

SYLLABUS - RSM 3051 - Consumer Behaviour

Version October 17, 2014

Prof. Nina Mažar

Time/Day: Wednesdays, 2-5pm, Fall 2014

Room: RT570

The purpose of the class is to discuss the major marketing journals, the review process, the relationship between academic marketing and marketing practice and what is required to achieve academic success.

We will also discuss different perspectives on consumer behaviour. The readings provide background of two different approaches to consumer behaviour, social psychology and Behavioural Economics, and an overview of current research in consumer behaviour.

Pre-assignment:

1. In addition to reading assigned papers and developing a position on each discussion question, please go to the websites of Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, and Marketing Science, Management Science. Read the aims and objectives of each journal and familiarize yourself with the editorial boards and scan titles/abstracts of recently published papers. How do these journals differ and how are they similar in their missions and in the papers they publish?

What are major areas of research that interest you? Why? Where do you look for research ideas? What is a big research question? How do you decide if an idea is worth pursuing?

COURSE REQUIREMENTS:

Your grade will reflect your participation in class and performance on one completed research proposals. Your class participation requires you among others to orally summarize in class one critique article each week and prepare a ≤ 2 -pages summary handout for your fellow students about that article. This handout should be handed out to everyone in print as well as emailed to me as pdf or doc file before/at the beginning of each class.

For the research proposal, here are the guidelines/ deadlines.

1. You can choose any topic of your interest. For instance, it may involve a research topic or an issue we discussed in class. You can propose a new theory, application of theory, or a field study testing an existing theory and showing an effect size.
2. An email to me with a 1-2 paragraph note is due **by 2pm on Friday, October 17.** This should briefly describe 1-2 potential ideas you would like to pursue.
3. You should set up a meeting with me after that to discuss your ideas in detail.
4. **By 2pm on Wednesday, November 5,** you should email a 5 slides document to me. Slide 1 should list your research question. Slide 2 should be background and theoretical development. Slide 3-5 should be experiments/field study description. If you are proposing experiments, each slide should have a bullet point explaining experimental design, a bullet point explaining manipulations. A bullet point with mediator/ control items. A picture of what results will look like. And a bullet point with key limitations. You can add a concluding slide with limitations/contributions.
5. Your final research proposal is due **by 2pm on Wednesday, December 10.** It should contain an introduction which motivates the research topic or issue, a relevant literature review, the proposed design of one or more studies, the predicted results along with a discussion of how the data will be analyzed. Ideally, a theoretical model should be proposed which underlies the predicted result. It should be ≤ 4000 words (Psych Science Style; i.e. 12-15 double spaced pages). The first 3-4 paragraphs should set the problem up and give the reader a clear direction where the paper is heading. Then you can add 2-3 studies, and have a final conclusion (with contribution and limitations). You can consult any 4000 word psych science paper.
6. Grading will be assigned based on how novel and/or important the proposed research is, clarity of writing, relevance of literature review, logic in theorizing, programmatic nature of the investigation (i.e., each study should recognize its limitations and the next study should address these limitations), and objective assessment of limitations and contributions in the conclusion.

Rotman School of Management
University of Toronto

RSM 3051 - MARKETING THEORY I: CONSUMER BEHAVIOUR
Fall 2014
TENTATIVE CLASS SCHEDULE

<u>DATE</u>	<u>TOPIC</u>
1. September 10	Prospect Theory and Mental Accounting (Guest Host: Prof. Dilip Soman, Rotman)
2. September 17	Loss Aversion and the Endowment Effect
3. September 24	Attitudes and Persuasion (Guest Host: Prof. William Cunningham, Rotman) !Note change in Time: 2:30pm – 5:30pm!
4. October 1	No Class
5. October 8	Affect and Emotion (Guest Host: Prof. Sam Maglio, Rotman)
6. October 15	Heuristics, Biases, and Normative Models of DM
7. October 22	Perspectives on Academic Careers in Consumer Behaviour
8. October 29	Decision Making I
9. November 3	Regulatory Focus and Fit (Guest Host: Prof. Pankaj Aggarwal, Rotman) !Note change in Day and Time: Monday, 9am – 12 pm!
10. November 12	Decision Making II (Likely Guest: Prof. Ryan Webb, Rotman)
11. November 19	Goals and Mindsets (tentatively Guest Host: Prof. Andrew Mitchell, Rotman)
12. November 26	Fluency / Metacognition (Guest Host: Prof. Angela Y Lee, Kellogg, Northwestern Univ.)
13. December 3	Memory and Embodied Cognition (Guest Host: Prof. Spike Lee, Rotman)

