

07–09 JUN 2018



**BEHAVIORAL  
DECISION RESEARCH  
IN MANAGEMENT  
CONFERENCE**

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**H A R V A R D | B U S I N E S S | S C H O O L**

## INSTRUCTIONS FOR PRESENTERS

BDRM 2018 will feature three concurrent sessions (three rooms with simultaneous presentations). Each session will be 75 minutes long, with four 18-minute talks per session.

We ask that the last presenter in a session act as the “session leader.” There will be a local computer provided in each room that connects to a projector (presenters can bring their presentations on a USB or send them to the session leader through dropbox, email, etc.). Alternatively, the session leader (last presenter) may choose to connect his or her personal computer to the projector to project the presentations.

## WIFI ACCESS

You may use the HBS WiFi network “HBSGUEST,” which does not require a password.

## KEYNOTE SPEAKERS

**Teresa Amabile** is the Baker Foundation Professor and Edsel Bryant Ford Professor of Business Administration at the Harvard Business School. Originally educated and employed as a chemist, Teresa received her Ph.D. in Psychology from Stanford University. Her current research investigates how life inside organizations can influence people and their performance, as well as how people approach and experience the transition to retirement. Originally focusing on individual creativity, Teresa’s research expanded to encompass individual productivity, team creativity, and organizational innovation. Her 40-year program of research on how the work environment can influence creativity and motivation yielded a theory of creativity and innovation; methods for assessing creativity, motivation, and the work environment; and a set of prescriptions for maintaining and stimulating innovation.

**Paul Rozin** is a Professor of Psychology at the University of Pennsylvania. Paul earned two Ph.D. degrees in Biology and Psychology from Harvard University. Over the course of his career, Paul’s research has largely focused on human food choice, considered from biological, psychological, and anthropological perspectives. Most recently, he has paid major attention to the emotion of disgust, the entry of food issues (e.g., meat, fat) into the moral domain in modern American culture, French-American differences in the food domain, and topics adjacent to food, such as attitudes about recycled water, the psychology of music, the nature of remembered pleasure, aversions to ethnic groups, and forgiveness.

# MASTER SCHEDULE

BDRM 2018 will take place Thursday evening June 7 through Saturday evening June 9 at the Harvard Business School in Boston, MA. All conference events will be held in two buildings: Spangler Hall and Aldrich Hall. The closing dinner party will be at The State Room, 60 State Street, in downtown Boston, MA (this party will include drinks, appetizers, and a sit-down dinner).

## THURSDAY, 07 JUN 2018

3:00–5:00 PM

Registration

*Meredith Room, Spangler*

5:00–6:30 PM

Opening Reception (open bar)

*Williams Room, Spangler*

6:30–8:00 PM

Keynote Address:

Teresa Amabile

(interviewed by Alison Wood Brooks and Mike Norton)

*Spangler Auditorium*

*(basement of Spangler)*

## FRIDAY, 08 JUN 2018

8:00 AM–4:30 PM

Registration

*Aldrich 107*

8:00–9:00 AM

Breakfast

*Aldrich 1st floor*

9:00–10:15 AM

Session 1

*Aldrich 1st floor*

10:15–10:45 AM

Coffee Break

*Aldrich 1st floor*

10:45 AM–12:00 PM

Session 2

*Aldrich 1st floor*

12:00–1:30 PM

Lunch

*Outside Aldrich Classrooms*

1:30–2:45 PM

Session 3

*Aldrich 1st floor*

2:45–3:15 PM

Coffee Break

*Aldrich 1st floor*

3:15–4:30 PM

Session 4

*Aldrich 1st floor*

NO CONFERENCE DINNER

## SATURDAY, 09 JUN 2018

8:00 AM–12:00 PM

Registration

*Aldrich 1st floor*

8:00–9:00 AM

Breakfast

*Aldrich 1st floor*

9:00–10:15 AM

Session 5

*Aldrich 1st floor*

10:15–10:45 AM

Coffee Break

*Aldrich 1st floor*

10:45 AM–12:00 PM

Keynote Address: Paul Rozin

*Spangler Auditorium*

12:00–1:30 PM

Lunch

*Outside Aldrich Classrooms*

1:30–3:00 PM

Session 6

*Aldrich 1st floor*

3:00–3:30 PM

Coffee Break

*Aldrich 1st floor*

3:30–4:45 PM

Session 7

*Aldrich 1st floor*

7:30–11:30 PM

Closing Party

*The State Room*

*60 State Street, 33rd Floor*

*Boston, MA*

7:30 PM RECEPTION (OPEN BAR)

