

**Society for Consumer Psychology (Division 23) Conference Programming
American Psychological Association Convention**

Denver, Colorado - 2016

Thursday, August 4, 2016

<p>Thu 8:00 - 8:50 AM</p> <p>Convention Center Room 112</p>	<p><i>Sensing What Foods to Buy and Consume</i></p> <p>Same Same, but Different: Why Consumers Do Not Buy Ugly Produce Katrien Cooremans, MS, Ghent University, Belgium Maggie Geuens, PhD, Ghent University, Belgium</p> <p>The More, the Better? The Impact of Sensorial Appeals in Healthy Food Advertising Gudrun Roose, MS, Ghent University, Belgium Maggie Geuens, PhD, Ghent University, Belgium Iris Vermeir, PhD, Ghent University, Belgium</p> <p>When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Foods Jillian L. Hmurovic, MA, University of Pittsburgh Lauren Grewal, BA, University of Pittsburgh Cait Lambertson, PhD, University of Pittsburgh Rebecca W. Reczek, PhD, Ohio State University</p>
<p>Thu 9:00 - 9:50 AM</p> <p>Convention Center Room 113</p>	<p><i>Calming or Stirring the Waters---Managing Aggression and Competition</i></p> <p>Feeling Hot, Hot, Hot: Gustatory Experiences As Primes for Aggression Rishtee K. Batra, PhD, Indian School of Business, Hyderabad, India Tanuka Ghoshal, PhD, Indian School of Business, Hyderabad, India</p> <p>Can Sports Be Bad for You? Outcomes of Pro Sporting Events, Team Attachment, and Consumer Happiness Dennis T. Esch, MSc,BSc, University of St. Gallen, Switzerland Gerald Häubl, PhD, University of Alberta, Edmonton, AB, Canada</p> <p>Teaching Police Officers De-Escalation Skills: An Evaluation of the Memphis Crisis Intervention Team Kaitlin A. Duckett, MS, University of Memphis Richard James, PhD, University of Memphis Douglas C. Strohmer, PhD, University of Memphis Thomas Kirchberg, PhD, Memphis VA Medical Center, TN</p>
<p>Thu 10:00 - 10:50 AM</p> <p>Convention Center Room 112</p>	<p><i>Checking Our Impulses--- Measurement and Management</i></p> <p>Measuring Impulsive Consumer Cognition: A New Package for Implicit Association Tests in Qualtrics Thomas P. Carpenter, PhD, Seattle Pacific University Chris P. Pullig, PhD, Baylor University Jordan LaBouff, PhD, University of Maine Ruth Pogacar, MBA, University of Cincinnati Alek Chakroff, PhD, Harvard University</p>

	<p>Overcoming Impulsiveness: Identifying Prime Targets for Interventions to Improve Financial Behavior Sarah Newcomb, PhD, University of Maine Shannon McCoy, PhD, University of Maine Caroline Noblet, PhD, University of Maine</p> <p>Goal Distraction: The Way Meals Are Presented Can Impact Healthy Versus Unhealthy Food Choice YongKyu Lee, PhD, City University of New York York College Kimberlee Weaver, PhD, Virginia Tech Stephen Garcia, PhD, University of Michigan--Ann Arbor</p> <p>Save Heavily: Weight As a Cue to Consumers' Willingness to Save Aparna Sundar, PhD, University of Oregon Nora Moran, PhD, Virginia Tech</p>
<p>Thu 11:00 - 11:50 AM Convention Center Room 706</p>	<p><i>Do Fun and Creative Ways to Enhance Health Food Consumption Work?</i></p> <p>Using Curiosity to Increase the Choice of Should Options Evan Polman, PhD, University of Wisconsin—Madison Rachel L. Ruttan, MS, Northwestern University Joann Peck, PhD, University of Wisconsin—Madison</p> <p>Can Children Still Be Happy If 160 Calories Are Cut Out of the Happy Meal? Martin Reimann, PhD, University of Arizona Kristen Lane, BS, University of Arizona</p> <p>When Humans Feel Like Machines: The Impact of Mechanic Dehumanization on Food Consumption Szu-Chi Huang, PhD, Stanford University Andrea Weihrauch, PhD, Katholieke Universiteit Leuven, Belgium</p>
<p>Thu 12:00 - 12:50 PM Convention Center Room 704</p>	<p><i>Driving Consumers to Action or Inaction</i></p> <p>The Double-Edged Sword of Assortment Size: More Options, More Consumer Benefits? Dennis T. Esch, MSc,BSc, University of St. Gallen, Switzerland Christian Hildebrand, PhD, University of Geneva, Switzerland Andreas Herrmann, PhD, University of St. Gallen, Switzerland</p> <p>Inaction Traps in Consumer Response to Product Malfunctions Gerald Häubl, PhD, University of Alberta, Edmonton, AB, Canada Neil Brigden, PhD, Miami University</p> <p>Exploding Deals Make Competitive Customers: The Psychological Consequences of Scarcity Marketing Jillian L. Hmurovic, MA, University of Pittsburgh Kelly Goldsmith, PhD, Northwestern University Cait Lambertson, PhD, University of Pittsburgh</p>
<p>Thu 1:00 - 1:50 PM Convention Center Room 104</p>	<p><i>Value and Values---Ethics for Firms and Consumers</i></p> <p>Appropriative Co-Creation: Human and Material Agency in the Creation of Value Kristin A. Scott, PhD, Minnesota State University S. Todd Weaver, PhD, Point University</p>

