

DRAFT (8/17/2011)
MARKETING 7815: Consumer and Managerial Decision Research in Marketing
Fall 2011
University of Colorado at Boulder, Leeds School of Business

Instructor: Peter McGraw, Ph.D.
Class hours: Wednesday 2:00 pm – 4:45 pm
Classroom: Koelbel 355
Office: Koelbel 484
Office hours: Wednesdays 12:30 pm – 1:30 pm and by appointment
Work phone: 303-735-3661
Email: peter.mcgraw@colorado.edu

UNIVERSITY COURSE DESCRIPTION

Examines judgment and decision making research pertinent to understanding how consumers and marketing managers make decisions. Uses economic models as a normative backdrop for examining research on decision heuristics, judgment and choice anomalies, and contingent decision behavior. Examines processes of causal judgment and inference and the influence of a variety of contextual factors (including time) on judgment and decision.

COURSE OBJECTIVES

This course, designed as a research seminar for doctoral students in marketing, examines selected research pertinent to consumer and managerial decision making. The framework used is based on research in judgment and decision making. The primary course objectives are to provide:

- (1) a selective but intensive exposure to the growth points in judgment and decision making research, especially those relevant to consumer behavior and marketing management;
- (2) a framework for understanding both the normative and descriptive principles that may govern consumer and managerial decision behavior
- (3) a critical perspective that enables students to identify opportunities for substantive and methodological advances and relevant applications to research in judgment and decision making; and
- (4) a framework for conceptualizing, designing and implementing original research on consumer and managerial decision making issues in marketing
- (5) skill development for aspiring research faculty. Targeted skills include: critical thinking, research methods, writing, and presentations skills.

COURSE MECHANICS AND GRADING

There is no formal text for this course. Readings for class discussion are assigned in the syllabus. Students will coordinate with me to gain access to source material. Discussion leaders (see below) will be responsible for copying and distributing papers prior to class. Recommended readings are suggested for each topic along with additional material for independent reading.

Class meetings will be devoted to a mix of lecture, discussion, analysis and synthesis of the assigned readings. Each student is expected to come prepared to participate in these discussions and also to make presentations on specific assigned topics.

Weekly assignments (25%)

Unless a specific task is assigned, one-page single-spaced commentary is due for each class. You may discuss methodological flaws, highlight interesting implications or applications, pose questions, propose further research, or muse on the connections between the articles. The intention is for you to think carefully about the readings. Note: The approach to the class and assignments should be as constructive as it is critical. Assignments will be graded on a $\sqrt{+}$, $\sqrt{}$, $\sqrt{-}$, or 0 scale.

Participation and presentations (25%)

All students are required to participate in class discussion. Unless a special topic is planned, each week, a “discussion leader” will guide class conversation about the readings. Each discussion leader will be responsible to lead the topics for two to three sessions over the course of the semester. Leaders are expected to delve more deeply into the recommended readings.

Final exam (25%)

An open book/notes final exam will be given at the end of the semester.

Final research proposal (25%)

Each student will meet with me to discuss the research proposal beforehand. A one-page preliminary proposal will be due several weeks before the paper is due. There is no page requirement for the final paper. As a guideline, such research proposals tend to be about 20 double spaced pages of text.

Tentative Schedule

- 8/24 (Week 1): Course Introductions – Utility theory: History and new directions
 8/31 (Week 2): Prospect theory, loss aversion and mental accounting
 9/7 (Week 3): Construction of preferences and Context effects
 9/14 (Week 4): Heuristics and Biases
 9/21 (Week 5): Process models of judgment and choice
 9/28 (Week 6): Moods, emotions, and affect
 10/5 (Week 7): Non-traditional approaches to judgment and decision making
 10/12 (Week 8): Social and cultural influences on judgment and choice
 10/19 (Week 9): Morally-motivated judgment and choice
 10/26 (Week 10): Individual differences in judgment and choice
 11/2 (Week 11): Intertemporal choice and psychological distance
 11/9 (Week 12): Managerial and expert decision making
 11/16 (Week 13): Well-being, happiness, consumption, and adaptation
 11/23 (Week 14): Off (Fall break)
 11/30 (Week 15): Behavioral economics and behavioral finance

Course Introduction – Utility theory: History and new directions

Required Reading

Hastie, R., & Dawes, R.M. (2001). Chapter 12: A normative, rational decision theory, in *Rational choice in an uncertain world* (pp. 249-288). Sage Publication.

