o Markus Kessler, [markus.kessler at nyumc.org](mailto:markus.kessler@nyumc.org)

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Tenure-Track Assistant Professor Department of Psychology University of Maryland

Position Summary: The Psychology Department at the University of Maryland, College Park invites applications for a tenure-track faculty Assistant Professor with research and teaching interests in modeling and statistics as well as organizational sciences (pending availability of funding). Candidates should have a record or demonstrated potential of securing external funding, excellent research productivity, and interest in forming collaborative research ties within and across programs and departments. A strong commitment to teaching and mentorship at both the undergraduate and graduate levels is expected. Salary is highly competitive, research conditions are excellent, and there are extensive opportunities for interdisciplinary collaboration on campus and at universities and federal laboratories in the Washington DC metropolitan area.



The Department of Psychology at the University of Maryland is comprised of five Ph.D. programs: Clinical Psychology; Cognitive and Neural Systems; Counseling Psychology; Developmental Psychology; and Social, Decision, and Organizational Sciences (SDOS). Many faculty members participate in more than one program, thereby fostering a rich web of collaborations throughout the department. While this position will serve the SDOS program, candidates who can contribute to more than one Ph.D. program are especially encouraged to apply. Minimum Qualifications: Applicants must have a doctorate degree and should have developed, or demonstrate the potential to develop, an outstanding research program and a record of extramural funding. Applicants should also exhibit a commitment to excellence in teaching and mentoring at both the undergraduate and graduate levels. Postdoctoral experience is desirable. Salary is highly competitive.

Where to apply: Applicants should apply electronically to <https://jobs.umd.edu>. Applications should consist of the following electronic documents (1) a curriculum vitae, (2) a statement of research interests and plans, (3) a statement of teaching philosophy, experience, and interests, (4) PDFs of representative publications and (5) three names and e-mail addresses of your reference writers. The reference writers for all applicants will be contacted and asked to electronically provide their recommendation. For best consideration, applications should be complete by January 15, 2012.

Inquiries can be addressed to Julia Coldren-Walker, Coordinator of the Quant/Org Psychology Search Committee at [jcoldren@umd.edu](mailto:jcoldren@umd.edu).

The University is an Equal Opportunity/Affirmative Action Employer. Women, minorities, veterans, disabled veterans, and individuals with disabilities are encouraged to apply.

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Postdoctoral Fellow, Computer Laboratory for Experimental Research Harvard Business School

<http://www.hbs.edu/cler/cler-fellow.html>

The Harvard Business School invites applications for a Postdoctoral Fellow at the Computer Lab for Experimental Research (CLER). The CLER is a central resource for conducting experimental and human subjects research at HBS, and serves approximately 25 faculty researchers each year, supporting research in fields such as decision-making, experimental economics, marketing, organizational behavior, and strategy.

Previous CLER Postdoctoral Fellows have had the opportunity to collaborate with HBS faculty including Teresa Amabile, Max Bazerman, Amy Cuddy, Francesca Gino, and Michael Norton.

The Postdoctoral Fellow serves as a liaison between researchers who use the CLER lab and the staff who support the lab to ensure successful operation of experiments at HBS. This includes: \* Working with researchers to design, develop, program, and refine experiments; \* Ensuring the successful running of specific experiments and the overall operation of the lab; \* Supporting or conducting experiments using psychophysiological approaches such as eye-tracking, facial expressions analysis, skin conductance; \* Working with researchers and programmers to identify the best short- and long-term technical solutions for programming experiments; \* Developing and expanding experimental infrastructure; \* Implementing projects which enhance HBS research capabilities; \* Evaluating and monitoring the quality of the CLER subject pool and developing strategies to improve subject recruitment and participation; and \* Keeping abreast of evolving technologies and methodologies in the field of experimental research, worldwide.

The Postdoctoral Fellow is expected to spend 60% of his or her time in support of the CLER and 40% on his or her own research, which may be in collaboration with other CLER researchers. He or she reports to the Director of Research Computing Services, in the Division of Research and Faculty Development (DRFD), and works closely with the other members of the CLER team, which includes a manager of research operations, a programmer, a subject pool administrator, and a lab technician.

