

# SOCIETY FOR CONSUMER PSYCHOLOGY

## SUMMER CONFERENCE

Organized by APA Division 23

Honolulu, Hawaii, July 31 – August 4, 2013

### Program Schedule

EVENT, TITLE, and PEOPLE	DAY/TIME	FACILITY/ROOM
<b>Paper Session: Health, Wealth, and Happiness</b>	7/31 Wed 8:00 AM - 8:50 AM	Hilton Hawaiian Village Beach Resort, South Pacific Ballroom II

#### Participant/1stAuthor

Michael I. Norton, PhD, Harvard Business School

*Title: Spreading the Health: Americans' Ideal Distribution of Health(care) and Death*

*Co-Author: Sorapop Piatkongsan, MD, Harvard University*

Robin L. Soster, PhD, University of Arkansas

*Title: Running on Empty: The Influence of Relative Personal Wealth on Consumer Satisfaction*

*Co-Author: William O. Bearden, PhD, University of South Carolina*

*Co-Author: Andrew D. Gershoff, PhD, The University of Texas at Austin*

Rajagopal Raghunathan, PhD, The University of Texas at Austin

*Title: Caged in By Constraints: The Intention-Action Gap in Happiness Maximization*

*Co-Author: Sunaina Chugani, PhD, The University of Texas at Austin*

*Co-Author: Ashesh Mukherjee, PhD, McGill University*

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**Paper Session: Eat, Drink, and Be Healthy:  
Encouraging Healthy Food Consumption**

7/31 Wed  
9:00 AM - 9:50 AM

Hilton Hawaiian  
Village Beach  
Resort  
Nautilus Suite II

#### Participant/1stAuthor

Lara Spiteri Cornish, PhD, Coventry Business School

*Title: Healthy-Eating Campaigns, Self-Efficacy, and Functional Food Consumption*

Blair Kidwell, PhD, The Ohio State University

*Title: What Feels Right? Emotional Processing and Mindful Eating*

*Co-Author: Jonathan Hasford, MBA, University of Kentucky*

*Co-Author: David Hardesty, PhD, University of Kentucky*

Sunghwan Yi, PhD, University of Guelph

*Title: Does the Quality of Motivation Matter for Frequent Consumption of Vegetables?*

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**Conversation Hour:** 7/31 Wed Hilton Hawaiian  
10:00 AM - 10:50 AM Beach Resort  
Nautilus Suite II

**Meet Associate Editors From the *Journal of Consumer Psychology***  
Amna Kirmani, University of Maryland  
Rajagopal Raghunathan, The University of Texas at Austin

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**Paper Session: Through the Looking Glass: Self-Other Differences in Consumer Psychology** 7/31 Wed Convention  
11:00 AM - 11:50 AM Center, Room  
305A

Participant/1stAuthor

Joshua Ackerman, PhD, MIT  
*Title: Who is the "Self" in Self-control? Vicarious Self-control Depletion Increases Observer Compliance*

Amna Kirmani, PhD, University of Maryland  
*Title: Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Brand Dilution*  
*Co-Author: Rosellina Ferraro, PhD, University of Maryland*  
*Co-Author: Ted Matherly, PhD, Oklahoma State University*

Oleg Urminsky, PhD, University of Chicago  
*Title: Understanding "Self" in Self-Control: Connectedness to Future Self and Far-Sightedness*  
*Co-Author: Daniel Bartels, PhD, Columbia University*

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**Paper Session: Charitable Giving and Altruism** 7/31 Wed Convention  
12:00 PM – 12:50 PM Center, Room  
322B

Participant/1stAuthor

Bob Fennis, PhD, University of Groningen  
*Title: A Sense of Wealth or Poverty Can Help or Hurt Charitable Giving*  
*Co-Author: Kathleen D. Vohs, PhD, University of Minnesota*

Michal Strahilevitz, PhD, Golden Gate University  
*Title: The Consumption of Altruism: How Giving to Charity is Both Different from and Similar to Eating Chocolate*

Eric Levy, PhD, Cambridge University  
*Title: The Influence of Incidental Comparisons on Receptiveness to Altruistic Appeals*  
*Co-Author: Ann E. Schlosser, PhD, University of Washington*

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**Paper Session : Emotion and Consumer Decision Making**

