

# Conference Schedule

---

## Thursday, May 28

### Held in the Colloquium on the 6<sup>th</sup> 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”  
  
O’Keefe, Daniel J. and Jakob D. Jensen, “The Relative Effectiveness of Gain-Framed and Loss-Framed Persuasive Appeals Concerning Obesity-Related Behaviors: Meta-Analytic Evidence and Implications”  
  
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”  
  
Resnicow, Ken, Rachel E. Davis, and Victor J. Strecher, “Ethnic Tailoring: Application to Health and Commercial Communication”  
  
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 6<sup>th</sup> 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, Xiaoquan 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 6<sup>th</sup> 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 6<sup>th</sup> 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