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(SAMPLE TITLE PAGE)

The Effect of Discount Frequency and Depth on Consumer Price Judgments

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(SAMPLE AUTHOR NOTE PAGE)

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(SAMPLE ABSTRACT PAGE)

100-150 words maximum

How does the body type of consumers affect the food consumption of other consumers around them? Consumers appear to anchor on the quantities others around them select, but these portions are adjusted according to the body type of the other consumer. People also choose a larger portion following another consumer who first selects a large quantity, but that this portion is significantly smaller if the other is obese than if he/she is thin. The adjustment is more pronounced for consumers low in appearance self-esteem and is attenuated under cognitive load. The implications of these findings include....

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EMPIRICAL FINDINGS

In this section we recount outcomes from a large amount of research on meta-knowledge. The extent to which these outcomes are firmly supported versus merely suggested varies widely across phenomena. Consistent with the objectives of this paper, we favor comprehensiveness; however, we also note the degree of empirical support for any given phenomenon. Temporal characteristics of the paradigms employed in this research serve as a convenient and intuitive organizational device. In some situations consumer decisions ...

Memory for Statements of Facts

The most direct assessment of knowledge calibration is simply to ask an individual to estimate the probability that a recalled piece of information is valid. In fact, there is an extensive literature on exactly this task that uses the subjective probability paradigm. A set of general knowledge questions with unambiguous answers is first assembled (e.g., the populations of cities, the dates of historical events, the prices of consumer products). For each question, subjects either report the probability ...

The Hard-Easy Effect. The paradox of the hard-easy effect and calibration curves—that is, maximum overconfidence when confidence is high and maximum underconfidence when problems are easy (and confidence is therefore high on average)—is almost certainly due in large...

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FIGURE 1

EXAMPLES OF THE VISUAL RHETORIC MANIPULATION

NOTE.—For each pair the illustration on the left shows the visual figure present (treatment), while the one on the right shows the corresponding control.

FIGURE 2

ATTITUDE TOWARD THE AD: INTERACTION BETWEEN CULTURAL COMPETENCY AND SCHEME VERSUS TROPE DISTINCTION

NOTE.—The analysis focuses on the relative size of the treatment versus control differences across conditions and populations.