



Sem: Spring 2025 **Class Day/Time:** Tuesdays 9:30am – 12:30pm

Instructor: Dr. Selin Malkoc & Dr. Grant Donnelly

E-mail: malkoc.5@osu.edu & donnelly.177@osu.edu

Office Hours: by appointment

Location: Fisher 500A
[Zoom](#)

Course Description:

This class provides students an introductory overview of judgment and decision making (JDM, aka Behavioral Decision Making) research, with a slant on consumer behavior. The field of JDM is heavily grounded by the disciplines of economics, psychology, and statistics and now has major contributions from most business domains as well (organizational behavior, behavioral accounting, behavioral finance, marketing, consumer behavior, etc.). We will look at some of the classic articles and theories that started the movement and current work that has updated these theories. The first six weeks of the class will be taught by Dr. Selin Malkoc and the second six weeks will be taught by Dr. Grant Donnelly.

Course Learning Outcomes:

By the end of the course, student should be able to:

- Familiarize with and critically evaluate the Judgment and Decision Making (JDM) research, especially as it exists in marketing.
- Learn how to collect data outside of the lab, using different modalities and methods.
- Synthesize a framework for understanding both the normative and descriptive principles that govern consumer and managerial decision making.
- Understand future directions for JDM research and develop a critical perspective to identify opportunities for contributing to the general area of JDM.
- Practice original idea generation and experiment design relating to JDM, BDT, consumer behavior, or managerial decision making.
- Practice and improve presentation and writing skills of research ideas

In addition to content, the other main objective is to increase your ability to think through and assess the research process. That is, to improve your ability to critically think about research and be able to generate ideas and then translate them into testable hypotheses (and eventually to a publishable paper). This will be done in the context of the seminar topics, but we will also discuss some general aspects of the research process.

Required Texts/Materials:

Copies of book chapters and articles as pdf's will be posted on Canvas.

Communication:

We will use email for official communication and I will use your name-dot-numbers OSU email address.

Evaluation Criteria:

Graded Components	% of Total	Type
Weekly Tickets	25 %	N ↑
Participation /Guided Discussion	25 %	O 🗨️
Research Paper/Proposal	50 %	N ↑

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N ↑]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C 🗨️]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O 🗨️]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Course Format and How this Course Works:

Our goal is to gain exposure to the latest ideas in consumer judgment and decision research, to determine the main ideas and research questions driving current work in each topic area, and to develop novel related research questions. We will also work on developing the skill of reading and critiquing academic papers. We will do so through the articles we have chosen. We will also strive to design at least one new study in the focal topic area.

For each week, we have identified three kinds of articles: (1) required readings, (2) pick one to discuss and (3) other relevant readings. The **required readings** are either for brief or in-depth discussion. Everyone attending the class is expected to read carefully (if you are unprepared, do not show up). The brief discussion articles are meant to be background reading that we will refer to during our discussions. Our discussions for the in-depth discussion articles will be more detailed. For each of these articles, students should be ready to describe their basic components and discuss their contribution, limitations, and strengths. In addition, students will read and present one of the **pick one to discuss articles** every week (see below for more details). Finally, the **other relevant readings** are listed for your reference. They are either the classics we did not cover or more contemporary articles that we think are worth a read if you are interested in the general research area.

We expect professionalism throughout this course. You should think yourself as a faculty-in-training and not as a student. As such, you should be professional in your communications with me and your classmates. Your tone should be friendly, but measured; constructively critical, but not condescending. You should also treat any form of written document as an academic piece of writing. All the writing you submit for this class should be your original thinking and wording. You should not be using quotes from other papers to represent your thinking.

Graded Component Details:

Participation.

This is a seminar class. Thus, students are expected to play an active role in class discussions in each and every week. We will be looking for quality comments and questions, not quantity. One way ensure quality participation is to prepare 2-3 questions on each of the required readings.

In addition, you will also be responsible for briefly presenting/discussing one of the “pick one” papers¹. This responsibility entails two things: (1) guiding discussion and (2) prepare a one-page summary (+ post it on Canvas and bring a copy for everyone) of that paper. For these articles, make sure to examine the stated objective and positioning of the research, the conceptual framework and hypotheses, the methodology, the results, the actual contribution, limitations and opportunities for further research².

Weekly Tickets.

Before each class you need to write a “ticket” to gain admission to class (due Monday midnight). Tickets should include your thoughts and reflections on that day’s readings, not their summary. Tickets can be a criticism you have about one of the papers, extension of the original paper (e.g., developing boundary conditions, applications in different domains, an alternative theory to explain the results etc.), or suggest a more appropriate research approach (e.g., different methods, different experimental designs or alternative data sources). Tickets should include one research idea and description of at least one study designed to test the idea. Some of your ideas will be discussed in class each week.

Tickets should be no longer than a page and can be presented in paragraph or bullet point format.

¹ We will decide who will present which paper during the previous class period

² You can find information about effective research article summaries here: <https://www.trentu.ca/academicsskills/how-guides/how-write-university/how-approach-any-assignment/writing-article-summaries>

Research Paper/Proposal.

At the end of the semester, you are expected to turn in a research paper based (recommended length: 2500-3500 words). Students are encouraged to take an idea from a ticket and develop it further. But, your paper can also be based on research that you are pursuing in your field of study but incorporate topic(s) we discussed in class. The goal of this proposal is to take a JDM perspective on whatever problem you are addressing.

The paper must include the following: clear presentation and motivation of the problem and contribution, a discussion of key (and relevant) findings from the literature, well developed hypotheses, and most importantly, an empirical section that presents experiments that will test your hypotheses. The paper does not need to include data, but data collection is highly encouraged.

Finally, students will presentation their research ideas on the final meeting. This (brief) presentation should include all of the aspects of the research paper discussed above.

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

**University Policies,
Services and Resources**
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsbalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Class Schedule

(subject to change)

Jan 7th	Preferences and Choice Over Time <i>(NO GUEST)</i>
Jan 14th	Time vs. Money <i>(Guest: Gal Smitzky)</i>
Jan 21st	Time Poverty & Time Consumption <i>(Guest: Maria Trupia)</i>
Jan 28th	Consumer Wellbeing and Happiness <i>(Guest: Kathleen Vohs)</i>
Feb 4th	Societal Wellbeing <i>(Guest: Ayelet Gneezy & Gizem Ceylan)</i>
Feb 11th	Politics and Consumption <i>(Guest: Nailya Ordabayeva)</i>
Feb 18th	Experimental Realism – Current Approaches and Criticisms
Feb 25th	NO CLASS – SCP
March 4th	Enhancing Realism in Online Samples <i>(Guest: Jacqueline Rifkin)</i>
March 11th	NO CLASS – Spring Break
March 18th	Sampling in the Lab and in the Field <i>(Guest: Dafna Goor)</i>
March 25th	Facebook Ads & Social Media Studies <i>(Guest: Ximena Garcia-Rada)</i>
April 1st	Data Scraping and Text Analysis <i>(Guest: Jimin Nam)</i>
April 8th	Field Experimentation and Quasi-Experimental Studies w/ Companies
April 15th	Student Presentations

Readings

(required, pick one and other relevant)

Jan 7th – Preferences and Choice Over Time

Required Readings:

----- *For brief discussion* -----

1. Malkoc, Selin A., and Gal Zauberman (2019) "Psychological Analysis of Consumer Intertemporal Decisions," *Consumer Psychology Review*, 2, 97-113.