Applicants must have three to five years relevant experience in experimental research and a Ph.D. in a related field. Ability to manage complex technical development projects and collaborate with senior level researchers on their work. Proficiency in research design required. Experience with emerging research hardware and software strongly desired. Strong customer service orientation. demonstrated problem solving, organizational ability, initiative and communication skills.

Consideration of applications will begin immediately and continue until the position is filled.

Candidates should submit a current CV, three letters of reference, and copies of publications and working papers, if available. Materials should be submitted online to: [www.hbs.edu/research/faculty-recruiting/faculty-applicants.html](http://www.hbs.edu/research/faculty-recruiting/faculty-applicants.html). If there are materials that can only be sent in hard copy, please send them to:

Harvard Business School Faculty Administration Attn: CLER Research Fellow Application  
Morgan Hall T25 Soldiers Field Road Boston, MA 02163

Recommenders may submit letters directly at [www.hbs.edu/research/faculty-recruiting/recommenders.htm](http://www.hbs.edu/research/faculty-recruiting/recommenders.htm)

Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply.

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Postdoctoral Research Fellow in Cognitive Psychology Salary Level A: A\$74,129 - A\$79,288 per year (plus 9% employer superannuation and leave loading) (1 AU\$ = approx. 1.04 US\$)

Applications are invited for a Postdoctoral Fellow (Cognitive Psychology) in the School of Psychology at UNSW. The successful applicant will undertake work on experimental and cognitive modelling approaches to the study of decision making. The research is funded by an Australian Research Council Grant held jointly by Associate Professor Ben Newell (School of Psychology, University of New South Wales, Sydney) and Professor Michael Lee (Department of Cognitive Sciences, University of California, Irvine).

The Fellow will be based in Ben Newell's Lab at UNSW in Sydney but there will also be opportunities for working visits to Professor Lee's lab in UC Irvine during the period of employment. The position offers an invaluable opportunity to join an international team committed to high quality research into the cognitive mechanisms underlying decision making.

Applicants must have completed (or be near completion of) a PhD in Psychology, Cognitive Sciences, Decision Sciences or related discipline; high level skills in experimental design, statistical analysis; strong computational skills; the ability to work independently and as a member of a team. Knowledge of the judgment and decision making literature is desirable.

This is a full-time position fixed term for 1 year, with possibility of a 1 year extension.

Applicants should address the selection criteria found within the position description, in their online application.

For further information about the position, please contact the Associate Professor Ben Newell, telephone (61 2) 9385 1606 or email [ben.newell@unsw.edu.au](mailto:ben.newell@unsw.edu.au)

Applications can be made on-line at <http://www.hr.unsw.edu.au/services/recruitment/jobs/28101109.html> Applications close : 14 December 2011

## 5 Online Resources

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**SJDM Web site** <http://www.sjdm.org>

**Judgment and Decision Making** – The SJDM journal, entirely free and online <http://journal.sjdm.org>

**SJDM Newsletter** – Current and archive copies of this newsletter <http://www.sjdm.org/newsletters>

**SJDM mailing list** – List archives and information on joining the email list <http://www.sjdm.org/mailman/listinfo/jdm-society>

**Decision Science News** – Some of the content of this newsletter is released early in blog form here <http://www.decisionsciencenews.com>

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## 6 Preliminary JDM 2011 Conference Program

