

# ISDN 2023 Tentative Program

## Friday, July 28

**8:30 AM**      **Continental Breakfast**

**9:15**            **Welcome and Opening Remarks**

**9:30**            **Session 1**

Chaired by: Crystal Reeck

9:30            **Christopher Chabris, Geisinger Health**

*Algorithm aversion, acceptance, or indifference? Four randomized controlled trials of AI-based flu vaccination nudges*

9:55            **Dani Cosme, University of Pennsylvania**

*Neural signature approaches to predict behavior change: Evidence from two interventions to promote healthy eating and reduce alcohol consumption*

**10:20**          **Coffee break**

**10:45**          **Special session with ARF Cognition Council**

10:45          **Idil Cakim, Audacy**

*Targeting Audio Rituals: A Perspective on Attention, Habits and Context*

11:00          **Bill Harvey, RMT**

*Utilitarian approaches to combining motivations with attention theory in media selection*

11:15          **Elizabeth Johnson, The Wharton School**

*How celebrity and gaze direction in ads drive visual attention and consumer decisions*

**11:30**          **Panel discussion on Rethinking Cognition in Advertising**

Moderated by: John Wittenbraker, Muhlenberg College

**12:30 PM Lunch and Posters**

**2:00 Session 2**

Chaired by: Vinod Venkatraman

2:00 **Hilke Plassmann, INSEAD**

*The impact of metabolic state on marketing-led errors in calorie estimation*

2:25 **Xiamin Leng, Brown University**

*Mutual inclusivity improves decision-making by smoothing out choice's competitive edge*

2:50 **Zhihao Zhang, University of Virginia Darden School of Business**

*Knowing What You Don't Know: Metacognitive Monitoring and Information Seeking in Open-Ended Decisions*

**3:15 Coffee Break**

**3:45 Session 3**

Chaired by: Nicolette Sullivan

3:45 **Brendan Murray, DIRT**

*What "Commercial" Neuroscience research can, and cannot, tell us about consumers*

4:10 **Belina Rodrigues, Paris Brain Institute**

*Listen to yourself: An fMRI study of motivational interviewing effects on dietary decision-making*

4:35 **Leo Van Brussel, Erasmus University**

*Why do storytelling ads persuade consumers? Evidence from brain responses to video commercials*

**5:00 Reception/Dinner (Morgan's Pier)**

Buses depart from campus straight to Morgan's Pier.

## Saturday, July 29

**8:30 AM Continental Breakfast**

**9:30 Session 4**

Chaired by: Nicolette Sullivan

9:30 **Ross Otto, McGill University**

*Context effects in choice and evaluation in massive real-world datasets*

9:55 **Zeynap Enkavi, Caltech**

*The neurocomputational basis of human simple choice in overtrained animal-like paradigms*

10:20 **Akanksha Nambiar, Temple University**

*Aberrant Reward Sensitivity is Associated with Blunted Striatal Responses to Reward Anticipation*

**10:45 Coffee Break**

**11:15 Session 5**

Chaired by: Vinod Venkatraman

11:15 **Stephanie Smith, University of Chicago Booth School of Business**

*Spending Responses to Income vs. Balance Information*

11:40 **Steven Shaw, University of Pennsylvania Wharton School of Business**

*Biological age and its value to consumer research*

12:05 **Tara Srirangarajan, Stanford University**

*Disentangling the affective impact of stimulus proximity and motion using immersive virtual reality*

**12:30 Lunch and Posters**

**2:00**

**Session 6**

Chaired by: Crystal Reeck

2:00 **Manuel Garcia-Garcia, Ipsos**

*Development of a Scalable Process Tracing Tool for Measuring Cognitive Conflict*

2:25 **Felix Jan Nitsch, INSEAD**

*Psycho-hormonal threat response states modulate status preferences*

2:50 **Ofir Turel, University of Melbourne**

*A Neural Model of Private Information Disclosure: Theory and Tests*

3:15 **Vaidyanathan V. Saunak, Temple University Fox School of Business**

*A Sprinkling of lies*

**3:40**

**Short Break**

**4:00**

**3-Minute Research Session**

**4:45**

**Conference wrap-up and closing remarks**

**5:00**

**Closing Reception**

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## Poster Presentations

1. The Value of Communicating Emotional Experiences in Social Contexts  
Abdelaziz Alsharawy, Princeton University
2. Decomposing loss aversion using neural signals  
Jin Ho Yun, University of Pennsylvania Wharton School of Business
3. Hope, Regret, and the Failure of Mega Millions Just the Jackpot  
Ibraheem Catovic, New York University
4. Feedback-induced dispositional changes in risk preferences: the roles of curiosity and regret  
Antonis Nasioulas, Université de Recherche Paris Sciences et Lettres
5. Social media users posting behavior can be as-if addictive  
Felix Jan Nitsch, INSEAD
6. What people learn from punishment: joint inference of wrongness and legitimacy from observation of punitive choices  
Setayesh Radkani, MIT
7. Twitter Made Me Do It: Influencing Short-Term Altruism on Social Media  
Emily Wen, University of Pennsylvania
8. The “motive cocktail” in altruistic behaviors  
Xiaoyan Wu, Beijing Normal University
9. Learned Impatience  
Miruna Cotet, The Ohio State University
10. Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses  
Brenden Eum, Caltech
11. Structural Properties of Association Networks Predict Preference-Based Set Choice  
Kianté A. Fernandez, The Ohio State University

12. The Role of Memory for Positive Information in Skewed Decision Making Across the Lifespan  
Colleen C. Frank, University of Texas, Dallas
13. Neural responses associated with persuasiveness of terrorist propaganda videos  
Michael S. Cohen, University of Chicago
14. Decision-making Responses within the Cerebellum are Confounded by Nyquist Ghosting  
Cooper J. Sharp, Temple University
15. Dopamine and Norepinephrine in Amygdala During Risky Choice  
Natalie Melville, Virginia Tech
16. Separable neurocomputational mechanisms underlying multisensory learning  
Saurabh Bedi, University of Zurich
17. Midbrain signaling of identity prediction errors depends on orbitofrontal cortex networks  
Qingfang Liu, *National Institute on Drug Abuse Intramural Research Program*
18. The Effect of Social Rejection on the Value of Choice  
Jordan M Dejoie, Adelphi University
19. Resolution of the explore-exploit dilemma in attempted suicide  
Aliona Tsybes, University of Pittsburgh School of Medicine
20. Decisions from memory: uncovering the temporal dynamics of open-ended decisions  
Xiaozhi Yang, The Ohio State University
21. Exploring the Potential of fNIRS for Investigating Economic Decision-Making: A Comprehensive Review  
Parisa Hajirahimi, Boston University
22. Decisions with Limited Information: A Role for a Belief About the Variability of Risk  
Jeffrey B. Dennison, Temple University
23. Cybersecurity Risk, Productivity, and Brain Stimulation  
Ruixin Jia, Texas A&M University