----- *For in-depth discussion* -----

1. Thaler, Richard H. (1981), "Some Empirical Evidence on Dynamic Inconsistency," *Economics Letters*, 8, 201-207.
* The seminal paper establishing three separate intertemporal anomalies.
2. Zauberman, Gal, B. Kyu Kim, Selin Malkoc, and James R. Bettman (2009), "Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences," *Journal of Marketing Research*, 46 (4), 543-556.
3. Jang, Minkwang and Oleg Urminsky (2023) "Cross-Period Impatience: Subjective Financial Periods Explain Time-Inconsistent Choices," *Journal of Consumer Research*, 50, 787-809.

----- *Pick One for Discussion* -----

1. Bartels, Daniel M. and Oleg Urminsky (2011), "On Intertemporal Selfishness: How the Perceived Instability of Identity Underlies Impatient Consumption," *Journal of Consumer Research*, 38, 182-198.
2. Woolley, Kaitlin and Ayelet Fishbach (2016), "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *Journal of Consumer Research*, 42 (6), 952-66.
3. Goodman, Joseph K., Selin A. Malkoc and Mosi Rosenboim (2019) "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," *Journal of Consumer Research*, 46, 671-88.

Other Relevant Readings:

1. Frederick, Shane, George F. Loewenstein, and Ted O'Donoghue (2002), "Time Discounting and Time Preference: A Critical Review," *Journal of Economic Literature*, 40 (2), 351-401.
* The seminal review. A bit outdated, but worth a read.
2. Ainslie, George (1975), "Specious Reward: A Behavioral Theory of Impulsiveness and Impulse Control," *Psychological Bulletin*, 82 (4), 463-96.
* Seminal paper on impulsiveness.
3. Loewenstein, George (1996), "Out of Control: Visceral Influences on Behavior," *Organizational Behavior and Human Decision Processes*, 65 (3), 272-292.
* A very-well cited conceptual piece. Great read.
4. Metcalfe, Janet and Walter Mischel (1999), "A Hot/Cool-System Analysis of Delay of Gratification: Dynamics of Willpower," *Psychological Review*, 106(1), 3-19.
* from the authors of the original "marshmallow test"
5. Read, Daniel, Shane Frederick, Burcu Orsel and Juwaria Rahman (2005), "Four Score and Seven Years From Now: The Date/Delay Effect in Temporal Discounting," *Management Science*, 51 (9), 1326-1335.

6. Malkoc, Selin and Gal Zauberan (2006), "Deferring versus Expediting Consumption: The Effect of Outcome Concreteness on Sensitivity to Time Horizon," *Journal of Marketing Research*, 43(4), 618-627.
7. Fujita, Kentaro, Yaacov Trope, Nira Liberman and Maya Levin-Sagi (2006), "Construal Levels and Self Control," *Journal of Personality and Social Psychology*, 90(3), 351-367.
8. Bartels, Daniel M. and Lance J. Rips (2010), "Psychological Connectedness and Intertemporal Choice," *Journal of Experimental Psychology: General*, 139, 49-69.
9. Hershfield, H.E., Goldstein, D.G., Sharpe, W.F., Fox, J., Yeykelvis, L., Carstensen, L.L., & Bailenson, J. (2011), "Increasing saving behavior through age-progressed renderings of the future self," *Journal of Marketing Research*, 48, 23-37.
10. Kim, B. Kyu, Gal Zauberan, and James R. Bettman (2012), "Space, Time, and Intertemporal Preferences." *Journal of Consumer Research*, 39 (4). 867-880.
11. Kim, B. Kyu, and Gal Zauberan (2013). Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. *Journal of Experimental Psychology: General*. 142 (2). 328-335.
12. Kumar, Amit, M.atthew A. Killingsworth, and Thomas Gilovich (2014), "Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases," *Psychological Science* 25(10), 1924-1931.
13. Urminsky, Oleg and Gal Zauberan (2015), "The Psychology of Intertemporal Preferences," in *The Wiley Blackwell Handbook of Judgment and Decision Making*, ed. Gideon Keren and George Wu, Chichester, UK: John Wiley & Sons, Ltd, 141-179.
* A recent and great review.
14. Baumeister, Roy F., Kathleen D. Vohs and Gabriele Oettingen (2016), "Pragmatic Propection: How and Wh People Think about the Future," *Review of General Psychology*, 20 (1), 3-16.
15. Atlas, Stephen A., Eric J. Johnson, and John W. Payne (2017), "Time Preferences and Mortgage Choice," *Journal of Marketing Research*: 54(3), (June), 415-429.
16. May, Frank (2017), "The Effect of Future Event Markers on Intertemporal Choice is Moderated by the Reliance on Emotions versus Reasons to Make Decisions," *Journal of Consumer Research*, 44(2), 313-331.
17. Read, Daniel, Christopher Y. Olivola, and David J. Hardisty (2017), "The Value of Nothing: Asymmetric Attention to Opportunity Costs Drives Intertemporal Decision Making," *Management Science*, 63(12), 4277-4297.
18. Rutchick, Abraham M., Michael L. Slepian, Monica O. Reyesm, Lindsay N. Pleskus, and Hal E. Hershfield (2018), "Future Self-Continuity is Associated with Improved Health and Increases Exercise Behavior. *Journal of Experimental Psychology: Applied*, 24(1), 72-80.
19. Pyone, Jun Seok and Alice Isen (2018), "Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willigness to Wait," *Journal of Marketing Research*, 48(3), 532-543.
20. Pyone, Jun Seok and Alice Isen (2018), "Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait," *Journal of Marketing Research*, 48(3), 532-543.
21. Romero, Marisabel, Adam W. Craig and Anand Kumar (2019), "Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices," *Journal of Marketing Research*, 56(4), 620-638.
22. Goswami, Indranil and Oleg Urminsky (2020) "More Time, More Work: How Non-diagnostic Time Limits Bias Estimates of Project Duration and Scope." *Judgment and Decision Making*, Vol. 15, No. 6, pp. 994-1008.
23. Hershfield, Hal. E. and Sam J. Maglio (2020), "When Does The Present End and The Future Begin?," *Journal of Experimental Psychology: General*, 149 (4), 701-718.
24. Shaddy, F., & Lee, L. (2020). Price Promotions Cause Impatience. *Journal of Marketing Research*, 57(1), 118-133.
25. Roberts, Annabelle R., Franklin Shaddy and Ayelet Fishbach (2021), "Love is Patient: People are More Willing to Wait for Things They Like," *Journal of Experimental Psychology: General*.
26. Banerjee, Akshina and Oleg Urminsky (2022) "What You Are Getting and What You Will Be Getting: Testing Whether Verb Tense Affects Intertemporal Choices ," *Journal of Experimintal Psychology: G*, 151(10), 2342.
27. Yang, Adelle and Oleg Urminsky (2023) "Agent's Impatience: A Self-Other Decision Model of Intertemporal Choices ." *Journal of Marketing Research*.

