

Poster presentations

Liane Schmidt (*INSEAD, France*) - Impact of Severe Obesity on Resting-state Connectivity in Brain Systems Related to Valuation and Self-Control Pre- vs. Post-Bariatric Surgery

Nicolette Sullivan (*Duke University, USA*) - Would You Like Fries with That? The Default Effect in Dietary Choice

Ratnalekha Viswanadham (*INSEAD, France*) - The Effects of Bariatric Surgery on Delay Discounting in Obesity

Alexander Haeusler (*University of Bonn, Germany*) - The Association between Insurances and Personality Traits

Aiqing Ling (*INSEAD, France*) - Integrating Incidental Affect into Consumers Experiences: Dissociable Roles of Valence and Arousal in Affect Infusion Processes

Paul Stillman (*Ohio State University, USA*) - Level of Construal Shifts Functional Organization of the Brain Network

Stephanie Smith (*Ohio State University, USA*) - The Multiplicative Role of Attention on Choice

Remi Daviet (*University of Toronto, Canada*) - Bayesian Optimal Sequential Inference for Experiments

Katie Caulfield (*University of Pennsylvania, USA*) - Information Processing during Purchasing with Different Choice Set Sizes in a Naturalistic Shopping Task: Similarities and Differences with Lab Findings

Organizing Committee



Nina Mazar
University of Toronto,
Canada



Hilke Plassmann
INSEAD & Ecole Brain
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Carolyn Yoon
University of
Michigan, USA



Sponsored by Rotman School of Management
University of Toronto



2017 Consumer Neuroscience Symposium

5 October 2017

Desautels Hall, RT 2030

Rotman School of Management, University of Toronto

Program

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| 11.30-12.15 | Buffet Lunch | 3:40-4:05 | Genetic Associations with Prosocial Behavior Steven Shaw University of Michigan, USA |
| 12.15 | Welcoming Remarks Mara Lederman Director of Research, University of Toronto, Canada | 4:05-4:35 | Break |
| | The Role of Emotion in Decision-Making Invited track, Chair Carolyn Yoon | 4.35-5.00 | History-Dependent Adaptation in Economic Valuation Behavior Mel Win Khaw Columbia University, USA |
| 12.30-1.10 | Scott Huettel Duke University, USA | 5:00-5:25 | Blitz Presentations of Selected Posters 5 min each, Chair Carolyn Yoon |
| 1.10-1.50 | Deborah Small The Wharton School, USA | | • Alexander Haeusler (University of Bonn, Germany) Do You Trade Stocks? Understanding the Drivers of Real-Life Financial Risk Taking |
| 1.50-2.20 | William Cunningham University of Toronto, Canada | | • Silvia Maier (University of Zurich, Switzerland) Greater Activity in vIPFC during Positive Emotion Regulation is Associated with Better Dietary Self-Control |
| 2.20-2.50 | Break | | • Armin Thomas (Technische Universitaet Berlin, Germany) Accounting for Individual Differences in Gaze-weighted Evidence Accumulation Improves Prediction of Individual Consumer Choice |
| | Valuation in The Brain and how it can be ...err... manipulated reviewed track, Chair Hilke Plassmann | | • John Clithero (Pomona College, USA) Demand Estimation and Forecasting using Neuroeconomic Models of Consumer Choice |
| 2:50-3:15 | Neural Currency: Domain General Neural Map of Value Predicts Choices across Subjects and across Tasks Sangil Lee University of Pennsylvania, USA | | • Crystal Reeck (Temple University, USA) Sharing More than We Mean to Bare: Neural Mechanisms Underlying the Privacy Paradox |
| 3:15-3:40 | Why Do Irrelevant Options Matter? An fMRI-TMS Study of Decoy Effect Hui-Kuan Chung New York University, USA | 5.25-5.40 | Why Closing Remarks Ryan Webb University of Toronto, Canada |
| | | 5.40-7.00 | Poster Session |