#BDRM2016

Behavioural Decision Research in Management
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<td><strong>THURSDAY</strong></td>
<td><strong>JUNE 9, 2016</strong></td>
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<tr>
<td>3:00-5:00 pm</td>
<td>REGISTRATION</td>
<td>Desautels Hall</td>
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<tr>
<td>5:00-6:30 pm</td>
<td>OPENING RECEPTION</td>
<td>Desautels Hall</td>
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<tr>
<td>6:30-8:00 pm</td>
<td>WELCOME REMARKS &amp; KEYNOTE ADDRESS</td>
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<td><strong>FRIDAY</strong></td>
<td><strong>JUNE 10, 2016</strong></td>
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<tr>
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<td>8:00 - 9:00 am</td>
<td>BREAKFAST</td>
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<tr>
<td>9:00 - 10:15 am</td>
<td>SESSION A</td>
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<td>COFFEE BREAK</td>
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<td>10:45 am - NOON</td>
<td>SESSION B</td>
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<td>NOON - 2:00 pm</td>
<td>LUNCH</td>
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<td>3:45 - 5:00 pm</td>
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<td>5:00 pm</td>
<td>REGISTRATION CLOSES</td>
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<tr>
<td>5:15 - 7:00 pm</td>
<td>THE LASTING LEGACY OF AMOS TVERSKY IN BEHAVIORAL DECISION RESEARCH</td>
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**SCHEDULE**

Registration and all sessions will take place at the Rotman School of Management located at 105 St. George Street, Toronto, Ontario.

**HOUSEKEEPING**

**INSTRUCTION FOR PRESENTERS**

Each session is scheduled for 75 minutes. Each presentation is to last 15 minutes in duration, with the last 15 minutes of each session to be reserved for questions. We ask that the last presenter in a session act as a session chair. If a presenter does not show, please keep to the original schedule. Instructions for use of the A/V equipment can be found in the classrooms.

**WIFI**

Attendees are welcome to the UofT WiFi. Please obtain a Wifi guest username and password that will be valid for the duration of the conference from the registration desk. You may also use the eduroam WiFi network if you have an account and password from your home institution.

**ABSTRACTS**

Included on the USB key provided with your conference packages.

**SATURDAY**

JUNE 11, 2016

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<td>Biases</td>
<td>Consumer preference &amp; satisfaction</td>
<td>Confidence &amp; probability</td>
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**Room LL1025**
- The Urgency Bias
  - Meng Zhu
  - Yang Yang
  - Christopher Hsee

- Fantasy and Dread: The Demand for Information and the Consumption Utility of the Future
  - Joshua Tasoff
  - Ananda Ganguly

- Six Biases That Are All the Same
  - Joseph P. Simmons
  - Leif Nelson

- Simultaneous Myopia and Hyperopia
  - Sarah Wei
  - Christopher Hsee

**Room LL1035**
- Better to Have a Book in the Hand Than Two in the Cloud: Consumer Preferences for Physical over Digital Goods
  - Ozgun Atasoy
  - Carey Morewedge

- Consumption Experience Over Time: The Role of Event Framing and Counting Direction
  - Claire Tsai
  - Min Zhao

- On the Origins of Overconfidence: How Competition Matters
  - Stefanie Brilon
  - Simona Grassi
  - Manuel Grieder
  - Jonathan Schulz

**Room 127**
- The Pursuit of Imperfection
  - Erin Percival Carter
  - Peter McGraw

- The Oppositional Mindset: Arguing Makes You More Confident in... Everything
  - Julia Minson
  - Frances Chen
  - Sam Skowronek

- Peacocks, Testosterone & Luxury Goods: Single-Dose Testosterone Administration Increases Preference for Status Goods
  - Hilke Plassmann
  - Gideon Nave
  - Amos Nadler
  - David Dubois
  - Colin Camerer