	<p>Would You Be So Kind to Buy Fair? The Impact of Interpersonal Feelings on Fair-Trade Consumption Saar Bossuyt, MS, Ghent University, Belgium Patrick Van Kenhove, PhD, Ghent University, Belgium</p> <p>Promoting Ethical Firm Goals: Effects of Self-Regulatory Focus When Firms Create Multifinal Products Rishad Habib, MS, BA, University of Guelph, ON, Canada</p>
<p>Thu 2:00 - 2:50 PM</p> <p>Convention Center Room 112</p>	<p><i>How People Make Us Matter---Social Influences in Consumption</i></p> <p>Popularity, Uncertainty, and Societal Value: Extending Naive Theories of Popularity Robert Goedegebure, MS, Wageningen University, Netherlands Erica van Herpen, PhD, Wageningen University, Netherlands Hans van Trijp, PhD, Wageningen University, Netherlands</p> <p>How Power Affects Consumer Tipping Behavior Hoori Rafieian, MBA, Drexel University Jeonggyu Lee, MS, Drexel University Anubhav Aggarwal, MBA, Drexel University Daniel Korschun, PhD, Drexel University</p> <p>Effect of Social Exclusion on Desire for Consumption of Limited Resources and Status-Signaling Items Abigail B. Schneider, PhD, Regis University Rebecca L. Shiner, PhD, Colgate University</p> <p>Follow the Crowd or Stand Out? Power Distance and Consumer Brand Preference Jessie J. Wang, DPhil, BS, Miami University Ashok K. Lalwani, PhD, Indiana University Bloomington</p>
<p>Thu 3:00 - 3:50 PM</p> <p>Convention Center Room 112</p>	<p><i>Understanding Age and Family-Related Differences in Media Messaging</i></p> <p>Cultural Consumption of Mass Media in Adolescents of 10th Grade Claudia Suárez Peña, BS, Telecommunications Company of Cuba, Havana</p> <p>Mere Exposure Versus Memorable Exposure: Age Differences in the Mechanisms of Product Placement Influence Beth Armstrong, PhD, Lancaster University, England, United Kingdom Charlie Lewis, PhD, Lancaster University, England, United Kingdom</p> <p>Targeting Family Members and Friends: A Transtheoretical Model of Depression Caregiving Magdalena Cismaru, PhD, University of Regina, SK, Canada Audrey Le Pioufle, MS, University of Regina, SK, Canada</p>

