

## Poster presentations

- **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
- **Wes 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?

## Organizing Committee



**Gideon Nave**  
Wharton School, USA



**Michael Platt**  
Wharton  
Neuroscience  
Initiative, USA



**Hilke Plassmann**  
INSEAD & Brain and  
Spine Institute (ICM),  
Sorbonne University,  
France



**Carolyn Yoon**  
University of  
Michigan, USA



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# 2018 Consumer Neuroscience Symposium

4 October 2018

# Jon M. Huntsman Hall

The Wharton School, University of Pennsylvania, USA

## Program

			3:50-4:15	<b>Motivational Control of Mental Effort Allocation during Decision-Making</b> <b>Douglas Lee</b> Sorbonne University, France	F95
11:30-12:15	<b>Buffet Lunch</b>	The Huntsman Hall 2nd Floor Lounge			
12:15-12:30	<b>Welcoming Remarks</b> <b>Michael Platt</b> Director Wharton Neuroscience Initiative, University of Pennsylvania, USA	F95	4:15-4:45	<b>Break</b>	The Patty and Jay Baker Forum
	<b>Number Processing in the Brain and its Implication for Consumer Decision Making</b> Invited track, Chair: Carolyn Yoon		4:45-5:10	<b>How Beauty Affects Fairness in Social Decision Making: An fMRI Study on Face Attractiveness and the Ultimatum Game</b> <b>Yu Pan</b> Shanghai International Studies University, China	F95
12:30-1:10	<b>Elizabeth Brannon</b> University of Pennsylvania, USA	F95	5:10-5:35	<b>Blitz Presentations of Selected Posters</b> 5 min each, Chair: Hilke Plassmann	F95
1:10-1:50	<b>Gilles Laurent</b> INSEEC Business School, France	F95		• <b>Amber Heijne</b> (Maastricht University, The Netherlands) The Role of the Mentalizing Network in Model-Based Decision-Making	
1:50-2:30	<b>Valerie Reyna</b> Cornell University, USA	F95		• <b>Taeyang Yang</b> (Ulsan National Institute of Science and Technology) Investigation of Neural Responses to Commonly Appreciated Service-to-Service Brand Extension	
2:30-3:00	<b>Break</b>	The Patty and Jay Baker Forum		• <b>Feng Sheng</b> (University of Pennsylvania, USA) Neural Pattern Similarity Reveals Brand Equity	
	<b>Application of Non-Choice Data for Understanding Consumer Decisions</b> Reviewed track, Chair: Gideon Nave			• <b>Eunbi Seomoon</b> (Ulsan National Institute of Science and Technology, South Korea) Steeper Discounting for Delayed Material Purchases than Delayed Experiential Purchases during an Intertemporal Choice Task	
3:00-3:25	<b>Gaze Pattern and Pupil Size Reveal the Mechanisms Underlying Loss Averse Decisions</b> <b>Arjun Ramakrishnan</b> University of Pennsylvania, USA	F95	5:35-5:45	<b>Closing Remarks</b> <b>Joseph Kable</b> University of Pennsylvania, USA & The Wharton School, President of the Society for Neuroeconomics	
3:25-3:50	<b>Consumer Privacy Tradeoffs: Neural Mechanisms Underlying Privacy Calculus</b> <b>Crystal Reeck</b> Temple University, USA	F95	5:45-7:00	<b>Poster Session</b>	The Patty and Jay Baker Forum