Jan 14th -- Time vs. Money

Required Readings:

----- *For in-depth discussion* -----

1. Zauberger, Gal and John Lynch (2005), "Resource Slack and Propensity to Discount Delayed Investments of Time versus Money," *Journal of Experimental Psychology: General*, 134 (1), 23-37.
2. Mogilner, Cassie (2010), "The Pursuit of Happiness: Time, Money, and Social Connection," *Psychological Science*, 21 (9), 1348-1354.
3. Costello, John and Selin A. Malkoc, "Why Are Donors More Generous with Time than Money? The Role of Perceived Control over Donations on Charitable Giving," *Journal of Consumer Research*, 49(4), 678-696.
4. Smitzky, Gal, Wendy Liu and Uri Gneezy (2021), "On the Value(s) of Time: Workers Value of Their Time Depends on Mode of Evaluation," *Proceedings of the National Academy of Sciences*, 118(34), 8523-8527.

----- *Pick One for Discussion* -----

1. DeVoe, Sanford E., & Jeffrey Pfeffer (2007), "When time is money: The effect of hourly payment on the evaluation of time," *Organizational Behavior and Human Decision Processes*, Volume 104, Issue 1, 1-13.
2. Soster, Robin L., Ashwani Monga, and William O. Bearden (2010), "Tracking Costs of Time and Money: How Accounting Periods Affect Mental Accounting," *Journal of Consumer Research*, 37(4), 712-721.
3. Lee, Leonard, Michelle P. Lee, Marco Bertini, Gal Zauberger, & Dan Ariely (2015), "Money, Time, and the Stability of Consumer Preferences," *Journal of Marketing Research*: Vol. 52, No. 2, (April), 184-199.

Other Relevant Readings:

1. Leclerc, France, Bernd Schmitt and Laurette Dubé (1995), "Waiting Time and Decision Making: Is Time like Money?" *Journal of Consumer Research*, 22(1), 110-119.
2. Soman, Dilip (2001), "The Mental Accounting of Sunk Time Costs: Why Time is Not Like Money," *Journal of Behavioral Decision Making*, 14(3), 169-85.
3. Okada, Erica Mina and Stephen J. Hoch (2004), "Spending Time versus Spending Money," *Journal of Consumer Research*, 31(2), 313-323.
4. Saini, Ritesh and Ashwani Monga (2008), "How I Decide Depends on What I Spend: Use of Heuristics Is Greater for Time than for Money," *Journal of Consumer Research*, 34, 914-22.
5. Mogilner, Cassie and Jennifer Aaker (2009), "The 'Time vs. Money Effect': Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (August), 277 - 291.
6. Aaker, Jennifer L., Melanie Rudd, and Cassie Mogilner (2011), "If Money Does Not Make You Happier, Consider Time," *Journal of Consumer Psychology*, 21 (April), 126-130.
7. Soman, Dilip (2011), "The Mental Accounting of Sunk Time Costs: Why Time is not Like Money," *Journal of Behavioral Decision Making*, 14(3), 169-185.
8. Cassie Mogilner, Zoe Chance, Michael Norton. (2012). Giving Time Gives You Time. *Psychological Science*, 23, 1233 - 1238.
9. DeVoe, S. E., & House, J. (2012). Time, money, and happiness: How does putting a price on time affect our ability to smell the roses? *Journal of Experimental Social Psychology*, 48, 466-474.

10. Gino, Francesca and Cassie Mogilner (2014), "Time, Money, and Morality," *Psychological Science*, 25 (2), 414-421.
11. Macdonnell, Rhiannon and Katherine White (2015), "How Construals of Time and Money Impact Charitable Giving," *Journal of Consumer Research*, 42(4), 551-563.
12. Olivola, Christopher Y. and Stephanie W. Wang (2016), "Patience Auctions: The Impact of Time vs. Money Bidding on Elicited Discount Rates," *Experimental Economics*, 19(4), 864-885.
13. Monga, Ashwani, Frank May and Rajesh Bagchi (2017), "Eliciting Time Versus Money: Time Scarcity Underlies Asymmetric Wage Rates," *Journal of Consumer Research*, 44(4), 883-892.
14. Whillans, A.V., Lucia Macchia, and Elizabeth Dunn (2019). "Valuing Time Over Money Predicts Happiness After a Major Life Transition: A Preregistered Longitudinal Study of Graduating Students," *Science Advances*, 5(9).

January 21st -- Time Poverty and Time Consumption

Required Readings:

----- *For brief discussion* -----

1. Malkoc, Selin and Gabriela N. Tonietto (2019) "Activity versus Outcome Maximization in Time Management," *Current Opinion in Psychology*, 26, 49-53.
2. Giruge, Laura M., Ashley V. Whillans and Collin West (2020), "Why time poverty matters for individuals, organisations and nations," *Nature: Human Behavior*, 4, 993-1003.

----- *For in-depth discussion* -----

1. Tonietto, Gabriela N. and Selin A. Malkoc (2016), "The Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In," *Journal of Marketing Research*: (December), Vol. 53, No. 6, 922-936.
2. Whillans, Ashley V., Elizabeth W. Dunn, Paul Smeets, Rene Bekkers and Michael I. Norton (2017), "Buying Time Promotes Happiness," *Proceedings of the National Academy of Sciences*, 114(32), 8523-8527.
3. TBD

----- *Pick One for Discussion* -----

1. Hsee, Christopher K., Jiao Zhang, Cindy F. Cai, and Shirley Zhang (2013), "Overearning," *Psychological Science*, 24(6), 852-859.
2. Bellezza, Silvia, Neeru Paharia, and Anat Keinan (2017), "Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol," *Journal of Consumer Research* 44, no. 1, 118-138.
3. Tonietto, Gabriela, Selin A. Malkoc and Steve Nowlis (2019), "When An Hour Feels Shorter: Future Boundary Tasks Contract the Perception and Consumption of Time", *Journal of Consumer Research*, 45(5), 1085-1102.
4. Chung, Jaeyeon (Jae), Leonard Lee, Donald R. Lehmann and Clari I Tsai (2023), "Spending Windfall ("Found" Time on Hedonic versus Utilitarian Activities," *Journal of Consumer Research*, 49(6), 1118-1139.