WEEK 1: PROSPECT THEORY AND MENTAL ACCOUNTING

Wednesday, September 10, 2014

Guest Host: Prof. Dilip Soman, Rotman

Review Articles

1. Kahneman, Daniel and Amos Tversky (1979) "Prospect Theory: An Analysis of Decision Under Risk", *Econometrica* 47(2):263-291.
2. Thaler, Richard (H.) (1999) "Mental Accounting Matters", *Journal of Behavioral Decision Making* 12(3):183-206.

Critique Articles

3. Rottenstreich, Yuval and Christopher K. Hsee (2001) "Money, Kisses, and Electric Shocks: On the Affective Psychology of Risk", *Psychological Science* 12(3):185-190.
4. Hsee, Christopher K. and Yuval Rottenstreich (2004) "Music, Pandas, and Muggers: On the Affective Psychology of Value", *Journal of Experimental Psychology: General* 133(1):23-30.
5. Okada, Erica Mina (2001) "Trade-ins, Mental Accounting, and Product Replacement Decisions", *Journal of Consumer Research* 27(4):433-446.
6. Hsee, Christopher K., Fang Yu, Jiao Zhang and Yan Zhang (2003), "Medium Maximization", *Journal of Consumer Research*, 30 (1), 1-14.

WEEK 2: LOSS AVERSION AND THE ENDOWMENT EFFECT
Wednesday, September 17, 2014

Review Articles

1. Tversky, Amos and Daniel Kahneman (1991) “Loss Aversion in Riskless Choice: A Reference-Dependent Model”, *The Quarterly Journal of Economics* 106(4):1039-1061.
2. Kahneman, Daniel, Jack L. Knetsch and Richard H. Thaler (1990) “Experimental Tests of the Endowment Effect and the Coase Theorem”, *Journal of Political Economy* 98(6):1325-1348.

Critique Articles

3. Novemsky, Nathan and Daniel Kahneman (2005) “The Boundaries of Loss Aversion”, *Journal of Marketing Research* 42(2):119-128.
4. Ariely, Dan, Joel Huber, and Klaus Wertenbroch (2005) “When Do Losses Loom Larger Than Gains?” *Journal of Marketing Research*, May 134-138.
5. Carmon, Ziv and Dan Ariely (2000) “Focusing on the Forgone: How Value Can Appear So Different to Buyers and Sellers” *Journal of Consumer Research* 27, 360-370.
6. Park, C. Whan, Sung Youl Jun, and Deborah J. Macinnis (2000) “Choosing What I Want versus Rejecting What I Do Not Want: An Application of Decision Framing to Product Option Choice Decisions” *Journal of Marketing Research* 37 (2), 187-202.

Optional – If interested to learn more:

- VanBoven, Leaf, David Dunning and George Loewenstein (2000) “Egocentric Empathy Gaps Between Owners and Buyers: Misperceptions of the Endowment Effect”, *Journal of Personality and Social Psychology*, 79, 66-76
- Bechara, Antoine, Hanne Demasio, Daniel Tranel and Antonio Damasio (1999) “Deciding Advantageously Before Knowing the Advantageous Strategy” *Science*, 275, 1293-1295.
- Shiv, Baba, George Loewenstein, Antoine Bechara, Hannan Damasio and Antonio R. Damasio (2005), “Investment Behavior and the Negative Side of Emotion,” *Psychological Science*, 16 (6), 435-439.
- Lerner, Jennifer S., Deborah A. Small and George Loewenstein (2004) “Heart Strings and Purse Strings: Carryover Effects of Emotions on Economic Decisions” *Psychological Science*, 15 (5) 337-341.
- Colin Camerer (2005) Three Cheers—Psychological, Theoretical, Empirical—for Loss Aversion. *Journal of Marketing Research*: May 2005, Vol. 42, No. 2, pp. 129-133.

