

# FRIDAY (March, 6th) - morning

## Algorithms (Salon A)

8:00-9:00	<b>When Digital Assistants and Personalization Backfires</b>
8:00	Personalization as Identity Threat <i>*Yi (Arizona) &amp; Warren</i>
8:20	No Alexa, Don't Order Me That! <i>*Christenson (Alabama)</i>
8:40	The Paradoxical Effects of Personalized Product Recommendations <i>Haüb, Dellaert, &amp; *Ibrahim (Alberta)</i>

## Waste (Salon B)

<b>Going Green or Not? Transparency, Over-Recycling &amp; Returns</b>	
Transparent Green Practices Boost Perceptions of Price Fairness <i>*Sanchez (BU), Longoni &amp; Trudel</i>	
Over-Recycling <i>*Herziger (OSU), Donnelly &amp; Recek</i>	
Revealing the Reason for Return Remove the "Ugh" from Returned Products <i>*Banerji (UT San Antonio) et al.</i>	

## Uncertainty (Salon E)

<b>Risk &amp; Uncertainty: Effect of Location, Language &amp; Mystery</b>	
The Effect of Socio-spatial Location on Consumer Preferences <i>*Esteky (Miami U) &amp; Cheema</i>	
Impact of Foreign Language Labeling on Food Valuation and Choice <i>*Banerjee (Chicago) &amp; Urminsky</i>	
Misguided Preference for Mysterious Consumption <i>Buedel &amp; *Li (S. Carolina)</i>	

## Self Presentation (Salon F)

<b>Impression Management: Minimalism, Handmade Products &amp; Political Neutrality</b>	
Minimalism as a Status Symbol <i>*Wilson (HBS), Bellezza &amp; Norton</i>	
The Social Benefits of Buying Handmade Goods <i>*Wu (Vanderbilt) &amp; Haws</i>	
Political Neutrality Aversion <i>*Silver (Penn) &amp; Shaw</i>	

## Affect (Salon G)

<b>Emotions in CB: Cases of Greed, Sadness &amp; Sucker Aversion</b>	
Dispositional Greed influences Individual Numerical Thinking Styles <i>*Krekels (IÉSEG) &amp; Pandelaere</i>	
What Makes Content Viral in the Prosocial Domain? <i>*Schiro (UC Dublin) &amp; Min</i>	
Sucker Aversion in Product Discrimination <i>*Baum (Berkeley), Evers &amp; Inbar</i>	

9:00-9:10

## COFFEE BREAK

9:10-10:30

### Objective and Subjective Value of Humans and Algorithms

9:10	The Expert vs. The Algorithm <i>*Yalın (Erasmus), Klesse, &amp; Dahl</i>
9:30	Stress, Addiction, and Artificial Intelligence <i>*Hussein (Stanford) &amp; Huang</i>
9:50	Consumers Reject Even the Best Possible Algorithm in Uncertain Decision Domains <i>*Dietvorst (Chicago) &amp; Bharti</i>
10:10	Experts Outperform Technology in Creative Markets <i>*Weingarten (ASU) et al.</i>

### The Waste Problem: Understanding Disposal Decisions to Reduce Waste

Expiration Date Perception and Food Disposal Decision <i>*Kim (HKUST) &amp; Huh</i>	
"Ugly" Labels Can Increase Purchase of Unappealing Produce and Reduce Waste <i>*Mookerjee (UBC), Cornil, &amp; Hoegg</i>	
Symbolic Disposal <i>*Brough (Utah State) &amp; Isaac</i>	
Rediscovering Consumer Wastefulness <i>*Rawal (Alberta), Fisher, &amp; Argo</i>	

### Value of What's Hidden: Understanding Process & Consequences of Hiding & Discovering About Self & Others

Secret Consumer Behavior in Close Relationships <i>*Brick (UNH), Gullo, &amp; Fitzsimons</i>	
Some Things, You Can Only Tell a Stranger <i>*Kim (Cornell), Liu, &amp; Min</i>	
Downstream Consequences of Non-truthful Communication <i>*Kang (CSU Long Beach) &amp; Wooten</i>	
Consumption of Unfamiliar Products <i>Goor, *Donnelly (OSU), &amp; Norton</i>	

