

The slide features five light purple circles arranged in two rows. The top row contains three circles, and the bottom row contains two circles. The text is centered between these circles.

Guidelines for research

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General rules

- Talk about ideas with interesting people
 - Present your research at other schools or at your own school where you will get feedback
 - Talk to people at conferences; don't just attend sessions
- Merge two major areas
 - Choice and consumption
- Find opposing hypotheses
 - One of the best ways to see if your idea is interesting
- Try to simplify your theory
 - multiattribute diminishing sensitivity and performance uncertainty
 - anticipation and frustration

Choice and consumption



The Ultimate Driving Machine

- There is sometimes a long separation between choice and consumption
- Does a delay between choice and consumption enhance or detract from product enjoyment and purchase?



Negative consequences of a delay

- Discounted utility theory
 - People should want their goods as soon as possible
- Waiting results in anxiety and stress
 - Osuna 1985
- Waiting lowers service evaluations
 - Houston et al. 1998; Hui & Tse 1996; Katz et al. 1999
- Anticipated delay decreases the value of rewards
 - Mischel et al. 1969
- Approach processes yield affective qualities of sadness or depression when progress is poor
 - Carver 2003



Positive consequences of a delay

- **Anticipation**

- People prefer to wait 3 days to kiss their favorite movie star
 - Loewenstein 1987; Caplin and Leahy 2001

- **Improving sequences**

- People prefer the better items at the end of the sequence
 - Loewenstein and Prelec 1993

- **Valuable rewards are worth waiting for**

- Nisan 1973



Integrating these streams of research

- Factor 1

- Anticipation and savoring of the consumption experience

- Factor 2

- The frustrating aspects of the wait itself

- Moderating factor

- The degree to which consumption evokes a visceral response (Loewenstein 1996; Laibson 2001)



More opposing predictions

- Industry practice vs. theory
 - Sampling a food product while distracted
 - Industry predictions
 - Implications from pain research
 - Predicting who wins Survivor/The Apprentice
 - Industry predictions
 - Dislike of uncertainty



Next steps

- Typical things I consider
 - mediators
 - moderators
 - alternative explanations
 - strong conceptual model, not just literature review
 - resolving opposing predictions

Things I've learned



- Be intellectually curious
- Observe your own (weird) thoughts and behaviors
 - My dad and grandfather were psychology professors
- Be a self-starter (and self-finisher)
 - My mom drilled this into me as a kid
 - Ideas are easy to come up with, but implementation and carry-through are much harder
 - Let's face it, some of the research process can be tedious and frustrating

Things I've learned

- Present your research at other schools and hopefully get constructive criticism
- Don't take criticism personally
 - The biggest names get shot down just as much as I do 😊
 - But, do realize when an idea is bad and move on
 - Often, it is hard to find the negative voice