# Society for Judgment and Decision Making

## The 2011 32<sup>nd</sup> Annual Conference



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

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

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

# 2011 SJDM Conference Master Schedule

Sheraton Seattle Hotel & Washington State Convention Center, Seattle WA

November 4-7, 2011

## FRIDAY, NOVEMBER 4

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

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

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

## SATURDAY, NOVEMBER 5

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

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

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

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

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

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

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

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

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

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

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

## SUNDAY, NOVEMBER 6

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

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

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

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

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

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

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

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

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

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

## MONDAY, NOVEMBER 7

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

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

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

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

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

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

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

# SJDM Conference Paper Sessions

Listed by Session

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

**SUNDAY NOV 6, 2011**

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

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

**MONDAY NOV 7, 2011**

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

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



# 2011 SJDM Conference Special Events

## FRIDAY, NOVEMBER 4

### PRE-JDM Meeting Events at Psychonomics

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

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

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

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

### SJDM Events

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

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

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

#### **What Would Robyn Say?: A Memorial and Celebration**

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

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

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

**Organizers:** Maya Bar Hillel & Baruch Fischhoff

## SATURDAY, NOVEMBER 5

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

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

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

7:00-9:00 pm **Executive Board Dinner** Sullivan's Steakhouse, 621 Union Street [www.sullivansteakhouse.com](http://www.sullivansteakhouse.com)

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

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

## SUNDAY, NOVEMBER 21

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

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

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

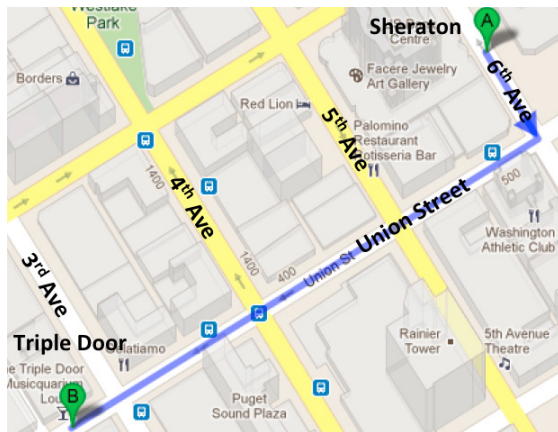
1:30-2:30 pm **Keynote Address by Ed Diener** Rooms 608 & 609 (Convention Center)  
Accounts of Subjective Well-Being to Inform Policy

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

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

4:45-5:30 pm **Presidential Address by Eldar Shafir** Rooms 608 & 609 (Convention Center)  
JDM, Poverty, and Behavioral Policy

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



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

## MONDAY, NOVEMBER 22

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

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

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

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

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

Student poster awards and the Castellan Service Award will be announced.



***Don't forget to stop by...***

# **The Annual SJDM Book Auction!**

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

## **SJDM Conference Paper Sessions**

**SATURDAY NOV 5, 2011**

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

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

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

#### **Rituals Alleviate Mourning, from Lotteries to Loved Ones**

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

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

#### **Justice Intuitions when Distributing Scarce Transplant Organs**

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

Thousands of life years could be saved every year if scarce transplant kidneys were allocated to the people who could get the most life years from them, rather than to the people who have been waiting the longest. Yet, people often think such efficient allocation is unfair. Three studies suggest that this attitude is based on misapplied heuristics and inattentiveness to opportunity costs. Consequentially equivalent framings of transplant allocation decisions that highlighted these problems led to significant shifts in attitudes toward efficiency. Our results draw into question the coherence of lay fairness intuitions that currently prevent us from saving lives.

## **How do people value life? Inconsistencies and mechanisms**

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

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

## **Overworking**

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

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

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

### **Using Implementation Intentions Prompts to Enhance Influenza Vaccination Rates**

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

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

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

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

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

### **Using Game Theory to Examine Incentives in Influenza Vaccination Behavior**

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

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

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

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

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

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

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

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

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

#### **Shifting Away From Discomfort: Managing Decision Difficulty Through Coherence Shifting**

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

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

#### **Gaining versus Losing information: Implications for Confidence and Accuracy**

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

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

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

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

Tversky's seminal paper on 'intransitive preferences' in Psychological Review (1969) has set the stage for a substantial multi-disciplinary literature that reports that individual human and animal decision makers can have intransitive, hence irrational, preferences. Tversky suggested that the participants in his experiments made choices among gambles in accordance with intransitive lexicographic semiorders. This talk revisits Tversky's original idea and develops a new probabilistic model of lexicographic semiorders that permits rigorous quantitative testing of Tversky's idea. The test also includes a quantitative test of Brandstaetter, Gigerenzer and Hertwig's (2006) Priority Heuristic.

