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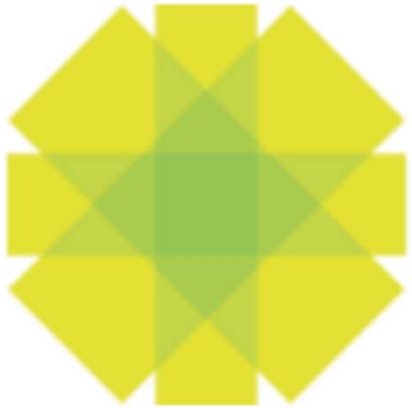
Interdisciplinary/Cross Disciplinary Focus

- Greetings from your colleague Christopher Simmons, now a faculty member at THE Ohio State University
- Amazing set of poster sessions yesterday afternoon….very interesting topics and research techniques. Interesting discussions on measurement/analyses, etc..

Major Academic Organizations in Consumer Research



SCP

SOCIETY FOR
CONSUMER
PSYCHOLOGY

Association for Consumer Research

ACR | Join ACR | Conferences | ACR Grants | ACR Listserv | ACR



Major Journals



Journal of Consumer Psychology

Journal of the Society for Consumer Psychology

The *Journal of Consumer Psychology (JCP)* publishes top-quality research articles that contribute both theoretically and empirically to our understanding of the psychology of consumer behavior. JCP is the...