Other Relevant Readings:

1. Okada, Erica Mina, and Stephen J. Hoch (2004), "Spending Time versus Spending Money," *Journal of Consumer Research*, 31(2), 313-23.
2. Hsee, Christopher K., Adelle X. Yang and Liangyan Wang, (2010), "Idleness Aversion and the Need for Justifiable Busyness," *Psychological Science*, 21(7), 926-930.
3. Shu, Shu and Ayelet Gneezy (2010) "Procrastination of Enjoyable Experiences," *Journal of Marketing Research*, 47(5), 933-944.
4. DeVoe, Sanford E., & Jeffrey Pfeffer (2011), "Time is tight: How higher economic value of time increases feelings of time pressure," *Journal of Applied Psychology*, 96, 665-676.
5. Keinan, Anat, and Ran Kivetz (2011), "Productivity Orientation and the Consumption of Collectable Experiences," *Journal of Consumer Research* 37(6) – 935-950.
6. Mogilner, Cassie, Zoë Chance, and Michael I. Norton (2012), "Giving Time Gives You Time," *Psychological Science*, 23 (10), 1233 - 1238.
7. DeVoe, Sanford E., & Julian House (2012), "Time, money, and happiness: How does putting

- a price on time affect our ability to smell the roses?" *Journal of Experimental Social Psychology*, 48, 466-474.
8. Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012), "Awe Expands People's Perception of Time, Alters Decision Making and Enhances Well-Being," *Psychological Science*, 23(10), 1130-1136.
 9. Wilson, Timothy, David A. Reinhard, Eric C. Westgate, Daniel T. Gilbert, Nicole Ellerbeck, Cherly Hahn, Casey L. Brown and Adi Shaked (2014), "Just Think: The Challenges of the Disengaged Mind," *Science*, 345(6192), 75-77.
 10. Dai, Hengchen, Katherine L. Milkman, and Jason Riis (2015), "Put Your Imperfections Behind You: Temporal Landmarks Spur Goal Initiation When They Signal New Beginnings," *Psychological Science*, 26(12), 1927-36.
 11. Etkin, Jordan, Ioannis Evangelidis, and Jennifer Aaker (2015), "Pressed for Time? Goal Conflict Shapes How Time is Perceived, Spent, and Valued," *Journal of Marketing Research*, 52 (June), 394-406.
 12. Diehl, Kristin, Gal Zauberaman, and Barasch, Alixandra (2016), "How Taking Photos Increases Enjoyment of Experiences," *Journal of Personality and Social Psychology*, 111 (2), 119-140.
 13. Barasch, Alixandra, Gal Zauberaman, and Kristin Diehl (2018), "How the Intention to Share Can Undermine Enjoyment: Photo-Taking Goals and Evaluation of Experiences," *Journal of Consumer Research*, 44(6), 1220-37.
 14. Smeets, Paul, Ashley V. Whillians, Rene Bekkers and Michael I. (2019), "Time Use and Happiness of Millionaires: Evidence from the Netherlands," *Social Psychology and Personality Science*, 11(3), 1-13.
 15. Etkin, Jordan and Sarah Memmi (2021), "Goal Conflict Encourages Work and Discourages Leisure," *Journal of Consumer Research*, 47(5), 716-736.
 16. Giurge, Laura M, Ashley V. Whillians, and Ayse Yesimcilgil, (2021) "A Multi-Country Perspective on Gender Differences in Time Use During COVID-19," *Proceedings of National Academy of Sciences*, 118(12).
 17. Srna, Shalena , Rom Y. Schrift, and Gal Zauberaman (2018), "The Illusion of Multitasking and Its Positive Effect on Performance," *Psychological Science*, 29(12), 1942- 1955.
 18. Tonietto, Gabriela, Eric VanEpps, Selin A. Malkoc and Sam Maglio (in 2021) "Time Will Fly During Future Fun (But Drag Until Then)" *Journal of Consumer Psychology*.
 19. Garcia-Rada, Ximena, and Tami Kim (2021), "Shared Time Scarcity and the Pursuit of Extraordinary Experiences," *Psychological Science*, in press.
 20. Marissa Sharif, Cassie Mogilner, Hal Hershfield (2021). Having Too Little or Too Much Time Is Linked to Lower Subjective Well-Being. *Journal of Personality and Social Psychology*.
 21. Tonietto, Gabriella, Selin A. Malkoc, Rebecca Reczek and Mike Norton (2021) "Viewing Leisure as Wasteful Undermines Enjoyment," *Journal of Experimental Social Psychology*, 97, 104198.
 22. Donnelly, K., Compiani, G., & Evers, E. R. K. (2022). Time Periods Feel Longer When They Span More Category Boundaries: Evidence from the Lab and the Field. *Journal of Marketing Research*, 59(4), 821-839.
 23. Whillians, A.V., and Colin West. "Alleviating Time Poverty Among the Working Poor: A Pre-Registered Longitudinal Field Experiment." Art. 719. *Scientific Reports* 12 (2022).

January 28th -- Consumer Wellbeing and Happiness

Required Readings:

----- *For brief discussion* -----

1. Frederick, Shane and George Loewenstein (1999), "Hedonic adaptation," in *Well-being: The foundations of hedonic psychology*, ed. Daniel Kahneman, Ed Diener, and Norbert Schwartz, New York: Russell Sage, 302-330.

----- *For in-depth discussion* -----

1. Kahneman, Daniel, Alan B. Krueger, David Schkade, Norbert Schwarz, and Arthur A. Stone (2006), "Would you be happier if you were richer? A focusing illusion," *Science*, 312(5782), 1908-1910.
2. Weingarten, Evan and Joseph K Goodman (2021), "Re-examining the Experiential Advantage in Consumption: A Meta-Analysis and Review," *Journal of Consumer Research*, 47(6), 855-877.
3. Baumeister, Roy F., Kathleen D. Vohs, Jennifer L. Aaker, and Emily N. Garbinsky (2013), "Some Key Differences between a Happy Life and a Meaningful Life," *Journal of Positive Psychology*, 8 (6), 505-516.