### Liking, Retweeting, Feeling and Buying - Exploring the Consequences of Social Media Consumption

When Facebook Doesn't Forget <i>Diehl &amp; *Valesia (UW)</i>	
Look What I am Re-Sharing <i>*Ceylan (USC) &amp; Schwarz</i>	
Self-Promotion, Social Comparison, and Meaning in Life <i>Huh, Scopelliti, &amp; *Myaeng (Kellogg)</i>	
Social Media Photos of Local Brand Community Events <i>*Rifkin (Duke), Chan, &amp; Kahn</i>	

### What Consumers Don't Know About the Role of Affect in Decision-Making

When and Why Unhappy People Avoid Enjoyable Experiences <i>Shen, *Labroo (Northwestern), &amp; Wyer Jr.</i>	
Consuming Mementos with Experiences <i>*Chu (Chapman U) &amp; Shu</i>	
Act of Clicking Can Facilitate Motivated Reasoning for Indulgent Choices <i>*Park (Stanford) &amp; Huang</i>	
Affective Experience of Hedonic versus Self-Conscious Emotions <i>Khan &amp; *Pond (Miami)</i>	

10:30-10:50

## POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

10:50-12:10

## PLENARY 1: Consumers' Political Attitudes and Behaviors, with Jon Krosnick and Craig Fox (Salon D)

12:10-13:20

## LUNCH & PRESIDENTIAL ADDRESS (Mariners Ballroom)

# FRIDAY (March, 6th) - afternoon

## Algorithms (Salon A)

13:20-14:20	<b>Consumers' Data Interpretation &amp; Algorithm Aversion</b>
13:20	Same Data, Diverging Decisions <i>*Xiong (Northwestern), et al.</i>
13:40	Algorithm Aversion in Resource Allocation Decisions <i>*Teow (NUS) &amp; Yang</i>
14:00	Explainability of Algorithms Drives Consumer Satisfaction <i>*Demirdag (UCLA) &amp; Shu</i>

## Pro-Social (Salon B)

<b>Why do People Give? The Role of Social Class, Taxation &amp; Social</b>	
How Social Class Shapes Charitable Giving Across Causes <i>*Vieites (Brazilian SPBA) et al.</i>	
Using Donations to Mitigate Overhead Aversion <i>Bluvstein, Goor, Barasch &amp; *MorWitz (Columbia)</i>	
Social Investments Substitute for Charitable Donations <i>An, Briley, *Danziger (Tel Aviv), &amp; Levi</i>	

## Uncertainty (Salon E)

<b>Is Ambiguity Good or Bad?</b>	
Ambiguity Vigilance <i>*Mohr (Queens) &amp; Daich</i>	
Preference Uncertainty in Rewards Leads to Greater Persistence <i>*Sharif (UPenn) &amp; Iyenger</i>	
Mere Chance of Future Improvement Can Impede Adaptation to a Painful Experience <i>*Han (Yale), Voichek &amp; Dhar</i>	

## Food (Salon F)

<b>Food Evaluation and Preferences: Firm, Societal, &amp; Product Factors</b>	
Effects of Retail Food Sampling on Subsequent Purchases <i>*Biswas (USF), Inman, &amp; Held</i>	
Healthy Relationships and Healthy Eating <i>*Mittal (Texas A&amp;M) &amp; Haws</i>	
Aesthetic Imperfections and Food Choices: The Effect of Food Processing <i>Suher, *Szocs (LSU), &amp; van Ittersum</i>	

## Happiness (Salon G)

<b>Spending Past and Future Time</b>	
Extracurricular Activities Convey Variety and Eudaimonic Well-Being <i>*Daniels (ASU), Samper &amp; Morales</i>	
Spending Gained Time <i>Malkoc &amp; *Tonietto (Rutgers)</i>	
Conceptualizing and Measuring Integral Nostalgia <i>Farmer &amp; *Warren (Arizona)</i>	

