This course aims to develop your knowledge and research skills by considering a number of different perspectives and focusing them on consumer behavior and decision making. We start with readings on selected topics each week and enrich our understanding through experiential exercises, thought experiments and research proposals. This comprehensive approach reflects a mapping of research which might best be considered as locating points in researcher consciousness, whether or not you follow up in any particular domain mentioned here. It thus is designed to help you think out of the box, whether you want to take a huge leap of the imagination or more generally extend the work of some relevant topic you are interested in.

It is impossible to read or even consider all important papers or topics. I have made a subjective selection based on what I see at the moment. There is some flexibility and if any of you have any thoughts about some topic to consider let me know.

Learning Objectives

1. Students should be able as a result of this course to theorize about, design and run studies applying BDT.

2. All students whether they directly focus on BDT in their own research programs or not should be able to apply the theoretical and experimental design insights from this field to their own investigations of consumer behavior and other related disciplines. In that respect, they will come away with a deeper appreciation of decision making in terms of such central aspects as (1) conscious versus non-conscious effects, (2) intuitive versus counterintuitive findings and (3) how various BDT theories such as Prospect Theory and others are continually evolving, contesting and challenging more conventional economic and consumer research perspectives.

3. All students should be able to engage with decision making as a process which permeates and informs virtually all human activity with practical implications for business disciplines, as well as for broader social and public policy spheres.

Course Requirements

Class Participation including written assignments (30%)

Smaller Research-Idea Proposals and presentations (30%)

Main Research Proposal including presentation (40%)

Register with and follow Human Subjects Research
Protection protocols

https://www.baruch.cuny.edu/hrpp/

Get a Qualtrics account

**Introduction – Overview and Perspectives (8.31)**


*Why we make bad decisions*  


*http://www.ted.com/talks/lang/eng/gary_wolf_the_quantified_self.html*  
(Non)Consciousness (9.14)


Gerd Gigerenzer and Wolfgang Gaissmaier (2011), *Heuristic Decision Making*  


*http://www.ted.com/talks/lang/eng/gary_wolf_the_quantified_self.html*

https://www.youtube.com/watch?v=LMrzdK_YnYY (Damasio)

Expanding (Non)Consciousness (9.21) plus first short idea paper


. https://www.youtube.com/watch?v=5TeWvf-nfpA mindfulness panel

Implicit Association Test IAT https://implicit.harvard.edu/implicit/ Do both demonstration and participate in research.


Expanding (Non)Consciousness: Metacognition and Implicit-Explicit Theory (10.05)

**Decision Quicksand: How Trivial Choices Suck Us In**
Aner Sela, Jonah Berger

*The Meaning of Distraction: How Metacognitive Inferences from Distraction during Multitasking Affect Brand Evaluations*
Daniel M Zane, Robert W Smith, Rebecca Walker Reczek

Jaehwan Kwon, Dhananjay Nayakankuppam Strength without Elaboration: The Role of Implicit Self-Theories in Forming and Accessing Attitudes

Decision Making and Mindfulness (10.12) plus second short idea paper


Head versus Heart: The Effect of Objective versus Feelings-Based Mental Imagery on New Product Creativity
Kelly B Herd, Ravi Mehta
*Journal of Consumer Research*, Volume 46, Issue 1, June 2019, Pages 36–52,
https://doi.org/10.1093/jcr/ucy058


http://www.ted.com/talks/william_li.html

**Work on third short idea paper (10.19)**

**Work on third short idea paper and read Decision Processes (10.26)**


*Journal of Consumer Research*, Volume 46, Issue 2, August 2019, Pages 371–387,
https://doi.org/10.1093/jcr/ucy078

**Presentations of third Short Idea paper plus readings on Prospect Theory and Loss Aversion (11.02)**


**Mental Accounting (11.09)**


**Biases (11.16) plus 4th Short idea paper**


*Probable Cause: The Influence of Prior Probabilities on Forecasts and Perceptions of Magnitude*

Daniella Kupor, Kristin Laurin

Published: 7 June 2019


https://doi.org/10.1093/jcr/ucy052

Affect and Decision Making (11.23) plus Work on Main paper study


Other Psychological Processes Related to Decision Making and Consumer Psychology (11.23) plus Work on Main paper study – collect data in the next couple of weeks


Self, Social and Cultural Processes (11.30)


Work on data analysis for Final paper (12.07)

(12.14) Final Idea Presentations

Appendix: Additional Readings


Additional Readings


Smith, Eliot R.; Miller, Frederick D.; Estes, William K.