Kahneman, D. (1994). New challenge to the rationality assumption. In D. Kahneman & A. Tversky (Eds.), *Choices, values, and frames* (pp.153-172). Cambridge, England: Cambridge University Press.

Shafir, E., & LeBoeuf, R. A. (2002). Rationality. *Annual Review of Psychology*, 53, 491-517.

Recommended Reading

Rabin, M. & Thaler, R.H. (2001). Anomalies risk aversion. *Journal of Economic Perspectives*, 15(1), 219–232.

Baron, J. (2004). Chapter 2: Normative models of judgment and decision making, In D. Koehler & N. Harvey (Eds). *Blackwell handbook of judgment and decision making*. (pp.19-38). Malden, MA: Blackwell Publishing.

Becker, G. S. (1993). Nobel lecture: The economic way of looking at behavior, *Journal of Political Economy*, 101(3), 385-409.

Over, D. (2004). Chapter 1: Rationality and the normative descriptive distinction, In D. Koehler & N. Harvey (Eds.), *Blackwell handbook of judgment and decision making*. (pp.3-18). Malden, MA: Blackwell Publishing.

Ariely, D., & Norton, M. (2007). Psychology and experimental economics: A gap in abstraction, *Current Directions in Psychological Science*, 16(6), 336-339.

Classic Readings

Edwards, W. (1954). The theory of decision making, *Psychological Bulletin*, 51, 380-417.

Simon, H. (1957). A behavioral model of rational choice", in *Models of man, social and rational: Mathematical essays on rational human behavior in a social setting*. New York: Wiley.

Light Reading

Levitt, S. & Dubner, S. (2005). *Freakonomics: A rogue economist explores the hidden Side of Everything*. New York: William Morrow & Co

Prospect theory, loss aversion and mental accounting

Required Reading

Kahneman, D. & Tversky, A. (1979). Prospect theory: Analysis of decision under risk, *Econometrica*, 47(2), 263-291.

Camerer 2005: Three cheers for loss aversion/ Camerer, C.F. (2000). Prospect theory in the wild: Evidence from the field, In D. Kahneman & A. Tversky (Eds.), *Choices, values, and frames* (pp. 288–300), Cambridge, England: Cambridge University Press.

Kahneman, D., Knetsch J. & Thaler R., (1991). The endowment effect, loss aversion, and the status quo bias. *Journal of Economic Perspectives*, 5(1), 193-206.

Thaler, R. H. (1999). Mental accounting matters. *Journal of Behavioral Decision Making*, 12(3), 183-206.

Required Viewing

Edge video #2

http://www.edge.org/3rd_culture/kahneman07/kahneman07_index.html

Recommended Reading

chen et al. (2006) show it in monkey's decisions

Tom xxxx (xxxx). Neuro paper.

Thaler, R.(1985). Mental accounting and consumer choice, *Marketing Science*, 4(3), 199-214.

Baumeister, R.F., Bratslavsky, E., Finkenauer, C., & Vohs, K.D. (2001). Bad is stronger than good. *Review of General Psychology*, 5(4), 323-370.

Benartzi & Thaler --- relating loss aversion to risk aversion for mixed gambles

Rozin, P., & Royzman, E. G., (2001). Negativity bias, negativity dominance, and contagion. *Personality and Social Psychology Review*, 5(4), 296-320.

Kermer, D. A., Driver-Linn, E., Wilson, T.D., & Gilbert, D.T. (2006). Loss aversion is an affective forecasting error. *Psychological Science*, 17(8), 649-653.

Novemsky, N. & Kahneman, D. (2005). The boundaries of loss aversion. *Journal of Marketing Research*, 42(2), 119–128.

Strahilevitz, M., & Loewenstein, G. (1998). The effect of ownership history on the valuation of objects. *Journal of Consumer Research*, 25(3), 276-289.

Soman, D. (2004). Chapter 19: Framing, loss aversion and mental accounting, In D. Koehler & N. Harvey, (Eds.), *Blackwell handbook of judgment and decision making* (pp. 379-398). Malden, MA: Blackwell Publishing.