14:20-14:30

## COFFEE BREAK

14:30-15:50	<b>Algorithms and Minds: How Algorithm Perceptions Affect Consumer Judgments and Behaviors</b>
14:30	Algorithms, Mind and Speciesism <i>*Schmitt (Columbia)</i>
14:50	Algorithmic Recommenders Shift Hedonic and Utilitarian Trade-offs <i>*Longoni (BU) &amp; Cian</i>
15:10	Into the Mind of the Machine <i>*Clegg (Lucerne), Hofstetter, &amp; deBellis</i>
15:30	Perceived Control Elevates the Anthropomorphized Robot Interaction <i>*Kim (Columbia)</i>

<b>(Mis)Predicting Consequences of Prosocial Nudges: Considering Unpredictable &amp; Optimizing Predictable Nudge Outcomes</b>	
Importance of In-Context Field Experiments in Fundraising <i>Urmitsky &amp; *Indranil (Buffalo)</i>	
People Cannot Predict Side Effects of Nudges <i>*Shennib (Stanford), Nelson, &amp; Jung</i>	
Consumers' Reactions to Nudges Depends on How They Are Framed <i>*Williams (Wash U), Steffel, &amp; Kupor</i>	
Setting a Price for Charitable Giving Increases Donations <i>*Gordon (Yale), Rand, &amp; Norton</i>	

<b>Boon or Bane? The Utility and Disutility of Uncertainty</b>	
People Are Less Risk Taking When Sure Options Were Previously Uncertain <i>*Moon (UPenn)</i>	
Should Advisors Provide Confidence Intervals Around Their Estimates? <i>*Gaertig (Chicago) &amp; Simmons</i>	
A Curious Case of Curiosity <i>Hsee &amp; *Ruan (Iowa)</i>	
Risk Aversion or Profit Seeking? Explaining the Uncertainty Effect <i>*Gao (NYU) &amp; Jung</i>	

<b>Overwhelmed, Over-nudged, Overweight – Helping Consumers Eat Healthier</b>	
Low-income People Prioritize Attention to Price over Calorie Information <i>VanEpps, *Downs (CMU), Loewenstein, &amp; Olivola</i>	
Promoting Better Food Choices <i>*Putnam-Farr (Rice), Stillman, &amp; Dhar</i>	
Saliency of Sugary Beverage Tax Reduces Sugary Beverage Purchases <i>Guge, *Donnelly (OSU), Howell, &amp; John</i>	
Real-time Aggregation of Calorie Information Reduces Meal Calories <i>*Molnar (CMU), VanEpps, Downs, &amp; Loewenstein</i>	

<b>Causes, Consequences, and Alleviation of Boredom</b>	
A Top-Down Neural Mechanism For Satiation <i>*Redden (Minnesota), et al.</i>	
People Find Self-Focused (vs. Other-Focused) Conversations More Interesting <i>*Mishra (Berkeley) &amp; Schroeder</i>	
When Context Matters: The Experience of Boredom Under Time Pressure <i>*Gaerth (Mannheim), Han, Dhar, &amp; Kraus</i>	
The Paradox of Tangential Immersion <i>*Lieberman (UCSD), Amir, &amp; Morales</i>	

15:50-16:10

## POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

16:00 - 17:30

## Multiple Paths to Relevance (Salon D)

16:10-17:30	<b>Big Data &amp; Computational Approaches to Consumer Behavior</b>
16:10	Predicting Consumer Brand Memory Across Demographic Segments <i>Zhang &amp; *Hsu (Berkeley)</i>
16:30	Using Machines and Big Data to Predict & Map Consumer Brand-Trait Associations <i>Bhatia &amp; *Olivola (CMU)</i>
16:50	Movies Contents Predicts The Personality Of Their Social Media Fans <i>*Nave (UPenn), Rentfrow, &amp; Bhatia</i>
17:10	The Consumer DNA Revolution <i>*Daviet (Wharton), Wind, &amp; Nave</i>