WEEK 3: ATTITUDES AND PERSUASION

Wednesday, September 24, 2014

Guest Host: Prof. William Cunningham, Rotman

Review Articles

1. Eagly, Alice H. and Shelley Chaiken (2005) "Attitude Research in the 21st Century: The Current State of Knowledge", in Dolores Albarracin, Blair T. Johnson and Mark P. Zanna (eds.), *The Handbook of Attitudes*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 743-767.
2. Petty, Richard E. and Duane Wegner (1999) "The Elaboration Likelihood Model: Current Status and Controversies", in Shelley Chaiken and Yaacov Trope (eds.), *Dual Process Theories in Social Psychology*, New York: Guilford Press, pp. 41-72.

Critique Articles

3. Dempsey, Melanie and Andrew Mitchell (2010), "The Influence of Implicit Attitudes on Consumer Choice when Confronted with Conflicting Product Attribute Information," *Journal of Consumer Research*, 37 (4), 614-625.
4. Rydell, Robert J. and Allan R. McConnell (2006), "Understanding Implicit and Explicit Attitude Change: A Systems of Reasoning Analysis," *Journal of Personality and Social Psychology*, 91 (6) 955-1008.
5. Jones, C. R., Kirkland, T., & Cunningham, W. A. (2013). Attitudes, evaluation, and emotion regulation. In J. J. Gross (Ed.), *Handbook of emotion regulation* (2nd ed.). Guilford Press.
6. Cunningham, William A. and Philip David Zelazo (2007), "Attitudes and Evaluations: A Social Cognitive Neuroscience Perspective," *Trends in Cognitive Sciences*, 11 (3) 97-104

WEEK 4: NO CLASS
Wednesday, October 1, 2014

WEEK 5: AFFECT AND EMOTION
Wednesday, October 8, 2014
Guest Host: Prof. Sam Maglio, Rotman

Review Articles

- 1) Cohen, Joel B., Michel Tuan Pham and Eduardo B. Andrade (2008) "The Nature and Role of Affect in Consumer Behavior" in Curtis P. Haugtvedt,, Paul M. Herr, and Frank Kardes (Eds.) *Handbook of Consumer Psychology*, New York, N.Y. Lawrence Erlbaum Associates, pg. 297-348
- 2) Han, Seunghee, Jennifer S. Lerner and Dacher Keltner (2007), "Feelings and Consumer Decision Making: The Appraisal-Tendency Framework," *Journal of Consumer Psychology*, 17 (3), 158-68.

Critique Articles

- 3) Gilbert et al. (1998), "Immune neglect: A source of durability bias in affective forecasting," *Journal of Personality and Social Psychology*, 75, 617-638.
- 4) Maglio & Mikels (under review), "'Implementing intuitive decisions,'" *Journal of Marketing Research*.
- 5) Hong, Jiewen and Angela Lee (2010) "Feeling Mixed But Not Torn: The Modern Role of Construal Level in Mixed Emotions Appeals" *Journal of Consumer Research*, 37 (3), 456-472.
- 6) Raghunathan, Rajagopal and Yaacov Trope (2002) "Walking the Tightrope Between Feeling Good and Being Accurate: Mood as a Resource in Processing Persuasive Messages" *Journal of Personality and Social Psychology*, 83, 510-525.