8:30 PM DINNER

FRIDAY, 08 JUN 2018

MORNING

9:00–10:15 AM SESSION 1

**Advice and Persuasion**  
Aldrich 109

Advice from top performers feels (but is not) more helpful.  
**David Levari, Daniel Gilbert**

When Moderation Fosters Persuasion: The Persuasive Power of Deviatory Reviews  
**Daniella Kupor, Zakary Tormala**

Accidentally Bayesian: How preference similarity affects advice taking  
**Henry Shen, Ye Li**

Agency and Homophily: Evidence from Software Engineers  
**Bo Cowgill, Dan Wang**

**Charitable Giving**  
Aldrich 110

Mandatory Conspicuity Makes People More Charitable  
**Adelle Yang, Chris Hsee**

Overlooking the Gift that Always Fits: Givers Underestimate the Appeal of Unconstrained Gifts  
**Mary Steffel, Elanor Williams, Robyn LeBouf**

In Giving We Receive: A Counterintuitive Approach to Motivating Behavior  
**Lauren Eskreis-Winkler**

Differences in Spending Time and Money: The Case of Charitable Giving  
**Selin Malkoc, John Costello**

**Ambiguity and Cognition**  
Aldrich 111

A Dynamic Structural Model of Mental Accounting  
**Nicholas Pretnar, Alan Montgomery**

Extremeness Aversion as a cause of Insufficient Adjustment  
**Joshua Lewis, Celia Gaertig, Joseph Simmons**

Attribution Bias in Major Decisions: Evidence from the United States Military Academy  
**Kareem Haggag, Richard Patterson, Nolan Pope, Aaron Feudo**

Ambiguity aversion and the perceived nature of uncertainty  
**Craig Fox, Michael Goedde-menke, David Tannenbaum**

10:45 AM–12:00 PM SESSION 2

**Behavioral Interventions**  
Aldrich 109

Which healthy eating nudges work best? A meta-analysis of field experiments  
**Romain Cadario, Pierre Chandon**

Pro-Environmental Waste Receptacle Labeling Can Increase Recycling Contamination  
**Jesse Catlin, Yitong Wang, Rommel Manuel**

Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making  
**Ellie Kyung, Yael Shani Feinstein, Jacob Goldenberg**

How Semantic Framing Influences Consumers' Responses to Crowdfunding Campaign  
**Lei Su, Jaideep Sengupta**

**Algorithms**  
Aldrich 110

Scoring vs. Ranking: An Experimental Study of Idea Evaluation Processes  
**Zhijian Cui, Shijith Kumar, Dilney Govalves**

Bias and Productivity in Humans and Algorithms: Theory and Evidence from Resume Screening  
**Bo Cowgill**

Artificial Intelligence and Medical Decision Making  
**Chiara Longoni, Andrew Bonezzi, Carey Morewedge**

The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities  
**Bo Cowgill**

**Choice Sets**  
Aldrich 111

Partitioning Sorted Sets: Overcoming Choice Overload while Maintaining Decision Quality  
**Benedict Dellaert, Tom Baker, Eric Johnson**

Second Guesses: When Does Averaging Two Estimates from the Same Person Improve Quantitative Judgments?  
**Celia Gaertig, Joseph Simmons**

Is There Truly Too Much Choice?  
**Shannon Duncan, Ulf Bockenholt, Eric Johnson**

Threshold Escalation in Product Lineups  
**Sang Kyu Park, Aner Sela**

FRIDAY, 08 JUN 2018

AFTERNOON

1:30–2:45 PM | SESSION 3

**Communication**  
Aldrich 109

The Unintended Message and Impact of Symbolic Awards on Student Absenteeism

**Carly Robinson, Jana Gallus, Monica Lee, Todd Rogers**

The Economic and Interpersonal Consequences of Deflecting Direct Questions

**Brad Bitterly, Maurice Schweitzer**

Shopping for Confirmation: How the Words of Internal Beneficiaries Influence Performance

**Paul Green, Francesca Gino, Brad Staats**

Mansplaining: When Men Don't Accept Women's Expertise

**Ovul Sezer, Shimul Melwani**

**Consumer Financial Decisions**  
Aldrich 110

Scope Insensitivity in Debt Repayment

**Daniel Mochon, Nina Mazar, Dan Ariely**

Beyond Anchoring: Examining the Impact of Minimum Payments on Credit Card Debt Repayment