<b>The Hidden Persuaders of Prosocial Contribution</b>	
Nudging Generosity in Consumer Elective Pricing <i>Saccardo, Samek, *Li (Florida), Gneezy</i>	
Subjective Age and the Greater Good <i>*Park (Stanford), Huang, &amp; Kupor</i>	
Allocating Money to Multiple Charities Simultaneously <i>*Okutur (LBS) &amp; Berman</i>	
Charity Avoidance: Understanding Why Consumers Walk the Other Way <i>*Wade (UBC) &amp; White</i>	

<b>When Do Consumers Prefer Uncertainty?</b>	
Consumer Items are Risky Sure Things <i>*Weingarten (ASU), Wu, &amp; Rottenstreich</i>	
Uncertainty and Precommitment in Social Dilemmas <i>*Hardisty (UBC), et al.</i>	
Upward Trends Foster an Illusion of Learning and Control <i>*Andre (Erasmus) &amp; de Langhe</i>	
Discussant <i>*Spiller (UCLA)</i>	

<b>Food Choices and Consumption: Implications for Identity, Health, and Sustainability</b>	
You are What (and Why, and with Whom) You Eat <i>*Grewal (Dartmouth), Lambertson, &amp; Coleman</i>	
Consumers' Perceptions and Estimates of Calories Diverge <i>Woolley &amp; *Liu (Pittsburg)</i>	
Effects of Ambient Color on Unhealthy Food Choices <i>Biswas, Szocs, &amp; *Abell (Tennessee)</i>	
When Valuation Decreases with Duration of Ownership <i>*Xie (Virginia Tech) &amp; Bagchi</i>	

<b>What Makes Consumers' Lives Better? From Enjoyment and Happiness to Meaning and Satisfaction with Life</b>	
Effect of Planning on People's Happiness With What They Have for Dinner <i>*Dias (Duke) &amp; Fitzsimons</i>	
Growth Experiences Bring More Enjoyment than People Expect <i>*Powell (NYU) &amp; Alter</i>	
The Enjoyment Is in the Evaluation <i>*Chun (Duke) &amp; Norton</i>	
A Bird's Eye View of Time <i>*Bergstrom (UCLA), Reiff, Mogilner, &amp; Hershfield</i>	

# SATURDAY (March, 7th) - morning

## Technology (Salon A)

8:00-9:00	<b>The (Social) Influencer Age: the Consumer-Recommender Relationship</b>
8:00	All Consensus Cues Are Not Equal <i>* Barnes (UI Urbana-Champaign) &amp; Shavitt</i>
8:20	Characteristics of Social Media Influencers and their Followers <i>* Watson (NYU) &amp; Grewal</i>
8:40	Impact of Recommendation Framing on Recommendation Adherence <i>* De La Rosa (Stanford) &amp; Tormala</i>

## Groups (Salon B)

<b>Teamwork and Joint Decisions</b>	
	Asynchronous Joint Consumption <i>* Lu (Pittsburgh) &amp; Min</i>
	The Streaking Star Effect <i>* Walker (OSU) &amp; Gilovich</i>
	The Wisdom of Teamwork <i>* Silver (UPenn), Mellers &amp; Tetlock</i>

## Time (Salon E)

<b>Time Perspective &amp; Planning</b>	
	When Experiences Go Badly <i>* Tonietto (Rutgers)</i>
	Using A Paper versus Mobile Calendar <i>* Huang (Drexel), Yang &amp; Morwitz</i>
	Circular Time Is Greener <i>Xu, Cotte (Ivey), Cui &amp; Zhao</i>

## Endowment (Salon F)

<b>Understanding Willingness to Share &amp; Trade</b>	
	Consumers' Attribution of Mind to Possessions as an Impediment to Sharing <i>* Hoang (Norwegian Sch of Mgmt) et al.</i>
	Mixing Morals and Markets <i>* Hagerty (HBS) &amp; Norton</i>
	Ownership Alters Learning and Beliefs About Products <i>* Hirschman (Chicago) et al.</i>

