Conference
Program
SOBDR 2025

Toronto Metropolitan University | **Ted Rogers School of Management**

9:00 AM – 9:30 AM	**Registration, Breakfast & Welcome**
9:30 AM – 10:30 AM	**Paper Session 1**
10:30 AM – 10:45 AM	**Morning Break**
10:45 AM – 11:45 AM	**Keynote: Sarah Moore, University of Alberta** Explaining, Swearing, and Complimenting - When and Why Words Matter
11:45 AM – 1:15 PM	**Lunch & Working Paper Session**
1:15 PM – 2:15 PM	**Paper Session 2**
2:15 PM – 2:30 PM	**Afternoon Break 1**
2:30 PM – 3:15 PM	**Data Blitz**
3:15 PM – 3:30 PM	**Afternoon Break 2**
3:30 PM – 4:30 PM	**Paper Session 3**
4:30 PM – 4:40 PM	**Closing Remarks**
4:40 PM – 5:00 PM	**Networking**

Supported by **Toronto Metropolitan University** **OVPRI** **OVPFA** **FSL FUTURE OF SPORT LAB**

Sears Atrium, George Vari Engineering and Computing Centre, 245 Church Street, 3rd Floor, Toronto, ON, M5B 2K3 Canada

Friday, May 9, 2025

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Session 1 Talks | Banking on Bad Decisions	9:30 AM – 10:30 AM

Empowering Consumers to Manage Debt: Evaluating Gamification-Based Interventions for Credit Card Debt Reduction

Nicole Robitaille (Queen's University), Avery Haviv (University of Rochester), Tara Rezvan (Queen's University), Ekin Ok (Queen's University), Jeannette Benson (Financial Consumer Agency of Canada)

Financial Account Pooling Promotes Financial Communication in Couples

Johanna Peetz (Carleton University), Jennifer Robson (Carleton University)

Artificial Intelligence and Retail Investing: Scams and Effective Countermeasures

Matthew Kan (Ontario Securities Commission), Patrick Di Fonzo (Ontario Securities Commission), Meera Paleja (Ontario Securities Commission), Kevin Fine (Ontario Securities Commission), Amna Raza (Behavioural Insights Team (BIT)), Riona Carriaga (BIT), Sasha Tregebov (BIT)

Individuals' Tax Compliance and Reliance on Misinformed Advice from Third-party Sources: The Moderating Effect of Tax Literacy

Michael Wynes (University of Saskatchewan), Brayden Arnott (University of Saskatchewan)

Session 2 Talks | Talk Nerdy to Me	1:15 PM – 2:15 PM

Strategy Use in Wordle Gameplay

Greg Shaikevich (University of Waterloo), Isabelle A. Boucher (University of Waterloo), Mike J. Dixon (University of Waterloo)

Shortcuts to Insincerity: Texting Abbreviations Seem Insincere and Not Worth Answering

David Fang (Stanford Graduate School of Business), Eileen Zhang (Stanford Graduate School of Business), Sam Maglio (University of Toronto)

The Meaningfulness of Meaningless Messages: A Typology and Conceptual Framework for Phatic Brand Language

Thomas K.B. Koo (Dalhousie University), Jennifer J. Argo (University of Alberta), Sarah G. Moore (University of Alberta)

"Boss man" and "La Margarita" – The Asymmetric Effect of Nicknaming in the Workplace on Perceived Supervisor Communality and Employee Wellbeing

Zhe Zhang (Western University)

| **Data Blitz** | **2:30 PM – 3:15 PM** |

Data Blitz 1 | Frames and False Beliefs

The Linguistic Characteristics of Social Media Content and the Sharing of Misinformation

Kaushik Bhattacharjee (University of Manitoba), Namita Bhatnagar (University of Manitoba), Harsha Kamatham (University of Manitoba)

Moral Framing and Climate Attitudes: How Political Ideology and Open Mindedness Shape Environmental Action

Dilara Cavdar (University of Waterloo), Onurcan Yilmaz (Kadir Has University)

Wrong About Each Other: Widespread Social Misperceptions and Their Links to Policy Support, Misinformation Uptake, and Public Health

Justin Savoie (Impact and Innovation Unit), Nicholas B. Diamond (Impact and Innovation Unit), Dhawal Selarka (Impact and Innovation Unit), Michael Weiss (Impact and Innovation Unit), Annamarie Grant (Impact and Innovation Unit), Arvin Jagayat (Impact and Innovation Unit), David Donovan (Impact and Innovation Unit), Lauryn Conway (Impact and Innovation Unit)

Data Blitz 2 | Quantifying Life and Uncertainty

Counting It to Make It 'Count'

Daniella Turetski (University of Toronto)

Discerning Uncertainty Using Scalable Approaches

Niyati Kachhiyapatel (University of Waterloo), Igor Grossmann (University of Waterloo)

Data Blitz 3 | Bias, Bots, and Business Aftershocks

Framing Algorithms as Conventional Can Offset Bias Against Algorithmic Errors

Hamza Tariq (University of Waterloo), Jonathan A. Fugelsang (University of Waterloo), Derek J. Koehler (University of Waterloo)

Economic Shocks and Consumer Attitudes: A Lasting Effect?

Philippe Wodnicki (Western University), Miranda Goode (Western University), Kirk Kristofferson (Western University)

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Session 3 Talks | Better Selves, Better Worlds 　　　　3:30 PM – 4:30 PM

The Interplay of Equality and Financial Needs in Parental Bequests

Chang Yuan Lee (University of Toronto), Tanjim Hossain (University of Toronto)

Predicting Consumers' Organic Food Consumption Behaviour

Sanjida Amin (Brock University), Todd Green (Brock University), Antonia Mantonakis (Brock University)

How Political Ideology Shapes Prosocial Consumer Behavior Research

Ethan Milne (Western University), Kirk Kristofferson (Western University), Miranda Goode (Western University), Kate White (University of British Columbia)

Epistemics Predict Forecasting Accuracy of Societal Change Above and Beyond Cognitive Ability and Education

Igor Grossmann (University of Waterloo), Maksim Rudnev (University of Waterloo), Cory Clark (University of Pennsylvania), Philip Tetlock (University of Pennsylvania)