

2026 SOBDR CONFERENCE PROGRAM

Friday, May 8, 2026

Time	Activity
9:00am – 9:30am	Breakfast & Registration
9:30am – 9:40am	Opening Remarks
9:40am – 10:40am	Session 1 Talks
10:40am – 10:55am	Break
10:55 – 11:55am	Keynote: Karen Page Winterich, Pennsylvania State University <i>“From Disposable to Circular: Strategies for Companies to Enhance Customer Participation in a Circular Economy”</i>
11:55am – 1:30pm	Poster Session & Lunch
1:30pm – 2:30pm	Session 2 Talks
2:30pm – 2:45pm	Break
2:45pm – 3:40pm	Data Blitz Talks
3:40pm – 3:55pm	Break
3:55pm – 4:40pm	Session 3 Talks
4:40pm – 5:00pm	Closing Remarks

Conference Talks

Session 1: 9:40am – 10:40am

Title	Authors and Affiliations (Presenter *)
Increasing the impact of large-scale field trials with a novel type of adaptive experimentation	* Jay A. Olson , Impact Canada and Natural Resources Canada Kieran Findlater, Impact Canada Anna N. Rafferty, Carleton College Joseph J. Williams, University of Toronto
Sample Sizes and Evidentiary Value of Statistically Significant Findings	* Nukhet Taylor , Toronto Metropolitan University Theodore J. Noseworthy, York University
Beyond Pampering: How Engaging in Self-Care Shapes Moral Judgements	* Tara Rezvan , Queen's University Ekin Ok, Queen's University Nicole Robitaille, Queen's University
When it Hurts to Ask: Consumer Reactance to Tip Prompts	* Jamie Hyodo , Western University Bonnie Simpson, Western University Jennie Choi, IPSOS

Session 2: 1:30pm – 2:30pm

Title	Authors and Affiliations (Presenter*)
How Algorithmic Recommendations Shape Choice at Different Decision Stages	Xiu Wu, Laval University * Sharlene He , University of Waterloo Mehdi Mourali, University of Calgary Ruth Pogacar, University of Calgary
People Prefer Novices for Advice Generated from Direct Experience and Experts for Advice Generated from Data Synthesis and Extrapolation	* Katie Mehr , University of Alberta Matt Meister, University of San Francisco
Designing Dawn: An AI-Enabled, Open-Source Behavioural Decision Platform for Diabetes Prevention	* Karim Keshavjee , University of Toronto Asha Sinha, Toronto Metropolitan University Nada Mahmoud, Toronto Metropolitan University Miguel Terrones, University of Waterloo Victorine Maikem, University of Toronto Felipe Cepeda, University of Toronto Aziz Guergachi, Toronto Metropolitan University
Predicting public-health-related perception gaps	* Abhishek Dedhe , University of Waterloo, Jnana Prabodhini Foundation Ananya Jogalekar, Duke University, Jnana Prabodhini Foundation Sam Johnson, University of Waterloo Igor Grossmann, University of Waterloo

Session 3: 3:55pm – 4:40pm

Title	Authors and Affiliations (Presenter *)
Political Ideology Predicts Preferences for Parental Resource Allocation	* Chang-Yuan Lee , University of Toronto Daniel Goetz, University of Toronto
Cautious Tellers, Curious Listeners: Preference Mismatch for Consistency in Word-of-Mouth about Multiple Experiences	* Amirreza Faghihinia , University of Alberta, Katie S. Mehr, University of Alberta, Sarah G. Moore, University of Alberta, Paul R. Messinger, University of Alberta
Message Framing in Environmental Communication: A Systematic Review of Regulatory Fit and Persuasive Effectiveness	* Rebecca Pottage , University of Waterloo Jennifer Lynes, University of Waterloo Sadaf Mollaei, University of Guelph

Data Blitz Talks

2:45pm – 3:30pm

Title	Authors and Affiliations (Presenter *)
Air Passenger Willingness to Pay for Carbon Offsets: An Incentivized Experiment	* William Morrison , Wilfred Laurier University
Short Window Aversion	* Zheng Xu , Queen's University Laurence Ashworth, Queen's University
Sustainable Luxury Is Not Always About Sustainability: Materialism, Mindfulness, and Divergent Normative Pathways	Mehak Bharti, Toronto Metropolitan University Shadma Shahid, Toronto Metropolitan University * Saima Siddiqui , Toronto Metropolitan University
People Think It's Unethical to Pay for Assistance to Achieve Performance Goals	* Jeremy Lee , York University Nicole Mead, NOVA School of Business and Economics Kathleen Vohs, University of Minnesota
Structures of digital environments predict attention inequality: An analysis of 17 years of Reddit data	* Oliver Twardus , University of Guelph Pat Barclay, University of Guelph Sandeep Mishra, University of Guelph
Field Experiment: Using Behavioural Science to Improve Food Waste Segregation in Multi-Unit Residential Buildings	Wardah Malik, BEworks * Emma Vanlerberghe , BEworks Derek Albert, BEworks