## Persuasion (Salon G)

<b>Sensorimotor and Visual Effects in Persuasion</b>	
	Role of Volition and Direction of Dynamic Sensorimotor Experiences in Persuasion <i>* Kwon (Louisville), Adaval &amp; Albarracín</i>
	Seeing but not Remembering Serially Presented Visual Marketing <i>Yin &amp; *Jia (U of Hong Kong)</i>
	Cuteness Decreases Product Evaluations & Choice for Utilitarian Goals <i>* Jia (OSU), Deng, Rezek</i>

9:00-9:10

## COFFEE BREAK

9:10-10:30

### Technology and Transformative Consumer Research (TCR)

9:10	Augmented Reality Influences Food Craving and Evaluation <i>* Fritz (Oxford), Hadi, &amp; Stephen</i>
9:30	Google-Induced Confidence in Decision Skills Changes Experiences <i>* Grillo (UT Austin), Pizzutti, &amp; Ward</i>
9:50	Differences in Online Prosocial Behavior Across Device Mobility <i>* Borenstein (Miami), Townsend, &amp; Irmak</i>
10:10	Perception of Justice by Algorithm <i>* Yalın (Erasmus) et al.</i>

### The Limited Wisdom of Crowds: New Perspectives on Collective Beliefs

	Too Much Trust in Group Decisions <i>* Madejovsky (UC Riverside) &amp; Budesca</i>
	Aggregating Beliefs Using A Model Of People's Predictions Of Other's Beliefs <i>* McCoy (Wharton) &amp; Prelec</i>
	The Statistical Self-Fulfilling Selection Fallacy <i>* Kim (MIT) &amp; Olivola</i>
	Reverse-Projection Beliefs in Strategic Contexts <i>* Urminsky (Chicago) &amp; Orhun</i>

### Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit

	Budgeting Time First Increases Multiple Goal Achievement <i>* Memmi (Duke) &amp; Etkin</i>
	Achieving Multiple Shopping Goals in the Marketplace <i>* Suher (Portland State), Huang, &amp; Lee</i>
	Goal-Setting Undermines Opportunity Cost Consideration <i>Friedman, Han, *Voickek (Yale), &amp; Dhar</i>
	A Multi-Goal Approach to Food Consumption <i>* Woolley (Cornell), Fishbach, &amp; Wang</i>

### Experiencing "MINENESS": Extensions of Psychological Ownership in New Consumer Contexts

	Psychological Ownership Increases Enjoyment in Sharing Economy <i>* Demirdag (UCLA) &amp; Shu</i>
	Virtual Touch Facilitates Psychological Ownership of Products in Virtual Reality <i>Luangrath, Peck, Hedgcock, &amp; *Xu (Berkeley)</i>
	Person in a Photo Impacts the Viewer's Perception of a New Experiential Product <i>* Lu (Wisconsin) &amp; Peck</i>
	Psychology of Heritage: The Endowment Effect for Extraordinary Goods <i>* Christensen (UCLA) &amp; Shu</i>

### On Certain Mechanisms of Uncertainty in the Formulation of Beliefs

	Predicting Partisan Lean and Response to Policy Messages <i>Krijnen, Bogard, *Ulkumen (USC), &amp; Fox</i>
	How Probability Representations Influence Uncertain Decisions <i>* Duke (Toronto), Mochon, &amp; Amir</i>
	People See the World as Flat. Intuitively <i>* Fei (Chicago) &amp; Shen</i>
	How Uncertainty Boosts Confidence in Decisions <i>* Waisman (Alberta) &amp; Häubl</i>

10:30-10:50

## POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

10:50-12:10

## PLENARY 2: Consumers and Technology, with Carl Marci and Adam Alter (Salon D)

12:10-13:20

## AWARDS & BUSINESS LUNCH (Mariners Ballroom)

# SATURDAY (March, 7th) - afternoon

## Technology (Salon A)

13:20-14:20	<b>New Ways to Pay: Emerging Tech &amp; Psychology of Paying</b>
13:20	Person-to-Person Payment Methods Attenuates the Endowment Effect <i>*Huang (Arizona) &amp; Savary</i>
13:40	Mental Accounting of Payment Methods <i>*Huang (Arizona), et al.</i>
14:00	Touch Screen Technology and Charitable Donations <i>*Basil (Lethbridge), et al.</i>

