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 and Spine Institute (ICM), Sorbonne University, France

Ryan Webb
University of Toronto, Canada

Carolyn Yoon
University of Michigan, USA

2017 Consumer Neuroscience Symposium
5 October 2017

Sponsored by Rotman School of Management
University of Toronto
Program

11.30-12.15 Buffet Lunch

12.15 Welcoming Remarks
Mara Lederman
Director of Research, University of Toronto, Canada

The Role of Emotion in Decision-Making
Invited track, Chair Carolyn Yoon

12.30-1.10
Scott Huettel
Duke University, USA

1.10-1.50
Deborah Small
The Wharton School, USA

1.50-2.20
William Cunningham
University of Toronto, Canada

2.20-2.50 Break

Valuation in The Brain
and how it can be ...err... manipulated
reviewed track, Chair Hilke Plassmann

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

3:15-3:40
Why Do Irrelevant Options Matter? An fMRI-TMS Study of Decoy Effect
Hui-Kuan Chung
New York University, USA

3:40-4:05 Genetic Associations with Prosocial Behavior
Steven Shaw
University of Michigan, USA

Break

4:05-4:35 History-Dependent Adaptation in Economic Valuation Behavior
Mel Win Khaw
Columbia University, USA

Blitz Presentations of Selected Posters
5 min each, Chair Carolyn Yoon

- **Alexander Haesler** (University of Bonn, Germany)
  Do You Trade Stocks? Understanding the Drivers of Real-Life Financial Risk Taking

- **Silvia Maier** (University of Zurich, Switzerland)
  Greater Activity in vIPFC during Positive Emotion Regulation is Associated with Better Dietary Self-Control

- **Armin Thomas** (Technische Universitaet Berlin, Germany)
  Accounting for Individual Differences in Gaze-weighted Evidence Accumulation Improves Prediction of Individual Consumer Choice

- **John Clithero** (Pomona College, USA)
  Demand Estimation and Forecasting using Neuroeconomic Models of Consumer Choice

- **Crystal Reeck** (Temple University, USA)
  Sharing More than We Mean to Bare: Neural Mechanisms Underlying the Privacy Paradox

4:35-5:00 Break

4.35-5.00 History-Dependent Adaptation in Economic Valuation Behavior
Mel Win Khaw
Columbia University, USA

5:00-5:25 Blitz Presentations of Selected Posters
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5.25-5.40 Why Closing Remarks
Ryan Webb
University of Toronto, Canada

5.40-7.00 Poster Session