8/1 Thu  
8:00 AM - 8:50 AM

Convention  
Center, Room  
307B

Participant/1stAuthor

Morgan Poor, PhD, University of San Diego

*Title: The Downstream Consequences of Incidental Emotions and Preference Inconsistent Information*

*Co-Author: DaHee Han, MS, Indiana University*

*Co-Author: Nidhi Agrawal, PhD, University of Washington*

*Co-Author: Adam Duhachek, PhD, Indiana University*

Ye Li, PhD, University of California Riverside

*Title: Sadder, but Not Wiser: The Myopia of Misery*

*Co-Author: Jennifer S .Lerner, PhD, Harvard University*

*Co-Author: Elke U .Weber, PhD, Columbia University*

Johnny Chen, PhD, University of Southern Maine

*Title: The Moral High Ground: The Role of Moral Emotions in Consumer Boycotts*

*Co-Author: Guang-Xin Xie, PhD, University of Massachusetts Boston*

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**Paper Session: Learning and Brand Experiences**

8/1 Thu  
9:00 AM - 9:50 AM

Convention  
Center, Room  
322A

Participant/1stAuthor

John W. Hutchinson, PhD, Wharton

*Title: Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values*

*Co-Author: Robert Meyer, PhD, Wharton, University of Pennsylvania*

*Co-Author: Lyle Brenner, PhD, University of Florida*

Moty Amar, PhD, Duke University

*Title: Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived and Actual Efficacy*

*Co-Author: Ziv Carmon, PhD, INSEAD*

*Co-Author: Dan Ariely, PhD, Duke University*

Shikha N. Upadhyaya, MBA, University of Wyoming

*Title: Consumer Deviance and Brand Meaning*

*Co-Author: José A. Rosa, PhD, University of Wyoming*

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**Paper Session: Risky Business: Making Decisions about Risk and Money**

8/01 Thu  
10:00 AM - 10:50 AM

Convention  
Center, Room  
326A

Participant/1stAuthor

Rod Duclos, PhD, Hong Kong University of Science and Technology

*Title: Effects of Social Exclusion on Financial Risk-Taking*

*Co-Author: Echo Wen Wan, PhD, University of Hong Kong*

*Co-Author: Yuwei Jiang, PhD, HK Polytechnic University*

Hal E. Hershfield, PhD, New York University

*Title: Dual Payoff Scenario Warnings on Credit Card Statements Elicit Suboptimal Payoff Decisions*

*Co-Author: Neal J. Roese, PhD, Northwestern University*

Mihai Niculescu, PhD, New Mexico State University

*Title: Prospect Theory in Multi-Dimensional Choices*

*Co-Author: David J. Curry, PhD, University of Cincinnati*

*Co-Author: Frank R. Kardes, PhD, University of Cincinnati*

*Co-Author: Jordan J. Louviere, PhD, University of Technology, Sydney*

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**Paper Session: More than Meets the Eye: Eye Tracking and the Effect of Visual Cues on Consumer Behavior**

8/01 Thu  
11:00 AM - 11:50 AM

Hilton Hawaiian  
Village Beach  
Resort, Nautilus  
Suite I

Participant/1stAuthor

Jacob L. Orquin, PhD, Aarhus University

*Title: Advertising Attention Capture and Memory for Brands under Alcohol Intoxication: Eye Tracking Studies*

*Co-Author: Curtis P. Haugtvedt, PhD, The Ohio State University*

*Co-Author: Heine B. Jeppesen, MS, Aarhus University*

*Co-Author: Joachim Scholderer, PhD, Aarhus University*

Xiaoyan Deng, PhD, The Ohio State University

*Title: A "Wide" Variety: The Effects of Horizontal vs. Vertical Assortment Display*

*Co-Author: Barbara Kahn, PhD, Wharton, University of Pennsylvania*

*Co-Author: Rao Unnava, PhD, The Ohio State University*

*Co-Author: Hyojin Lee, MA, The Ohio State University*

Y. Jin Youn, MA, Northwestern University

*Title: Effects of Brand Status and Vertical Display Positions on Brand Value Perception*

*Co-Author: Kiwan Park, PhD, Seoul National University*

*Co-Author: Sukhyun Kim, MA, Seoul National University*

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<b>Paper Session: Made to Stick: Attitude Strength and Change</b>	8/02 Fri 8:00 AM - 8:50 AM	Convention Center, Room 322B
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Participant/1stAuthor