## Politics (Salon B)

<b>Political Ideology Influences on Consumer Behavior</b>
Brand Personality Shapes Liberals' and Conservatives' Views of LGBT Ads <i>*Shepherd (OU), Chartrand &amp; Fitzsimons</i>
How Political Ideology Shapes Preferences for Inferior Products <i>Lisjak &amp; *Ordabayeva (BC)</i>
Political Polarization in the Effect of Social Similarity on Support for Redistribution <i>*Ordabayeva (BC)</i>

## Goals (Salon E)

<b>Determinants of Goal Pursuit and Progress</b>
The Effect of Material and Experiential Consumption on Consumer Goal Pursuit <i>*Ho (U of Hartford) &amp; Wyer</i>
Motivations and Consequences of Volitional Reconsumption <i>*Zemack-Rugar (Central Florida) &amp; Moore</i>
Love is Patient <i>*Roberts (Chicago), Shaddy &amp; Fishbach</i>

## Mental Acct (Salon F)

<b>Willingness to Spend Time and Money</b>
Depletion Aversion: People Dislike Spending Accounts Down to Zero <i>*Roeder (S. Carolina), Lee &amp; LeBoeuf</i>
The Impact of Daily Pay on Discretionary Spending <i>*De La Rosa (Stanford) &amp; Tully</i>
Monetary Value of Time Increases Time Spent on Self <i>*Falco (OSU), Malkoc &amp; Donnelly</i>

## Persuasion (Salon G)

<b>Consumer Effort &amp; Deliberation</b>
Decision Effort and Decision Confidence in Matters of Quality versus Matters of Taste <i>*Ibrahim (Alberta) &amp; Haubl</i>
Deliberation has Opposite Implications for Post-Choice Satisfaction & Consistency <i>*DePaoli (Northeastern)</i>
The Endowment Effect: Unique Predictions from a Cognitive Elaboration Account <i>*Cannon (Northwestern), Rucker &amp; Gal</i>

14:20-14:30

## COFFEE BREAK

14:30-15:50

<b>Communication Modalities and New Technologies</b>	
14:30	A Cross-modality Turing Test <i>*Schroeder (Berkeley) &amp; Epley</i>
14:50	Digital Commitment: Voice Interface and Mind Attributions <i>*Brasel (BC)</i>
15:10	Auditory Recommendations are Followed More Than Visual <i>*Mariadassou (Stanford), Bechler, &amp; Levav</i>
15:30	Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure <i>*Melumad (UPenn) &amp; Meyer</i>

<b>Toward a Further Understanding of How Political Ideology Drives Motivation and Values</b>
Are Conservatives Always More Averse to Change than Liberals <i>*Huang (Indiana) &amp; Duhachek</i>
Impact of Political Ideology on Tasks of Stable Versus Varying Attentional Demands <i>Buedner, Clarkson, Otto, *Hirt (Indiana), &amp; Ho</i>
Political Ideology Shapes Observers' Responses to Service Failures <i>*Achar (Northwestern) &amp; Agrawal</i>
Political Ideology and Charitable Giving <i>*Farmer (Miss State), Kidwell, &amp; Hardesty</i>

<b>Starting, Progressing and Completing Goals</b>
Task Initiation Difficulty Effects Perceived Goal Progress and Motivation <i>*Rafieian (UPenn) &amp; Sharif</i>
Examining the Relationship Between Consumer Grit and Indulgence <i>*Wright (Providence College) &amp; Schultz</i>
Don't Worry, Be Healthy: Subjective Feelings of Busyness Lower Self-Control <i>*Hur (Cornell) &amp; Wilcox</i>
Obesity and Compensatory Consumption: Evidence from Jewelry Shopping <i>*Kurt (BU)</i>