**WEEK 6: HEURISTICS, BIASES AND NORMATIVE MODELS OF
DECISION MAKING**
Wednesday, October 15, 2014

Critique Articles – choose one

- 1) Tversky, Amos and Daniel Kahneman (1974) “Judgment Under Uncertainty: Heuristics and Biases”, *Science* 185(4157): 1124-1131.
- 2) Kahneman, Daniel and Shane Frederick (2005) “A Model of Heuristic Judgment”, in K.J. Holyoak and R.G. Morrison (eds.), *The Cambridge Handbook of Thinking and Reasoning*, Cambridge, U.K.: Cambridge University Press, pp. 267-293.
- 3) Kahneman, Daniel (2003) “A Perspective on Judgment and Choice: Mapping Bounded Rationality”, *American Psychologist* 58(9): 697-720.
- 4) Steven A. Sloman. Two Systems of Reasoning in [Heuristics and Biases: The Psychology of Intuitive Judgment](#) by [Thomas Gilovich](#), [Dale Griffin](#), Daniel Kahneman, 379-396.
- 5) Gigerenzer, G., & Gaissmaier, W. (2011). [Heuristic decision making](#). *Annual Review of Psychology*, 62, 451–482.

Optional:

- A. Coombs, Clyde H., Robyn M. Dawes and Amos Tversky (1970) *Mathematical Psychology: An Elementary Introduction*. Chapter 5 “Individual Decision Making”, especially pp. 117-129, 149-155.
- B. Kahneman, Daniel (2003) “Experiences of Collaborative Research”, *American Psychologist* 58(9):723-730.
- C. Tversky, Amos and Daniel Kahneman (1983) “Extensional Versus Intuitive Reasoning: The Conjunctive Fallacy in Probability Judgment”, *Psychological Review* 90(4): 293-315.

WEEK 7: PERSPECTIVES ON ACADEMIC CAREERS IN CONSUMER BEHAVIOUR
Wednesday, October 22, 2014

Editorials of most important marketing journals for consumer behaviour research

- 1) Darren Dahl, Eileen Fischer, Gita Johar, and Vicki Morwitz (incoming editors), (2014), *Journal of Consumer Research*, [From the Editors-Elect: Meaningful Consumer Research](#), June 2014.
- 2) Laura Peracchio, Mary Frances Luce, and Ann McGill (outgoing editors), (2014), [Building Bridges for an Interconnected Field of Consumer Research](#) *Journal of Consumer Research / JCR*, April.
- 3) Myer, Robert (2013), *Journal of Marketing Research*, 50 (1), 1-2.
- 4) Michel Tuan Pham (2013), [The seven sins of consumer psychology](#), *Journal of Consumer Psychology*, 23 (4), 411-423,
- 5) Preyas S. Desai (2012), *Marketing Science*, 31 (2), 195-197.

Consumer Behaviour and Related Fields – Please choose one to summarize:

- 6) Camerer, Colin F. and George Loewenstein (2004), “Behavioral Economics: Past, Present, Future,” in Colin F. Camerer, George Loewenstein and Matthew Rabin (eds.), *Advances in Behavioral Economics*, New York: Russell Sage Foundation, pp. 3-51.
- 7) Johnson, Eric J., Michael Tuan Pham and Gita V. Johar (2007), “Consumer Behavior and Marketing,” in E. Tory Higgins and Arie W. Kruglanski (eds.), *Social Psychology: Handbook of Basic Principles*, (2nd ed), New York: Guilford Press, pp. 869-87. Focus on the different topics and make sure that you understand each one.
- 8) Eysenck, Michael W. and Mark T. Keane (2010), *Cognitive Psychology*, 6th ed., Hillsdale, NJ: Lawrence Erlbaum Associates. Chapter 1 “Approaches to Human Cognition” (p.1-23).
- 9) Fiske, Susan T. and Shelley E. Taylor (2007), *Social Cognition: From Brains to Culture*, New York: McGraw Hill. Chapter 1 “Introduction”.

In class, you should be prepared to discuss the following issues concerning academic careers:

Marketing Knowledge

- a) What differences are there in the type of research marketing practitioners and academics conduct?
- b) How does quantitative, managerial, and behavioral research differ in approach?
- c) Who generates marketing knowledge? Who receives it?

