

# Decision Processes Colloquia

---

Monday, March 23<sup>rd</sup>

Where: F70 JMHH

When: 12:00 – 1:20 pm

**S. Christian Wheeler**

The StrataCom Professor of Management and Professor of Marketing  
*Stanford*

## Why We Appear to (But Often Don't) Like Consumers Who Exhibit Self-Control

ABSTRACT:

Many studies show that we ascribe positive traits to those who exhibit self-control, and we prefer individuals who use self-control to make a choice to those making that same choice without requiring self-control. In this talk, I'll present studies showing that, in many cases, apparent interpersonal benefits of exhibiting self-control are illusory. Although we sometimes like those who exhibit self-control more, we sometimes like them less, and this difference is actually due to a confounding factor in how self-control is typically studied.