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

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

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

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

### **Evidence of publication biases in judgment and decision making research**

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

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

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

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

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

### **Paradoxical Effects of Randomized Response Techniques**

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

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

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

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

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

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

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

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

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

## **Pressing On or Giving Up: Goal Pursuit Under Uncertainty**

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

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

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

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

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

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

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

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

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

### **Divine Intuition: Cognitive Style Influences Belief in God**

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

Some have argued that belief in God is intuitive, a natural (by-) product of the human mind. If this is true, the extent to which one believes in God may be influenced by one's more general tendency to rely on intuition versus reflection. We found correlational and experimental evidence forming this link between intuitive cognitive style and belief in God. Individual differences in cognitive style (steep temporal discounting rates and intuitive responding on the Cognitive Reflection Test) predicted belief in God. Moreover, experimentally inducing a mindset that favors intuition over reflection resulted in substantially higher reported belief in God.

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

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

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

### **Haunted by a Doppelgänger: Similarity Effects in Multiple-cue Judgments**

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

*Bonezzi, Andrea (Northwestern University - Kellogg); Chernev, Alexander (Northwestern University - Kellogg); Brough, Aaron (Pepperdine University)*

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

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

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

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

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

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

*Tsay, Chia-Jung (Harvard University)*

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

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

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

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

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

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

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

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

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

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

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

### **Removing Consumers' License to 'Misbehave'**

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

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

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

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

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

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

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

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

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

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

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

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

#### **The Role of Inference in Anchoring**

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

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

#### **Folk Choice Theory: Consequences of gambling in a structured environment**

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

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

## **The Ellsberg 'Problem' and Implicit Assumptions under Ambiguity**

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

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

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

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

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

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

### **Hierarchical Bayesian Parameter Estimation for Models of Decision under Uncertainty**

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

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

### **Where Is Reaction Time in the Study of Decision Making?**

*Shanteau, James (Kansas State University)*

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

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

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

We present three studies that introduce the innovative analyses of response dynamics to traditional areas of decision-making research. First, we extend this continuous response-tracking paradigm to decisions under risk using gambles, and show differences between risk-seeking and risk-averse response trajectories, as well as between gain and loss domains. Second, we test model predictions by pairing response dynamics with eye-tracking of information search. Finally, we extend the paradigm to moral decision making in order to test predictions of dual-systems models. We conclude that response dynamics is a robust technique that provides the high quality data necessary to test modern process models.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Social Standards (More) Potently Influence Hedonic Value**

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

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

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

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

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

### **The Effect Of Psychological Distance On Use of Peer Input**

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

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

### **Delegating Decisions: Recruiting Others to Make Difficult Choices**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# **SUNDAY NOV 6, 2011**

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

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

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

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

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

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

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

### **Do relationships affect advice-taking?**

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

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

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

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

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

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

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

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

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

## **Session 1 Track II: Social Context II - Rooms 608- 609**

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

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

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

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

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

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

### **When Does Playing Hard to Get Increase Romantic Attraction?**

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

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

### **A Theory of Gender Differences in Competition**

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

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



## **Session 1 Track III: Consumer Decision Making II - Rooms 613 - 614**

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

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

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

### **Merely Available: Products May Be Effective Without Actual Consumption**

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

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

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

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

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

### **Subjective knowledge and Consumer Financial Education**

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

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

## **Session 2 Track I: Sequential Effects Rooms - 611 - 612**

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

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

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

## **Specificity in Sensitization**

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

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

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

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

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

## **The Dynamic Impact of Variety among Means on Motivation**

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

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

## **Session 2 Track II: Endowment Effect & Loss Aversion - Rooms 608- 609**

### **Deliberation, Attention, and the Endowment Effect**

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

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

### **Evolutionary Origins of the Endowment Effect**

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

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

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

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

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

### **Individual differences in loss aversion**

*Buelens, Marc (Vlerick Leuven Gent Management School); De Baets, Shari (Vlerick Leuven Gent Management School)*

The Loss Aversion Questionnaire (LAQ) measures inter-individual differences with regard to loss aversion and overcomes the difficulties associated with the current loss aversion measurement method of mathematical choice dilemmas. Two studies (N1 = 187; N2 = 455) support the idea that loss aversion can be conceptualised and reliably measured as inter-individual differences. Various groups (students, entrepreneurs, managers, and civil servants) were found to significantly differ in their amount of displayed loss aversion. We further report on issues of differential validity with other well-known concepts such as risk aversion, impulsivity and anxiety.