- When Payoffs Look Like Probabilities: Reversals of Perception and Preference
  - Johannes Müller-Trede
  - Shlomi Sher
  - Craig McKenzie
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<td><strong>DE-BIASING</strong></td>
<td><strong>CONSUMER DECISION MAKING:</strong></td>
<td><strong>UNCERTAINTY</strong></td>
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<td><strong>OVERCOMING ALGORITHM AVERSION:</strong> PEOPLE WILL USE ALGORITHMS IF THEY CAN (EVEN SLIGHTLY) MODIFY THEM</td>
<td><strong>ARGUMENTUM AD NOVITATEM:</strong> DO CONSUMERS PREFER CHRONOLOGICALLY NEWER OPTIONS?</td>
<td><strong>SELF-SERVING ATTRIBUTIONS OF EPISTEMIC VERSUS ALEATORY UNCERTAINTY</strong></td>
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<td><strong>OVERCOMING ALGORITHM AVERSION:</strong> PEOPLE WILL USE ALGORITHMS IF THEY CAN (EVEN SLIGHTLY) MODIFY THEM</td>
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<td><strong>DEBIASING DECISION MAKERS WITH A SINGLE TRAINING INTERVENTION</strong></td>
<td><strong>AN EXPERIMENTAL ANALYSIS OF PROPERTY RIGHTS IN THE DIGITAL MUSIC INDUSTRY</strong></td>
<td><strong>NOT ALL UNCERTAINTY IS TREATED EQUAL: INFORMATION SEARCH IN A SOCIAL VERSUS NON-SOCIAL ENVIRONMENT</strong></td>
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<td>CAREY MOREWEDGE, HAEWON YOON, IRENE SCOPELLITI, KARIM KASSAM</td>
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<td><strong>INDIVIDUAL DIFFERENCES IN THE PROPENSITY TO MAKE CORRESPONDENT INFERENCES: MEASUREMENT, CONSEQUENCES, AND DEBIASING</strong></td>
<td><strong>WHEN AND WHY DO PEOPLE INFRINGE INTELLECTUAL PROPERTY?</strong></td>
<td><strong>FROM EXTREME UNCERTAINTY-LOATHING TO EXTREME UNCERTAINTY-LOVING</strong></td>
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<td>IRENE SCOPELLITI, CAREY MOREWEDGE, LAUREN MIN, ERIN MCCORMICK, KARIM KASSAM</td>
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<td>LUXI SHEN, CHRISTOPHER HSEE</td>
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<td><strong>COGNITIVELY OPTIMIZED PREFERENCE ELICITATION</strong></td>
<td><strong>FOUND TIME</strong></td>
<td><strong>COGNITIVE REPRESENTATIONS AND THE PREFERENCE FOR CERTAINTY</strong></td>
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<td>DANIEL WALL, YE LI, OLIVIER TOUBIA, ERIC JOHNSON</td>
<td><strong>JAYEYON CHUNG, LEONARD LEE, DONALD LEHMANN, CLAIRE TSAI</strong></td>
<td>KRISTEN DUKE, KELLY GOLDSMITH, ON AMIR</td>
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<tr>
<td>HEURISTICS AND BIASES: I</td>
<td>CONSUMER DECISION MAKING: II</td>
<td>RISK TAKING IN SOCIALLY RESPONSIBLE INVESTING</td>
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<tr>
<td>ROOM LL1025</td>
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<td>ROOM 127</td>
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<td>PREFERENCE DYNAMICS IN SEQUENTIAL CONSUMER CHOICE WITH DEFAULTS: EVIDENCE FROM A CAR CONFIGURATOR FIELD EXPERIMENT</td>
<td>THE ROLE OF SIMILARITY WHEN CONSIDERING ALTERNATIVES IN PURCHASE DECISIONS</td>
<td>RISK TAKING IN SOCIALY RESPONSIBLE INVESTING</td>
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<td>BAS DONKERS, BENEDICT DELLAERT, ANDREAS HERRMANN, GERALD HAUBL</td>
<td>LIZ FRIEDMAN, JENNIFER SAVARY, RAVI DHAR</td>
<td>ALICEA LIEBERMAN, WENDY LIU</td>
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<td>A GLASS HALF-FULL AND A GLASS HALF-EMPTY: UNDERSTANDING WHEN AND WHY DEFAULTS MAY NOT WORK</td>
<td>REMINDERS OF OTHERS IN PRINT-AT-HOME COUPONS</td>
<td>PAY TO GAMBLE OR GAMBLE FOR PAY? PEOPLE LIKE TO TAKE RISKS AND AVOID THEM AT THE SAME TIME.</td>
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<td>JON JACHIMOWICZ, SHANNON DUNCAN, ELKE WEBER</td>
<td>KENNETH C. WILBUR, JURA LIAUKONYTE</td>
<td>JOACHIM VOSGERAU, EYAL PEER</td>
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<td>BOUNDED CONJOINT STRUCTURES AND LOSS AVERSION</td>
<td>BEWARE THE BUNDLE: WHEN CONSUMERS PAY LESS, YET DEMAND MORE</td>
<td>REVISING RISK ESTIMATES</td>
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<td>DAVID CURRY, SHANE WANG</td>
<td>FRANKLIN SHADDY, AYELET FISHBACH</td>
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<td>RE-EXAMINING LOSS AVERSION IN LOTTERY DECISION-MAKING</td>
<td>PROBABILITY-BASED LOYALTY PROGRAMS INCREASE ENGAGEMENT</td>
<td>GENDER DIFFERENCES IN TOURNAMENT CHOICES: RISK PREFERENCES, OVERCONFIDENCE OR COMPETITIVENESS?</td>
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<td>MINAH JUNG, CLAYTON CRITCHER, PHOEBE WONG, LEIF D. NELSON</td>
<td>ADRIAN CAMILLERI, LIYIN JIN, YING ZHANG</td>
<td>ROEL VAN VELDHIJZEN</td>
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Amos Tversky died 20 years ago this month. The continued influence of his groundbreaking work is felt not only in behavioral decision research but across a wide array of other disciplines as well. This session illustrates the impact of Amos’s work in the fields of law, medicine, and sports, with some concluding personal remarks from Richard Thaler.