Publishing

- a) What are the major journals in marketing?
- b) How are manuscripts evaluated for publication in major journals? How does the review process work?
- c) What criteria must a manuscript satisfy to be published in a major journal?
- d) How do you assess the impact of an article?

Academic Career

- a) What are the differences between careers at research-oriented and teaching-oriented schools??
- b) What are the differences between careers at A-level and B-level schools?
- c) What qualities are required to be a successful academic?
- d) How do you plan for academic success and accomplishing career goals? What is a good research strategy?
- e) How do you balance teaching and research? How important is teaching?
- f) How do you get your first job?

Consumer Behaviour

- a) What are the different research approaches in consumer behaviour?
- b) What are the differences in these approaches?

WEEK 8: DECISION MAKING I
Wednesday, October 29, 2014

Review Articles

- 1) Slovic, Paul (1995) "The Construction of Preference", *American Psychologist* 50(5):364-371.
- 2) Hsee, Christopher K., J. Zhang (2010) "General Evaluability Theory", *Psychological Science* 5(4):343-355.

Critique Articles -- William F. O'Dell Award Papers from *JMR*

- 3) Gal Zauberman, B. Kyu Kim, Selin A. Malkoc, James R. Bettman (2009), Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. Vol. 46, No. 4, pp. 543-556.
- 4) Nina Mazar, On Amir, and Dan Ariely (2008), "[The Dishonesty of Honest People: A Theory of Self-Concept Maintenance](#)" Vol. 46, No. 6.
- 5) Pierre Chandon and Brian Wansink (2007), "[Is Obesity Caused by Calorie Underestimation? A Psychophysical Model of Meal Size Estimation](#)", Vol. 44, No. 1.
- 6) Baba Shiv, Ziv Carmon, and Dan Ariely (2005), "[Placebo Effects of Marketing Actions: Consumers May Get What They Pay For](#)", Vol. 42, No. 4.
- 7) Ravi Dhar and Klaus Wertenbroch (2000), "[Consumer Choice Between Hedonic and Utilitarian Goods](#)", Vol. 37, No. 1.

Optional:

Iyengar, Sheena S. and Mark R. Lepper (2000) "When Choice is Demotivating: Can One Desire Too Much of a Good Thing?" *Journal of Personality and Social Psychology* 79(6): 995-1006.

Pocheptsova, Anastasiya, On Amir, Ravi Dhar and Roy F. Baumeister (2009) "Deciding Without Resources: Resource Depletion and Choice in Context" *Journal of Marketing Research* 46(3): 344-355.

WEEK 9: REGULATORY FOCUS AND FIT

Monday, November 3, 2014, 9am – 12pm (note day and time change)!

Guest Host: Prof. Pankaj Aggarwal, Rotman

Review Articles

- 1) Molden, Daniel C., Angela Y. Lee and E. Tory Higgins (2008), “Motivations for Promotion and Prevention,” in James Y. Shah and Wendi L. Gardner (eds.), *Handbook of Motivation Science*, New York: Guilford Press, pp. 169-87.
- 2) Higgins, E. Tory, Lorraine Chen Idson, Antonio L. Freitas, Scott Spiegel and Daniel C. Molden (2003), “Transfer of Value from Fit,” *Journal of Personality and Social Psychology*, 84 (6), 1140-53.

Critique Articles

- 3) Crowe, Ellen, and E. Tory Higgins (1997), “Regulatory focus and strategic inclinations: Promotion and prevention in decision-making,” *Organizational behavior and human decision processes*, 69, no. 2 (1997): 117-132.
- 4) Lee, Angela Y., Jennifer L. Aaker, and Wendi L. Gardner, (2000), “The pleasures and pains of distinct self-construals: the role of interdependence in regulatory focus,” *Journal of personality and social psychology*, 78, no. 6 (2000): 1122.
- 5) Friedman, Ronald S., and Jens Förster, (2001), “The effects of promotion and prevention cues on creativity,” *Journal of personality and social psychology*, 81, no. 6 (2001): 1001.
- 6) Lee, Angela Y., Punam A. Keller and Brian Sternthal (2010), “Value From Regulatory Construal Fit: The Persuasive Impact of Fit Between Consumer Goals and Message Concreteness,” *Journal of Consumer Research*, 36(5): 735-47.