<b>In the Eye of a Mental Accountant: Mental Accounting Shapes How People View Investments and Promotions</b>
End-of-Week and End-of-Month Time Periods Increase Financial Risk-Taking <i>Li &amp; *Shah (Toronto)</i>
Skewness, Information, & Framing Moderate Loss-Chasing and Risk-Taking <i>*Kim (CMU), Imas, &amp; Olivola</i>
Moderators and Extensions of the Interpersonal Sunk-Cost Effect <i>*Olivola (CMU), Kim, &amp; Hart</i>
The Downside of Contingent Discounts <i>*Cheng (Delaware) &amp; Blank</i>

<b>Consumer Inferences</b>
Selfish (vs. Otherish) Persuaders Exhibit Reduced Metacognitive Processing <i>*Teeny (OSU), Brinol &amp; Petty</i>
Losing or Gaining Authenticity? Impact of Cultural Diversity on Brand Perception <i>*Udeh (UPenn), et al.</i>
When Apology is Not the Best Policy <i>*Jenkins (Northeastern)</i>
The "Calories-Must-Be-Bad" Bias <i>*Monnier (Cornell), Sweldens &amp; Puntoni</i>

15:50-16:10

## POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

16:00 - 17:30

## SCP Award Winners Session (Salon D)

16:10-17:30	<b>Context Impacts Privacy Preferences</b>
16:10	The Bulletproof Glass Effect: When Privacy Notices Backfire <i>Brough, Norton, &amp; *John (HBS)</i>
16:30	Consumers Prefer Disclosing Private Personal Information to an AI (vs. a Human) <i>*Kim (Sydney), Jiang, Lee, &amp; Duhachek</i>
16:50	Private Data Valuation for Exchanges of Goods as Opposed to Money <i>*Tomaino (INSEAD), Wertenbroch, &amp; Walters</i>
17:10	From Privacy Concern to Privacy Mindsets <i>*Brough (Utah) &amp; Martin</i>

<b>Everyday Politics: Impact of Political Context on Attitudes, Interactions, Media Perceptions, &amp; Corporate Advocacy</b>
Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change <i>*Catapano (Stanford), Tormala, &amp; Rucker</i>
Why People to Share Blatantly False Stories? <i>*Han (Minnesota) &amp; Euh</i>
Partisan Perspective-Taking and Polarized Assessments of Political News Truth <i>*Gonzalez (NYU), Jung, &amp; Critcher</i>
How Market Share Determines the Impact of Corporate Political Advocacy <i>*Hydock (Georgetown), Paharia, &amp; Blair</i>

<b>When the Going Gets Tough: Strategies to Help Consumers Reach their Goals</b>
Incentivizing Streaks <i>*Mehr (UPenn), et al.</i>
Dual Reference Points Shape Judgments and Enhance Performance <i>*Wallace (UW) &amp; Etkin</i>
Framing of an Initial Goal Failure Can Increase Goal Recommitment <i>Farmer &amp; *Savary (Arizona)</i>
When Pain Signals Progress: Motivation from Immediate, Negative Experiences <i>*Woolley (Cornell) &amp; Fishbach</i>

<b>The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making</b>
When and Why are Consumers Penny Wise and Pound Foolish? <i>*Sokolova (Tilburg), Seenivasan, &amp; Thomas</i>
When 99-ending Pricing Backfires and Discourages Consumers to Upgrade <i>*Kim (OSU), Malkoc, &amp; Goodman</i>
Price Image Formation Based on Frequency versus Depth Pricing Strategies <i>*Sheehan (Kentucky), Hamilton, &amp; Chellappa</i>
The Effect of Frame of Alternatives on Consumers' Tipping Behavior <i>*Bluvstein (NYU) &amp; Raghuram</i>

<b>Persuasion 2.0</b>
Persuading the Bystander <i>*Valsecia (UW), Diehl, &amp; Nunes</i>
It's Lit to Say It - How Mainstream Slang Affects Online WOM <i>*Rizvi (Alberta), Moore, &amp; Messinger</i>
Risk and Rivalry Promotions <i>*Costello (OSU), Rezek, &amp; Smith</i>
Leveraging Variations in Moral Beliefs to Enhance Mental Health Persuasion <i>*Achar (Northwestern) &amp; Agrawal</i>