7TH CONSUMER NEUROSCIENCE SATELLITE SYMPOSIUM
PROGRAM

Location: Jon M. Huntsman Hall
The Wharton School, University of Pennsylvania
All plenary sessions will take place in room F-95

11:30-12:15 Buffet Lunch (2nd floor lounge + outdoor plaza)

12:15 -12:30 Welcoming Remarks
Michael Platt (Director Wharton Neuroscience Initiative)

12:30-2:50 Number processing in the brain and its implication for consumer decision making
Chair: Hilke Plassmann

12:30-1:10 Elizabeth Brannon (University of Pennsylvania, USA)
1:10-1:50 Gilles Laurent (INSEEC, France)
2:50-2:30 Valerie Reyna (Cornell University, USA)
2:30-3:00 Break (Forum)

3:00- 5:10 Applying of non-choice data for understanding consumer decisions
Chair: Gideon Nave

3:00-3:25 Gaze pattern and pupils size reveal the mechanisms underlying loss averse decisions
Arjun Ramakrishnan (University of Pennsylvania, USA)

3:25-3:50 Consumer privacy tradeoffs: Neural mechanisms underlying privacy calculus
Crystal Reeck (Temple University, USA)

3:50-4:15 Motivational control of mental effort allocation during decision-making
Douglas Lee (Sorbonne University, France)
4:15-4:45 Break (Forum)

4:45-5:10 How beauty affects fairness in social decision making: An fMRI study on face attractiveness and the ultimatum game
Yu Pan (Shanghai International Studies University, China)
Blitz Presentations of selected posters
Chair: Carolyn Yoon

The role of the mentalizing network in model-based decision-making
Amber Heijne (Maastricht University)

Investigation of neural responses to commonly appreciated service-to-service brand extension
Taeyang Yang (Ulsan National Institute of Science and Technology)

Neural pattern similarity reveals brand equity
Feng Sheng (University of Pennsylvania)

Steeper discounting for delayed material purchases than delayed experiential purchases during an intertemporal choice task
Eunbi Seomoon (Ulsan National Institute of Science and Technology)

Neural evidence that delayed rewards are less concrete
Sangil Lee (University of Pennsylvania)

Closing Remarks
Joseph Kable (University of Pennsylvania & The Wharton School, President of the Society for Neuroeconomics)

Poster Session (Forum)

Dianna Amasino (Duke University) - Individual Differences in the Use of Variable Budget Information in Consumer Choice

Ana Paula Costa (Universidade Federal de Pernambuco) - Behavioral Experiments Associating Calculus and Video Music Listening Activities with the Decision Process with Multi-attribute Context

Susanna Gobbi (University of Zurich) - How Do Predicted and Experienced Utilities for Food Relate to Body Mass?

Ekaterina Goncharova (University of Pennsylvania) - Influences of Social Psychopathology on Social Valuation and Behavior

Adam Hakim (Tel Aviv University) - Deep-EEG: Decoding Valuations from Neural Activity to Predict Consumer Preferences

Amber Heijne (Maastricht University) - The Role of the Mentalizing Network in Model-based Decision-making

Chen HU (Sorbonne University) - How Values Change during Sequential Information Sampling in Multiple Option Choices
John Wesley Hutchinson (University of Pennsylvania) - Cross-Validation of Measures of Arousal and Emotion as Responses to Natural Scenes: Self-Report, Facial Expression Analysis, Pupil Size, Skin Conductance, and Inter-Beat Interval

Annamarie Huttunen - (University of Pennsylvania) - Integration of Social information and Value by Superior Temporal Sulcus (STS) Neurons in Monkeys Trading in a Simulated Stock Market

Liz Izakson (Tel-Aviv University) - Relating the Attraction Effect with the Proximity Effect in Gestalt

Sangil Lee (University of Pennsylvania) - Motivational Control of Mental Effort Allocation during Decision-Making

Seungji Lee (Ulsan National Institute of Science and Technology) - Effects of Commercial Break Interruption on EEG Frontal Alpha Asymmetry and Program Recall Rate

Aiqing Ling (INSEAD) - Post-terror Affect Bluntness: Terror-induced, Stressful Life Events Blunted Arousal Reactivity and Impaired Affect Integration in Subsequent Aesthetic Evaluations

Giannis Lois (University of Mainz) - The Neural Basis of Ambiguous Unfairness in the Ultimatum Game

Sebastiano Massaro (Surrey Business School) – The Influence of Anger on Strategic Cooperative Interactions

Eunbi Seomoon (Ulsan National Institute of Science and Technology) - Steeper Discounting for Delayed Material Purchases than Delayed Experiential Purchases during an Intertemporal Choice Task

Feng Sheng (University of Pennsylvania) - Neural Pattern Similarity Reveals Brand Equity

Stephanie Smith (The Ohio State University) - Product vs. Packaging Decomposing the Distinction between Perceptual and Value-based Decisions

Nicolette Sullivan (Duke University) - Would You Like Fries with That? Modeling the Default Effect in Dietary Choice

Loreen Tisdall (University of Basel) - The Risky Brain: Local Morphometry and Degree Centrality as Neural Markers of Psychometrically-derived Risk Preference Factors

Taeyang Yang (Ulsan National Institute of Science and Technology) - Investigation of Neural Responses to Commonly Appreciated Service-to-service Brand Extension
Sangsuk Yoon (University of Dayton) - The Neural Mechanisms of Anchoring Effects on Willingness-to-Pay

Zhihao Zhang (University of California, Berkeley) - Predicting Memory-based Decisions Using Semantic Fluency and Preferences

Wenjia Joyce Zhao (University of Pennsylvania) - Why Do Decision Makers Reject Low-Stake Positive-Expected-Value Gambles?