



Interdisciplinary Science of Consumption 2015 3rd Biennial Meeting: The Evolution Edition April 17-18, University of Michigan, Ann Arbor, MI

At a Glance:

Friday April 17th, 2015

Public Lecture by Mihaly Csikszentmihalyi (free to the public, 4448 East Hall)

- 5:00-5:30 PM Refreshments, Welcome, Introductions: Stephanie Preston
5:30-6:30 PM Plenary Lecture: Mihaly Csikszentmihalyi (Claremont Graduate U);
Curiosity and enjoyment as moderating factors in socio-cultural evolution
7:00 PM Speaker Dinner at Glass House Café in Palmer Commons

Saturday April 18th, 2015

Full Day Meeting (registered participants only, 4448 East Hall)

- 8:00-8:30 AM Continental breakfast
8:30-8:45 AM Welcome, Overview
8:45-9:30 AM Jeffry Simpson (Minnesota); *The effect of early life experiences on risk-taking and impulse control in adulthood*
9:30-9:45 AM Student Data Blitz: Weiwen Leung
10:00-10:45 AM Kristina Durante (UT San Antonio); *Mating, parenting, and consumer choice: An evolutionary approach to consumer research*
10:45-11:00 AM Student Data Blitz: Precious Smith
11:00-11:15 AM Coffee Break
11:15-12:00 PM Lucia Jacobs (UC Berkeley); *How olfaction and cognition shaped the evolution of the vertebrate brain*
12:00-12:15 PM Student Data Blitz: Erica Schulte
12:15-12:35 PM Morning Discussion
12:35-1:35 PM Lunch Break—3RD Floor Atrium in East Hall
1:40-2:25 PM Martin Daly (Missouri); *Economic inequality and lethal violence*
2:25-2:40 PM Student Data Blitz: Daniel Porter
2:40-3:25 PM Daniel Kruger (UM, School of Public Health); *Consumption is sexy: Consumer behavior understood through evolutionary life history theory*
3:25-3:40 PM Coffee Break
3:45-4:30 PM Joshua Ackerman (UM, Psychology); *How the threat of infectious disease influences consumption*
4:30-5:00 PM Afternoon Discussion
5:00-5:10 PM Student Prize
5:30- Celebratory Consumption at [Pizza House](#)

FULL SCHEDULE WITH ABSTRACTS

Friday April 17th, 2015

**Public Evening Lecture by Mihaly Csikszentmihalyi,
Bestselling Author of “Flow”**

(4448 East Hall, no registration required)

5:00-5:30 PM Welcome, Introductions: Stephanie Preston

5:30-6:30 PM Plenary Lecture: *Curiosity and enjoyment as moderating factors in socio-cultural evolution.*

Abstract: Reflecting on over half a century of research on creativity and flow, Professor Csikszentmihalyi is going to explore the role of these human experiences in selecting the evolution of memes; and consider the necessity of taking on the responsibility for future evolutionary developments.

7:00 PM Speaker dinner at the Glass House Café in Palmer Commons
(invitation only) 100 Washtenaw Avenue, Plaza Level (3rd Floor),
<http://glasshousecafe.net/contact-us/>



Saturday April 18th, 2015

Full Day Meeting (for registered participants, in 4448 East Hall)

8:00-8:30 AM Continental breakfast

8:30-8:45 AM Welcome, Overview

8:45-9:30 AM Faculty Lecture

Jeffrey A. Simpson (Minnesota)

The effect of early life experiences on risk-taking and impulse control in adulthood

Abstract: Guided by principles of life history theory, we propose that people's reactions to resource scarcity should depend on the difficulty of their early-life environment. In the three experiments, we investigated how people who reported having more versus less stressful early childhood environments responded to resource scarcity as adults. We found that people who reported growing up in lower-SES environments were more impulsive, took greater risks, and approached temptations more quickly. Conversely, those who reported growing up in higher-SES environments were less impulsive, took fewer risks, and approached temptations more slowly. In analyses of a longitudinal sample (the Minnesota Longitudinal Study of Risk and Adaptation), we found that the amount of unpredictable stress to which individuals were actually exposed early in childhood predict their general tendency to have more difficulties with impulse control in adulthood. The implications of these findings will be discussed.

