

CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY SUMMER CONFERENCE

Organized by APA Division 23

August 12-15, 2010
San Diego, CA

Submission Deadline: December 1, 2009

The Society for Consumer Psychology (SCP) will hold its summer conference as part the 118th Annual Convention of the American Psychological Association (APA) from August 12-15 at the San Diego Convention Center in San Diego, California. SCP (Division 23 of APA) represents psychologists and other consumer researchers interested in a broad range of consumer research issues united by psychological theories. We are seeking competitive papers, working papers (posters), special session symposia, and workshops. Diverse themes and methodological approaches are welcome. Proposals will be judged on the quality of the research, the contribution to the field of consumer psychology, and the interest of the topic to Division 23 members.

GENERAL SUBMISSION GUIDELINES

When and How to Submit:

All submissions must be made through this APA website by the **December 1, 2009 deadline**: <http://apacustomout.apa.org/ConvCall>. The website is supported by Internet Explorer 5.0+, Safari 2.0+, Netscape 7.0+, and Firefox 1.0+.

Who May Submit:

Any Member of APA OR a Division of APA (such as Division 23, also known as the Society for Consumer Psychology) is encouraged to submit a paper or proposal for consideration. Nonmembers may also submit a paper or proposal for consideration but they will need a coauthor or sponsor who is a member of APA or any division of APA. A paper or session may only be submitted to one division of APA and a conference participant may only be the *presenter* on two papers across all APA divisions.

The Submission Process:

At the APA submission website, you'll be asked to classify your proposal as either an Individual Presentation (competitive papers and posters) or Program (special session symposia or workshops).

Paper and Posters:

Competitive papers communicate the completed substantive investigation of consumer psychology issues and theories. Methodological papers are also welcome. In contrast, posters provide an avenue for presentation of new and innovative ideas and research findings that are still being refined. They are in the working paper stage of development. Detailed guidelines for poster presentations will be sent with acceptance letters. For both competitive papers and posters, you'll be asked by the website to provide the following information:

- Title (no more than 10 words).
- Provide subject index term.*
- Name, highest degree, email address, and mailing address of principal author. If there are multiple authors, the first author listed is expected to deliver the presentation.
- Membership status of principal author.
- Coauthor information, including highest degree and business mailing address.
- Preference for presentation as a poster session or in a competitive paper session.
- A 500-1000 word summary. It should include a statement of the problem, information about subjects, procedure, results, and conclusion.
- Permission to forward to a more appropriate division if relevant. You will be asked to provide another division that may also be appropriate for your submission.*

*APA subject index terms can be found on pages 9-10 of *APA's Call for Proposals*. APA Division codes are on pages 11-15 of *APA's Call for Proposals*, which can be found at <http://www.apa.org/convention/2010>.

Special Session Symposia and Workshops:

A special session symposium is a focused session in which participants present their views about a common theme, issue, or question. It typically follows a format in which a chairperson introduces the topic with background information. Then three presentations are given, each contributing to the unifying theoretical framework. Often the symposium ends with an overview made by the chairperson or a discussant and then a discussion period with the audience. The discussant's comments need not be submitted as part of the proposal. In contrast, a workshop is often used to teach direct skills (i.e., measurement, analytical procedures) and application of theory to workshop participants. The focus is on increasing the understanding and skills in a particular area of current interest in consumer psychology. For both symposia and workshops, you'll be asked by the website to provide the following information:

- Create a login ID and password
- Type of program (symposium, workshop)
- Title of program and one or two subject index terms.*

- Chairperson name, highest degree, and business mailing address.
- Participants in order of presentation (names, highest degree, and mailing addresses)
- Discussant (if any) name, highest degree, and mailing address.
- cover sheet
- 300-word general summary AND
- 300 word summary of each participant's contribution
- Permission to forward to a more appropriate division if relevant. You will be asked to provide another division that may also be appropriate for your submission.*

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CONFERENCE FORMS & INFORMATION

Further conference information can be found at: <http://www.apa.org/convention/2010/>. Hotel information and conference registration forms will become available in April, 2010 at: www.apa.org/convention.

If you have any questions, please feel free to contact the Division 23 conference chair:

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I hope to see you in sunny and temperate San Diego in August!