Rao Unnava, PhD, The Ohio State University  
*Title: Attitudinal Ambivalence - Is It Managed by Individuals?*  
*Co-Author: Amitkumar Singh, MBA, The Ohio State University*

Troy Campbell, BA, Duke University  
*Title: The Armor of Unfalsifiability: Understanding Why Change Rarely Occurs and Fanaticism Prevails*  
*Co-Author: Justin Friesen, BA, University of Waterloo*  
*Co-Author: Aaron Kay, PhD, Duke University*

Jason A Gabisch, PhD, University of Akron  
*Title: Impact of Compensation on Information Ownership and Privacy Control: A Qualitative Analysis*  
*Co-Author: George R Milne, PhD, University of Massachusetts*  
*Co-Author: Julianne Cabusas, PhD, John Carroll University*

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<b>Paper Session: Are you Threatening Me? Managing Threats to the Self and Regulating Self Esteem</b>	8/02 Fri 12:00 - 12:50 PM	Convention Center, Room 326A
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Participant/1stAuthor

Amy N. Dalton, PhD, Hong Kong University of Science and Technology  
*Title: Motivated Forgetting of Identity-Linked Promotions following Social Identity Threat*  
*Co-Author: Li Huang, BA, City University of Hong Kong*

Christine Kang, MS, University of Michigan  
*Title: Secrets and Lies: How Consumers Manage the Flow of Ego-threatening Information*  
*Co-Author: Grant Packard, PhD, Wilfrid Laurier University*  
*Co-Author: David B. Wooten, PhD, University of Michigan*

Mario Pandelaere, PhD, Ghent University  
*Title: Indulging the Self: The Impact of Luxury Consumption on Self-Esteem*  
*Co-Author: Liselot Hudders, PhD, Ghent University*

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<b>Social Hour: Reception</b>	8/02 Fri 6:00 PM - 7:50 PM	Hilton Hawaiian Village Beach Resort, Iolani Suites V, VI, and VII
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**Paper Session: Racing for the Finish Line: Consumer Goal Pursuit**

8/03 Sat  
8:00 AM - 8:50 AM

Convention  
Center, Room  
303A

Participant/1stAuthor

Yuchen Hung, BS, University of Newcastle

*Title: The Influence of Goal Publicity on Goal Pursuit*

*Co-Author: Xiuping Li, PhD, National University of Singapore*

*Co-Author: Catherine Yeung, PhD, National University of Singapore*

Hae Joo Kim, PhD, Wilfrid Laurier University

*Title: Seeing Goals in Products: Effects of Goal Visualization on Willingness to Pay*

Leora R Trub, PhD, Pace University

*Title: Caught in the Web: Use of Blogging to Gain Closeness and Distance*

*Co-Author: Tracey R Revenson, PhD, Graduate Center, CUNY*

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**Paper Session: Transformative Consumer Research: Possessions, Reactance, and Green Products**

8/03 Sat  
9:00 AM - 9:50 AM

Convention  
Center, Room  
308A

Participant/1stAuthor

Catherine A. Roster, PhD, University of New Mexico

*Title: When Everything is "Special": An Exploratory Study of Perverse Possession Attachment Styles*

Mitch Murdock, BA, University of South Carolina

*Title: The Role of Political Ideology in Reactions to Warning Labels*

*Co-Author: Caglar Irmak, PhD, University of South Carolina*

*Co-Author: Jim Thrasher, PhD, University of South Carolina*

Andrew D. Gershoff, PhD, The University of Texas at Austin

*Title: What Makes it Green? The Role of Centrality of Green Attributes in Green Product Evaluation*

*Co-Author: Judy K .Frels, PhD, Audencia Nantes*

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**Paper Session: It's a Numbers Game: The Effect of Size and Calories on Food Choice**

8/03 Sat  
10:00 AM - 10:50 AM

Hilton Hawaiian  
Village Beach  
Resort, South  
Pacific Ballroom I

Participant/1stAuthor

My Bui, PhD, Loyola Marymount University

*Title: Eating Socially? Examining the Fixed-Unit Effect on Consumption and Subsequent Healthful Food Choices*