Ariely, D., Huber, J., & Wertenbroch, K. (2005). When do losses loom larger than gains?. *Journal of Marketing Research*, 42(2), 134-138.

Linville, P. W., and Fischer, G. W. (1991). Preferences for separating and combining events. *Journal of Personality and Social Psychology*, 60(1), 5-23.

Prelec, D., & Loewenstein, G. (1998). The red and the black: Mental accounting of savings and debt. *Marketing Science*, 17(1), 4-28.

Gourville, J. and Soman, D. (1998). Payment depreciation: The behavioral effects of temporally separating payments from consumption. *Journal of Consumer Research*, 25(2), 160-174.

Arkes, H.R., Joyner, C.A., Pezzo, M.V., Nash, J.G., Siegel-Jacobs, K.A. & Stone, E. (1994). The Psychology of windfall gains. *Organizational Behavior and Human Decision Processes*, 59, 331-347.

Heath, C. & Soll, J. B. (1996). Mental budgeting and consumer decisions. *Journal of Consumer Research*, 23(1), 40-52.

Gourville, J.T. (1998). Pennies-a-day: The effect of temporal reframing on transaction evaluation. *Journal of Consumer Research*, 24, 395-408.

Construction of preferences and Context effects

Required Reading

Payne, J.W., Bettman, J.R., & Johnson, E.J. (1990). The adaptive decision maker. In R.M. Hogarth (Eds.), *Insights in Decision Making: A tribute to Heillel J. Einhorn* (pp.129-153). Chicago: University of Chicago Press.

Slovic, P. (1991). The construction of preferences. *American Psychologist*, 50(5), 364-371.

Simonson, I. (2008). Will I like a “medium” pillow? Another look at constructed and inherent preferences. *Journal of Consumer Psychology*, 18, 155-169.

Schwarz, N. (1999a). Self-reports: How the questions shape the answers. *American Psychologist*, 54(2), 93-105.

Chris hsee’s overview on evaluability

Recommended Reading

Bettman, J.R., Luce, M.F., and Payne, J.W. (2008). Preference construction and preference stability: Putting the pillow to rest. *Journal of Consumer Psychology*, 18(3), 170-174.

Simonson, I. (2008). Regarding inherent preferences. *Journal of Consumer Psychology*, 18(3), 191-196.

Dhar, R. and Novemsky, N. (2008). Beyond rationality: The content of preferences. *Journal of Consumer Psychology*, 18(3), 175-178.

Kivetz, R., Netzer, O., and Schrift, R. (2008). The synthesis of preference: Bridging behavioral decision research and marketing science. *Journal of Consumer Psychology*, 18(3), 179-186.

Huber, J., Payne, J. W & Puto, C. (1982). Adding asymmetrically dominated alternatives: Violations of regularity and the similarity hypothesis. *Journal of Consumer Research*, 9(1), 90-98.

Parducci, A. (1968). The relativism of absolute judgment. *Scientific American*, 219, 84-90.

Tversky, A. & Simonson, I. (1993). Context dependent preferences, *Management Science*, 39(10), 1179-1189.

Simonson, I. (1989). Choice based on reasons: The case of attraction and compromise effects. *Journal of Consumer Research*, 16(2), 158-174.

Iyengar, S. S & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing?. *Journal of Personality & Social Psychology*, 79(6), 995-1006.

CUT: Hsee, C. K., Loewenstein, G. F., Blount, S. & Bazerman, M. H. (1999). Preference reversals between joint and separate evaluation of options: A review and theoretical analysis. *Psychological Bulletin*, 125(5), 576-590.

Ariely, D., Loewenstein, G. & Prelec, D. (2006). Tom sawyer and the construction of value. *Journal of Economic Behavior and Organization*, 60, 1-10.

Shiv: placebo effect paper

Warren, McGraw, and Van Boven paper.

Classic Readings

Goldstein and Johnson – defaults

Light reading

Schwartz, B. (2004). *The paradox of choice: Why more is less*. New York: Harper Collins. (Assorted chapters)

Ariely, D. (2008). *Predictably irrational: The hidden forces that shape our decisions*. Harper Collins.

Heuristics and Biases

Required Reading

Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185, 1124-1131.