----- *Pick One for Discussion* -----

1. Aaker, Jennifer L., Melanie Rudd, and Cassie Mogilner (2011), "If Money Does Not Make You Happier, Consider Time," *Journal of Consumer Psychology*, 21 (April), 126-130.
2. Bhattacharjee, Amit and Cassie Mogilner (2014), "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research*, 41(1).
3. Goodman, Joseph K., Selin A. Malkoc and Brittney Stephenson (2016), "Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events," *Journal of the Association of Consumer Research*, 1 (4), 497-508.

Other Relevant Readings:

1. Elster, Jon and George F Loewenstein (1992), "Utility from Memory and Anticipation," in *Choice Over Time*, ed. George F. Loewenstein and Jon Elster, New York, NY: Russell Sage Foundation, 3-34.
2. Zauberman, Gal, Rebecca K. Ratner, and B. Kyu Kim (2009), "Memories as Assets: Strategic Memory Protection in Choice over Time," *Journal of Consumer Research*, 35 (5), 715-728.
3. Ariely, Dan and Michael I. Norton (2009), "Conceptual Consumption," *Annual Review of Psychology*, 60, 475-499.
4. Hsee, Christopher K., Yang Yang, Naihe Li, and Luxi Shen (2009), "Wealth, Warmth and Wellbeing: Whether Happiness is Relative or Absolute Depends on Whether It is About Money, Acquisition, or Consumption," *Journal of Marketing Research*, 46(3), 396-409.
5. Nicolao, Leonardo, Julie R. Irwin, and Joseph K. Goodman (2009), "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?" *Journal of Consumer Research*, 36, 188-198.
6. Aknin, Lara, Christopher Barrington-Leigh, Elizabeth Dunn, John Helliwell, Justine Burns, Robert Biswas-Diener, Imelda Kemeza, Paul Nyende, Claire Ashton-James, & Michael Norton (2013), "Prosocial Spending & Well-Being: Cross-Cultural Evidence for a Psychological Universal," *Journal of Personality and Social Psychology*, 104, 635-52.
7. Kushlev, Kostadin, Elizabeth Dunn and Richard E. Lucas (2015), "Higher Income is Associated With Daily Sadness but Not More Daily Happiness," *Social Psychological and Personality Science*, 6(5), 483-489.

8. Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberger (2016), "Expense Neglect in Predicting Financial Resources," *Journal of Marketing Research*, 53 (4), 535- 550.
9. Ward, Adrian, Kristen E. Duke, Ayelet Gneezy, and Maarten Bos (2017), "Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity," *Journal of the Association for Consumer Research*, 2 (2), 140—54.
10. Netemeyer, Richard G. Dee Warmath, Daniel Fernandes and John G. Lynch, Jr. (2018), "How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being," *Journal of Consumer Research*, 45(1), 68-89.
11. Dwyer, Ryan J., Kostadin Kushlev and Elizabeth Dunn (2018), "Smartphone Use Undermines Enjoyment of Face-to-Face Social Interactions," *Journal of Experimental Social Psychology*, 78, 233-239.
12. Donnelly, Grant E., Tianyi Zheng, Emily Haisley and Michael I. Norton (2018), "The Amount and Source of Millionaires' Wealth (Moderately) Predicts Their Happiness," *Personality and Social Psychology Bulletin*, 44(5), 684-99.
13. Goodman, Joseph K. and Sarah Lim, (2018) "When Consumers Prefer to Give Material Gifts Instead of Experiences: The Role of Social Distance," *Journal of Consumer Research*, 45, 365-382.
14. Ceylan, Gizem, Ceren Kolsarici, and Deborah J. MacInnis (2021), "Perfectionism paradox: Perfectionistic concerns (not perfectionistic strivings) affect the relationship between perceived risk and choice," *Journal of Consumer Behaviour*.
15. Okabe-Miyamoto, Karynna, Dunigan Folk, Sonja Lyubomirsky, and Elizabeth W. Dunn (2021), "Changes in Social Connection During COVID-19 Social Distancing: It's Not (Household) Size That Matters, It's Who You're With. *PLoS ONE*, 16(1), e0245009.

Feb 4th -- Societal Wellbeing

Required Readings:

----- *For brief discussion* -----

1. Thaler, Richard H. (2018) "From Cashews to Nudges: The Evolution of Behavioral Economics" *American Economic Review*, 108(6), 1265-1287.

----- *For in-depth discussion* -----

1. Robitaille, Nicole, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy (2021), "Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment," *Journal of Marketing*, 85(3), 168-183.
2. Peck, Joanna, Colleen Kirk, Andrea Luangrath & Suzanne Shu (2021), "Caring for Commons: Using Psychological Ownership to Enhance Stewardship Behavior for Public Goods," *Journal of Marketing*, 85(2), 33-49.
3. Ceylan, Gizem, Ian Anderson, and Wendy Wood (2023), "Sharing of misinformation is habitual, not just lazy or biased," *Proceedings of the National Academy of Sciences*, 120(4), e2216614120.

----- *Pick One for Discussion* -----

1. Makov, Tamar, George E. Newman, and Gal Zauberan (2020), "Inconsistent allocations of harms versus benefits may exacerbate environmental inequality," *Proceedings of National Academy of Sciences*, 117(16).
2. Reiff, J., Dai, H., Beshears, J., Milkman, K. L., & Benartzi, S. (2023). Save More Today or Tomorrow: The Role of Urgency in Precommitment Design," *Journal of Marketing Research*, 60(6), 1095-1113.
3. Fridman, A., Gershon, R. & Gneezy, A. (2022). Increased generosity under COVID-19 threat. *Scientific Reports*, 12, 4886

Other Relevant Readings:

1. Mazar, Nina, On Amir, and Dan Ariely (2008), "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance," *Journal of Marketing Research*, 45 (6), 633-644.
2. Hardisty, D. J., Johnson, E. J., and Weber, E. U. (2010). A dirty word or a dirty world? Attribute framing, political affiliation, and query theory. *Psychological Science*, 21(1), 86-92.
3. Mazar, Nina and Pankaj Aggarwal (2011), "Greasing the Palm: Can Collectivism Promote Bribery?," *Psychological Science*, 22 (7), 843-848.
4. Sussman Abigail B. and Christopher Y. Olivola (2011), "Axe the Tax: Taxes are Disliked More than Equivalent Costs," *Journal of Marketing Research*, 48, 91-101.
5. Zaval, Lisa, Elizabeth Keenan, Eric Johnson, and Elke Weber (2014), "How warm days increase belief in global warming," *Nature Climate Change* 4, 143-147.
6. Shu, Suzanne B., Robert Zeithammer, and John W. Payne (2016), "Consumer Preferences for Annuity Attributes: Beyond Net Present Value," *Journal of Marketing Research*, 53 (2), 240-262.
7. Goldstein, Daniel G., Hal Hershfield and Shlomo Benartzi (2016), "The Illusion of Wealth and Its Reversals," *Journal of Marketing Research*, 53(5), 804-813.
8. Mazar, Nina, Daniel Mochon, and Dan Ariely (2018), "If You Are Going To Pay Within The Next 24 Hours, Press 1: Automatic Planning Prompt Reduces Credit Card Delinquency," *Journal of Consumer Psychology*, 28(3), 446-576.

