
SOBDR CONFERENCE 2022

SOUTHERN ONTARIO BEHAVIOURAL DECISION RESEARCH CONFERENCE



Schulich
School of Business
York University



The SOBDR conference brings together researchers and academics with an interest in the study of how people make judgments and decisions. This year's conference will take place at **Schulich School of Business at York University (Keele Campus) in Toronto on Friday May 6th, 2022.**

There are no fees to attend this conference, but **participants must register in advance** on the conference webpage (<https://sites.google.com/view/sobdr2022/home>). As it stands, the meeting is planned to be in-person, following York University COVID protocols. Should the circumstances change due to the COVID-19 pandemic, the conference will be held virtually. (Current protocols for York University here:

<https://www.yorku.ca/bettertogether/wp-content/uploads/sites/299/2021/08/09.08.2021-Self-Disclosure-Screening-and-Incident-Management-Protocol.pdf>) Directions/map can be found here (<https://schulich.yorku.ca/about/directions/>) and paid parking is available at the Student Services Parking Lot adjacent to the Schulich Building (enter on south side of Bennett Centre, off James Gillies Street). York TTC stop is also right beside Schulich.

York Site Committee: Peter Darke (Marketing, Schulich), Nicole Mead (Marketing, Schulich), Theo Noseworthy (Marketing, Schulich), Grant Packard (Marketing, Schulich), Maggie Toplak (Psychology). Student members: Adam Burnett (Psychology), Jennifer Sedgewick (Marketing, Schulich).

Program Committee: Grant Packard (Marketing, Schulich), Julian House (Ontario Behavioural Insights Unit), Derek Koehler (Waterloo), Nicole Robitaille (Queen's), Claire Tsai (U of Toronto)

Program

Time	Description
9:30 – 9:55 am	Registration and Breakfast
9:55 – 10 am	Welcome
10 to 10:30 am	Talk 1: Reflecting on the Reflection Effect Kristen Duke (presenter), Rotman, University of Toronto Daniel Mochon, Tulane University On Amir, Rady School of Management, UC San Diego
10:30 to 11 am	Talk 2: How Relative Distance from Fundraising Goals Can Enhance Charitable Giving Rishad Habib (presenter), Ted Rogers of Management, Ryerson David J. Hardisty, Sauder School of Business, UBC Katherine White, Sauder School of Business, UBC
11 to 11:15 am	Coffee Break
11:15 to 11:45 am	Talk 3: The Signals We Give: Gender, Feedback, and Competition Alexander Coutts (presenter), Schulich School of Business, York U Boon Han Koh, University of East Anglia Zahra Murad, University of Portsmouth
11:45 to 12:15 pm	Talk 4: The Value of Behaviourally-Informed Financial Advice David R. Lewis (presenter) BEworks Kelly Peters, BEworks Nate Barr, BEworks Sarah Carpentier, BEworks Pierre-Jean Malé, BEworks
12:15 to 1:30 pm	Lunch (BBQ in Schulich Marketplace)
1:30 to 2:00 pm	Talk 5: Why Recipients Don't Appreciate Expensive Gifts: The Role of Suspicion Aybike Mutluoglu (presenter), Smith School of Business, Queen's Laurence Ashworth, Smith School of Business, Queen's Nicole Robitaille, Smith School of Business, Queen's
2:00 to 2:30 pm	Talk 6: Professional Employees' Voluntary Furlough Decisions Leslie Berger, Wilfrid Laurier University Lan Guo, Wilfred Laurier University Kelsey Matthews (presenter), Wilfred Laurier University
2:30 to 2:45 pm	Coffee Break

2:45 to 3:15 pm	<p>Talk 7: Meal Typicality and Consumer Decisions to Engage with Social Media Content: An Examination of Restaurants' Use of Instagram Matthew Philp (presenter), Ted Rogers School of Management, Ryerson Jenna Jacobson, Ted Rogers School of Management, Ryerson Ethan Pancer, Sobey School of Business, Saint Mary's University</p>
3:15 to 3:45 pm	<p>Talk 8: "That's an Overreaction!" Emotional Displays on Social Media In Response To Objectionable Advertisements Saeid Kermani (presenter), Schulich School of Business, York U Peter R. Darke, Schulich School of Business, York U</p>
3:45 to 4:00 pm	<p><i>Break before poster session*</i></p>
4:00 to 5:30 pm	<p>Poster session with cash bar</p>

* Poster presenters should mount their posters in the marketplace area during this break. Poster dimensions should be a maximum of 4ft (w) x 3ft (h).