9:30-9:45 AM Student Data Blitz

Weiwen Leung (University of Minnesota)

Abstract: The visual and auditory systems efficiently code stimuli: for example, our ability to discriminate between low levels of luminance is better than usual after spending some time in a dark room. However, whether our brain efficiently codes consumption-related stimuli is unknown. If it does, then the more frequently situations occur (or the higher the stakes involved), the more likely it is that people can choose the best option among alternatives. Conversely, in rare, low stakes situations, people's ability to choose the best option should be relatively low. The experiment proposed therefore tests implications of the efficient coding hypothesis in the economic domain, such as

the above. In the experiment, subjects undergo a hundred trials, choosing between pairs of monetary gambles on each trial. Constant relative risk aversion will be used to model preferences and a logistic function to model discriminability (which can be viewed as the probability of picking the option that gives the highest utility), and parameters estimated by maximum likelihood. Moreover, participants will be exposed to different kinds of gambles across trials, in order to elucidate factors that affect discriminability. For example, some subjects will be exposed to low payoff gambles to allow them to adapt to a low payoff environment. Subsequently, there will be a “shock” as gamble payoffs suddenly increase. If discriminability decreases after the shock, and if average discriminability is lower compared to a control group that was only exposed to a high payoff environment, this would be evidence in favor of the efficient economic coding hypothesis.

10:00-10:45 AM Faculty Lecture

Kristina Durante (UT San Antonio)

Mating, Parenting, and Consumer Choice: An Evolutionary Approach to Consumer Research

Abstract: Drawing on an evolutionary theoretical perspective to generate predictions about consumer behavior provides several benefits, such as unlocking hypotheses about behavior that might have never been generated under any other lens. My talk will focus on key findings from two research programs that draw on theories of selection to examine how the fundamental motivations of mating and parenting influence consumer decision-making. I will first discuss several findings that highlight how the mating motives that underlie female fertility can influence women’s consumer choices—from clothing and jewelry to candy bars and political candidates. Next, I will discuss emerging research examining how parents make spending decisions on behalf of their children. This research program draws on evolutionary biological principles to understand how economic conditions can lead parents to bias spending on daughters relative to sons. Together, these findings underscore the power of combining evolutionary science with marketing science to uncover novel insights into consumer decision-making, opening an exciting new frontier for consumer research.

10:45-11:00 AM Student Data Blitz

Precious Smith (University of Michigan)

Abstract: Parents make daily decisions about their children’s possessions. For example, they must mediate the constant barrage of requests for desired items, decide whether to purchase meals that come with toys, and figure out how to winnow or shift the collection as children age and items accumulate. Given the

significant amount of money spent purchasing toys, the amount of space they occupy in the home, their contribution to cleaning and clutter, and the negative impacts overconsumption can have on the environment, we should investigate the actual utility and emotional impact of toy collections on families. This will help better align children's actual needs and desires with the size of their collections to better serve the quality of life of families and the impact on the environment. We measured the types and amounts of toys that parents keep in the home and some self-reported feelings and beliefs about the extent to which the toys are used, preferred, and contribute to the family dynamic. Parents had both positive and negative feelings about toys, but the most common response was to feel "overwhelmed" by them. Most people had toys in every room of the house and not because they wanted them there ideally. Parents with positive toy beliefs hoarded less than parents with negative toy beliefs. Parents with negative toy beliefs also had larger than ideal toy collections.

11:00-11:15 AM Coffee Break

11:15-12:00 PM Faculty Lecture

Lucia Jacobs (UC Berkeley)

How olfaction and cognition shaped the evolution of the brain

Abstract: I have proposed that two components of the olfactory limbic system - the main olfactory system and the hippocampus - function as an integrated navigational device, mapping space in relation to environmental odors, and that such olfactory navigation is key to understanding how the vertebrate brain evolved. Here I will present a new idea about the origin and function of the second major olfactory system in vertebrates, the vomeronasal system. I describe a new hypothesis to explain its origin and function, suggesting how and why it evolved to complement the navigational function of main olfactory system and how these two systems create meaningful representations of the world in space and time.

12:00-12:15 PM Student Data Blitz

Erica Schulte (University of Michigan)

As obesity rates continue to rise, it has been proposed that some people may experience an addictive-like response to certain foods. Previous studies have observed that individuals who endorse symptoms of "food addiction" share behavioral and biological features with substance-dependent populations. In addition to individual characteristics, an addiction perspective posits that certain foods must contribute to the problematic eating behavior. This talk will discuss potential similarities between highly processed foods and addictive

substances and review the first studies to examine which foods and food attributes may be associated with addictive-like eating behavior in humans.