**Speakers:**

JEFFREY J. RACHLINSKI, Henry Allen Mark Professor of Law, Cornell University
DONALD A. REDELMEIER, Canada Research Chair in Medical Decision Sciences, University of Toronto
PETER AYTON, Professor of Psychology, City University London
RICHARD H. THALER, Charles R. Walgreen Distinguished Service Professor of Behavioral Science and Economics, University of Chicago
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<td>CHOICE ARCHITECTURE</td>
<td>GOALS AND MOTIVATION</td>
<td>ETHICAL DECISION MAKING</td>
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<tr>
<td><strong>CHECKLISTS AS SELECTIVE CHOICE ARCHITECTURE</strong>&lt;br&gt;Kirstin Appelt, Melissa Knoll, Eric Johnson, Jon Westfall</td>
<td><strong>FOR THE FUN OF IT: HARNESSING IMMEDIATE REWARDS TO INCREASE PERSISTENCE ON LONG-TERM GOALS</strong>&lt;br&gt;Kaitlin Woolley, Ayelet Fishbach</td>
<td><strong>THE WINNER TAKES IT ALL – WINNING A COMPETITION PREDICTS DISHONEST BEHAVIOR</strong>&lt;br&gt;Amos Schurr, Ilana Ritov</td>
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<td><strong>WHEN DO PEOPLE PREFER CARROTS TO STICKS? A ROBUST “MATCHING EFFECT” IN POLICY EVALUATION</strong>&lt;br&gt;Ellen Evers, Yoel Inbar, Irene Blanken, Linda Oosterwijk</td>
<td><strong>HOW BACKUP PLANS CAN HARM GOAL PURSUIT: THE UNEXPECTED DOWNSIDE OF BEING PREPARED FOR FAILURE</strong>&lt;br&gt;Jihae Shin, Katherine Milkman</td>
<td><strong>HOLDING PEOPLE RESPONSIBLE FOR ETHICAL VIOLATIONS: THE SURPRISING BENEFITS OF ACCUSING OTHERS</strong>&lt;br&gt;Jessica Kennedy, Maurice Schweitzer</td>
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<td><strong>ENCOURAGING ENERGY EFFICIENCY: PRODUCT LABELS FACILITATE TEMPORAL TRADEOFFS</strong>&lt;br&gt;David Hardisty, Yoonji Shim, Daniel Sun, Dale Griffin</td>
<td><strong>MISTAKING THE JOURNEY FOR THE DESTINATION: OVERESTIMATING THE FRUITS OF (MORE) LABOR</strong>&lt;br&gt;Eva Buechel, Carey Morewedge, Jiao Zhang</td>
<td><strong>I AM IMMUNE: A SENSE OF INVULNERABILITY PREDICTS INCREASED ACCEPTANCE OF, AND INFLUENCE FROM, CONFLICTS OF INTEREST</strong>&lt;br&gt;Sunita Sah, Richard Larrick</td>
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<td><strong>ANCHORS OR TARGETS? AN EXAMINATION OF CREDIT CARD STATEMENTS</strong>&lt;br&gt;Daniel Bartels, Abigail Sussman</td>
<td><strong>DOES COULD LEAD TO GOOD? ON THE ROAD TO MORAL INSIGHT</strong>&lt;br&gt;Ting Zhang, Francesca Gino, Joshua Margolis</td>
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**SCHEDULE**

