

**Division 23 Schedule**  
**2010 American Psychological Association Conference**  
**San Diego, California**

Date & Time	Session Title	Paper Titles & Authors	Location
Thu 8/12 9:00-9:50 a.m.	Marketing Communications: The Message	<p><b>Chair:</b> John Fraser, <i>Institute for Learning Innovation, New York</i></p> <p><b>Purposive Communicating for Marketing: What? And To Whom?</b> Geraldine Fennell &amp; Joel Saegert, <i>University of Texas at San Antonio</i></p> <p><b>Advertising and the Cultural Meaning of KUSO</b> Hsu-Hsien Chi, <i>Shih Hsin University</i></p>	Convention Center (Upper Level) Room 26A
Thu 8/12 10:00-11:50	Perceptual, Emotional, and Behavioral Responses to Products	<p><b>Chair:</b> Tina Kiesler, <i>California State Univ., Northridge</i></p> <p><b>Construct of Consumer-Based Perceived Product Innovativeness</b> Jean Boisvert, <i>American University of Sharjah</i> Curtis P. Haugtvedt, <i>Ohio State University</i></p> <p><b>Emotive Reactions and Cognitive Reasons for Preferring Packaging Designs</b> Pierre JPR Joubert, <i>University of South Africa</i></p> <p><b>Role of TV Program Commitment in the Digital Era</b> Jhih-Syuan Lin &amp; Yongjun Sung, <i>University of Texas at Austin</i></p>	Convention Center (Upper Level) Room 24C

Date & Time	Session Title	Paper Titles & Authors	Location
Thu 8/12 Noon-12:50	Consumer-Response Biases in Survey Data	<p><b>Chair:</b> Joel Saegert, <i>University of Texas at San Antonio</i></p> <p><b>Receptivity-Susceptibility to Tobacco Promotion Measure Prone to Responses Biases</b> Alvin Lee &amp; Dick Mizerski, <i>The University of Western Australia</i></p> <p><b>Quantitative Approach to Implicitly Expressed Negative Emotions in Customer Survey</b> Keiko I. Powers, <i>J.D. Power and Associates</i></p>	Convention Center (Upper Level) Room 32B
Thu 8/12 1:00-1:50	Charitable Behavior	<p><b>Understanding Charitable Giving: How Giving to Charity is Like Eating Ice Cream</b> Michal Strahilevitz, <i>Golden Gate University</i></p> <p><i>(Second paper cancelled)</i></p>	Convention Center (Upper Level) Room 26A
Thu 8/12 2:00-2:50	<i>Conversation Hour:</i> Consumer Research Ideas Brainstorming Sessions		Convention Center (Upper Level) Room 27A
Thu 8/12 6:00-7:50 p.m.	<i>DIVISION 23 RECEPTION (Appetizers &amp; Cash Bar)</i>		Manchester Grand Hyatt Madeleine A & B (3 <sup>rd</sup> Level Seaport Tower)
Fri 8/13 2:00-2:50	Influence of Others on Ad Effectiveness and Brand Preference	<p><b>The Influence of Intra-Reference Group Differentiation on Brand Preference</b> Yi-Hsin Yeh &amp; Yongjun Sung, <i>The University of Texas at Austin</i></p> <p><i>(Second paper cancelled)</i></p>	Convention Center (Upper Level) Room 21

Date & Time	Session Title	Paper Titles & Authors	Location
Fri 8/13 3:00-3:50	Poster Session	<i>(please see attached list of posters)</i>	Convention Center (Ground Level) Exhibit Hall ABC
Fri 8/13 4:00-4:50	<i>Conversation Hour:</i> Consumer Research Ideas Brainstorming Session		Convention Center (Upper Level) Room 23C
Sat 8/14 9:00-9:50	Effects of Collectivist and Individualistic Advertising Appeals	<b>Attitudinal Effects of Cultural Appeals in Online Advertisements</b> <i>Gennadi Gevorgyan, Xavier University</i>  <i>(Second paper cancelled)</i>	Convention Center (Upper Level) 24B
Sat 8/14 10:00-10:50	Consumer Decision Making	<b>Chair:</b> Jean Boisvert, <i>American University of Sharjah</i>  <b>Visual Processing Fluency and Cognitive Effort's Influence on Choice Outcomes</b> <i>Jill Mosteller, Portland State University</i> <i>Naveen Donthu, Georgia State University</i>  <b>"Pay What You Want": Theory and Experimental Evidence</b> <i>Rami Zwick, University of California, Riverside</i> <i>Vincent Mak, University of Cambridge</i> <i>Akshay Rao, University of Minnesota</i>	Convention Center (Upper Level) Room 30C