Tversky, A., & Kahneman, D. (1982). Extensional vs. intuitive reasoning: The conjunction fallacy in probability judgment. In T. Gilovich, D. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp. 19-48). New York, NY: Cambridge University Press.

Gigerenzer, G. & Goldstein, D. G. (1996). Reasoning the fast and frugal way: Models of bounded rationality. *Psychological Review*, 103(4), 650-669.

Shah, A. K., & Oppenheimer, D. M. (2008). Heuristics made easy: An effort-reduction framework. *Psychological Bulletin*, 134(2), 207-222.

Recommended Reading

Arkes 1991: Costs and benefits of judgment errors

Burson, K. A., Larrick, R. P., & Klayman, J. (2006). Skilled or unskilled, but still unaware of it: How perceptions of difficulty drive miscalibration in relative comparisons. *Journal of Personality and Social Psychology, 90*(1), 60-77.

Lichtenstein, S., Fischhoff, B., & Phillips, L. D. (1982). Calibration of probabilities: State of the art to 1980. In D. Kahneman, P. Slovic, & A. Tversky (Eds.), *Judgment under uncertainty: Heuristics and biases* (pp. 306- 334). New York: Cambridge University Press.

Fischhoff, B., & Beyth, R. (1975). I knew it would happen – Remembered probabilities of once-future things, *Organizational Behavior and Human Performance, 13*, 1-16.

Tversky, A., & Kahneman, D. (1973). Availability: A heuristic for judging frequency and probability. *Cognitive Psychology, 4*, 207-232.

Schwarz, N., & Vaughn, L. A. (2002). The availability heuristic revisited: Ease of recall and content of recall as distinct sources. In T. Gilovich, D. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The Psychology of Intuitive Judgment* (pp.103-119). New York, NY: Cambridge University Press.

Kahneman, A., & Frederick, S. (2002). Representativeness revisited: Attribute substitution in intuitive judgment. In T. Gilovich, D. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp.49-81). New York, NY: Cambridge University Press.

Mellers, A., Hertwig, R., and Kahneman, D. (2001). Do frequency representations eliminate conjunction effects? An exercise in adversarial collaboration. *Psychological Science, 12*(4), 269-275.

Tversky, A., & Kahneman, D. (1971). Belief in the law of small numbers. *Psychological Bulletin, 76*(2), 105-110.

Gilovich, T., Vallone, R., & Tversky, A. (1985). The hot hand in basketball: On the misperception of random sequences. *Cognitive Psychology, 17*(3), 295-314.

Gigerenzer, G., Todd, P. M., & The ABC Research Group (1999). *Simple heuristics that make us smart*. New York: Oxford University Press.

Goldstein, D.G., & Gigerenzer, G. (2002). Models of ecological rationality: The recognition heuristic. *Psychological Review, 109*(1), 75-90.

Kahneman, D., & Tversky, A. (1996). On the reality of cognitive illusions. *Psychological Review, 103*(3), 592-591.

Kruger, J. & Burrus, J. (2004), Egocentrism and focalism in unrealistic optimism (and pessimism). *Journal of Experimental Social Psychology, 40*, 332-340.

McGraw, A.P., Mellers, B.A. & Ritov, I. (2004). The affective costs of overconfidence. *Journal of Behavioral Decision Making*, 17(4), 281-295.

Alicke, M. D. (2000). Culpable control and the psychology of blame. *Psychological bulletin*, 126(4), 556-574.

Kruger, J & D.Dunning (1999). Unskilled and unaware of it: how difficulties in recognizing one's own incompetence lead to inflated self-assessments. *Journal of Personality and Social Psychology*, 77(6), 1121-1134.

Light Reading

Plous, S. (1993). *The Psychology of Judgment and Decision Making*. New York: McGraw Hill.

Gilovich, T. (1991). *How we know what isn't so: The fallibility of human reason in everyday life*. New York: The Free Press.

Process models of judgment and choice

Required reading

Kahneman, D., & Frederick, S. (2002). Representativeness revisited: Attribute substitution in intuitive judgment. In T. Gilovich, D.W. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp. 49-81). New York: Cambridge University Press

Bargh, J. A. (2002). Losing consciousness: Automatic influences on consumer judgment, behavior, and motivation. *Journal of Consumer Research*, 29(2), 280-285.