Talk Abstracts

Talk 1: Reflecting on the Reflection Effect

Kristen Duke (presenter), Rotman, University of Toronto

Daniel Mochon, Tulane University

On Amir, Rady School of Management, UC San Diego

Individuals tend to be risk averse in gains and risk seeking in losses, a pattern termed the reflection effect. This is typically attributed to the curvature of the value function—that is, how individuals process payoffs. Instead, we implicate how individuals process probabilities. Six experiments show that changing from percentages to probability representations that are easier to mentally simulate (e.g., the outcome of a die roll) can weaken and even eliminate the classic reflection effect. This occurs in part because people judge easier-to-simulate risky outcomes as more likely, encouraging risk-taking among gains and risk aversion among losses.

Talk 2: How Relative Distance from Fundraising Goals Can Enhance Charitable Giving

Rishad Habib (presenter), Ted Rogers of Management, Ryerson

David J. Hardisty, Sauder School of Business, UBC

Katherine White, Sauder School of Business, UBC

Crowdfunding platforms allow individuals to compare several different projects when deciding which one to support. Research on the goal gradient effect predicts that people will contribute more to projects that are closer to reaching their goals. However, we demonstrate that when individuals are asked to choose between two similar charities, as is common in digital giving, they donate more to the charity that is further from its goal. This occurs because joint evaluations highlight the relative need of the organization further from its goal, compelling consumers to donate to it.

Talk 3: The Signals We Give: Gender, Feedback, and Competition

Alexander Coutts (presenter), Schulich School of Business, York U

Boon Han Koh, University of East Anglia

Zahra Murad, University of Portsmouth

Giving feedback to others in workplace and academic environments is both ubiquitous and a powerful tool. Yet, do those tasked with giving feedback, such as managers, pass it on to those who need it? In a stylized online experiment, we ask managers to give performance feedback to workers who decide whether to enter a tournament. Contrary to our theoretical benchmark, managers withhold a substantial fraction of information – even when feedback would be positive. Finally, though there is no overall difference in the proportion of feedback withheld from women, feedback nonetheless exacerbates the gender-competition gap.

Talk 4: The Value of Behaviourally-Informed Financial Advice

David R. Lewis (presenter) BEworks

Kelly Peters, BEworks

Nate Barr, BEworks

Sarah Carpentier, BEworks
Pierre-Jean Malé, BEworks

The decision to seek and follow expert advice when making decisions is not well understood. Despite the fact professional financial advice is associated with more normatively optimal financial decision-making and enhanced well-being, a minority of people seek and follow advice. In an investment decision-making simulation experiment, we explore barriers to seeking and following advice, we show the value of such advice, and successfully apply behavioural science to encourage more people to seek and follow professional financial advice to achieve better financial outcomes.

Talk 5: Why Recipients Don't Appreciate Expensive Gifts: The Role of Suspicion

Aybike Mutluoglu (presenter), Smith School of Business, Queen's
Laurence Ashworth, Smith School of Business, Queen's
Nicole Robitaille, Smith School of Business, Queen's

Prior work on gift-giving shows that recipients are surprisingly insensitive to the amount of money givers spend on gifts (Flynn & Adam, 2009). Given that more expensive gifts represent a greater investment on the part of the giver and impart greater value to recipients, we suggest that recipients' apparent indifference may be explained by competing reactions to gift expense. Across four studies, we show that gift expense can cause recipients to become suspicious that givers possess ulterior motives, which undermines recipients' otherwise positive reactions to more expensive gifts. We show that this occurs because of money's association with instrumentality.

Talk 6: Professional Employees' Voluntary Furlough Decisions

Leslie Berger, Wilfrid Laurier University
Lan Guo, Wilfrid Laurier University
Kelsey Matthews (presenter), Wilfrid Laurier University

To reduce operating costs during the Covid-19 pandemic, many professional firms implemented voluntary furloughs, where employees were invited to accept a reduction in pay with a corresponding reduction in work hours. Scant research has examined voluntary furloughs and how employees approach the volunteering decision. Guided by the Theory of Planned Behaviour (Ajzen 1991), we examine beliefs that impact professional employees' volunteering intention. Study 1, a survey conducted among 100 professional accountants, explores factors they considered when offered a voluntary furlough. Study 2, a case-based experiment conducted among 162 professional workers, examines two firm actions that may influence furlough volunteering intention.

Talk 7: Meal Typicality and Consumer Decisions to Engage with Social Media Content: An Examination of Restaurants' Use of Instagram

Matthew Philp (presenter), Ted Rogers School of Management, Ryerson
Jenna Jacobson, Ted Rogers School of Management, Ryerson
Ethan Pancer, Sobey School of Business, Saint Mary's University

Aiming to stand out, restaurants often offer elaborate foods designed to be “Instagrammable.” This study examines how visual characteristics of food relates to consumer decisions to engage with social media content. Results demonstrate that food images that are more confidently recognized by Google Cloud Vision (a proxy for meal typicality) is positively associated with social media engagement. A follow-up experiment shows that exposure to typical appearing foods elevates positive affect, suggesting they are easier to mentally process, which subsequently drives engagement. Therefore, contrary to current restaurant industry trends, it is more normal appearing foods that receive more social media engagement.