Pankaj would like each discussant to orally be able to address the following questions for their respective critique papers:

- a) Why was this paper written? In other words, what is the puzzle that this paper is trying to solve?
- b) What do you like about this paper? What aspect was really 'cool'?
- c) What did you not like about this paper? What would you do differently?
- d) 4. Based on this research, what future research idea would you consider pursuing?

WEEK 10: DECISION MAKING II

Wednesday, November 12, 2014

Likely Guest: Prof. Ryan Webb, Rotman

Review Articles

- 1) Camerer, Colin F. and Ernst Fehr (2006) “When Does ‘Economic Man’ Dominate Social Behavior”, *Science* 311: 47-52.
- 2) Hilke Plassmann & Uma R. Karmarkar (in press), “Consumer Neuroscience: Revealing meaningful relationships between brain and consumer behavior”, *Cambridge Handbook of Consumer Psychology* (edited by Michael Norton, Derek Rucker & Cait Lamberton), Cambridge: Cambridge University Press. p. 1-48.

Critique Articles

- 3) Gneezy, U., and A. Rustichini (2000) “A Fine is a Price,” *The Journal of Legal Studies*, 29(1), 1-17.
- 4) JA List, D Lucking-Reiley (2002), The effects of seed money and refunds on charitable giving: Experimental evidence from a university capital campaign, *Journal of Political Economy* 110 (1), 215-233.
- 5) E Fehr, S Gächter (2002), Altruistic punishment in humans, *Nature* 415 (6868), 137-140.
- 6) Iyengar, Sheena S. and Mark R. Lepper (2000) “When Choice is Demotivating: Can One Desire Too Much of a Good Thing?” *Journal of Personality and Social Psychology* 79(6):995-1006.

Optional:

Rabin, Matthew (2002) “A Perspective on Psychology and Economics”, *European Economic Review* 46(4-5):657-685.

WEEK 11: GOALS AND MINDSETS

Wednesday, November 19, 2014

Tentative Guest Host: Prof. Andrew Mitchell, Rotman

Review Articles

- 1) Kopetz, Catalins E, Arie W. Kruglanski, Zachary G. Arens, Jordan Etkin, Heather M. Johnson (2012) "The Dynamics of Consumer Behavior: A Goal Systematic Perspective" *Journal of Consumer Psychology*, 22, 208-223.
- 2) Gollwitzer, Peter M., Heinz Heckhausen and Birgit Steller (1990), "Deliberative and Implemental Mind-Sets: Cognitive Tuning Toward Congruous Thoughts and Information," *Journal of Personality and Social Psychology*, 59 (6), 1119-27.

Critique Articles

- 3) Bargh, John A., Peter M. Gollwitzer, Annette Lee Chai, Kimberley Barndollar and Roman Trotschel (2001), "The Automated Will: Nonconscious Activation and Pursuit of Behavioral Goals," *Journal of Personality and Social Psychology*, 81 (6), 1014-27.
- 4) Xu, Alison Jing and Robert S. Wyer Jr. (2007), "The Effect of Mind-Sets on Consumer Decision Strategies," *Journal of Consumer Research*, 34 (4), 556-66.
- 5) Khan, Uzma and Ravi Dhar (2006), "Licensing Effect in Consumer Choice," *Journal of Marketing Research*, 43: 259-266.
- 6) Wen Wan, Echo and Nidhi Agrawal (2011), "Carry Over Effects of Self-Control in Decision-Making: A Construal Level Perspective," *Journal of Consumer Research*, Vol. 38, June 2011, pp. 199-214.