**SATURDAY JUNE 11, 2016**

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<td>Desautels Hall</td>
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<td>9:00-10:15 am</td>
<td>Session E</td>
<td>Room LL1025, Room LL1035, Room 127</td>
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**SESSION E**

**Track 1: Choice Architecture**

- **Checklists as Selective Choice Architecture**
  - Kirstin Appelt
  - Melissa Knoll
  - Eric Johnson
  - Jon Westfall

**Track 2: Goals and Motivation**

- **For the Fun of It: Harnessing Immediate Rewards to Increase Persistence on Long-Term Goals**
  - Kaitlin Woolley
  - Ayelet Fishbach

**Track 3: Ethical Decision Making**

- **The Winner Takes It All – Winning a Competition Predicts Dishonest Behavior**
  - Amos Schurr
  - Ilana Ritov

**Track 1:**

- **When Do People Prefer Carrots to Sticks? A Robust “Matching Effect” in Policy Evaluation**
  - Ellen Evers
  - Yoel Inbar
  - Irene Blanken
  - Linda Oosterwijk

**Track 2:**

- **How Backup Plans Can Harm Goal Pursuit: The Unexpected Downside of Being Prepared for Failure**
  - Jihae Shin
  - Katherine Milkman

**Track 3:**

- **Encouraging Energy Efficiency: Product Labels Facilitate Temporal Tradeoffs**
  - David Hardisty
  - Yoonji Shim
  - Daniel Sun
  - Dale Griffin

- **Anchors or Targets? An Examination of Credit Card Statements**
  - Daniel Bartels
  - Abigail Sussman

- **Does Could Lead to Good? On the Road to Moral Insight**
  - Ting Zhang
  - Francesca Gino
  - Joshua Margolis
**10:15-10:45 am**  
**COFFEE BREAK** Laptop Bar & Outside of LL1035

**10:45 am-NOON**  
**SESSION F**

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<td>PERFORMANCE AND MOTIVATION</td>
<td>ALTRUISM</td>
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**ROOM LL1025**  
**SOLICITATION TIMING IN THE DONATION DECISION: A NATURAL EXPERIMENT WITH PENN MEDICINE**  
AMANDA CHUAN, JUDD KESSLER, KATHERINE MILKMAN

**ROOM LL1035**  
**THE DYNAMICS OF POST-REWARD CROWDING-OUT BEHAVIOR**  
INDRANIL GOSWAMI, OLEG URMINsky

**ROOM 127**  
**RECOGNITION FOR LOYALTY IN CHARITABLE GIVING**  
YIWEI ZHANG, JUDD KESSLER, KATHERINE MILKMAN

**PARENTS’ MISJUDGMENTS CONTRIBUTE TO STUDENT ABSENTEEISM**  
TODD ROGERS, AVI FELLER

**MULTITASKING: PERCEPTION AND PERFORMANCE**  
SHALENA SRNA, ROM SCHRIFT, GAL ZAUBERMAN

** Damnéd If I Do But Not (So Much) If I Don’t: Asymmetric Attention to Opportunity Costs Hinders Generosity**  
CHRISTOPHER OLIVOLA, JOHN HAN

**PARENTAL CHOICE: USING BEHAVIORAL ECONOMICS TO IMPROVE CHILD CARE PROGRAMS**  
CAITLIN ANZELONE, NADINE DECHAUSAY, PATRICK LANDERS, LASHAWN RICHBURG-HAYES

**SINGLE DOSE TESTOSTERONE ADMINISTRATION IMPAIRS COGNITIVE REFLECTION IN MEN**  
AMOS NADLER, GIDEON NAVE, COLIN CAMERER