Talk 8: That’s an Overreaction!” Emotional Displays on Social Media In Response To Objectionable Advertisements

Saeid Kermani (presenter), Schulich School of Business, York U
Peter R. Darke, Schulich School of Business, York U

This work examines consumers’ evaluations of brands that face social media backlash in response to potentially offensive advertisements and how the emotional tone of negative social media comments can influence these evaluations. This research focuses on two common types of emotional displays on social media: anger and humor. Two studies provide evidence that humorous comments expressing disapproval of mildly offensive advertising are more likely to influence consumers to evaluate the brand negatively than angry comments. We further find that the underlying mechanism explaining this effect is the greater perceived appropriateness of humorous comments than angry comments.

Posters

Title	Author(s)
Job Satisfaction and Performance across Baby Boomer and Millennial Full-time Workers in the United States	Faizan Imtiaz, Towson University Thomas Ian Vaughan-Johnston, Durham, University, Sang won Byun, Towson University
Cooperating to show that you care: Costly helping as an honest signal of fitness interdependence	Pat Barclay, Department of Psychology, University of Guelph, Rebecca Bliege Bird, Department of Anthropology, Penn State University, Gilbert Roberts, Independent Researcher, Szabolcs Számadó, Department of Sociology and Communication, Budapest University of Technology and Economics
From AI Aversion to AI Disapproval: People Criticize, Blame and Denounce AI after Adverse Outcomes	Tripat Gill, Lazaridis School of Business and Economics, Wilfrid Laurier University, Shirley (Shuo) Chen, Lazaridis School of Business and Economics, Wilfrid Laurier University Sakshi Korde, Lazaridis School of Business and Economics, Wilfrid Laurier University
How Does a Firm's Rumor Response Practice Affect Investors' Reactions to Rumors?	Samantha Seto Accounting, University of Washington
Care through Warning: Impact of "Meme Stock" Warning Message on FinTech Users' Evaluation of the Platform	Xuewen (Cindy) Wenfu, Lazaridis School of Business and Economics, Wilfrid Laurier University, Shirley (Shuo) Chen, Lazaridis School of Business and Economics, Wilfrid Laurier University, Fang Wang, Lazaridis School of Business and Economics, Wilfrid Laurier University
Failing to explain one phenomenon reduces self-reported understanding of other phenomena: An illusion of explanatory breadth?	Joshua R. C. Budge, University of Waterloo, Ethan Meyers, University of Waterloo, Jeremy Gretton, University of Waterloo, Jonathan Fugelsang, University of Waterloo, Derek Koehler, University of Waterloo
Positive Feedback	Lisa Sansom, Royal Roads University / Queen's University
Virtual Reality: A research tool to revolutionize behavioural decision-making research	Robert Steinbauer, Goodman School of Business, Brock University
An Experimental Examination of the IAS 1 Exposure Draft recommending the adoption of Management Performance Measures	Linda Thorne, Schulich School of Business, York University, Sameera Hassan, Schulich School of Business, York University, Nicholas

	Epelbaum, Schulich School of Business, York University
The Effect of Individual Differences in Theory of Mind on Bullshit Receptivity and Frequency	Nusrat Khan, Department of Psychology, University of Waterloo, Martin H. Turpin, Department of Psychology, University of Waterloo, Jonathan A. Fugelsang, Department of Psychology, University of Waterloo
Get your head out of the sand! Reconciling disparate findings on the ostrich effect	Matthew D. Hilchey, Rotman School of Management, University of Toronto, Dilip Soman, Rotman School of Management, University of Toronto
Charitable giving and perception of charities during the COVID-19 pandemic	Ethan A. Meyers, U of Waterloo and Sheridan College, Martin H. Turpin, University of Waterloo and Sheridan College, Pierre-Jean Malé, BEworks Kelly Peters, BEworks, Michael McNamara, Sheridan College, Nathaniel Barr, Sheridan College and BEworks
Is Every Hour a Fresh Start? Scheduling Tasks to Start On-The-Hour and Motivation	Corey LeBlanc (Carleton University), Johanna Peetz (Carleton University)
Behavioural Insights for Living Within the Earth's Carrying Capacity: An Interdisciplinary Review of the Scholarly Literature on Environmental Interventions	Adam Burnett Psychology, York University, Ravi de Costa Department of Social Science, York University Ida Ferrara Economics and Risk and Insurance Studies Centre, York University, Abid Alam, Economics Queen's University, Ryan Bowie Environmental and Urban Change, York University, Maggie E. Toplak Psychology and LaMarsh Centre for Child and Youth Research, York University

Poster presenters should mount their posters in the marketplace area during the break preceding the poster session.