*Co-Author: Brennan Davis, PhD, Baylor University*

*Co-Author: Collin Payne, PhD, New Mexico State University*

Natalina Zlatevska, PhD, Bond University

*Title: The Ambiguity of 'Size' and its Effect on Consumption*

*Co-Author: Chris Dubelaar, PhD, Bond University*

*Co-Author: Stephen Holden, PhD, Bond University*

William R. Carroll, PhD, MS, St. John's University

*Title: The Unintended Consequences of Calorie Information on Menus*

*Co-Author: Beth Vallen, PhD, Fordham University*

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**Paper Session: The Role of Ethnicity and Culture in Consumption**

8/03 Sat  
11:00 AM - 11:50 AM

Convention  
Center, Room  
307A

Participant/1stAuthor

Kristine R. Ehrich, PhD, University of San Diego

*Title: Eating Healthy: The Impact of Racial Priming on Food Choice*

*Co-Author: Aarti Ivanic, PhD, University of San Diego*

Aronte M. Bennett, PhD, Villanova University

*Title: A Two-Fold Examination of the Impact of Marketplace Exclusion*

*Co-Author: Ronald P. Hill, PhD, Villanova University*

Satoshi Akutsu, PhD, Hitotsubashi University

*Title: Cultural Influence on Customer Participation in the Value-creation Process*

*Co-Author: Mayomi Haga, BS, Hitotsubashi University*

*Co-Author: Yoshinori Fujikawa, PhD, Hitotsubashi University*

*Co-Author: Joji Ono, PhD, Hitotsubashi University*

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**Paper Session: The Power of Persuasion: Consumer Response  
to Persuasive Appeals**

8/04 Sun  
8:00 AM - 8:50 AM

Convention  
Center, Room  
302B

Participant/1stAuthor

Dan H. Rice, PhD, Louisiana State University

*Title: The Influence of Perceptual Congruence On Consumer Response to Cause-related Marketing Appeals*

*Co-Author: Andrew Kuo, PhD, Louisiana State University*

Tandy Thomas, PhD, Queen's University

*Title: More than the Self: The Role of Other-Focused Processing in Self-Relevant Advertisements*

*Co-Author: Rebecca K Trump, PhD, Loyola University Maryland*

Thomas W. Cline, PhD, Saint Vincent College

*Title: Ingratiation Works—Most of the Time*

*Co-Author: Jeffrey L .Godwin, PhD, Saint Vincent College*

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*\*All posters will be presented in the same session but are grouped here by theoretical/substantive area.*

### **Sustainability, Healthy Living, and Food Choice**

1. José A Rosa, PhD, University of Wyoming  
*Title: Contentment: An Important Factor for Sustainable Consumption*  
*Co-Author: Shikha N. Upadhyaya, MBA, University of Wyoming*  
*Co-Author: Christopher P. Blocker, PhD, Baylor University*
  
2. Verena Gruber, PhD, WU Vienna  
*Title: Disentangling Consumers' Preference Functions for Sustainable Products*  
*Co-Author: Bodo B Schlegelmilch, PhD, WU Vienna*  
*Co-Author: Elfriede Penz, PhD, WU Vienna*
  
3. Lara J LaCaille, PhD, University of Minnesota Duluth  
*Title: Factors Associated with Healthy, Organic, Local and Sustainable Food Choices*  
*Co-Author: Rick LaCaille, PhD, University of Minnesota Duluth*  
*Co-Author, Jennifer Schultz, PhD, University of Minnesota Duluth*  
*Co-Author: Kim Dauner, PhD, University of Minnesota Duluth*  
*Co-Author: Stephanie Hooker, MS, University of Colorado Denver*  
*Co-Author: Jill Klingner, PhD, University of Minnesota Duluth*
  
4. Yasushi Kyutoku, PhD, Jichi Medical University  
*Title: Discrepancies Between Meal Choice Motives and Consumption, and Satisfaction with Life Regarding Food*  
*Co-Author: Yuko Minami, PhD, Nichirei Foods Inc.*  
*Co-Author: Takeshi Koizumi, MS, Nichirei Foods Inc.*  
*Co-Author: Ippeita Dan, PhD, Jichi Medical University*
  
5. Noha El-Bassiouny, PhD, The German University in Cairo – GUC  
*Title: On the Road toward Sustainable Consumption: Highlights on the Potentials for Character Building and Education*

