



SCP

SOCIETY FOR
CONSUMER
PSYCHOLOGY

CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

SUMMER CONFERENCE

Organized by APA Division 23
Toronto, Canada, August 6 - 9, 2015

The Society for Consumer Psychology (SCP) will hold its summer conference as part of the 123rd Annual Convention of the American Psychological Association (APA) from August 6th to 9th 2015 in Toronto, Canada. SCP (Division 23 of APA) represents consumer researchers and psychologists interested in a broad range of consumer research issues united by psychological theories. This conference provides opportunities for direct contact with practitioners and policy makers as well as the benefits of the vast knowledge base of APA.

We welcome two types of proposals, which are due at different times:

A. SCP (DIVISION 23) PROGRAMMING

Proposals due: December 1st

Formats Accepted: Competitive Papers, Special Session Symposia and Skill Building Sessions

Submission procedure: Online at <http://apps.apa.org/convcall/default.aspx>

We are seeking competitive papers, special session symposia, and skill building sessions. Diverse themes and methodological approaches are welcome. We especially welcome submissions that address topics broadly related to public policy, such as health, financial or environmental decision making. All 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.

B. APA CROSS-DIVISION COLLABORATIVE PROGRAMMING

Proposals due: October 15th

Formats Accepted: Competitive Papers

Submission procedure: Send the submission to christie.m.manning@gmail.com

The APA Central Programming Group (CPG) has set aside 125 programming hours for proposals of broad relevance whose content spans at least two different APA divisions. Together with divisions 3, 21 and 34 we are organizing a collaborative program on environmental decision making. Below is the description of the program.

Environmental decision-making: Consumer behavior in a "green" world

Collaborating divisions:

3--Experimental

21--Applied Experimental and Engineering

34--Society for Environmental and Conservation Psychology

Individuals and institutions alike are frequently presented with opportunities to make pro-environmental decisions. Consumer decision-making now often incorporates concepts such as "green," "earth-friendly," and "sustainable" at both the individual and institutional levels. We are looking for submissions that examine psychological phenomena related to the broad theme of "green consumerism" (e.g., the role of identity and affect, goal pursuit, heuristics, how emerging technologies affect consumer decision-making, and other topics) that shape environmental decision-making and policy within and beyond the context of consumer choice.

Interested members should submit a short summary of their paper to the contact listed above. Individual paper submissions from collaborating divisions will then be combined to create symposia. These collaborative session ideas will be forwarded to the CPG and will receive a rapid review based on the following criteria: broad appeal, current and timely topic, originality and innovativeness, interactive / creative format, scientific basis, and attention to diversity. Any proposals not accepted by CPG will be considered for division programming.

GENERAL SUBMISSION GUIDELINES

Who May Submit:

Any member of APA, SCP, OR other Division of APA is encouraged to submit a paper or proposal for consideration. Individuals may join SCP at www.myscp.org/members/register.aspx. Non-members may also submit a paper or proposal for consideration, but they will need a coauthor or sponsor who is a member of APA, SCP, or any other 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 for 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) or Symposium (special sessions). Requirements are listed below and are provided by APA at the following link:

<http://www.apa.org/convention/convention-proposals.pdf>

Competitive Papers:

Competitive papers communicate the completed substantive investigation of consumer psychology issues and theories. Methodological papers are also welcome. For competitive papers, you'll be asked by the website to provide the following information:

- Title of presentation and subject index term.
- Principal author (in instances of multiple authorship, the person whose name is listed first is expected to deliver the presentation): Name, highest educational degree, email and complete mailing address, cell and work telephone numbers, institution/business information (department, school, agency or company, etc., city and state), membership status (including APAGS membership) and identification of sponsor, if any.
- Names of coauthors, their highest educational degree, their institution/business information.
- Preferred mode of presentation (select Paper Session)
- A 250-500 word summary. The text of the summary should include a statement of the problem, subjects used, procedure, results, and conclusions.

Special Session Symposia and Skill-Building Sessions:

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, skill-building sessions are 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:

- Type of program (e.g., symposium, skill-building session).
- Title of program and up to two subject index terms for the program.
- Brief content description (to appear in online and mobile versions of the Convention Program): 250 characters.
- Chairperson: Name, highest educational degree, institution/business information (department, school, agency, company, etc.; city and state), e-mail and complete mailing address, and membership status (including APAGS membership).
- Participants, in order of presentation: Names, highest educational degree, institution/business information, e-mail and complete mailing address, titles of contributions, and membership status (including APAGS membership).

- Discussants, in order of presentation (if any): Names, highest educational degree, institution/business information, e-mail and complete mailing address, and membership status.
- A 300-word general summary AND a 300-word summary of each participant's contribution.
- All arrangements for the proposed session, including written acceptance by each participant, must be complete when the proposal for a fully organized program is submitted.

CONFERENCE FORMS & INFORMATION

Further information can be found at: <http://www.apa.org/convention/convention-proposals.pdf>

If you have any questions (or any trouble using the conference submission website), please feel free to contact the Division 23 conference chairs:

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This should be a great conference both in terms of networking with SCP members, as well as garnering new ideas from other areas of psychology to apply to our own!