### **Session 2 Track III: Consumer Decision Making III - Rooms 613 - 614**

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

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

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

#### **Pennies-a-Day: Periodic Pricing and Intangible Rewards**

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

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

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

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

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

#### **Uniform(ity)**

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

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

**MONDAY NOV 7, 2011**

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

**Session 1 Track I: Moral Judgment and Affect - Rooms 611 - 612**

**The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy**

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

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

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

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

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

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

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

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

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

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

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

**Session 1 Track II: Self Identity - Rooms 608 - 609**

**Prosperity through Philanthropy**

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

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

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

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

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

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

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

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

## **The Role of Tradeoff Salience and Connectedness to the Future Self**

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

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

## **Session 1 Track III: Risky Choice I - Rooms 613 - 614**

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

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

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

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

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

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

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

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

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

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

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

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

## **Session 2 Track 1: Naturalistic Decision Making - Rooms 611 - 612**

### **Time Preferences, Mortgage Choice and Strategic Default**

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

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

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

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

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

### **Testosterone and Decision Making in Competitive Sport**

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

We collected 776 testosterone samples from 18 Ultimate Frisbee players over eight weeks of intercollegiate competition to examine the relationships between pre-competition T, performance during competition, decision making within the competitive context, and post-competition T. Regression analyses showed that pre-competition T was elevated when opponents were ranked higher, and that individual increases in pre-competition T were predictive of superior individual performance. Post-competition T, controlling for pre-competition T, was higher after playing more challenging opponents and after losses. Individual post-competition T was higher after players scored more, made riskier decisions, and made fewer mistakes.

### **Motivating voter turnout by invoking the self**

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

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

### **Session #2 Track II: Affective Forecasting - Rooms 608 - 609**

#### **Owning More can Feel Worse than Owning Less**

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

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

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

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

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

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

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

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

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

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

Research on the hindsight bias has shown that when forecasts and experiences are discrepant, people recall their forecast as being closer to their experience than it actually was. The present research demonstrates that even when experiences are similar to actual forecasts, people tend to misremember their affective forecasts. Under these circumstances, people recall their affective forecast as being less favorable than both their experience and their actual forecast. We claim that people misremember their forecasts to make the experience feel more surprising to them. Three studies show that people report enhanced affective arousal from misremembering their predictions in this way.

