

Poster presentations

- **Campdepadrós Barrios, J** - A computational view on the gender differences of self-other moral conflict
- **Carneiro de Lima da Silva, A** - Neuroscience study of the impact of the knowledge degree on the decision process with FI Tradeoff
- **Cesarini, D** - Influence of Distinct Motives on the Moral Judgment of Broken Promises in the Workplace
- **Christiano, D** - Neural activity partially mediates the influence of candidate smiling on voter endorsement
- **Cohen, M** - Neural signatures of socioemotional processing relate to persistence of false accusations against novel political candidates
- **Costa, A** - Assessment of mental states in FI Tradeoff DSS steps with reference activities using EEG
- **Falkenstein, M** - Is Social Decision-Making linked to the Gut Microbiome?
- **Feng, G** - Surprising sounds increase risk-taking and decrease choice perseveration
- **Huang, H** - Effects of Social Context on Reward-based Learning
- **Kamyar, K** - Time Heals: A Trust Game Experiment of Anger
- **Kim, A** - Neural mechanisms underlying the expectation of rewards resulting from effortful exertion
- **Kurtz-David, V** - Choosing Well: Testing the Efficiency of Neural Value Coding
- **Kurtz-David, V** - Searching for Orthogonal Neurocomputational Modules that Shape Levels of Rationality in Strategic Interactions
- **Kim, A** - Neural mechanisms underlying the expectation of rewards resulting from effortful exertion
- **Korem, N** - Decision-making and learning under uncertainty across adulthood
- **Liu, Q** - Orbitofrontal network-targeted TMS disrupts midbrain signaling of identity prediction errors
- **Rodrigues, B** - Listen to yourself: An fMRI study of motivational interviewing effects on dietary decision-making
- **van Brussel, L** - Investors' brain activity relates to future stock market performance
- **Yu, Y** - Reduced certainty preference after solving problems with insight versus analysis



2022 Consumer Neuroscience Symposium

29 September 2022

Virginia Tech Executive Briefing Center

Program

11:15-12:15	Buffet Lunch	Hospitality Zone	4:30-5:00	Blitz Presentations of Selected Posters 5 min each, Chair Hilke Plassmann	Ballston Room
12:15-12:30	Welcoming Remarks Rajesh Bagchi Department Head of Marketing, Virginia Tech	Ballston Room		<ul style="list-style-type: none"> • Matthew Bachman (University of Toronto - Scarborough, Canada) Early and Late Neural Components Distinguish Expectation Formation and Outcome Processing • Leili Mortazavi (Stanford University, USA) Deconstructing Neural Predictors of Risky Choice: Convergent, Replicable, and Generalizable Evidence for Distinct Neural Circuits Predicting Risk Seeking versus Avoidant Choices • Marcos Nazareth Gallo (California Institute of Technology, USA) Modeling Teacher Behavior in the Field Using Reinforcement Learning • Felix Nitsch (INSEAD, France) Does Social-Self Threat Increase the Preference for Status Goods? • Srirangarajan, T (Stanford University, USA) Neuroforecasting nature imagery impact on internet donations • Zhao, C (University of Toronto, Canada) Neural Autopilot Theory of Habit: Evidence from Canned Tuna 	
12:30-1:15	Using Computational Modeling and Machine Learning to Advance Consumer Neuroscience Invited track, Chair Dipankar Chakravarti	Ballston Room			
1:15-2:00	Colin Camerer California Institute of Technology, USA	Ballston Room			
2:00-2:30	Elea Feit Drexel University, USA	Ballston Room			
2:00-2:30	Break	Hospitality Zone			
	Using Different Data Sources to Advance Consumer and Decision Neuroscience Chair Carolyn Yoon		5:00-5:15	Closing Remarks Dipankar Chakravarti Virginia Tech	Ballston Room
2:30-3:00	Dynamics of Bargaining Miruna Cotet The Ohio State University, USA	Ballston Room			
3:00-3:30	Changing the Incentive Structure of Social Media Platforms to Halt the Spread of Misinformation Laura K Globig UCL, United Kingdom	Ballston Room	5:15-6:30	Poster Session	Ballston Hallway and Hospitality Zone
3:30-4:00	Age is More than Just a Number: Biological Age and its Value to Consumer Research Steve Shaw University of Pennsylvania, USA	Ballston Room			
4:00-4:30	Break	Hospitality Zone			

Organizing Committee



Dipankar Chakravarti
Pamplin College of Business, Virginia Tech, USA



Hilke Plassmann
INSEAD & Paris Brain Institute, Sorbonne University, France



Carolyn Yoon
Ross School of Business, University of Michigan, USA

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