

Southern Ontario Behavioral Decision Research Conference

May 16, 2008
Wilfrid Laurier University



Funding for the conference is generously provided by the Wilfrid Laurier University School of Business and Economics MBA program. We are grateful for their support.

Southern Ontario Behavioral Decision Research Conference

Schedule of Events

9:30 – 10:30	Breakfast/Welcome	Atrium
10:30 – 11:45	Session A	SBE 1210
12:00 – 12:45	Lunch	Atrium
12:45 – 1:45	Keynote address	SBE 1210
2:00 – 3:15	Session B	SBE 1210
3:15 – 3:45	Coffee Break	Atrium
3:45 – 5:00	Session C	SBE 1210
5:00 – 6:00	Poster Session with Cash Bar	Atrium

Overview of Sessions

Session A

Mantonakis: The Effects of Conceptual Priming on Stimulus-Based Choice

Wang: The Impact of Counterfactual Thinking on Post Purchase Evaluation

Tsai: Compensation Based on Irrelevant Factors

Keynote

Thagard: Goals, Plans, and Emotions

Session B

Onay: Contingent Weighting of Time in Intertemporal Decisions under Delay Uncertainty

Mandel: Security vs. Rights: Effects of Emotion and Political Orientation on Political Judgment

Darke: When You Can't Count On the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior

Session C

Nussbaum: A Central Integrative Psychopharmacological Model for Sound and Unsound Decision-Making

Minda: The Effects of Medical Expertise in a Forced-Choice Triad Task

Murray: Willingness to Pay for Advice: The Role of Rational and Experiential Processing

Poster Session

Session A Abstracts (10:30 – 11:45)

The Effects of Conceptual Priming on Stimulus-Based Choice

Antonia Mantonakis, Faculty of Business, Brock University
(co-authored with Carolyn Yoon, University of Michigan)

We report two experiments that explore the role of conceptual priming in stimulus-based consumer choice. The first experiment demonstrates an effect on choices, the second shows an effect on recognition memory. We argue that increased accessibility, revealed by the increased recognition, underlies the conceptual priming effect on stimulus-based choice. A beneficial choice effect occurs for strong brands of the primed product category, with an accompanying detriment to weak brands. This finding appears to be due to an increased accessibility of the strong brands that limits the propensity to choose weak brands. This result is in contrast to prior research findings which imply that conceptual priming only impacts memory-based choice. Our results call into question the need to differentiate the effects of conceptual versus perceptual priming on choice.

The Impact of Counterfactual Thinking on Post Purchase Evaluation

Kai-Yu Wang, Faculty of Business, Brock University
(co-authored with Minli Liang, SUNY-Brockport and Laura A. Peracchio, University of Wisconsin-Milwaukee)

Counterfactual thinking (CFT) is the process of reflecting on past events and simulating alternative possible outcomes. There are two directions of counterfactual thoughts: upward vs. downward counterfactuals. Upward counterfactuals are alternatives that are better than actuality (e.g., If only I purchased product B, I would not have to waste time and effort getting product A repaired). Downward counterfactuals are alternatives that are worse than actuality (e.g., At least product A is cheaper and product B may not work better than A does). In three studies, we demonstrated that the directions that consumers engage in CFT (downward, upward, or both) impact their product evaluations after experiencing a positive or negative purchase outcome. We found that individuals' cognitive resources, NFC or motivation, moderate these effects. The results also indicated that application of follow-up customer surveys could engage consumers in CFT to improve product evaluations. The process underlying these effects was discussed.

Compensation Based on Irrelevant Factors

Claire I. Tsai, Rotman School of Management, University of Toronto
(co-authored with Christopher K. Hsee, University of Chicago)

How much to compensate an individual who loses something irreplaceable and it is someone else's fault? Normatively, compensation should equal the value (utility) of the lost item and thus make the victim as happy as she would be had the damage never occurred. Our experiments demonstrate that people's compensation decisions often ignore value and are based on the normatively irrelevant factor of cost (how much the victim originally paid for the item). We explain this phenomenon in terms of lay scientism (a tendency to base decisions on objective factors) and discuss how the popular cost-based compensation rule hurts consumer welfare.

Session B Abstracts (2:00 – 3:15)

Contingent Weighting of Time in Intertemporal Decisions under Delay Uncertainty

Selcuk Onay, Management Sciences, University of Waterloo

In this paper we investigate the effect of delay uncertainty in choices between sooner-smaller (SS) and later-larger (LL) rewards. In five experiments we test a contingent weighting hypothesis which conjectures that people accord a smaller weight to the time dimension under uncertain delays than certain delays. As predicted, we find individuals are more likely to choose the LL-rewards under uncertain delays than under certain delays. Moreover, in accord with our proposed explanation, we find that enhancing sensitivity to the time dimension diminishes the attractiveness of the LL-rewards more strongly under uncertain delays than under certain delays.