## **Session 2 Track III: Risky Choice II - Rooms 613 - 614**

### **Unpacking Decisions from Description and Experience**

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

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

### **Gambles, Affect, and Information Leakage**

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

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

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

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

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

### **Effects of Sleep Deprivation and Aging on Risky Choice**

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

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



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

## **SJDM SUNDAY MORNING POSTER SESSION & BOOK AUCTION**

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

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

- 19) Taking advice when you can't form your own opinion  
*Rader-Baquero, Christina A. (Duke University - Fuqua School of Business); Soll, Jack B. (Duke University - Fuqua School of Business); Larrick, Richard P. (Duke University - Fuqua School of Business)*
- 20) Effectiveness of Team Rational and Experiential Processing in Sequential Strategic Decisions  
*Blettner, Daniela (Tilburg University); Wang, Zhengjun (University of Southern Mississippi)*
- 21) Just do it: Encouragement for bold policy making from an analysis of public reaction to the New York City smoking ban  
*Weber, Elke U. (Columbia University); Treuer, Galen (Columbia University); Appelt, Kirstin C. (Columbia University); Goll, Apollonia E. (University of Mannheim ); Filbin, Robert W. (Columbia University); Crookes, Raymond D. (Columbia University)*
- 22) Learning from experience in a descriptive decision-making task: Comparison of children and adults  
*Levin, Irwin P. (University of Iowa); Bossard, Elaine A. (University of Iowa)*
- 23) Herding in Path Selection  
*Qian, Jing (Tsinghua University, China)*
- 24) Mood and risky decision making: Effect on information search and choice  
*Bar Deucher, Arlette (University of Fribourg Department of Psychology)*
- 25) Pre-choice versus Post-choice: Present Confirmatory Information at the Right Time  
*Xu, Qian (Fudan University); Lv, Shasha (Fudan University)*
- 26) Doing Well by Doing Good: The Benevolent Halo of Social Goodwill  
*Blair, Sean (Northwestern University); Chernev, Alexander (Northwestern University)*
- 27) The influence of cognitive effort and justification on post-purchase regret  
*Park, Jisook (Fort Hays State University); Brase, Gary (Kansas State University)*
- 28) Consumer choice of face-to-face interactions  
*Liu, Maggie Wenjing (Tsinghua University)*
- 29) What is the Evidence for Context Effects in Inference?  
*Trueblood, Jennifer S. (Indiana University); Busemeyer, Jerome R. (Indiana University)*
- 30) Self perception in negotiation: The costs of choosing the wrong strategy  
*Swift, Samuel A (CMU - Tepper)*
- 31) Brand Personality, Self Construal and Consumer Decision Making  
*Jiao, Jenny (University of Iowa); Levin, Irwin (University of Iowa)*
- 32) When the message "feels right": Investigating when Homophily Cues Influence Judgment  
*Faraji-Rad, Ali (Norwegian Business School)*
- 33) Amplified Attribute Framing  
*McCormick, Michael (The University of North Carolina at Greensboro); Seta, John J. (The University of North Carolina at Greensboro)*
- 34) The Framing of Corporate Societal Marketing Messages and Consumers' Self-Interested Behavior  
*Kouchaki, Maryam (University of Utah); Jami, Ata (University of Utah)*
- 35) The Impact of Counterfactual Thought on Future Investment Decisions  
*Walchli, Suzanne B. (U. of the Pacific)*
- 36) The Role of Anticipated Regret in Advice Taking  
*Jain, Kriti (INSEAD)*
- 37) Power Distance Belief and Comparative Advertising  
*Li, Xingbo (University of Washington); Barone, Michael (University of Louisville); Jain, Shailendra Pratap (University of Washington)*
- 38) Same same but different: Competing probabilistic models to explain context effects in preferential choice  
*Berkowitsch, Nicolas A. J. (University of Basel); Scheibehenne, Benjamin (University of Basel); Rieskamp, Joerg (University of Basel)*
- 39) Reversing ego depletion: Individuals can adapt to self-regulatory demands during complex decision-making

*Barber, Larissa K. (Northern Illinois University); Smit, Brandon W. (Saint Louis University); Munz, David C. (Saint Louis University)*