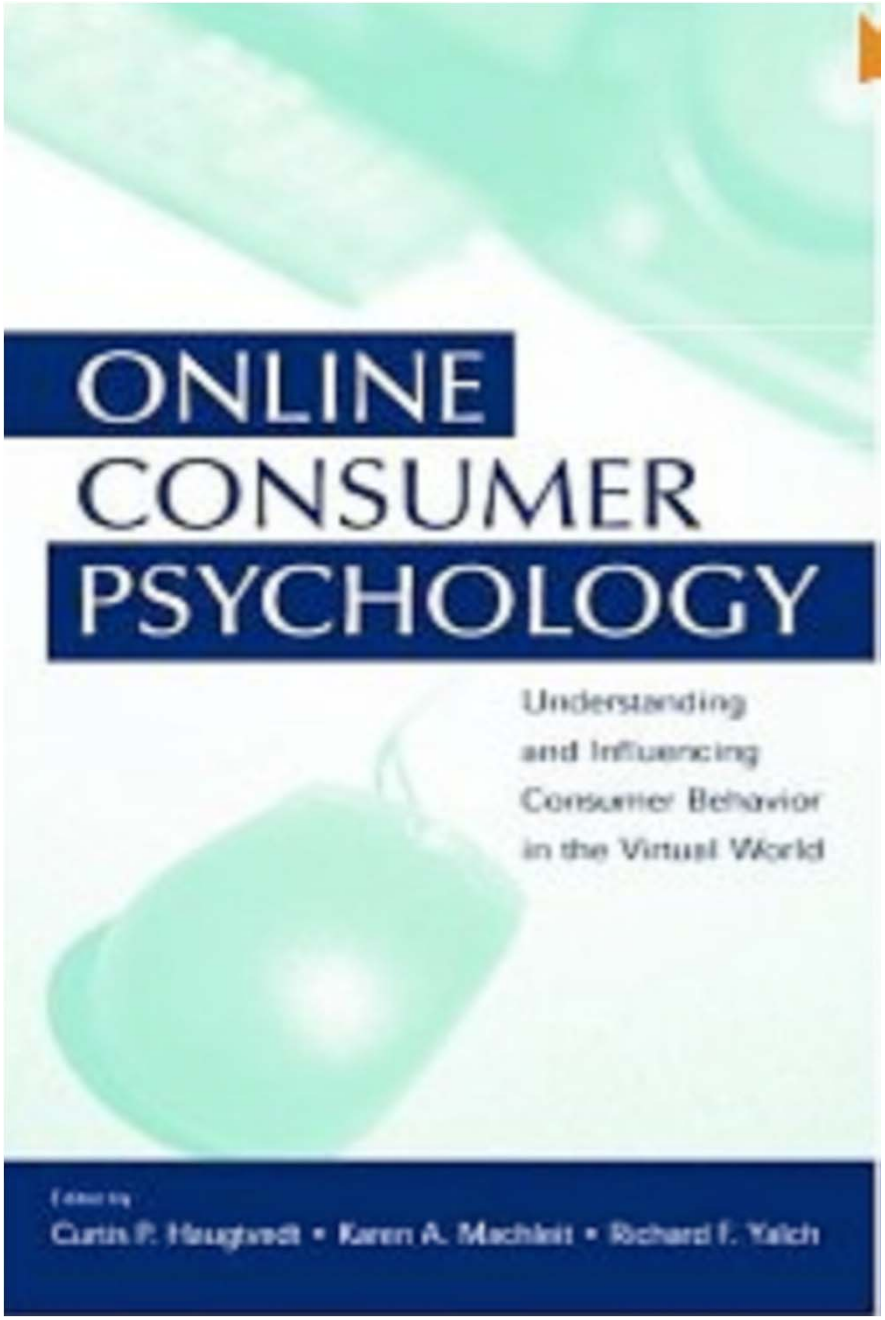

JCR
Journal of Consumer Research

My Own Career

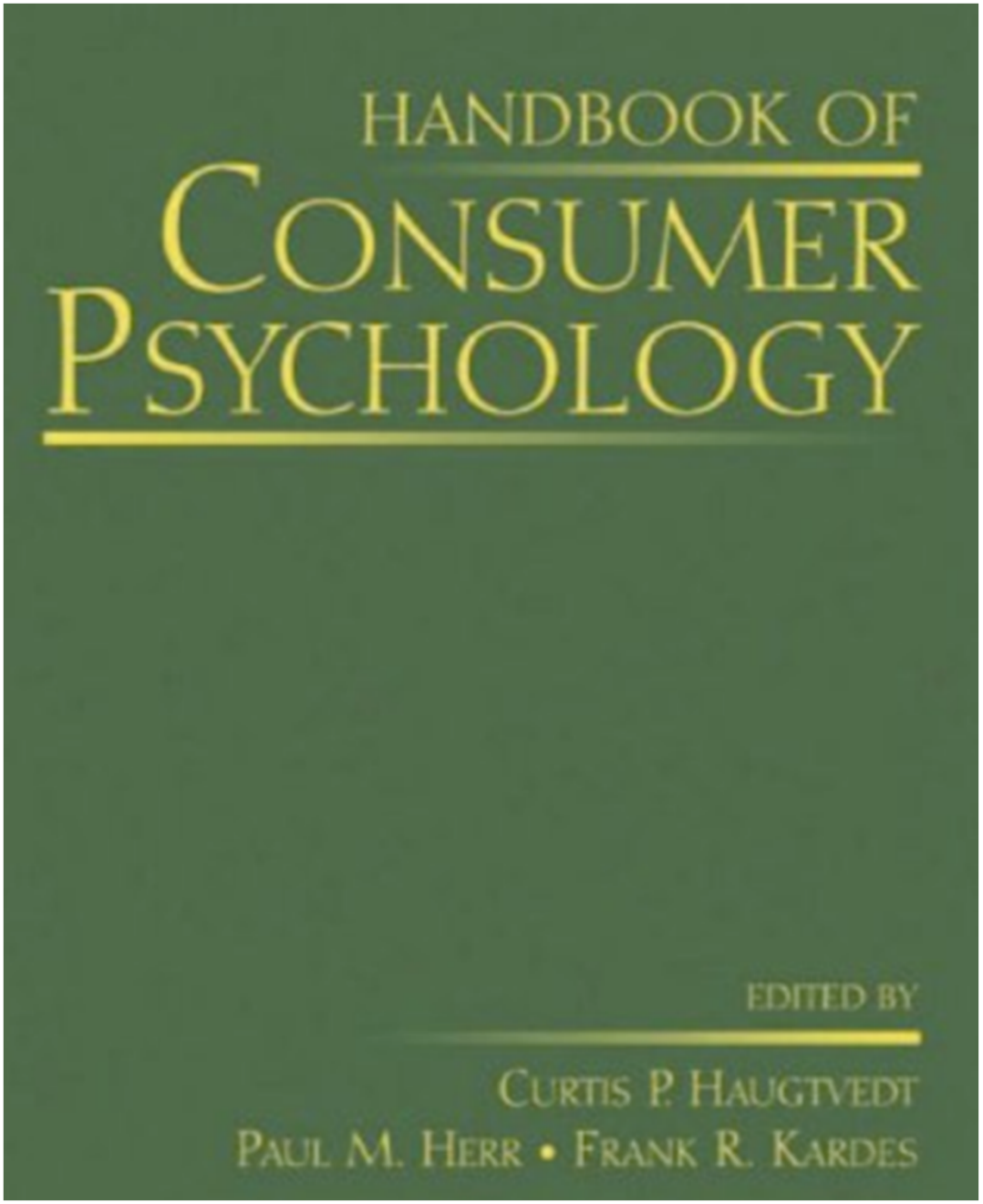
- Initial research on psychological mechanisms of pain control
- Graduate School in Social Psychology at the University of Missouri-Columbia
- Completed all coursework for Ph.D. in Social Psychology as well as Ph.D. work in Marketing