**Samuel Hirshman, Abigail Sussman**

Preference Refinement After a Budget Contraction

**Gretchen Wilroy, Kurt Carlson, Meg Meloy**

Can Making Family Salient Increase Retirement

Contributions?: Evidence using Field Experiments in Mexico  
**Avni Shah**

**Enjoyment of Experiences**  
Aldrich 111

Switching Traps: How the Opportunity to Switch Among Activities Reduces Enjoyment of Consumption Experience

**Sarah Wei, Gerald Häubl**

Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment

**Taly Reich, Rosanna Smith, Ernest Baskin**

Repeated experiences: Underappreciating the thrill of the familiar

**Ed O'Brien**

Experience Editing, or How Checkups Are Like Vacations  
**Alex Kaju**

3:15–4:30 PM | SESSION 4

**Motivation**  
Aldrich 109

When you work with a Super Man, will you also fly? An empirical study of the impact of the coworkers on workers' performance

**Tom Tan, Serguei Netesseine**

The Motivational Dynamics of Success and Failure

**Sarah Wei, Gerald Häubl**

The social headwinds/tailwinds asymmetry: An availability bias in assessments of social advantages and disadvantages

**Shai Davidai, Julia Smith, Thomas Gilovitch**

Changing collars? Social identity and selection in frontline jobs.

**Alexia Delfino**

**Negotiation**  
Aldrich 110

Warm Glow in Funeral Contracts  
**Ximena Garcia-Rada, Sarah Whitley, Dan Ariely, Carey Morewedge**

In a seller's market, setting precise asking prices backfires  
**Margarita Leib, Nils Köbis, Shaul Shalvi, Marieke Roskes**

Peer Bargaining and Productivity in Teams: Gender and the Inequitable Division of Pay  
**Lamar Pierce, Laura Wang, Dennis Zhang**

"I was Going to Offer \$10,000 but...": The Effects of Phantom Anchors in Negotiation  
**Nazli Bhatia, Brian Gunia**

**News and Politics**  
Aldrich 111

Fake News: who falls for it and what to do about it  
**David Rand, Gordon Pennycook**

A pleasant surprise in partisan politics: Avoidance of opposing views is partly driven by an affective forecasting error  
**Charles Dorison, Julia Minson, Todd Rogers**

Why won't you listen to me? Measuring receptiveness to opposing views.  
**Julia Minson, Frances Chen, Catherine Tinsley**

The A/B Illusion: Objecting to Experimentally comparing Two Unobjectionable Policies  
**Michelle Mayer, Patrick Heck, Geoffrey Holtzman, Stephen Anderson, William Cai, Duncan Watts, Christopher Chabris**

**SATURDAY, 09 JUN 2018**

**MORNING**

**9:00–10:15 AM** | **SESSION 5**

**Constructing Preferences**  
Aldrich 109

The Quantity Integration Effect:  
Integrating Purchase and Quantity  
Decisions  
**Kristen Duke, On Amir**

How Slider Scales Change  
Willingness-to-Pay: Recalibrating  
the Mental Number Line  
**Ellie Kyung Manoj Thomas**

High Chances and Close Margins:  
How Different Forecast Formats  
Shape Beliefs  
**Oleg Urminsky, Lucy Shen,  
Sondre Skarsten**

Elicitation-Based Preference  
Reversals in Consumer Goods  
**Michael O'Donnell, Ellen Evers,  
Iris Lew**

**Incentives**  
Aldrich 110

Incentives can reduce bias  
in online employer reviews:  
Evidence from national data and  
a controlled experiment  
**Ioanna Marinescu, Nadav Klein,  
Andrew Chamberlain, Morgan  
Smart**

The Luck Celebration Hypothesis:  
How License Lotteries Affect the  
Licensed Purchase  
**Luxi Shen, Mantian Hu**

The Impact of Behavioral  
and Economic Drivers on Gig  
Economy Workers  
**Wichinpong "Park" Sinchaisri,  
Gad Allon, Maxime Cohen**

How Incentive Framing Can  
Harness the Power of Social  
Norms  
**Alicea Lieberman, Kristen Duke,  
On Amir**

**Poverty and Inequality**  
Aldrich 111

Compensate a little, but punish  
a lot: Asymmetric routes to  
restoring justice  
**Jeff Galak, Rosalind Chow**

Looking up and down the  
hierarchy: Target rank influences  
perception of descriptive social  
norms  
**Jennifer Dannals, Emily Reit,  
Dale Miller**

The Rising Tide Sinks the  
Smallest Boats: Why Rising  
Income Inequality Makes the Poor  
Even Poorer  
**Jon Jachimowicz, Barnabas  
Szasz, Jaideep Prabhu, Elke  
Weber**