## **Addictive, Excessive, and Compulsive Consumption**

6. Stacey R Smith, MA, Texas Woman's University  
*Title: Development and Validation of the Problematic Online Gaming Scale (POGS)*  
*Co-Author: Jenelle Fitch, PhD, Texas Woman's University*  
*Co-Author: Sally D Stabb, PhD, Texas Woman's University*  
*Co-Author: Chris Hart, PhD, Texas Woman's University*  
*Co-Author: Trae Asbury, PhD, Texas Woman's University*  
*Co-Author: Jeff Strain, PhD, Texas Woman's University*
7. Prakash Das, BS, University of Calgary  
*Title: Compulsive Consumption and Materialism: An Aesthetic Perspective*
8. Myriam Brouard, MS, HEC Montreal  
*Title: Enjoying Compulsion: An Exploration of the Mainstreaming of Binge Media Consumption Episodes*
9. Sunghwan Yi, PhD, University of Guelph  
*Title: Assessment of Heterogeneity of Compulsive Buyers Based on Affective Antecedents of Buying Lapses*  
*Co-Author: Joowon Jung, PhD, Dongguk University*
10. Ashley E Sessoms, BA, University of California, Santa Barbara  
*Title: Consumer Perceptions of Trauma-Informed Drug Treatment*  
*Co-Author: Megan Donahue, MA, University of California, Santa Barbara*  
*Co-Author: Merith Cosden, PhD, University of California, Santa Barbara*

## **Youth and Families**

11. Yupin Patara, PhD, MS, SASIN, Chulalongkorn University  
*Title: Materialism in Adolescents: Effect of the Media*  
*Co-Author: Issariya Woraphiphat, MBA, SASIN, Chulalongkorn University*
12. Sarah Fischbach, MBA, New Mexico State University  
*Title: Children's Influence on Co-Branding: An Exploratory Study of Marketing and Parenting Styles*  
*Co-Author: Collin Payne, PhD, New Mexico State University*
13. Lara Spiteri Cornish, PhD, Coventry Business School  
*Title: Parents' Understanding, Perception and Responses to Online Advertising Designed for Children*

## **Gambling and Luck**

14. Bin Wang, PhD, School of Physical Education, Central China Normal University  
*Title: The Effect of Satisfaction on the Relationship Between Lottery's Purchase Intention and Amount*  
*Co-Author: Shi Luo, MS, School of Physical of Education and Sport, Central China Normal University*
15. Zhu-Yuan Liang, PhD, Institute of Psychology, Chinese Academy of Sciences  
*Title: Not All Gamblers are Created Equal: Which Game to Play Depends on the Personality Trait*  
*Co-Author: Shu Li, PhD, Institute of Psychology, Chinese Academy of Sciences*  
*Co-Author: Yu Zheng, PhD, School of Management, Jinan University*  
*Co-Author: Gui-Hai Huang, MA, Gaming Teaching and Research Centre, Macau Polytechnic Institute*  
*Co-Author: Yue Sun, PhD, Macau University of Science and Technology*
16. Di Wang, MS, Monash University  
*Title: Embarrassment Effects on Purchase Intent for a Product with a Lucky Attribute*  
*Co-Author: Harmen Oppewal, PhD, Monash University*  
*Co-Author: Dominic Thomas, PhD, Monash University*

## **Culture and Consumption**

17. Satoko Suzuki, PhD, Institution/Company: Kyoto University  
*Title: Differences in East Asian Self-Gifting and Role of Independence within Interdependent Cultures*  
*Co-Author: Kosuke Takemura, PhD, Kyoto University*  
*Co-Author: Takeshi Hamamura, PhD, Chinese University of Hong Kong*
18. Saskia C.M. Franken, MS, University of Aruba  
*Title: Consumer Cultural Characteristics in a Multicultural Retail and Consumer Context*  
*Co-Author: Lisa J. Madden, PhD, University of Aruba*
19. Fred W Van Raaij, DrPH, Tilburg University  
*Title: Macro Psychology: Consumer Confidence and Trust in the Economy*