Cut: Dijksterhuis, A., & Nordgren (2006). A Theory of Unconscious Thought. *Perspectives on Psychological Science*. 1, 95-109.

Payne et al (2008)Qualification of Dijksterhuis' unconscious thought research:

Recommended reading

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2), 135.

Slooman, S. A. (1996). The empirical case for two systems of reasoning. *Psychological Bulletin*, 119(1), 3-22.

Chaiken, S., Liberman, A., & Eagly, A. H. (1989). Heuristic and systematic information processing within and beyond the persuasion context. In J.S.

Uleman & J. A. Bargh. (Eds.), *Unintended thought* (pp.212-252). New York: Guilford.

Simonson, I. (2005). In defense of consciousness: The role of conscious and unconscious inputs in consumer choice. *Journal of Consumer Psychology*, 15(3), 211-217.

Review of lens model studies (i.e process tracing based on correlation between judgments and actual outcomes)

Juslin et al (2008): one of my favourite papers on exemplar-based versus rule-based judgment

Maybe include a paper where eye-tracking is used (e.g. Pieters et al.)

Payne & Bishara – overview of process dissociation procedures to analyze implicit measures

Classic Readings

Nisbett, R. and Wilson, T. (1977). Telling more than we can know: Verbal reports on mental processes. *Psychological Review*, 84(3), 231-259.

Light reading

Gladwell, M. (2007). *Blink: The power of thinking without thinking*, Little Brown & Company.

Wansink, B. (2006). *Mindless eating: Why we eat more than we think*. New York: Bantam-Dell.

Moods, emotions, and affect

Required Reading

Mellers, B. A. (2000). Choice and the relative pleasure of consequences. *Psychological Bulletin*, 126(6), 910-924.

Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. *Psychological Bulletin*, 127(2), 267-286.

Schwarz, N. (2002). Feelings as information: Moods influence judgments and processing strategies. In T. Gilovich, D. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp. 534-547). New York, NY: Cambridge University Press.

Cohen, J, Pham, M, & Andrade, E. (2008). The nature and role of affect in consumer behavior. In C.P. Haugtvedt, P.M. Herr & F.R. Kardes (Eds.), *The Handbook of Consumer Psychology* (pp. 297-348). New York, NY: Psychology Press Taylor & Francis Group.

Recommended Reading

Herr, Page, Pheiffer, and Davis. Affective Influences on evaluative processes. JCR

Zajonc, R. B. (1980). Feeling and Thinking: Preferences need no inferences, *American Psychologist*, 35(2), 151-175.

Lerner, S. & Loewenstein, G. (2004). Heart strings and purse strings: carryover effects of emotions on economic decisions. *Psychological Science*, 15(5), 337-341.

Hsee, C. K., & Rottenstreich, Y. (2004). Music, pandas, and muggers: On the affective psychology of value. *Journal of Experimental Psychology: General*, 133(1), 23-30.

Slovic, P., Finucane, M., Peters, E., & MacGregor, D. (2002). The affect heuristic. In T. Gilovich, D. Griffin & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp. 397-420). New York, NY: Cambridge University Press.

Larsen, J.T., McGraw, A.P., & Cacioppo, J. (2001). Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology*, 81(4), 684-696.

Loewenstein, G. (1996). Out of control: Visceral influences on behaviors. *Organizational Behavior and Human Decision Processes*, 65(3), 272-292.

Luce, M.F., Payne, J.W. & Bettman, J.R. (1999). Emotional trade-off difficulty and choice. *Journal of Marketing Research*, 36(2), 143-159.

Tiedens, L. Z., & Linton, S. (2001). Judgment under emotional certainty and uncertainty: The effects of specific emotions on information processing. *Journal of Personality and Social Psychology*, 81(6), 973-988.

Kahneman, D., & Miller, D. T. (1986). Norm theory: Comparing reality to its alternatives. *Psychological Review*, 93(2), 136-153.

Mellers, B.A., & McGraw, A.P. (2001). Anticipated emotions as guides to choices. *Current Directions in Psychological Science*, 10(6), 210-214.

McGraw, A.P., Mellers, B.A, & Tetlock, P.E. (2005). Expectations and emotions of Olympic athletes. *Journal of Experimental Social Psychology*, 41(4), 438-446.