4. Ward, Adrian, and John G. Lynch, Jr. (2019) "On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making," *Journal of Consumer Research*, 45 (5), 1013–1036.
5. Schwartz, D., Keenan E., Imas, A., & Gneezy, A. (2019). Opting-in to Prosocial Incentives. *Organizational Behavioral and Human Decision Processes*, 163, 133-41
6. Berman, Jonathan Z., Amit Bhattacharjee, Deborah A. Small and Gal Zauberman (2020), "Passing the Buck to the Wealthier: Reference-Dependent Standards of Generosity," *Organizational Behavior and Human Decision Processes*, 157,46-56,
9. Robitaille, Nicole, Julian House, and Nina Mazar (2021), "Effectiveness of Planning Prompts on Organizations' Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment," *Management Science*, 67(7), 3985-4642.
10. Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas and Ayelet Gneezy (2021), "Opting in to Prosocial Incentives," *Organizational Behavior and Human Decision Processes*, 163, 132-141.
11. Fazio, Russel H, Benjamin C. Ruisch, Courtney A. Moore, Javier A. Granados Samayoa, Shelby T. Boggs, and Jesse T. Ladanyi (2021), "Social distancing decreases an individual's likelihood of contracting COVID-19," *Proceedings of National Academy of Sciences*, 118(8), e2023131118;
12. Saccardo, Silvia, Charis X. Li, Anya Samek and Ayelet Gneezy (2021), "Nudging generosity in consumer elective pricing," *Organizational Behavior and Human Decision Processes*, 163, 91-104.
13. Barr, Nathaniel, David R. Thomson, Kelly Peters, and Nina Mazar (2021), "Improving the Effectiveness of Time-of-Use Pricing On Sustainable Electricity Consumption with Behavioral Science," *Behavioral Science and Policy*, 7(2), 1-15.
14. Trueblood, Jennifer S., Abigail B. Sussman, and Daniel O'Leary (2022), "The Role of Risk Preferences in Messaging about COVID-19 Vaccine Take-up," *Social Psychological and Personality Science*, 13(1), 311-319.
15. Reiff, J., Dai, H., Beshears, J., Milkman, K. L., & Benartzi, S. (2023). Save More Today or Tomorrow: The Role of Urgency in Precommitment Design," *Journal of Marketing Research*, 60(6), 1095-1113.
16. Cervantez, Jose A. and Katherine L. Milkman (2024), "Can nudges be leveraged to enhance diversity in organizations? A systematic review," *Current Opinion in Psychology*, 60, 101874
17. Milkman, Katherine et al., (2024), "Megastudy shows that reminders boost vaccination but adding free rides does not," *Nature*, 631, 179-188.
18. Gershon, Rachel, Cynthia Cryder and Katherine L. Milkman (in press), "Friends with Health Benefits: A Field Experiment," *Management Science*.

Feb 11th – Political and Consumption

Required Readings:

- *For in-depth discussion* -----
1. Irmak, C., Murdock, M. R., & Kanuri, V. K. (2020), "When Consumption Regulations Backfire: The Role of Political Ideology," *Journal of Marketing Research*, 57(5), 966-984.
 2. Goenka, S., & van Osselaer, S. M. J. (2023). Why Is It Wrong to Sell Your Body? Understanding Liberals' Versus Conservatives' Moral Objections to Bodily Markets. *Journal of Marketing*, 87(1), 64-80.
 3. Monika Lisjak and Nailya Ordabayeva (2023), "How Political Ideology Shapes Preferences for Observably Inferior Products," *Journal of Consumer Research*, 49(6), 1014–1031.

- *Pick One for Discussion* -----
1. Jin, Jianna, Selin A. Malkoc, and Russell H. Fazio, (2023) "For Whom Do Boundaries Become Restrictions? The Role of Political Orientation" *Journal of Experimental Psychology: General*, 152(7), 2118-2124.
 2. Siev, Joseph J. and Richard E. Petty (2024), "Ambivalent Attitudes Promote Support for Extreme Political Actions," *Science Advances*, 10 (24), eadn2965.
 3. Zhu, X., & Pechmann, C. (Connie). (2025). Political Polarization Triggers Conservatives' Misinformation Spread to Attain Ingroup Dominance. *Journal of Marketing*, 89(1), 39-55.

Other Relevant Readings:

1. Kim, Hakkyun, Akshay R. Rao and Angela Y. Lee (2009), "It's Time to Vote: The effect of Matching Message Orientation and Temporal Frame on Political Persuasion," *Journal of Consumer Research*, 35 (April), 877-888.
2. Hedgcock, W., Rao, A. R., & Chen, H. (2009). Could Ralph Nader's entrance and exit have helped al gore? The impact of decoy dynamics on consumer choice. *Journal of Marketing Research*, 46, 330-43.
3. Blair Kidwell, Adam Farmer, David M. Hardesty, (2013), "Getting Liberals and Conservatives to Go Green: Political Ideology and Congruent Appeals," *Journal of Consumer Research*, 40(2), 350-367.
4. Fernandes, D. and Mandel, N. (2014), "Political Conservatism and Variety-Seeking," *Journal of Consumer Psychology*, 24, 79-86.
5. Kiju Jung, Ellen Garbarino, Donnel A Briley, Jesse Wynhausen (2017), "Blue and Red Voices: Effects of Political Ideology on Consumers' Complaining and Disputing Behavior," *Journal of Consumer Research*, Volume 44(3), 477-499.
6. Nailya Ordabayeva and Daniel Fernandes (2018), "Better or Different? How Political Ideology Shapes Preferences for Differentiation in the Social Hierarchy," *Journal of Consumer Research*, 45(2), 227-250.
7. Kim, J. C., Park, B., & Dubois, D. (2018), "How Consumers' Political Ideology and Status-Maintenance Goals Interact to Shape Their Desire for Luxury Goods," *Journal of Marketing*, 82(6), 132-149.
8. Han, K., Jung, J., Mittal, V., Zyung, J. D., & Adam, H. (2019), "Political Identity and Financial Risk Taking: Insights from Social Dominance Orientation," *Journal of Marketing Research*, 56(4), 581-601.
9. Jung, Jihye & Vikas Mittal (2019) "Political identity and consumer journey: A research review," *Journal of Retailing*, 96, 55-73.
10. Berman, R., Melumad, S., Humphrey, C., & Meyer, R. (2019), "A Tale of Two Twitterspheres: Political Microblogging During and After the 2016 Primary and Presidential Debates," *Journal of Marketing Research*, 56(6), 895-917.