Reactions to inequality in society  
versus inequality among people  
**Sebastian Hafenbrädl, Jason  
Dana**

**1:30–3:30 PM** | **SESSION 6**

**Psychology of Technology**  
Aldrich 109

Discrimination with Incomplete  
Information in the Sharing  
Economy: Evidence from Field  
Experiments on Airbnb  
**Dennis Zhang, Ruomeng Cui,  
Jun Li**

Simulating Social Closeness: The  
Psychological Consequences of  
Consumer Technologies  
**Alicea Lieberman, On Amir,  
Juliana Schroeder**

Using Reviews to Determine  
Preferences: How Variance in  
User-Generated Reviews Affects  
Choice  
**Elizabeth C. Webb, Itamar  
Simonson**

The Revision Bias  
**Leslie John, Ximena Garcia-Rada,  
Michael Norton**

**Pro- and Anti-Social Motives**  
Aldrich 110

When Prosocial Incentives Have  
Social Benefits  
**Rachel Gershon, Cynthia Cryder,  
Leslie John**

One of a Kind: Our Selfish  
Preference for Unique Kindness  
and Its Consequences for  
Resource Allocation  
**Lalin Anik, Ryan Hauser, Lara  
Aknin**

Bribing the Self  
**Uri Gneezy, Silvia Saccardo,  
Marta Serra Garcia, Roel Van  
Veldhuizen**

Credibility-Enhancing Displays  
Promote the Provision of a Non-  
Normative Public Good  
**Gordon Kraft-Todd, Bryan  
Bollinger, Kenneth Gillingham,  
Stefan Lamp, David Rand**

**Spending, Investing, Saving**  
Aldrich 111

Accounting for Gains from  
Discounted Credit  
**Andong Cheng, Ernest Baskin**

Animal Spirits and Political  
Animals: Affect explains partisan  
differences in willingness to  
invest in the stock market  
**David Comerford, Jack Soll**

Financial Consequences of  
Believing that Spending Signals  
Wealth  
**Heather Kappes, Joe J.  
Gladstone, Hal Herschfield**

Leveraging Temporal Asymmetry  
to Improve Consumers' Financial  
Predictions  
**Chuck Howard, David Hardisty,  
Abigail Sussman, Melissa Knoll**

**SATURDAY, 09 JUN 2018**

**AFTERNOON**

**3:30–4:45 PM | SESSION 7**

**Status and Power**

Aldrich 109

The problem with sponsorship:  
Gender differences in the  
effectiveness of sponsors

**Rosalind Chow**

Trickle-Round Signals: When Low  
Status Becomes High

**Silvia Bellezza, Jonah Berger**

Morally motivated perception: we  
help individuals we see as people  
and we see people when we want  
to help

**Katrina Fincher, Phil Tetlock, Jon  
Baron**

When Signaling Status Backfires

**Shalena Srna, Alixandra Barasch,  
Deborah Small**

**Time and Money**

Aldrich 110

Impatience and Time-  
Inconsistency in Discounting  
Models

**Haewon Yoon**

The Resource Focusing Effect:  
Nudging Consumer Preferences in  
Time-Money Tradeoffs

**Yana Litovsky, Christopher Olivola**

Less Likely Outcomes Are  
Valued Less

**Gabriele Paolacci, Joachim  
Vosgerau**

Translating Time to Cash:  
Monetizing Non-Cash Benefits  
Shifts Employment Preferences

**Ryan Dwyer, Mateja Perovic,  
Ashley Whillans**

**Transparency**

Aldrich 111

Transparency and Investment  
Decisions: Evidence from the  
Disposition Effect

**Marcel Lukas, Arman Eshraghi,  
Jo Danbolt**

Preferences Under Construction:  
Decision-Makers' Aversion to  
Being Observed During the  
Deliberation Phase

**Yonat Zwebner, Rom Schriff**

Easier seen than done: An illusion  
of skill acquisition

**Michael Kardas, Ed O'Brien**

Lifting the Veil: The Benefits of  
Cost Transparency

**Bhavya Mohan, Ryan Buell,  
Leslie John**

**SATURDAY NIGHT**

Let's party! To close the BDRM conference, head  
to **The State Room**, located at 60 State Street in  
Downtown Boston.

Drinks start at 7:30 pm, sit-down dinner at 8:30  
pm. We're expecting everyone—don't let us down!

# BDRM 2018 CONFERENCE COMMITTEE

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