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

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

- 76) Self-control and risky decision making  
*Kostek, John (BGSU); Ashrafioun, Lisham (BGSU); Rosenberg, Harold (BGSU)*
- 77) Finite pool of worry  
*Kim, Cindy M. (Columbia University); Li, Ye (Columbia University); Weber, Elke U. (Columbia University)*
- 78) Double Down: A New Paradigm for Investigating Risky Decision Making  
*Fisher, Christopher R. (Miami University); Wolfe, Christopher R. (Miami University); Johnson, Joseph G. (Miami University)*
- 79) How perception and decision making in emergency differ in normal situation?  
*Zheng, Meihong (Tsinghua University); Huang, Qiaoyi (Tsinghua University)*
- 80) Do Predicted Emotional Reactions Influence Disaster Preparedness?  
*Noda, Masayo (Kinjo Gakuin University)*
- 81) Research on motivational factors of violations using a questionnaire  
*Inaba, Midori (University of Electro-Communications)*
- 82) Investigations of Resource Type Using the Sunk-Cost Effect and Its Role in Risk-Taking and Affect  
*Ramirez, Patrick A. (University of Texas at Arlington); Levine, Daniel S. (University of Texas at Arlington)*
- 83) A non-monetary gambling paradigm to investigate age-related changes in the sensitivity to gains and losses in decision making  
*Depping, Miriam K. (University of Zurich); Freund, Alexandra M. (University of Zurich); Gonzalez, Richard (University of Michigan)*
- 84) Climate Adaptation Decisions: Who, How, and Why?  
*Finucane, M.L. (East-West Center); Miller, R. (East-West Center); Corlew, L. (East-West Center)*
- 85) The power of affect and its impact on risk perception and decision-making  
*Connor, Melanie (University of Lugano, Switzerland); Siegrist, Michael (ETH, Zurich, Switzerland)*
- 86) Decision Versus Experienced Utility for Losses and Gains: A Neural Investigation  
*Barkley-Levenson, Emily (University of California, Los Angeles); Schonberg, Tom (University of Texas, Austin); Fox, Craig R. (University of California, Los Angeles); Tom, Sabrina M. (Stanford University); Poldrack, Russell A. (University of Texas, Austin)*
- 87) Understanding and Improving Personal Risk Management: New Perspectives on Personal Policy Decisions and an Illustration  
*Alattar, Laith (University of Michigan); Yates, J. Frank (University of Michigan); Eby, David W. (University of Michigan Transportation Research Institute)*
- 88) The Berlin Advanced Numeracy Test for the General population (ANT-G)  
*Ghazal, Saima (Michigan Technological University); Cokely, Edward T. (Michigan Technological University); Garcia-Retamero, Rocio (Universidad de Granada, Spain); Mirta, Galesic (Max Planck Institute for Human Development)*
- 89) Professional Risk Takers are More Susceptible to Framing Effects: Expertise and Developmental Reversals in Fuzzy-Trace Theory  
*Reyna, Valerie F. (Cornell University); Hsia, Andrew (Cornell University); Chick, Christina F. (Cornell University); Pardo, Seth T. (Cornell University)*
- 90) A Brief, Reliable, and Valid Measure of Impulsivity and Sensation Seeking  
*Webster, Gregory (University of Florida); Crysel, Laura (University of Florida)*
- 91) Same numbers, different meanings: How numeracy influences the importance of numerical cues in donations  
*Kleber, Janet (University of Vienna); Dickert, Stephan (Max-Planck-Institute for Research on Collective Goods); Florack, Arnd (University of Vienna)*
- 92) The Description-Experience Gap: Within-subjects data and novel pairings  
*Thompson, Katherine J. (Columbia); Weber, Elke U. (Columbia)*
- 93) Does what happens at the party stay at the party? Examining the influences of sex toy parties on attitudes and behavior  
*Gruneisen, Aline (Duke University); Schwartz, Janet (Tulane University); Ariely, Dan (Duke University)*
- 94) For whom is there a debt snowball? How the order of debt repayment affects low self-control individuals  
*Kettle, Keri L. (University of Miami); Trudel, Remi (Boston University); Haubl, Gerald (University of Alberta)*

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

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

## **SJDM SUNDAY EVENING POSTER SESSION & BOOK AUCTION**

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

- 1)** Growing up makes you evil: School age children do not cheat  
*Rubaltelli, Enrico (University of Padova); Scrimin, Sara (University of Padova); Leo, Irene (University of Padova)*
- 2)** Escalation of Commitment Behavior during Dollar Auctions in Small Groups is Resistant to Debiasing Interventions  
*Hafenbraedl, Sebastian (University of Lausanne); Woike, Jan K. (University of Lausanne)*
- 3)** The endowment effect in primary school children  
*Fuchs, Heather M. (University of Erfurt); Betsch, Tilmann (University of Erfurt)*
- 4)** The Various Directed Cognition Model: Applications and Implications  
*Comerford, David A. (Duke University)*
- 5)** The Influence of Object Interaction on Object Valuation  
*Yeung, Kam Leung (Iowa State University); Weber, Bethany (Iowa State University)*