WEEK 12: Fluency / Metacognition

Wednesday, November 26, 2014

Guest Host: Prof. Angela Y Lee, Kellogg, Northwestern Univ.

In this set of readings, you will learn about several types of fluency and their effects. Please prepare answers to the following questions as you go through the readings:

1. How many different types of fluency are examined/discussed in these papers? How do they differ?
2. What are the antecedents of these different types of fluency?
3. What are the different mechanisms by which fluency influences judgment?

Review Articles

- 1) Jacoby, L.L., C.M. Kelley, & J. Dywan (1989), "Memory Attributions," in H.L. Roediger & F.I.M. Craik (Eds.), *Varieties of Memory and Consciousness: Essays in Honour of Endel Tulving*. Hillsdale: Erlbaum.
- 2) Schwarz, Norbert (2004), "Metacognitive Experiences in Consumer Judgment and Decision Making," *Journal of Consumer Psychology*, 14 (4), 332-48.

Critique Articles

- 3) Lee, Angela Y. and Aparna A. Labroo (2004), "The Effect of Conceptual and Perceptual Fluency on Brand Evaluation," *Journal of Marketing Research*, 41 (2), 151-65.
- 4) Labroo, Aparna A., Ravi Dhar, & Norbert Schwarz (2008), "Of Frog Wines and Frowning Watches: Semantic Priming, Perceptual Fluency, and Brand Evaluation," *Journal of Consumer Research*, 34 (6), 819-31.
- 5) Labroo, Aparna A. and Sara Kim (2009), "The "Instrumentality" Heuristic: Why Metacognitive Difficulty is Desirable during Goal Pursuit," *Psychological Science*, 20 (1), 127-34.
- 6) Topolinski, Sascha and Fritz Strack (2010), "False Fame Prevented: Avoiding Fluency Effects Without Judgmental Correction," *Journal of Personality and Social Psychology*, 98 (5), 721-33.
- 7) Tsai, Claire and Manoj Thomas (2011), "When Does Feeling of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," *Psychological Science*, 22(3), 2011, 348-354.

WEEK 13: MEMORY AND EMBODIED COGNITION

Wednesday, December 3, 2014

Guest Host: Prof. Spike Lee, Rotman

Please prepare answers to the following questions as you go through the readings:

- Intuitively, how do you think thoughts are represented in the human mind? In other words, what's the representational form of mental content? As abstract symbols? Or somehow grounded in the physical brain and body?
- What is the core claim of “embodied cognition”?
- Zhang and Li (2012) pit “embodiment” and “semantic activations” as two different accounts. Does this juxtaposition make conceptual sense to you? If not, why not?
- Based on the few papers this week, what do you hate about embodiment research?

Review Articles

- 1) Wyer, Robert S. (2008), “The Role of Knowledge Accessibility in Cognition and Behavior,” in Curtis P. Haugtvedt, Paul M. Herr and Frank R. Kardes (eds.), *Handbook of Consumer Psychology*, New York, NY: Lawrence Erlbaum Associates, pp. 31-76.
- 2) Landau, M. J., Meier, B. P., & Keefer, L. A.* (2010). A metaphor-enriched social cognition. *Psychological Bulletin*, 136, 1045-1067.

Critique Articles

- 3) Zhong, Chen-Bo and Katie Liljenquist (2006), “Washing Away Your Sins: Threatened Morality and Physical Cleansing,” *Science*, 313, 1451-1452.
- 4) Boroditsky, L. (2000). Metaphoric structuring: understanding time through spatial metaphors. *Cognition*, 75(1), 1–28. doi:10.1016/S0010-0277(99)00073-6
- 5) Zhang, Meng, and Xiuping Li (2012) “From Physical Weight to Psychological Significance: the Contribution of Semantic Activations” *Journal of Consumer Research*, 38, 1063-1075.
- 6) Williams, L. E., & Bargh, J. A. (2008). Experiencing physical warmth promotes interpersonal warmth. *Science*, 322(5901), 606–607. doi:10.1126/science.1162548