Conference Schedule

Thursday, May 28

Held in the Colloquium on the 6th Floor

6pm-9pm  Opening of Conference/Registration
          Welcome and Introduction
          Dinner – Colloquium

          **Keynote Address #1: Punam Anand Keller:**
          Design of Effective Health Communications: Insights from Consumer Research

Friday, May 29

**All Presentations in Room R1210**

8:00 am  Continental Breakfast
8:30 am  **Speaker Presentations**

    **Keynote Address #2: Vic Strecher:**
    “Using Interactive Communications Technology to Reach Consumers for Wellness and Prevention”


    Mukhopadhyay, Anirban and Nidhi Agrawal, “Planning for Which Future? Lay Theories of Self-Control and the Temporal Framing of Goal-Directed Behavior”

10:00 am  Coffee Break
10:30 am  **Speaker Presentations**

    Sailors, John J., “Preventing Childhood Obesity by Persuading Mothers to Breastfeed: Matching Appeal Type to Personality”


    Jin, Seung-A Annie, “The Impact of Interactive Health Games on Consumers’ Physical Activity and Healthy Eating Intentions”

12:00 pm  Lunch – **(Colloquium on the 6th Floor)**

    **Keynote Address #3: Brian Wansink:**
    Turning Mindless Eating Into Healthy Eating

1:30 pm  **Speaker Presentations**

    Becheur, Imene and Pierre Valette-Florence, “Impact of Primary and Secondary Emotions on Anti-Drinking and Driving Policy: Antecedent Role of Surprise and Moderating Effect of Gender”

    Skurnik, Ian, Carolyn Yoon and Norbert Schwarz, “Cognitive Feelings and Subjective Experiences in Consumer Judgment”
Kreps, Gary L., Melinda M. Villagran, Xiaquan Zhao, Colleen McHorney, Christian Ledford, and Melinda Weathers, “Applying Consumer Psychology to Develop and Validate Motivational Message Interventions for Improving Prescription Drug Adherence with Consumers Confronting Chronic Diseases: A Multimethodological Field Study”

3:00 pm   Coffee Break
3:30 pm   Breakout Sessions on New Research Projects (R1220, R1240, R2210, & R2220)
5:30 pm   Reception + Poster Session (Colloquium on 6th Floor)
7:00 pm   Dinner (on-own)

Saturday, May 30
All Presentations in Room R1210

7:30 pm   Continental Breakfast (NOTE earlier start time)
8:00 pm   Speaker Presentations (30 minutes each)
          Wong, Nancy and Myoung Kim, “Childhood Obesity: A Comprehensive Look”
          Rand, Lindsay P. and Jonah A. Berger, “Using Identity Signaling to Influence Health Decisions and Improve Public Health Campaigns”
          McFerran, Brent, Darren Dahl, Gavan Fitzsimons and Andrea C. Morales, “Effects of Obesity and Social Influence on Food Choices of Others”
          Stone, Jeff, “The Use of Hypocrisy to Motivate Health Attitude and Behavior Change”

10:00 am  Coffee Break
10:30 am  Speaker Presentations
          Chernev, Alexander, “Calorie Estimation Biases in Consumer Choice”
          Riis, Jason and Rebecca A. Ratner, “The Benefits of Simple Nutritional Guidelines”
          Ubel, Peter, “How Free Market Madness is Contributing to the Obesity Epidemic”

12:00 pm  Lunch (Colloquium on 6th Floor)
          Luncheon Speaker: Michael Rothschild:
          “Bringing Some Concepts of Social Marketing to the Problem of Obesity”

1:30 pm   Panel on Policy Implications
          Panelists:
          Casey Hannan MPH, Associate Director for Policy, Partnerships & Communications Division of Nutrition, Physical Activity, and Obesity National Center for Chronic Disease Prevention and Health Promotion Centers for Disease Control and Prevention
          Barbara Loken, Professor of Marketing and Adjunct Professor of Psychology, University of Minnesota
          Moderated by Rajeev Batra
          Open Discussion

3:30 pm   Conference Concludes