Department of Psychology
The University of Hong Kong
香港大學心理學系

Departmental Seminar (Via Zoom)

Choosing More Food for Others

4:30p.m. – 5:30p.m. | December 3, 2021 (Friday)

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Abstract

Consumers commonly choose food portions, not just for themselves but also for other people. This research examines how much food people choose for themselves versus how much they choose for others. Across seven studies (six pre-registered), the authors show that people choose larger portion sizes of food for others than for themselves. This effect generalizes across a wide range of situations: to healthy foods and unhealthy foods, across within-subjects and between-subjects designs, and with a wide range of target others (e.g., a typical participant, a best friend, a family member, or a celebrity). The authors also show that this effect involves a misprediction, as consumers do not actually want to receive substantially larger portion sizes from others. The authors show that one underlying driver of this effect is the desire to be polite, which consumers feel is better served by choosing larger portions for others. Accordingly, the effect reverses when consumers have the goal of being rude, and the effect is eliminated when serving more to others would not be polite (e.g., when larger portion sizes incur greater financial cost to others). Altogether, this research offers theoretical and practical implications for understanding portion size decisions, choices for others, and politeness.

About the Speaker

Ignazio Ziano received his Bachelor's in Psychology (2012) and a MS in Work and Organizational Psychology (2014) from the University of Torino (Italy), a Diploma in Piano (2010) at the Conservatory of Cuneo (Italy), and a PhD in Business Economics (2018 - concentration Marketing) from the University of Ghent (Belgium). During his MS he conducted a one-year Erasmus scholarship in Jena (Germany) and during his doctoral studies he conducted research stays at Virginia Tech and the University of Houston (USA). He joined the Marketing Department at Grenoble Ecole de Management in September 2018. His research interests include social consumer psychology, judgment and decision making, and replication studies. His work has been published in Nature: Human Behaviour, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Social and Personality Psychological Science, and Journal of Consumer Research. Ignazio is passionate about piano, basketball and is a huge history buff.

Zoom Meeting

https://hku.zoom.us/j/3951550048?pwd=SncvL3RYakEycUtpL29vdDJEdlEwdz09
Meeting ID: 395 155 0048 | Password: psyc

~All are Welcome~

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