White, Peter; Estes, William K. (editor)


Why we make bad decisions


http://www.ted.com/talks/lang/eng/gary_wolf_the_quantified_self.html

(Non)Consciousness (9.14)


Additional Readings


http://www.sciencemag.org.remote.baruch.cuny.edu/content/311/5763/1005.full.pdf?sid=91df283f-d6aa-458b-9a0a-828e6c42e2


https://www.youtube.com/watch?v=LMrzdk_YnYY (Damasio)

**Expanding (Non)Consciousness (9.21) plus first short idea paper**


Nummenmaa, Lauri, Enrico Glerean, Riitta Hari, and Jari K. Hietanen (2013), Bodily Maps of Emotions, PNAS.

https://www.youtube.com/watch?v=5TeWvf-nfpA mindfulness panel

Implicit Association Test IAT https://implicit.harvard.edu/implicit/ Do both demonstration and participate in research.


*Additional Readings*


Gould, Stephen J. "The self-manipulation of my pervasive, perceived vital energy through


Sensory marketing, embodiment, and grounded cognition: A review and introduction
A Krishna, N Schwarz - *Journal of Consumer Psychology*, 2013


Expanding (Non)Consciousness: Metacognition and Implicit-Explicit Theory (10.05)

**Decision Quicksand: How Trivial Choices Suck Us In**
Aner Sela, Jonah Berger
*Journal of Consumer Research*, Volume 39, Issue 2, 1 August 2012, Pages 360–370,
https://doi.org/10.1086/662997

**The Meaning of Distraction: How Metacognitive Inferences from Distraction during Multitasking Affect Brand Evaluations**
Daniel M Zane, Robert W Smith, Rebecca Walker Reczek
Additional Research Papers

Chris Janiszewski, Aparna A. Labroo, Derek D. Rucker A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research


**Decision Making and Mindfulness (10.12) plus second short idea paper**


**Head versus Heart: The Effect of Objective versus Feelings-Based Mental Imagery on New Product Creativity**

Kelly B Herd, Ravi Mehta


**Additional Readings**


Norbert Schwarz (2014), *Which mission? Thoughts about the past and future of BDT*, *Journal of Marketing Behavior*

Itamar Simonson (2014), *The BDT Effect and Future: A Reply to John Lynch and Norbert Schwarz*, *Journal of Marketing Behavior*

**Work on third short idea paper (10.19)**

**Work on third short idea paper and read Decision Processes (10.26)**


**Additional Readings**


**Presentations of third Short Idea paper plus readings on Prospect Theory and Loss Aversion (11.02)**

Tversky, Amos; Kahneman, Daniel (1992), “Advances in Prospect Theory: Cumulative


**Mental Accounting (11.09)**


Thaler, Richard H and Johnson, Eric J (1990), Gambling with the House Money and Trying to Break Even, Management Science, 36 (6), 643-660.


**Additional Readings**


**Biases (11.16) plus 4th Short idea paper**


**Additional Readings**


A Scale Distortion Theory of Anchoring
Frederick, Shane W. ; Mochon, Daniel


**Affect and Decision Making (11.23) plus Work on Main paper study**


**Additional Readings**


**Other Psychological Processes Related to Decision Making and Consumer Psychology (11.23) plus Work on Main paper study – collect data in the next couple of weeks**


Novemsky, Nathan, Ravi Dhar, Norbert Schwarz, and Itamar Simonson. "Preference fluency in


*Additional Readings*


http://www.ted.com/talks/thomas_goetz_it_s_time_to_redesign_medical_data

http://www.ted.com/talks/lang/eng/dean_ornish_on_healing.html

http://www.ted.com/talks/sandra_aamodt_why_dieting_doesn_t_usually_work

*Self, Social and Cultural Processes (11.30)*


**Additional Readings**