12:15-12:35 **Morning Discussion**

12:35-1:35 PM **Lunch Break**

1:40-2:25 PM **Faculty Lecture**

Martin Daly (McMaster/Missouri)

Economic inequality and lethal violence

Abstract: The degree to which outcomes are inequitable dictates the degree to which escalated tactics of competition are warranted. This proposition provides a compelling theoretical explanation for the fact that income inequality is the best predictor of the variability in homicide rates in cross-sectional analyses at various spatial scales. It also sits well with what we know about the demography of homicide, and about the most common lethal interpersonal conflict typologies. Nevertheless, the indictment of inequality as a cause of violence has been fiercely and tirelessly opposed. In this talk, I will debunk the principal arguments offered by inequality's apologists.

2:25-2:40 PM **Student Data Blitz**

Daniel Porter (University of Michigan)

Abstract: Many studies have examined the factors that lead to helping others, yet comparatively few have investigated what causes people to reject offers of help. Prior research has shown that not consuming these resources, and therefore avoiding any costs associated with taking them, can be adaptive. However, this focus on selfish concerns does not address humans' capacity to be prosocial, and at times people may reject help to avoid imposing costs on their benefactor, what we call "altruistic rejection." By avoiding imposing costs on related, more fecund individuals, this behavior would be adaptive similar to Hamilton's Rule. On the basis of spontaneous descriptions of rejection behavior, reactions to hypothetical scenarios in two studies ($n = 173$ & 578), and responses to real offers of help in a laboratory experiment ($n = 150$), we concluded that altruistic rejection exists. Individuals varied in the extent to which this motivation drives their rejection of help. People were more likely to reject aid in hypothetical situations when it was costly to the helper and they felt close to them—conditions that strengthen the interpretation that these rejections are prosocial. Perspective taking instructions allowed people to reject costly aid even when they did not feel close to the helper, again, mimicking prosocial motivations. Altruism appears to influence not only when we decide to give help, but also from whom we accept help.

2:40-3:25 PM **Faculty Lecture**

Daniel Kruger (UM, School of Public Health)

Consumption is sexy: Consumer behavior understood through evolutionary life history theory

Abstract: The combined insights of Darwin and Veblen create a powerful framework for understanding consumer behavior. Life history theory contributes considerable additional value in predicting and explaining individual differences in consumer behavior and material display. This talk incorporates several studies with complementary research questions and methodologies examining how our evolved psychology relates to behavior in our modern material world. Displays of wealth are an important aspect of mating effort, especially for men, and investment in such conspicuous displays varies according to life history. We also illustrate how and why women and men differ in the process of shopping due to psychological adaptations based on the attributes of sexually dimorphic ancestral foraging strategies.

3:25-3:40 PM **Coffee Break**

3:45-4:30 PM **Faculty Lecture**

Joshua Ackerman (UM, Psychology)

How the threat of infectious disease influences consumption

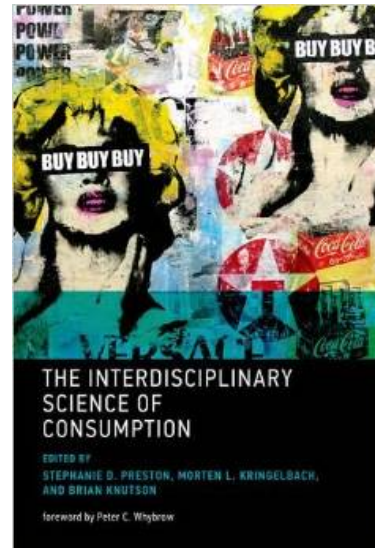
Abstract: Infectious disease is an ever-present threat in daily life. Recent literature has indicated that people engage a series of psychological defense mechanisms as a means of preventing infection—a behavioral immune system—in response to cues that heuristically indicate pathogen exposure. Here, I give an overview of this pathogen defense system and present findings from a variety of projects suggesting that this system affects a wide range of mental processes and consumption-relevant behaviors. Specifically, I consider how pathogen sensitivities affect food choice, consumer product evaluations, as well as perceptions and decisions relating to self-image. I also present several means by which we can intervene against those automatic psychological reactions to infectious disease that produce undesirable outcomes.