Date & Time	Session Title	Paper Titles & Authors	Location
Sat 8/14 11:00-11:50	Construal-Level Theory and Regulatory Fit in Consumer Contexts	<p><b>Chair:</b> Diana De Soto, <i>Capella University</i></p> <p><b>From Switching Intent to Actual Switching Behavior: A Construal-Level Theory Perspective</b>  Yuchen Hung, <i>National University of Singapore</i>  Catherine Yeung, <i>National University of Singapore</i>  Jochen Wirtz, <i>National University of Singapore</i>  Jeongwen Chiang, <i>Cheung Kong Graduate School of Business</i></p> <p><b>Using Message Framing to Reduce Dissonance Based on Regulatory Orientation</b>  Vincent Brown &amp; Sameer Hosany,  <i>Royal Holloway, University of London</i></p>	Convention Center (Upper Level) Room 27A
Sat 8/14 1:00-1:50	Influence of Gender—Advertising and Shopping	<p><b>Chair:</b> Jill Mosteller, <i>Portland State University</i></p> <p><b>The Effectiveness of (non)Traditional Gender Portrayals in Print Advertisements</b>  Magdalena J. Zawisza, <i>The University of Winchester</i>  Russell Luyt, <i>The University of Winchester</i>  Anna M. Zawadzka, <i>Gdansk University</i>  Marco Cinnirella, <i>Royal Holloway, University of London</i></p> <p><b>The Concept of Shopping: Similarities and Differences by Gender</b>  Ivonne Hoeger &amp; Carole B. Burgoyne,  <i>University of Exeter</i></p>	Convention Center (Upper Level) Room 23C

**Division 23 Posters**  
**2010 American Psychological Association Conference**  
**Friday 8/13 3:00-3:50**  
**Convention Center Exhibit Hall ABC**

**1. Online Videos: What is Their Potential to Persuade?**

Scott Wright & Frank Kardes,  
*University of Cincinnati*

**2. Consumer Inhibition: Brands and the Go/No-Go Task**

Nicholas A. Peatfield, *Bangor University*  
Joanne Caulfield, *Bangor University*  
John A. Parkinson, *Bangor University*  
Hugh P. Garavan, *Trinity College*  
James Intriligator, *Bangor University*

**3. Effects of Information on Taste Perceptions of a Beer Sample**

Kevin M. Kieffer, Tara Baseil, Kristine Bauknight, Christie Piper, and Kristen Preseault  
*Saint Leo University*

**4. Dynamic Changes in Affective Forecasts in Intertemporal Consumption Choices**

Li Miao & Xinran Lehto  
*Purdue University*

**5. Perception of Commercial Advertisements Publicizing CSR Activities by the Consumers**

Yuka Ozaki, *Tokai University*  
Yoko Sugitani, *Sophia University*

**6. Consumer Receptiveness to Product Exposure and Availability in Underserved Neighborhoods**

Ruth Chavez & Tung-Zong (Donald) T. Chang,  
*Metropolitan State University of Denver*

**7. The Role of Regulatory Focus in Medium Maximization**

Leiping Xu, *China Europe International Business School*  
Liangyan Wang, *Shanghai Jiao Tong University*  
Fanghua Wang, *Shanghai Jiao Tong University*

**8. The Impact of Guilt Messaging on Consumer Emotions and Behavior**

Lydia Hanks & Anna S. Mattila  
*The Pennsylvania State University*

**9. The Effect of Online Social Context on Self-Expression**

Yongjung Sung, Jangho Moon, Mihyun Kang, and Jih-Syuan Lin,  
*The University of Texas at Austin*

**10. The Effects of Negative Opinion on the Evaluation of Brands**

Yoko Sugitani, *Sophia University*

**11. Counter Factual Thinking and Consumers' Preference for Product Desirability and Feasibility**

Guangzhi Zhao, *University of Kansas*  
Kai-yu Wang, *Brock University*