Basic and Applied Research

Bridging Basic and Applied Concerns and Audiencs


ONLINE
CONSUMER
PSYCHOLOGY
Understanding
and Influencing
Consumer Behavior
in the Virtual World
Curtis P. Haugtvedt • Karen A. Machleit • Richard F. Yalch


Diversity in
Advertising
Broadening the Scope of Research Directions


HANDBOOK OF
CONSUMER
PSYCHOLOGY
EDITED BY
CURTIS P. HAUGTVEDT
PAUL M. HERR • FRANK R. KARDES



Psychology Press
Taylor & Francis Group

Marketing & Consumer Psychology Series

Marketing and Consumer Psychology Series

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Persuasive Technology and Design: Enhancing Sustainability and Health



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About Persuasive 2011

The Sixth International Conference on Persuasive Technology will be held at The Ohio State University (Columbus, OH, USA) from June 2-5th, 2011 at the new Ohio Union [map].

Conference theme

> ***Persuasive Technology and Design: Enhancing Sustainability and Health***

The Persuasive Technology Conference Series is for academics, practitioners, and policy makers with an interest in research, theory, technologies, design, and applications related to understanding and predicting persuasion processes and outcomes. Our interest is in how information and communications technologies might be used to help individuals and organizations better understand what people think, feel, and do. We are especially interested in how such technologies have been or are

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Attitude Change/Persuasion

Focus on Attitude Strength (equal extremity but different underlying bases)

Persistence over time

Resistance in the face of attack

Atittude-Behavior Consistency

Individual Differences as tools for theory testing

How Attitudes influence the Senses and How the Senses Influence Attitudes

Not just about the product

- Social and Physical Context
  - Presence or absence of others
  - Physical aspects (holding a warm beverage and you like the person you are interacting with more…..)
  - Body Posture, Facial Expression, Head Nodding, Mimicry, etc….

These are basic and fundamental questions….

- Mind-body relationship …. A two way street…..
- Situational Priming …. Conscious or unconscious processes
- Judgmental Corrections (over correct or undercorrect, bias, etc…)

Understanding WHY has very important implications

- For product testing and ongoing monitoring of the product in the marketplace
- Accurate measurement of constructs we intend to measure…..
- Creation of new products/services
- Development of more appropriate and effective advertising and promotion strategies
- What is missing from our theories…… what is missing from our understanding of UNDERLYING MEDIATIONAL PROCESSES

What do product “failures” tell us about psychological process?


CRYSTAL
PEPSI
DIET CRYSTAL
PEPSI

MRI studies on Wine Price and Preference

We are in the “cataloging phenomena stage”

The explanations are tentative…… still need the grand theoretical frameworks….

Cognition -------- Emotion

When, Where, How, and Why?

Some Examples

Journal of Consumer Psychology, Volume 24, issue 2 (April, 2014), p. 260-270

ISSN: 1057-7408, DOI: 10.1016/j.jcps.2013.09.011
Elsevier Science

[PDF Full Text]

Implicit energy loss: Embodied dryness cues influence vitality and depletion

Shalev, I.

Journal of Consumer Psychology, Volume 24, issue 2 (April, 2014), p. 188-194

ISSN: 1057-7408, DOI: 10.1016/j.jcps.2013.09.001
Elsevier Science

[PDF Full Text]

Satiation from sensory simulation: Evaluating foods decreases enjoyment of similar foods

Larson, J.S.; Redden, J.P.; Elder, R.S.

Journal of Consumer Psychology, Volume 24, issue 2 (April, 2014), p. 169-176

ISSN: 1057-7408, DOI: 10.1016/j.jcps.2013.09.008
Elsevier Science

[PDF Full Text]

Popcorn in the cinema: Oral interference sabotages advertising effects

Topolinski, S.; Lindner, S.; Freudenberg, A.

Suggestions for Future Research/Cross Fertilization

- Consider additional dimensions of attitudes
- Strength
  - Various direct and indirect measures
    - Accessibility
    - Confidence/Certainty
    - Persistence
    - Resistance

Include Theoretically Relevant Unidimensional Individual Difference Measures to use as tools

Need for Cognition

- Need for Cognition (Cacioppo and Petty, 1982 Haugtvedt, Petty, and Cacioppo, 1992; Haugtvedt and Petty, 1992)
  - Assesses individual differences in motivation to think
  - Attitudes formed by High Need for Cognition Individuals are stronger
  - Use 18 item scale (Cacioppo, Petty, and Kao, 1984)

Need to Evaluate

- Jarvis and Petty, 1996
- 16 item scale
- Individual differences in spontaneous evaluation of stimuli

Look at evaluations over time

In sum, let’s learn from each other!