4:30-5:00 PM **Afternoon Discussion**

5:00-5:10 PM **Student Prize**

5:30- **Celebratory Consumption @ [Pizza House](#), 618 Church Street, Ann Arbor, Mich. 48104**

Buy The Book! Our first two meetings culminated in the publication of a new volume with the MIT Press edited by Stephanie Preston, Morten Kringelbach, and Brian Knutson. <http://amzn.com/0262027674>.



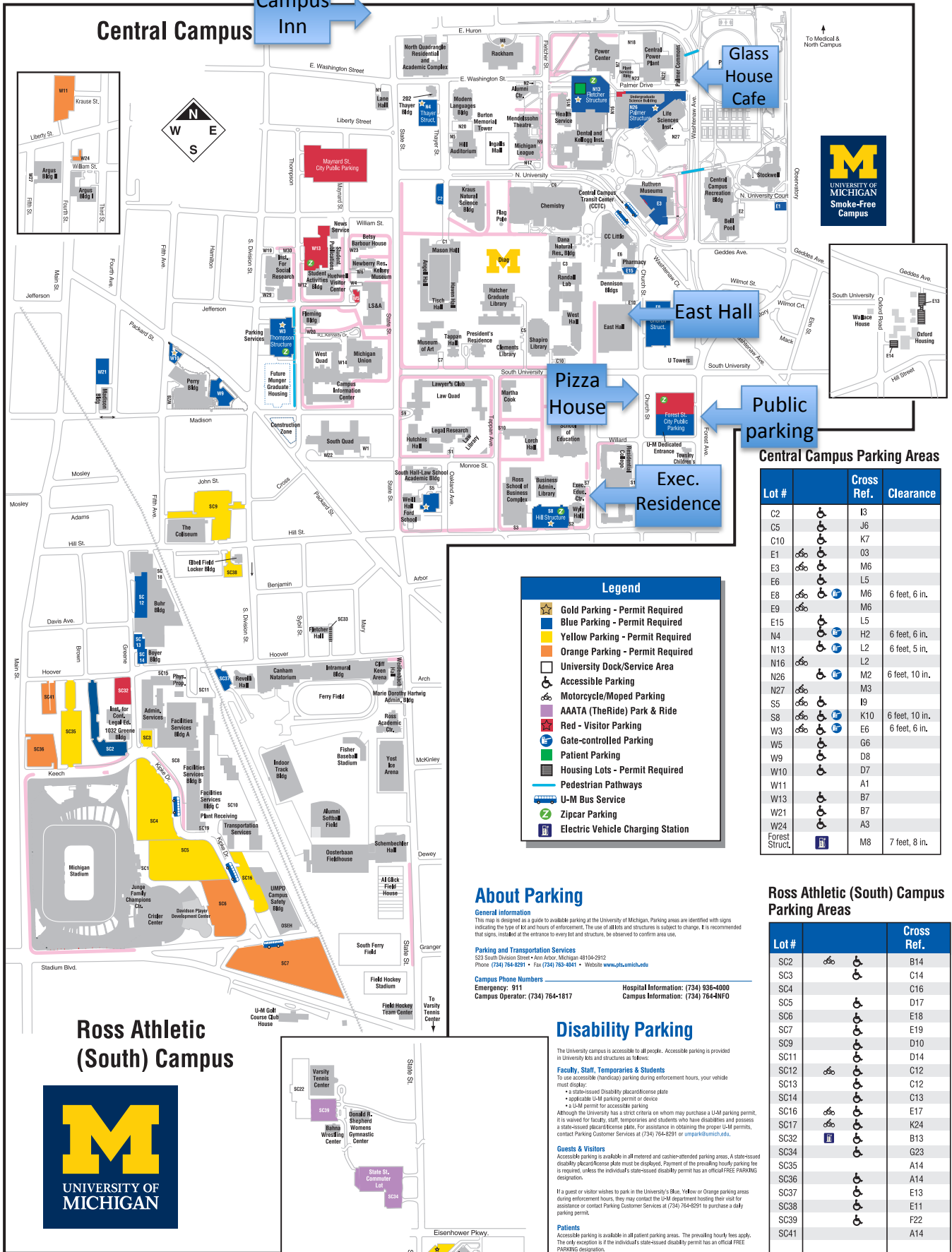
Consortium Goals: We aim to improve the scientific understanding of human consumption through a thoughtful integration of relevant research across fields and levels of analysis, including economics, marketing, neuroscience, judgment and decision making, social psychology, and sustainability science.