## **Packaging and Design**

20. Yoichiro Hashida, MA, Senshu University  
*Title: Consideration of Analysis Method for Package Design Using the Saliency Map*  
*Co-Author: Tomofumi Uetake, PhD, Senshu University*
21. Nils Myszkowski, MD, Université Paris Descartes  
*Title: Are Design-Driven Consumer Choices a Matter of Attention to Social Comparison?*  
*Co-Author: Martin Storme, MD, Université Paris Descartes, Paris, France*

22. Aparna Sundar, MS, University of Cincinnati  
*Title: Parody of Package Design*  
*Co-Author: Theodore Noseworthy, PhD, University of Guelph*  
*Co-Author: Peter Chamberlain, MP, University of Cincinnati*

### **Emotions and Non-Verbal Communication**

23. Sidney Su Han, MS, University of Guelph  
*Title: Improving Risk-handling Behavior Using Message Framing: Framing Effect Under Positive Emotion*  
*Co-Author: Sidney Su Han, MS, University of Guelph*  
*Co-Author: Lefa Teng, PhD, University of Guelph*
24. Jean Boisvert, PhD, American University of Sharjah, United Arab Emirates  
*Title: Hedonic and Utilitarian Goal Pursuits Within the Same Product Category: A Consumer Goods Application*
25. Yen-Hung Lo, PhD, Chinese Culture University  
*Title: The Non-Verbal Influence of Queues from a Social Comparison Perspective*  
*Co-Author: Cornelis Bao Leeuwenhoek, MA, Tilburg University*
26. Mathias C. Streicher, MBA, University of Innsbruck  
*Title: Gesture Ma(king)rketing: Action speaks louder than words!*

### **Media Psychology and Big Data**

27. Mandy Ortiz, PhD, Hawaii Pacific University  
*Title: I Wish We All Lived in Mayberry: Devotion, Self Image Congruence, and Parasocial Interaction*
28. Sunil Erevelles, PhD, MA, University of North Carolina at Charlotte  
*Title: Big Data and the Transformation of Consumer Research*  
*Co-Author: Kriti Bordia, MBA, University of North Carolina at Charlotte*

### **Memory, Judgments, and Inference Making**

29. Mihai Niculescu, PhD, New Mexico State University  
*Title: The Effect of Interruptions on On-Line vs. Memory-Based Consumer Judgments*  
*Co-Author: Collin R. Payne, PhD, New Mexico State University*  
*Co-Author: P Cuauhtémoc Luna-Nevarez, MS, New Mexico State University*

30. Stephanie M Carpenter, MS, University of Michigan  
*Title: Value Construction Through Recall of Irrelevant Experience: Lingering Effects of Past Tradeoffs*  
 Co-Author: Brian D. Vickers, MS, University of Michigan  
 Co-Author: J. Frank Yates, PhD, University of Michigan
31. Zongyuan Wang, BS, University of Illinois at Urbana-Champaign  
*Title: When New Interferes with Old: Retroactive Interference of Brand Slogans*  
 Co-Author: Yoojin Song, BA, University of Illinois at Urbana-Champaign  
 Co-Author: Brittany Duff, PhD, University of Illinois at Urbana-Champaign
32. Arjun Chaudhuri, PhD, MA, Fairfield University  
*Title: Understanding the Effect of Hedonic Product Descriptions on Willingness to Try an Innovation*
33. Guang-Xin Xie, PhD, University of Massachusetts Boston  
*Title: Numbers Never Lie (to Whom)? Self-Other Discrepancy in Perceived Materiality of Baseline Omission*

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<b>Paper Session: Scaling it Down: Traits and Individual Differences</b>	8/04 Sun 12:00 – 12:50 PM	Convention Center, Room 308A
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Participant/1stAuthor

Peter A. Voyer, PhD, University of Windsor  
*Title: Measuring the Consumer Propensity to Deviate Personality Trait*

Cathrine V, Jansson-Boyd, PhD, Anglia Ruskin University  
*Title: Factors That Influence Consumers' Need for Touch*  
 Co-Author: Elaine Taylor-Whiffen, MA, Anglia Ruskin University

Elke Cabooter, PhD, IESEG  
*Title: The "I" in Extreme Responding: Self-construal Differences*  
 Co-Author: Mario Pandelaere, PhD, Ghent University  
 Co-Author: Bert Weijters, PhD, Ghent University  
 Co-Author: Kobe Millet, PhD, Vrije Universiteit Amsterdam