Isen, A. M. & Labroo, A.A. (2003). Chapter 11: Some ways in which positive affect facilitates decision making and judgment. In S. Schneider and J. Shanteau (Eds.), *Emerging Perspectives on Judgment and Decision Research* (pp. 365-393). New York, NY: Cambridge University Press.

Levav, J., and McGraw, A. P. (2009). Emotional accounting: How feelings about money influence consumer choice, *Journal of Marketing Research*, 46(1), 66-80.

Shiv, B., Loewenstein, G., Bechara, A., Damasio, H. & Damasio A.R. (2005). Investment behavior and the negative side of emotion. *Psychological Science*, 16(6), 435-439.

Morales, A. C. & Fitzsimons G.J. (2007). Product contagion: changing consumer evaluations through physical contact with 'disgusting' products. *Journal of Marketing Research*, 44, 272-283.

Mauss and Robinson (2009). Measures of emotion: A review

Non-traditional approaches to judgment and decision making

Required Reading

Pennington, N., & Hastie, R. (1988). Explanation-based decision making: Effects of memory structure on judgment. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 14(3), 521-533.

Shafir, E., Simonson, I. & Tversky, A. (1993). Reason-based choice. *Cognition*, 49, 11-36.

Tetlock, P. E. (2002). Social functionalist frameworks for judgment and choice: Intuitive politicians, theologians, and prosecutors. *Psychological Review*, 109(3), 451-471.

March, J.G., & Heath, C. (1994). Chapter 2: Rule following. *A primer on decision making*, (pp. 57-102). New York: Free Press.

Recommended Reading

Weber, E. U., Johnson, E. J., Milch, K., Chang, H., Brodscholl, J., & Goldstein, D. (2007). Asymmetric Discounting in Intertemporal Choice: A Query Theory Account. *Psychological Science*, 18(6), 516-523.

Tetlock, P. & Kim J. (1987). Accountability and judgment in a personality prediction task. *Journal of Personality and Social Psychology*, 52(4), 700-709.

Amir O. & Ariely, D. (2007). Decisions by rules: The case of unwillingness to pay for beneficial delays. *Journal of Marketing Research*, 44, 142-152.

Haselton, M.G. & Buss, D.M. (2000). Error management theory: A new perspective on biases in cross-sex mind reading. *Journal of Personality and Social Psychology*, 78(1), 81-91.

Light Reading

Klein, G. (1998). *Sources of power: How people make decisions*. Cambridge: MIT Press.

Social and cultural influences on judgment and choice

Required Reading

Ross, L., & Nisbett, R. (1991). Chapter 1: Introduction, chapter 2: The power of the situation, and chapter 3: Construing the social world, *The Person and the Situation*. McGraw Hill.

Cialdini, R. (2001). The Science of Persuasion, *Scientific American*, 284(2), 76-81.

Hsee, C. K. & Weber, E. U. (1999). Cross-national differences in risk preferences and lay predictions for the differences. *Journal of Behavioral Decision Making*, 12, 165-179.

Briley, D. A. & Aaker, A. (2006). When does culture matter? Effects of cultural and personal knowledge on the anchoring and adjustment of judgments, *Journal of Marketing Research*, 43, 395-408.

Henrich, J., Boyd, R., Bowles, S., Camerer, C., Fehr, E., Gintis, H., and McElreath, R. (2001). In search of homo economicus: Behavioral experiments in 15 small-scale societies. *American Economic Review*, 91(2), 73-78.

Recommended Reading

Argo, J. J., Dahl, D.W. & Manchanda R.V. (2005). The influence of a mere social presence in a retail context. *Journal of Consumer Research*, 32, 207-212.

Cialdini, R. (2003). Crafting normative messages to protect the environment. *Current Directions in Psychological Science*, 12(4), 105-109.

Ariely, D., & Levav, J. (2000). Sequential choice in group settings: Taking the road less traveled and less enjoyed. *Journal of Consumer Research*, 27(3), 279-290.

Ratner, R. K. & Kahn, B.E. (2002). The impact of public versus private consumption on variety seeking behavior. *Journal of Consumer Research*, 29, 246-257.

Ramanathan & mcgill: nice example of methodological sophistication

Lau-Gesk, L. G. (2003). Activating culture through persuasion appeals: An examination of the bi-cultural consumer. *Journal of Consumer Psychology*, 13(3), 301-315.