Friday, August 5, 2016

<p>Fri 9:00 - 9:50 AM</p> <p>Convention Center Room 708</p>	<p><i>Effective Persuasion and Information Processing</i></p> <p>The Effect of Perceived Redundancy of Persuasion Attempts on Consumer Preference Dong-Jun Min, PhD, University of New Orleans Marcus Cunha Jr., PhD, University of Georgia</p> <p>The Voice From Afar: Reverberation in Spoken Advertising Messages Affects Information Processing Johann L. Melzner, MS, Ludwig Maximilians University, Munich, Bavaria, Germany Jochim Hansen, PhD, University of Salzburg, Austria</p> <p>The Persuasive Power of Nonpropositional Information in Prescription Drug Advertising Patrick T. Vargas, PhD, University of Illinois at Urbana—Champaign Paul Biegler, PhD, Monash University, Clayton, VIC, Australia</p>
<p>Fri 10:00 - 10:50 AM</p> <p>Convention Center Room 712</p>	<p><i>Happiness, Hope, Warmth, Fear, and Risk---Causes and Outcomes of Consumption Emotions</i></p> <p>The Effects of Social Media Modality on Risk Awareness and Perception of Privacy Matthew Pittman, MA, University of Oregon</p> <p>Hope or Fear? Effects of Message Appeal on Consumers' Intentions to Accept New Technology Solutions Yuting Lin, MS, Imperial College London, England, United Kingdom Hersen Doong, PhD, National Chiayi University, Taiwan Andreas B. Eisingerich, PhD, Imperial College London, England, United Kingdom</p> <p>Valuing Time Over Money Is Associated With Greater Happiness Ashley V. Whillans, MA, University of British Columbia, Vancouver, BC, Canada Aaron C. Weidman, MA, University of British Columbia, Vancouver, BC, Canada Elizabeth W. Dunn, PhD, University of British Columbia, Vancouver, BC, Canada</p> <p>On Human Traits of Nonhuman Agents Uwe Messer, MS, University of Bamberg, Germany Steffen Woelfl, MA, University of Bamberg, Germany Alexander Leischnig, PhD, University of Bamberg, Germany</p>
<p>Fri 11:00 - 11:50 AM</p> <p>Convention Center Room 710</p>	<p><i>Is It Smart to Stop Using That Smart Phone or Buying Those Apps?</i></p> <p>Keep Your Eyes Up, Don't Text and Drive: A Review of Antitexting-While-Driving Recommendations Kate Nimegeers, BA, University of Regina, SK, Canada Magdalena Cismaru, PhD, University of Regina, SK, Canada</p> <p>Well-Being Consequences of Smartphone Deprivation Christine Page, PhD, Skidmore College Paul Herr, PhD, Virginia Tech</p> <p>There's a Free App for That, but Will You Pay for It Anyway? John B. Dinsmore, PhD, Wright State University Scott A. Wright, PhD, Providence College Frank R. Kardes, PhD, University of Cincinnati</p>

<p>Fri 4:00 - 4:50 PM</p> <p>Convention Center Room 710</p>	<p><i>It's All in the Numbers</i></p> <p>Are We Consuming Too Many or Too Much? The Numerosity Heuristic Explains Food Partitioning Effects Anneleen Van Kerckhove, PhD, Ghent University, Belgium</p> <p>Understanding the Expense Prediction Bias Chuck Howard, PhD, University of British Columbia, Vancouver, BC, Canada David Hardisty, PhD, University of British Columbia, Vancouver, BC, Canada Melissa Knoll, PhD, CFPB, Washington, DC Abigail Sussman, PhD, University of Chicago</p> <p>Number Sharpness in the Communication of Nutritional Information Noah T. VanBergen, BS, University of Miami Jiao Zhang, PhD, University of Oregon</p>
<p>Fri 5:00 - 5:50 PM</p> <p>Convention Center Room 710</p>	<p><i>Making the Regulation of Food Consumption a Bit Easier</i></p> <p>My Lips Are Sealed: The Impact of Resealable Packages on Consumption Self-Regulation Caroline De Bondt, MS, Ghent University, Belgium Anneleen Van Kerckhove, PhD, Ghent University, Belgium Maggie Geuens, PhD, Ghent University, Belgium</p> <p>Making Healthy Choices: The Role of Conflict and Self-Control Iris K. Schneider, PhD, VU Amsterdam, Netherlands Marleen Gillebaart, PhD, University of Utrecht, Netherlands</p> <p>Are More Plans Better? The Impact of Multiple Plans on Goal Pursuit Julia Bayuk, PhD, University of Delaware Chris Janizewski, PhD, University of Florida</p>

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