11. Hydock, C., Paharia, N., & Blair, S. (2020), "Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy," *Journal of Marketing Research*, 57(6), 1135-1151.
12. Chan, E.Y. (2020), "Political Conservatism and Anthropomorphism: An Investigation," *Journal of Consumer Psychology*, 30: 515-524.
13. Farmer, A., Kidwell, B. and Hardesty, D.M. (2020), "Helping a Few a Lot or Many a Little: Political Ideology and Charitable Giving," *Journal of Consumer Psychology*, 30: 614-630.
14. Jung, J., & Mittal, V. (2021), "Political Identity and Preference for Supplemental Educational Programs," *Journal of Marketing Research*, 58(3), 559-578.
15. Farmer A, Kidwell B, Hardesty DM. (2021), "The Politics of Choice: Political Ideology and Intolerance of Ambiguity," *Journal of Consumer Psychology*, 31, 6–21.
16. Allard T, McFerran B. (2021), "Ethical Branding in A Divided World: How political Orientation Motivates Reactions to Marketplace Transgressions," *Journal of Consumer Psychology*, 32, 551–572
17. Fernandes, Daniel, Nailya Ordabayeva, Kyuhong Han, Jihye Jung, and Vikas Mittal (2022), "How Political Identity Shapes Customer Satisfaction," *Journal of Marketing*, 86, 116-134.
18. Nowlan, Luke and Daniel M. Zane, (2022) "Getting Conservatives and Liberals to Agree on the COVID-19 Threat," *Journal of the Association for Consumer Research*, 7(1), 72-80.
19. Fan, Y., Y. Orhun and D. Turjeman (2023), "Tale of Two Pandemics: The Partisan Gap over Time," *PlosONE*, 18, no.10.
20. Kim, Jim and Gal Zauberman (2024), "The relationship between political ideology and judgements of bias in distributional outcomes," *Nature Human Behavior*, 8, 228-242.
21. Hussein, Mohamed A., Courtney Lee, and S. Christian Wheeler (2024), "How Do Consumers React to Ads that Meddle in Out-Party Primaries?" *Journal of Consumer Research*.
22. Hussein, Mohamed A. and S. Christian Wheeler (2024), "Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Political Views Backfires," *Journal of Experimental Psychology: General*, 153(6), 1425-1448.
23. Shepherd, S., Teymouri Athar, H., & Zaboli, S. (2024), "On the political right, the customer is always right: Political ideology, entitlement, and complaining," *Journal of Consumer Psychology*, 34, 83–91.
24. Siev, Joseph J., Daniel R. Rovenpor, and Richard E. Petty (2024), "Independents, Not Partisans, Are More Likely to Hold and Express Electoral Preferences Based in Negativity," *Journal of Experimental Social Psychology*, 110, 104538.

Research Dialogue about Political Consumption in *Journal of Consumer Psychology* (2017)

1. Shavitt, S. (2017), "Political Ideology Drives Consumer Psychology: Introduction to Research Dialogue," *Journal of Consumer Psychology*, 27, 500-501.
2. Jost, J.T. (2017), "The Marketplace of Ideology: "Elective Affinities" in Political Psychology and Their Implications for Consumer Behavior," *Journal of Consumer Psychology*, 27, 502-520.
3. Rao, A.R. (2017), "Red, Blue and Purple States of Mind: Segmenting the Political Marketplace," *Journal of Consumer Psychology*, 27, 521-531.
4. Oyserman, D. and Schwarz, N. (2017), "Conservatism as a Situated Identity: Implications for Consumer Behavior," *Journal of Consumer Psychology*, 27, 532-536.
5. Krishna, A. and Sokolova, T. (2017), "A focus on Partisanship: How it Impacts Voting Behaviors and Political Attitudes," *Journal of Consumer Psychology*, 27, 537-545.
6. Jost, J.T. (2017), "Asymmetries Abound: Ideological Differences in Emotion, Partisanship, Motivated Reasoning, Social Network Structure, and Political Trust," *Journal of Consumer Psychology*, 27, 546-553.

Feb 18th – Experimental Realism – Current Approaches and Criticisms

Required Readings:

----- *For in-depth discussion* -----

1. Morales, Andrea C., On Amir, and Leonard Lee (2017), "Keeping it real in experimental research – Understanding when, where, and how to enhance realism and measure consumer behavior", *Journal of Consumer Research*, 44(2), 465-476.
2. Baumeister, Roy F., Kathleen D. Vohs, and David C. Funder (2007), "Psychology as the science of self-reports and finger movements: Whatever happened to actual behavior?", *Perspectives on Psychological Science*, 2(4), 396-403.
3. Eden, Dov (2017), "Field experiments in organizations", *Annual Review of Organizational Psychology and Organizational Behavior*, 4(1), 91-122.

----- *Pick One for Discussion* -----

4. McFerran, Brent, Darren W. Dhal, Gavan J. Fitzsimmons, and Andrea C. Morales (2010), "I'll have what she's having: Effects of social influence and body type on the food choices of others," *Journal of Consumer Research*, 36(6), 915-929.
5. Bonnefon, Jean-Francois, Azim Shariff, and Iyad Rahwan (2016). The social dilemma of autonomous vehicles," *Science*, 352(6293), 1573-1576.
6. Jung, Minah H., Hannah Perfecto, and Leif D. Nelson (2016). Anchoring in payment: Evaluating a judgmental heuristic in field experimental settings. *Journal of Marketing Research*, 53 (3), 354-368

March 4th – Enhancing Realism in Online Samples (Jacqueline Rifkin, Guest)

Required Readings:

----- *For in-depth discussion* -----

1. Karatas, Mustafa, and Keisha Cutright (2023), "Thinking about God Increases Acceptance of Artificial Intelligence in Decision Making", *Proceedings of the National Academy of Sciences*, 120(1).
2. Moore, Don A., Juliana Schroeder, Erica R. Bailey, Rachel Gershon, Joshua E. Moore, and Joseph P. Simmons (2024), "Does thinking about God increase acceptance of artificial intelligence in decision-making", *Proceedings of the National Academy of Sciences*, 121(31).
3. John, Leslie K., Alessandro Acquisti, and George Loewenstein (2011), "Strangers on a plane: Context-dependent willingness to divulge sensitive information", *Journal of Consumer Research*, 37(5), 858-873.

