

# Decision Processes Colloquia

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**Monday, October 1, 2012**

**Where:** JMHH 340

**When:** 12:00 noon to 1:20 PM

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## **Two Extensions of Construal Level Theory: Does Construal Change Representations or Just Their Use and Implications for Gift Exchange**

**ABSTRACT:** This presentation will describe two extensions of research into Construal Level Theory. First, we examine an asymmetry in gift exchange between how givers and receiver view trade-offs between desirability and feasibility. We propose that givers construe gifts more abstractly than receivers and therefore choose gifts that neither maximize receivers satisfaction nor willingness to reciprocate - despite these being explicit goals of the givers. Second, we attempt to resolve a fundamental ambiguity in how construal level influences judgment. By examining memory-based choice, we show that construal acts through attribute weighting at the point of information retrieval, rather than encoding processes that form biased mental representations. Individuals are able to access information learned about a decision and reweigh desirability and feasibility based on their construal at decision time, even when that construal mindset differs from their mindset during information encoding.