Posters

11:55am – 1:30pm

Title	Authors and Affiliations
BeanFest: Attitude development, decision-making, and negativity biases in 5-7-year-olds	Candice Rubie, University of Waterloo Stephanie Denison, University of Waterloo
Too Much Talk? The Status Effect of Brand Reply Behavior	Roghayeh Teimourfamian Asl, University of Alberta Sarah Moore, University of Alberta Paul Messinger, University of Alberta
Beyond Binary: A Machine-Learning and Response-Surface Approach to Gendered Brand Strategy in Plant-Based Markets	Nazanin Khaksari, University of Manitoba Namita Bhatnagar, University of Manitoba Jieying Chen, University of Manitoba
Narcissism and (Non)Cooperation in Social Dilemmas	Jake Siamro, Wilfrid Laurier University Chris Chinn, Wilfrid Laurier University Benji Gertman, Wilfrid Laurier University Christian Jordan, Wilfrid Laurier University
Why conspiracy theories succeed: Explanatory and narrative characteristics predict belief and sharing intentions	Chelsea L. Russill, University of Waterloo Jonathan Fugelsang, University of Waterloo Derek Koehler, University of Waterloo
Do generations really differ in how they value work? A novel investigation into an old question using bounding analysis	Spencer Arshinoff, York University Joey T. Cheng, York University
The Psychology of Technology Acceptance: A Big Five Model Analysis	Omar H. Fares, University of New Brunswick Jenna Jacobson, Toronto Metropolitan University Victoria Pearson, Toronto Metropolitan University
The Fear of Missing Out and Investment Decisions: A Bibliometric Analysis	Nicolas Epelbaum, Toronto Metropolitan University Patricia Jackson Farrell, York University
Should AI Advisors be Confident and Fast? The Effect of Language Certainty, Response Speed, and Financial Literacy on AI Advice Acceptance	Khashayar Jafari Kaliji, Wilfrid Laurier University Tripat Gill, Wilfrid Laurier University

When Agreement Misleads: Correlated Errors in Human Judgment	Hamza Tariq, University of Waterloo Jonathan A. Fugelsang, University of Waterloo Derek J. Koehler, University of Waterloo
Words you can taste: Linguistic Influences of Brand Names on Consumer Perceptions	Chris DiPardo, Brock University Antonia Mantonakis, Brock University Nathalie Spielmann, NEOMA Business School
Saving for Us: Can a Motivational Boost for Joint Financial Goals Improve Financial Self-Control?	Margot McComb, Carleton University Johanna Peetz, Carleton University
Beyond Heteronormativity: Consumer Reactions to LGBTQ+ Family Ad Narratives	Zeyuan (Mickey) Liu, University of Manitoba Namita Bhatnagar, University of Manitoba
Trusting the machine: How anthropomorphism impacts epistemic trust in Generative AI	Caroline Simpson, University of Waterloo Clara Colombatto, University of Waterloo Jonathan Fugelsang, University of Waterloo
Cognitive Forecasting: How Intuitive Theories of Attention Shape Risk Preferences	Dogukan Demircioglu, University of Waterloo Chris Dawson, University of Bath Samuel G. B. Johnson, University of Waterloo, University of Bath
Trust Strengthens the Environmental Attitude-Behavior Link: A Laboratory Replication of the Social Dilemma Mechanism	Dilara Cavdar, University of Waterloo Selcuk Onay, University of Waterloo Berke Aydas, University of Waterloo
Experimental Evidence on Strategic Myopia in AI-Supported Decision-Making: A Behavioral Strategy Examination of Managerial Attention	Redwan Siddiqui, University of Waterloo Selcuk Onay, University of Waterloo
Truth perception and memory for crossmodally presented information	Greg Shaikevich, University of Waterloo Jonathan Fugelsang, University of Waterloo Katherine White, University of Waterloo
Does Belief that Morality Is Not Objective Affect People's Intentions on Retributive Punishment?	Berke Aydas, University of Waterloo Onurcan Yilmaz, Kadir Has University Hasan G. Bahçekapılı, Medipol University
Sustaining Consumer Engagement with Virtual Influencers	Govind Belal, SVKM's Narsee Monjee Institute of Management Studies Neha Sadhotra, SVKM's Narsee Monjee Institute of Management Studies