Security vs. rights: effects of emotion and political orientation on political judgment

David R. Mandel, Defence R&D Canada -- Toronto
(co-authored with Oshin Vartanian, Defence R&D Canada -- Toronto)

This paper reports the findings of an experiment that manipulated subjects' emotion (fear, anger, or neutral) and the target of evaluation (Osama Bin Laden or George W. Bush) and assessed subjects' responses to a set of risk questions pertaining to threats to security and civil liberties both in Canada and globally. Subjects were also queried regarding their views on Canada's Anti-terrorism Act legislation. Although the manipulation of emotion was effective, emotion had--contrary to some previous findings by J. Lerner and colleagues--weak or negligible effects on political judgment and, in general, did not interact with the target of evaluation. Where emotion effects did emerge, the effect was between the experimental and control conditions and not between the fear and anger conditions as one might expect on the basis of previous research. The findings revealed, however, that political risk assessments varied reliably as a function of political orientation. Moving from the political left (NDP) to right (Conservative), perceived threat posed by Bin Laden increased and perceived threat posed by Bush decreased. The same pattern emerged when subjects assessed their anger toward the target of evaluation: Moving toward the right, anger toward Bin Laden increased and anger toward Bush decreased. Compared to Liberal and NDP supporters, Conservatives also showed greater support for Canada's counter-terrorism legislation--an effect of political orientation that was mediated by more general attitudes toward counter-terrorism measures. Interestingly, support for such measures was not significantly related to subjects' security risk assessments. The findings suggest that political orientation swamps at least ephemeral primes of emotion as determinants of political judgment.

When You Can't Count On the Numbers: Corporate Fraud, Generalized Suspicion and Investment Behavior

Peter R. Darke, Schulich School of Business, York University
(co-authored with Jennifer Argo, University of Alberta)

A dual process framework (Chaiken and Trope 1999) was used to investigate the effects of corporate fraud on future investment decisions. Four experiments suggest that corporate fraud induced generalized suspicion leading to a broad defensive bias towards investment in second-party firms. Investor ego-involvement moderated the effects of fraud. Further, while the prior reputation of the second-party firm did little to buffer against generalized suspicions, verification of the firm's financials according to Sarbanes-Oxley was more effective in this respect. Finally, the generalized effects of fraud were observed for both novice and more experienced investors. Overall, the findings are consistent with a defensive processing view of suspicion

Session C Abstracts (3:45 – 5:00)

A Central Integrative Psychopharmacological Model for Sound and Unsound Decision-Making

David Nussbaum, University of Toronto Scarborough, Whitby Mental Health Centre

Interesting models exist to account for individual differences in decision making soundness. Typically, they address selected aspects of cognitive abilities and motivational/emotional biases. Theory silos range from the abstract mathematical to the neuropsychological with scopes ranging from the clinical to the business world. This talk presents a central interactive model involving seven neurotransmitter systems organized into approach and withdrawal networks at motivational and cognitive levels. The model scope encompasses clinical, forensic, economic and everyday decision-making, addressing unsound contra-impulsive biases as well. Supportive data will be presented from criminal, forensic and student samples. Interventions will be suggested.

The Effects of Medical Expertise in a Forced-Choice Triad Task

John Paul Minda, Department of Psychology, The University of Western Ontario
(co-authored with Sarah Devantier, University of Western Ontario, Wael Haddara & Mark Goldszmidt, Schulich School of Medicine & Dentistry, University of Western Ontario)

Medical students, residents, and endocrinologists completed 10 forced-choice triads. Each decision involved choosing which of two patients best matched a target patient; matches could be made according to deep or surface features. The deep match on each triad was either related to diagnosis or management. On management cases, both residents and endocrinologists were more likely to make deep choices (45% and 48%) than were students (19%). On diagnostic cases, endocrinologists were more likely than students to make deep matches (48% vs. 16%); residents fell in between (28%). We argue that physicians exhibit expertise both for diagnosis and for management and that these abilities may develop at different rates.