Location: The Interdisciplinary Science of Consumption Meeting will be held in 4448 East Hall, in the Department of Psychology (530 Church St., Ann Arbor, MI 48109) on the central campus of the University of Michigan. Directions can be found on our website or Googlemaps. A Campus map with conference locations is provided below.

Parking: Visitors driving to the conference are suggested to park in the S. Forest Public Parking Structure, one block south and east of the department. The structure is accessed from S. Forest Street, just below the intersection with South University, between S. University and Willard Street. See map of all city parking structures (S. Forest is P6) [here](#).

A downtown parking map is available on the Ann Arbor Conventions and Visitors Bureau website: <http://www.visitannarbor.org/>

Public parking is not available in University of Michigan staff parking structures (except Sundays). Note that public safety officials and parking officials are diligent in issuing tickets to improperly parked vehicles, and retrieving a car that is towed can cost several hundred dollars.



Central Campus Parking Areas

Lot #	Cross Ref.	Clearance
C2	⚠️	I3
C5	♿️	J6
C10	♿️	K7
E1	♿️	O3
E3	♿️	M6
E6	♿️	L5
E8	♿️	M6
E9	♿️	M6
E15	♿️	L5
N4	♿️	H2
N13	♿️	L2
N16	♿️	L2
N26	♿️	M2
N27	♿️	M3
S5	♿️	I9
S8	♿️	K10
S8	♿️	E6
W3	♿️	G6
W9	♿️	D8
W10	♿️	D7
W11	♿️	A1
W13	♿️	B7
W21	♿️	B7
W24	♿️	A3
Forest Struct.	♿️	M8
		7 feet, 8 in.

Ross Athletic (South) Campus Parking Areas

Lot #	Cross Ref.
SC2	♿️
SC3	♿️
SC4	♿️
SC5	♿️
SC6	♿️
SC7	♿️
SC9	♿️
SC11	♿️
SC12	♿️
SC13	♿️
SC14	♿️
SC16	♿️
SC17	♿️
SC32	♿️
SC34	♿️
SC35	♿️
SC36	♿️
SC37	♿️
SC38	♿️
SC39	♿️
SC41	♿️

About Parking
General information
 This map is designed as a guide to available parking at the University of Michigan. Parking areas are identified with signs indicating the type of lot and hours of enforcement. The use of all lots and structures is subject to change. It is recommended that signs, installed at the entrance to every lot and structure, be observed to confirm an area.

Parking and Transportation Services
 323 South Division Street • Ann Arbor, Michigan 48106-2912
 Phone: (734) 764-8291 • Fax: (734) 763-0411 • Website: www.parking.umich.edu

Campus Phone Numbers
 Emergency: 911
 Campus Operator: (734) 764-1817
 Hospital Information: (734) 936-4000
 Campus Information: (734) 764-4NFO

Disability Parking
 The University campus is accessible to all people. Accessible parking is provided in University lots and structures as follows:
Faculty, Staff, Temporaries & Students
 To use accessible (handicap) parking during enforcement hours, your vehicle must display:
 • a state-issued Disability placard/license plate
 • applicable U-M parking permit or device
 • a U-M permit for accessible parking
 Although the University has a strict criteria on whom may purchase a U-M parking permit, it is waived for faculty, staff, temporaries and students who have disabilities and possess a state-issued placard/license plate. For assistance in obtaining the proper U-M permits, contact Parking Customer Services at (734) 764-8291 or campus@umich.edu.

Guests & Visitors
 Accessible parking is available in all metered and cashier-attended parking areas. A state-issued disability placard/license plate must be displayed. Payment of the prevailing hourly parking fee is required, unless the individual's state-issued disability permit has an official FREE PARKING designation.

If a guest or visitor wishes to park in the University's Blue, Yellow or Orange parking areas during enforcement hours, they may contact the U-M department hosting their visit for assistance or contact Parking Customer Services at (734) 764-8291 to purchase a daily parking permit.

Permits
 Accessible parking is available in all patient parking areas. The prevailing hourly fee applies. The only exception is if the individual's state-issued disability permit has an official FREE PARKING designation.