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



- 24) Advice Overextension: How and When do People Provide Advice?  
*Dillon, Robin L. (Georgetown University); Carlson, Kurt A. (Georgetown University)*
- 25) Patient cost consciousness: How it can contribute to economics and medical decision making  
*Huttin, Christine (ENDEPUSresearch and University Aix Marseille III)*
- 26) Extension Errors for Probabilistically Dependent Events  
*Beam, Colin S. (University of Washington); Miyamoto, John M. (University of Washington)*
- 27) Hoping for More: The Influence of Desirability on Selective Exposure and Predictions about Relative Quantity  
*Scherer, Aaron M. (University of Iowa); O'Rourke, Jillian L. (University of Iowa); Windschitl, Paul D. (University of Iowa); Smith, Andrew R. (Appalachian State University)*
- 28) Influence of Perceived Skill Distribution on Self-Assessment  
*Roy, Michael (Elizabethtown College); Liersch, Michael (Stern, NYU)*
- 29) Talking to Strangers is Surprisingly Pleasant  
*Schroeder, Juliana (University of Chicago); Epley, Nicholas (University of Chicago)*
- 30) Knowledge matters: Anchoring effects are moderated by knowledge level  
*Smith, Andrew R. (Appalachian State University); Windschitl, Paul D. (University of Iowa); Bruchmann, Kathryn (University of Iowa)*
- 31) Investigation of the relationships between decision-making styles and decision-making competence: Resistance to framing and sunk costs  
*Rim, Hye Bin (Ohio State University); Nygren, Thomas E. (Ohio State University)*
- 32) Time pressure makes intuition evident in probability estimates: Individual differences in ratio bias  
*Furlan, Sarah (University of Padua); Agnoli, Franca (University of Padua); Reyna, Valerie F. (Cornell University)*
- 33) The upside of anticipating criticism: How expecting rapid feedback enhances motivation and performance  
*Kettle, Keri L. (University of Miami); Haubl, Gerald (University of Alberta); Tian, Allen Ding (University of Alberta)*
- 34) Religiosity and Propensity for Analytic Thought  
*Pennycook, Gordon (University of Waterloo); Seli, Paul (University of Waterloo); Fugelsang, Jonathan (University of Waterloo); Koehler, Derek (University of Waterloo); Cheyne, James A (University of Waterloo)*
- 35) Do Children Become More Competent Decision Makers? Evidence from a Longitudinal Study  
*Bossard, Elaine A. (University of Iowa); Weller, Joshua A. (Decision Research); Rose, Jason P. (University of Toledo); Levin, Irwin P. (University of Iowa)*
- 36) Effective health messages for promoting condom use in young adults: Simple visual aids can be as effective as extensive training programs  
*Garcia-Retamero, Rocio (University of Granada; Max Planck Institute, Berlin); Cokely, Edward T. (Michigan Technological University; Max Planck Institute)*
- 37) A configurational approach to successful decision making under uncertainty: Lessons from angel investing  
*Cholakova, Magdalena (Univerity Bocconi, PhD School)*
- 38) Planning and Information Search in Multistage Risky Decision Making  
*Hotaling, Jared M. (Indiana University); Jerome, Busemeyer R. (Indiana University); Shiffrin, Richard M. (Indiana University)*
- 39) Expert intuitions: Revealing the judgment strategies of airport customs officers  
*Pachur, Thorsten (Cognitive and Decison Sciences, University of Basel); Marinello, Gian (Cognitive and Decison Sciences, University of Basel)*
- 40) Developmental Trajectories of Heuristic Biases  
*Templin, Sara (University of Alabama); Bolland, John (University of Alabama)*
- 41) Biased Judgment in Censored Environments  
*Feiler, Dan (Duke University); Tong, Jordan (Duke University); Larrick, Rick (Duke University)*

- 42) Aversion to costly errors directs information search in complex information environments  
*Weeks, Nicole J. (Macquarie University); Wastell, Colin A. (Macquarie University); Wearing, Alexander J. (University of Melbourne)*
- 43) Fluency and Efficacy: Biases in Judgments of Pharmaceutical Effectiveness  
*Cokely, Edward T. (Michigan Technological University); Saima Ghazal (Michigan Technological University); Kaylee Russell (Michigan Technological University); Samantha Simon (Michigan Technological University); Margo Woller-Carter (Michigan Technological University)*
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