Willingness to Pay for Advice: The Role of Rational and Experiential Processing

Kyle B. Murray, Ivey School of Business, University of Western Ontario
(co-authored with John Godek, University of Oregon)

Everyday millions of decision makers receive advice from one or more sources. Although research has addressed some of the issues concerning how people take and use advice that they are given, less is known about the psychological processes that underlie decision makers' willingness to pay for advice. In the present research, we explore the important role that mode of information processing and decision-specific knowledge have on willingness to pay for advice. In a pretest and two experiments, we use a priming procedure to induce either a rational or experiential mode of processing. We find that people processing information rationally are willing to pay substantially more for advice than those who are processing information experientially, and that this effect is moderated by the individual's decision-specific knowledge.

Poster Session (5:00 – 6:00)

- 1 Differences in Algorithms to Score the Iowa Gambling Task: Evidence from a Forensic Sample
Stephanie L. S. Bass, David Nussbaum, & George Cree
University of Toronto
- 2 The Effects of Negative Campaigns in Political Decision Making
Luciana Carraro & Luigi Castelli
Università di Padova, Italy
- 3 Deontological versus Utilitarian Inclinations in Moral Decision-Making: A Process Dissociation Approach
Paul Conway & Bertram Gawronski
The University of Western Ontario
- 4 The Effects of Information Processing on Consumer Satisfaction
Fabrizio Di Muro & Kyle B. Murray
The University of Western Ontario
- 5 When You Have Already Made Up Your Mind, But You Don't Know It Yet
Silvia Galdi,¹ Bertram Gawronski,² & Luciano Arcuri¹
¹University of Padova, Italy; ² The University of Western Ontario
- 6 Predicting our Interpersonal Selves in the Future: The Role of Goal Elaboration and Basking in Projected Glory
Alana Greco & Anne Wilson
Wilfrid Laurier University
- 7 Aging Effects on Cue Interactions in a Contingency Judgment Task
Samuel D. Hannah, Meredith Young, Lorraine G. Allan, & Shepard Siegel
McMaster University
- 8 Eliciting Experienced Utilities Using Standard Gamble Queries
Bowen Hui & Craig Boutilier
University of Toronto
- 9 Regretful Decision-Making: Post-Purchase Consumer Regret
Seung Hwan (Mark) Lee & June Cotte
The University of Western Ontario
- 10 Form and Function in the Adoption of New Products
Jianping Liang & Kyle B. Murray
The University of Western Ontario
- 11 The Effect of Conditioning Implicit Self Esteem on Attributional and Defensive Judgments
Sean Mackinnon & Christian Jordan
Wilfrid Laurier University
- 12 Decomposing the Personal-Impersonal Distinction in Moral Decision Making
David R. Mandel, Oshin Vartanian, & Chelsea Ferriday
Defence R&D Canada -- Toronto
- 13 Beliefs, Logic and Confidence: Do Individual Differences Really Make a Difference?
Nadia Martin
University of Waterloo
- 14 Cognitive Capacity as a Mediator of Risk Tolerance
Ester Moher & Derek Koehler
University of Waterloo

Poster Session (continued)

- 15 Effects of Reward Structure and Motivational Focus on Decision-making
Ruby Nadler, Pei-Shiuan Lily Lin, & John Paul Minda
The University of Western Ontario
- 16 Task Difficulty as a Moderator of the Causal Link between Prediction and Behavior
Johanna Peetz & Roger Buehler
Wilfrid Laurier University
- 17 Differential Contributions of Testosterone and Cortisol to Decision-making in a University Sample
Kristoffer Romero & David Nussbaum
University of Toronto
- 18 The Choice is Right in Front of Us: An Information Processing Perspective on Hedonic Choice
Remi Trudel & Kyle B. Murray
The University of Western Ontario
- 19 Consequential Conditionals: When Liking Determines Likelihood
Oshin Vartanian, David R. Mandel, & Kristen Blackler
Defence R&D Canada – Toronto
- 20 Remembering Taste Experiences: Constructed Preferences from Suggestion
Amanda Wudarszewski¹, Antonia Mantonakis¹, Seema Clifasefi², Daniel Bernstein²³, & Elizabeth Loftus⁴
¹Brock University, ²University of Washington, ³Kwantlen University College, ⁴ University of California, Irvine
- 21 Unconscious Thought and Inferential Decision Making
Mike Yeomans & Derek Koehler
University of Waterloo
- 22 Ego Depletion and Decision Strategies
Mike Yeomans & Derek Koehler
University of Waterloo
- 23 The Past Disambiguates the Present: Prior Experience Leads to Unambiguous Interpretations of Ambiguous Medical Symptoms in Novices
Meredith E. Young, Geoffrey R Norman, & Lee R Brooks
McMaster University