----- *Pick One for Discussion* -----

4. Rifkin, Jacqueline R., and Jonah Berger (2021), "How Non-consumption can turn ordinary items into perceived treasures," *Journal of the Association for Consumer Research*, 6(3), 350-61.
5. Rifkin, Jacqueline R., Kelley Gullo Wight, and Keisha M. Cutright (2023), "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," *Journal of Consumer Research*, 50(2), 343-62.
6. Rifkin, Jacqueline R., Katherine M. Du, and Keisha M. Cutright (2023). The Preference for Spontaneity in Entertainment. *Journal of Consumer Research*, 50 (3), 597-616

March 18th – Sampling in the Lab and in the Field (Dafna Goor, Guest)

Required Readings:

----- *For in-depth discussion* -----

1. Traeger, Margaret L., Sarah Strohkorb Sebo, Malte Jung, Brian Scassellati, and Nicholas A. Christakis (2020), "Vulnerable Robots Positively Shape Human Conversational Dynamics in a Human-Robot Team", *Proceedings of the National Academy of Sciences*, 117(12), 6370-6375.
2. Liu, Peggy J., Kelly L. Haws, Cait Lamberton, Troy H. Campbell, and Gavan J. Fitzsimmons (2015), "Vice-virtue bundles", *Management Science*, 61(1), 204-228.
3. Liu, Peggy J., and Kate E. Min (2020), "Where do you want to go to dinner? A preference expression asymmetry in joint consumption", *Journal of Marketing Research*, 57(6), 1037-1054.

----- *Pick One for Discussion* -----

4. Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener (2020), "The Impostor Syndrome from Luxury Consumption," *Journal of Consumer Research*, 46(6), 1031-51.
5. Goor, Dafna, Anat Keinan, and Nailya Ordabayeva (2021), "Status Pivoting," *Journal of Consumer Research*, 47(6), 978-1002.
6. Hagerty, Serena F., and Kate Barasz (2020). Inequality in Socially Permissible Consumption. *Proceedings of the National Academy of Sciences*, 117(25), 14084-14093.

March 25th – Facebook Ads & Social Media Studies (Ximena Garcia-Rada, Guest)

Required Readings:

----- *For in-depth discussion* -----

1. John, Leslie K., Oliver Emrich, Sunil Gupta, and Michael I. Norton (2017), "Does "Liking" Lead to Loving? The Impact of Joining a Brand's Social Network on Marketing Outcomes", *Journal of Marketing Research*, 54(1), 144-155.
2. Kim, Tami, Kate Barasz, and Leslie K. John (2019), "Why am I seeing this ad? The effect of ad transparency on ad effectiveness", *Journal of Consumer Research*, 45(5), 906-932.
3. Lee, Dokyun, Kartik Hosanagar, Harikesh S. Nair (2018), "Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook", *Management Science*, 64(11), 4967-5460.

----- *Pick One for Discussion* -----

4. Garcia-Rada, Ximena, and Tami Kim (2021), "Shared Time Scarcity and the Pursuit of Extraordinary Experiences", *Psychological Science*, 32(12), 1871-1883.
5. Philipp-Muller, Aviva, John P. Costello, and Rebecca Walker Reczek (2023), "Get Your Science Out of Here: When Does Invoking Science in the Marketing of Consumer Products Backfire?," *Journal of Consumer Research*, 49(5), 721-740.
6. Mochon, Daneil, Karen Johnson, Janet Schwartz, and Dan Ariely (2017). What Are Likes Worth? A Facebook Page Field Experiment. *Journal of Marketing Research*, 54(2).

April 1st – Data Scraping and Text Analysis (Jimin Nam, Guest)

Required Readings:

----- *For in-depth discussion* -----

1. Camp, Nicholas P., Rob Voigt, Maryam G. Hamedani, Dan Jursfsky, Jennifer L. Eberhardt (2024), "Leveraging Body-Worn Camera Footage to Assess the Effects of Training on Officer Communication During Traffic Stops", *PNAS Nexus*, 3(9).
2. Huang, Karen, Michael Yeomans, Alison Wood Brooks, Julia Minson, and Francesca Gino (2017), "It Doesn't Hurt to Ask: Question-Asking Increases Liking", *Journal of Personality and Social Psychology*, 113(3), 430.
3. Yeomans, Michael, F. Katelynn Boland, Hanne K. Collins, Nicole Abi-Esber, and Alison Wood Brooks (2023), "A Practical Guide to Conversation Research: How to Study What People Say to Each Other", *Advances in Methods and Practices in Psychological Science*, 6(4).

----- *Pick One for Discussion* -----

4. Nam, Jimin, Maya Balakrishnan, Julian De Freitas, and Alison Wood Brooks (2023), "Speedy Activists: How Firm Response Time to Sociopolitical Events Influences Consumer Behavior", *Journal of Consumer Psychology*, 33(4), 632-644.
5. Yeomans, Michael, Julia Minson, Hanne K. Collins, Frances Chen, and Francesca Gino (2020), "Conversational Receptiveness: Improving Engagement with Opposing Views," *Organizational Behavior and Human Decision Processes*, 160(1), 131-148.
6. Hurst, Kristin F., Nicole D. Sintov, and Grant E. Donnelly (2023). "Increasing Sustainable Behavior Through Conversation", *Journal of Environmental Psychology*, 86(2), 101948.

April 8th – Field Experimentation and Quasi-Experimental Studies w/ Companies

Required Readings:

----- *For in-depth discussion* -----

1. Donnelly, Grant E., Laura Zatz, Daniel Svirsky, and Leslie K. John (2018), "The Effect of Graphic Warnings on Sugary Drink Purchasing", *Psychological Science*, 29(8), 1321-1333.
2. Donnelly, Grant E., Paige M. Guge, Ryan T. Howell, and Leslie K. John (2021), "A Salient Sugar Tax Decreases Sugary-Drink Buying", *Psychological Science*, 32(11), 1830-1841.
3. Donnelly, Grant E., Cait Lambertson, Steven Bush, Zoe Chance, Michael I. Norton (2024), "Repayment-by-Purchase" Increases Consumer Debt Repayment", *Journal of Marketing Research*, 61(3), 411-429.

----- *Pick One for Discussion* -----

4. Whillans, Ashley V., Jaewon Yoon, Auora Turek, and Grant E. Donnelly (2021), "Extension Request Avoidance Predicts Greater Time Stress Among Women", *Proceedings of the National Academy of Sciences*, 118(45).
5. Vlopp, Kevin, Leslie K. John, A. B. Troxel, L. Norton, J. Fassbender, and George Loewenstein (2008), "Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial," *Journal of the American Medical Association*, 300(22), 2631-2637.
6. Barasz, Kate, Leslie K. John, Elizabeth A. Keenan, and Michael I. Norton (2017). "Pseudo-set Framing", *Journal of Experimental Psychology: General*, 146(10), 1460.