Soll & Larrick

Light Reading

Gladwell, M. (2000). *The Tipping Point: How Little Things Can Make a Big Difference*. New York, NY: Little Brown.

Cialdini, R. (2001). *Influence: Science and Practice*. Boston: Allyn & Bacon.

Heath, C. & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House: New York.

Thaler, R. H., and Sunstein, C. R. *Nudge: Improving decisions about health, wealth, and happiness*. New Haven: Yale University Press, 2008.

Morally-motivated judgment and choice

Required Reading

Baron, J., & Spranca, M. (1997). Protected values. *Organizational Behavior and Human Decision Processes*, 70(1), 1-16.

Haidt, J (2001). The emotional dog and its rational tail: A social intuitionist approach to moral judgment. *Psychological Review*, 108(4), 814-834.

Bartels, Daniel M. (2008), "Principled Moral Sentiment and the Flexibility of Moral Judgment and Decision Making," *Cognition*, 108, 381-417.

McGraw, A.P., Schwartz, J. & Tetlock, P., Commercial marketing with communal sentiments: Reframing taboo trade-offs in religious and pharmaceutical marketing.

Recommended Reading

Ehrich, K. R. & Irwin, J. R., (2000). Willful Ignorance in the Request of Product Attribute Information. *Journal of Marketing Research*, 42, 266-277.

Belk, Russell W., Melanie Wallendorf, and John Sherry (1989). "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey." *Journal of Consumer Research*, 16, 1-38.

Nichols, S. & Mallon, R. (2006). Moral Dilemmas and Moral Rules, *Cognition*, 100, 530-542.

Pizarro, D. (2000). Nothing more than feelings? The role of emotions in moral judgment. *Journal for the Theory of Social Behaviour*, 30(4), 355-375.

Mullen, E. & Skitka, L. J. (2006). Exploring the psychological underpinnings of the moral mandate effect: Motivated reasoning, identification, or affect? *Journal of Personality and Social Psychology*, 90(4), 629-643.

Tetlock, P.E., Kristel, O., Elson, B., Green, M., & Lerner, J (2000). The psychology of the unthinkable: Taboo trade-offs, forbidden base rates, and heretical counterfactuals. *Journal of Personality and Social Psychology*, 78(5), 853-870.

botti (2009). Difficult decisions in medical context:

Individual differences in judgment and choice

Required Reading

Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-726.

Frederick, Shane (2005). Cognitive reflection and decision-making. *Journal of Economic Perspectives*, 19(4), 25-42.

Bromley, P., & Curley, S. P. (1992). Individual differences in risk taking. In J.F. Yates (Eds.), *Risk-taking behavior* (pp. 87-132). Chichester, England: John Wiley & Sons.

Bruine de Bruin, W., Parker, A., & Fischhoff, B. (2007). Individual differences in adult decision-making competence. *Journal of Personality and Social Psychology*, 92(5), 938-956.

Recommended Reading

Caccioppo, J. T., & Petty, R. E. (1982). The need for cognition. *Journal of Personality and Social Psychology*, 42(1), 116-131.

Weber, E. U., Blais, A.-R., & Betz, N. (2002). A domain-specific risk-attitude scale: Measuring risk perceptions and risk behaviors. *Journal of Behavioral Decision Making*, 15, 263-290.

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Required viewing

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http://www.edge.org/3rd_culture/thaler_sendhil08/thaler_sendhil_index.html

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UNIVERSITY OF COLORADO HONOR CODE

The purpose of an Honor Code at the University of Colorado at Boulder is to secure an environment where academic integrity, and the resulting behavior, can flourish. The Honor Code recognizes the importance of honesty, trust, fairness, respect, and responsibility and wishes these principles to be a defining part of the CU-Boulder campus. The Honor Code allows all students to have responsibility for, and the ability to attain, appropriate recognition for their academic and personal achievements.

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If you qualify for accommodations because of a disability, please submit to me a letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard 322
www.Colorado.EDU/disabilityservices

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Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. In this class, please see me if you have a conflict, and I will work with you on a case-by-case basis. See full details of the policy at http://www.colorado.edu/policies/fac_relig.html

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