**CULTIVATING GRATITUDE AND GIVING THROUGH EXPERIENTIAL CONSUMPTION**  
AMIT KUMAR, JESSE WALKER, THOMAS GILOVICH

**CAN JOURNALISTIC “FALSE BALANCE” DISTORT PUBLIC PERCEPTION OF CONSENSUS IN EXPERT OPINION?**  
DEREK KOEHLER

**A DOUBLE-EDGED SWORD: HOW AND WHY RESETTING PERFORMANCE METRICS AFFECTS FUTURE PERFORMANCE**  
HENGCHEN DAI

**SOMETIMES IT’S OKAY TO GIVE A BLENDER: GIVER AND RECIPIENT PREFERENCES FOR HEDONIC AND UTILITARIAN GIFTS**  
EMILY ROSENZWEIG, ELANOR WILLIAMS
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<td>FAIRNESS AND INEQUALITY</td>
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<td>THE CASE AGAINST RECOMMENDATIONS: A PREFERENCE FOR SELF-EXPRESSION IN WORD OF MOUTH</td>
<td>SOCIAL NORMS AND IDENTITY DEPENDENT PREFERENCES</td>
<td>FLYING INTO A RAGE: INEQUALITY ON AIRPLANES PREDICTS AIR RAGE INCIDENTS</td>
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<td>KERI KETTLE, GERALD HAUBL, ISABELLE ENGELER</td>
<td>MIKE YEOMANS</td>
<td>DAPHNE CHANG, ROY CHEN, ERIN KRUPKA</td>
<td>KATHERINE DECELLES, MICHAEL NORTON</td>
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<td>NUDGING TO INCREASE ORGAN AND TISSUE DONOR REGISTRATIONS</td>
<td>&quot;DON’T TELL ME WHAT TO DO!&quot; SHOPPERS RELY LESS ON CONSUMER REVIEWS FOR EXPERIENTIAL THAN MATERIAL PURCHASES</td>
<td>POWER AND FAIRNESS: THE EFFECT OF POWER ON PERCEPTIONS OF FAIRNESS</td>
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<td>NICOLE ROBITAILLE, NIÑA MAZAR, CLAIRE TSAI</td>
<td>HENGCHEN DAI, CINDY CHAN, CASSIE MOGILNER</td>
<td>PAOLA MALLUCCI, TONY CUI, DIANA WU</td>
<td>CARRIE WENJING XU</td>
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<td>MOVING CITIZENS ONLINE: SALIENCE AND FRAMING AS MOTIVATORS FOR BEHAVIORAL CHANGE</td>
<td>PERCEPTIONS OF &quot;THE AVERAGE&quot; ARE NOT AVERAGED PERCEPTIONS: PERCEIVING NORMS IN GROUPS WITH OUTLIERS</td>
<td>UNEQUAL INEQUALITY: WHEN UNFAIRNESS BETWEEN ORGANIZATIONS IS MORE ACCEPTABLE THAN UNFAIRNESS BETWEEN INDIVIDUALS</td>
<td>BUYING AS DOMINATION OR ELEVATION: JOINT EFFECTS FROM SOCIAL DOMINANCE MOTIVES AND THE PERCEIVED SOCIAL IMPACT OF OFFSHORING TRENDS</td>
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<td>JUAN HOUSE, NOAH CASTELO, NIÑA MAZAR, CLAIRE TSAI, MIN ZHAO, ELIZABETH HARDY</td>
<td>JENNIFER DANNALS, DALE MILLER</td>
<td>SIMONE TANG, RICHARD LARRICK</td>
<td>MATTHEW MAXWELL-SMITH, ALLISON JOHNSON, JEFF ROTMAN</td>
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<td>EDWARD CHANG, KATHERINE MILKMANN, DOLLY CHUGH, MODUPE AKINOLA</td>
<td>URIEL HARAN, SHAUL SHALVI</td>
<td>OLIVER HAUSER, GORDON KRAFT-TODD, DAVID RAND, MARTIN NOWAK, MICHAEL NORTON</td>
<td>ALEXANDRA BARASCH, KRISTIN DIEHL, GAL ZAUBERMAN</td>
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### 3:15-3:45 pm  **COFFEE BREAK**  Laptop Bar & Outside of LL1035

### 3:45-5:00 pm  **SESSION H**

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<td><strong>FINANCIAL DECISION MAKING</strong></td>
<td><strong>COLLABORATION, COOPERATION</strong></td>
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<td><strong>SPREADING THE HEALTH: AMERICANS’ ESTIMATED AND IDEAL DISTRIBUTIONS OF DEATH AND HEALTH(CARE)</strong></td>
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<td><strong>RISKS, GAINS AND AUTONOMY: AN EXPERIMENTAL ANALYSIS OF SORTING INTO TEAMS</strong></td>
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<td>HAE NIM (SUNNY) LEE, KATHERINE MILKMAN, JOHN BESHEARS, ROBERT MISLAVSKY</td>
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<td><strong>ON A NEED-TO-KNOW BASIS: THE DISTRIBUTION OF RESPONSIBILITY IN COUPLES CREATES DIVERGENT TRAJECTORIES OF FINANCIAL EXPERTISE AND FINANCIAL OUTCOMES</strong></td>
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### 5:00-6:30 pm  **Keynote Address by Professor Elke U. Weber**  Desautels Hall

### 7:30 pm - 12:00 am  **Closing Party (with Dinner) at the CN Tower!!**
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