

**Final Program for the Sixth Annual Southern Ontario Behavioral Decision Research Conference (Friday, May 7th, 2010)**

<b>Time</b>	<b>Description</b>	<b>Location*</b>
9:30 – 10 am	Registration and Breakfast	Outside N109
10 to 10:30 am	<b>Effect Of Face-To-Face Interactions On Choice: The Role Of Expressiveness</b> Maggie Wenjing Liu and Dilip Soman (Toronto)	N109
10:30 to 11am	<b>Optimal Persistence: Responsiveness To Progress Feedback In A Sequential Goal-Pursuit Task</b> Derek J. Koehler (Waterloo), Cade Massey (Yale), and Robert Moreland (Waterloo)	N109
11 to 11:15 am	Coffee Break	Outside N109
11:15 to 11:45 am	<b>The Impact of Approach Training on the Self, Attitudes, and Behavior</b> Kerry Kawakami and Curtis Phillips (York)	N109
11:45 to 12:15 pm	<b>The Cost of Freedom and the Benefits of Restriction</b> Di Sabrina Mu (Waterloo) and Scott A. Jeffrey (Monmouth)	N109
12:15 to 1:30 pm	BBQ Lunch	Schulich Marketplace
1:30 to 2:30 pm	<b>Keynote Address: Cognitive and Affective Antecedents of Behavioral Frequency Judgments</b> Geeta Menon (Wharton)	N109
2:30 to 2:45 pm	Coffee Break	Outside N109
2:45 to 3:15 pm	<b>Information Order and Financial Decision-Making</b> Eric Terry (Ryerson)	N109
3:15 to 3:45 pm	<b>Understanding Culture And Negotiation Through A Process Perspective</b> Wendi L. Adair (Waterloo)	N109
3:45 to 4:00 pm	<i>Break before poster session**</i>	
4:00 to 5:30 pm	Poster session with cash bar	Schulich Marketplace
6:00 to 8:30 pm	Dinner in Tuchner's***	Schulich Basement

\* All events in Schulich Building, York University, Keele Campus, 4700 Keele St., Toronto, ON

\*\* Poster presenters should mount their posters in the marketplace area during this break

\*\*\* For confirmed guests, at each person's own cost.

## ***Poster Presentations***

### **A Tale of Two Theories: Intertemporal Substitution vs. Income Targeting in an Experimental Work Task**

Jesse Langstaff and Derek Koehler (Waterloo)

### **Because I'm Worth It (And You're Not): Separating The Effects Of Narcissism And Self-Esteem On Prestige Purchases**

Mary Ann Cunningham-Kim and Peter R. Darke (York)

### **Cognitive Styles Predict Accuracy and Coherence in Intelligence Analysts' Judgments**

Lianne McLellan and David R. Mandel (Defence Research and Development Canada)

### **Statistically Speaking... Cognitive Processes, Strategies and Individual Differences Involved in Understanding and Reasoning about Statistics**

Nadia Martin, Jonathan Fugelsang, and Derek Koehler (Waterloo)

### **Take The Money Now If You Know What's Good For You: Exploring The Role Of Current Intentions In Predicting Future Behaviours**

Amanda Wudarzewski and Derek Koehler (Waterloo)

### **Self Discrepancy and Consumer Decision Making: Selecting the "Optimal" Options**

Kamila Sobol and Peter R. Darke (York)

### **Effective vs. Affective Consumer-to-Consumer Communication: 'Entertainment' as a Driver of Brand Rumour Transmission**

Sutapa Aditya and Peter R. Darke (York)

### **Finding the Apple of My Eye: Categorization and Satisfaction from Hedonic Consumption**

Eugene Y. Chan and Andrew Mitchell (Toronto)

### **Cheating More For Less**

Leslie John (Carnegie Mellon), George Loewenstein (Carnegie Mellon), and Scott Rick (Michigan)

### **When Never Becomes Maybe: AIDS Risk Perceptions in Indian Truck Drivers**

Joseph Thomas Paniculagara (University of Central Florida)

### **The Interplay between Culture, Self-Construal, and Decision Context in Escalation of Commitment**

Zhenhua Wang and Wendi Adair (Waterloo)

### **Justification of Hedonic Consumption Pre- vs. Post-Consuming**

Eugene Y. Chan (Toronto)

Najam Saqib (Qatar University)

### **The Effect of Nonconscious Priming of a Target Attribute on Judgmental Errors**

Ki Yeon Lee and Andrew Mitchell (Toronto)