Morality, ethics, and values are fundamental aspects of the human condition. Thus, it is not surprising that these notions also inform our thoughts, feelings, decisions and behaviors in the consumption domain. There has been growing interest in recent years in understanding when, how and why our values, morals and ethics affect and are, in turn, affected by our consumption behavior. In this seminar, our goals are to gain a critical sense for this understanding, become familiar with the conceptual perspectives informing it, and think about meaningful ways in which we can enhance this understanding.

We will do this through academic readings on different aspects of morality, ethics and their intersection with consumption behavior. These readings represent recent work from various behavioral disciplines. When you read each article, make sure you understand the boundaries, i.e., what are the questions that the paper seeks to address, and more importantly, what questions remain unanswered. Also pay specific attention to the methodologies employed by empirical papers in addressing the research objectives. Please come to class with your own ideas on each topic that we can discuss.

REQUIREMENTS

1. **Class participation (35%).**

   For every class session, four - five students will have the responsibility to present, briefly, one assigned paper. As the presenter, you will need to summarize, in one page, what was done in the paper as well as your critical assessment of it. We will rotate the presenters in each class, so that all students will present an approximately equal number of times. *Regardless of whether or not you are responsible for a paper, please read all the papers that have been assigned for each day.*

   Your class participation grade will be based on your:
   - active discussion of all assigned papers
   - presentation and critique of the papers you are responsible for

2. **Idea papers (30%).**

   For each of the three discussion sessions, you will submit a one-page write-up, describing, in brief, a testable research question that you think is important and interesting. The write-up should briefly describe past relevant findings, your research question, and how you would go about testing it. These proposals will be evaluated on their novelty (how interesting is the question), importance (how big of a substantive and/or conceptual advance will answering it make), and meaningfulness (the extent to which the research question is based on, and emerges from, current theories/findings).

3. **Research Presentation (35%)**

   You will make a brief presentation of your research proposal in the final session of the class. In this presentation, you will take one of your idea papers and develop it into a full-blown research proposal. The proposal will be based on in-depth reading in your selected areas and going beyond papers discussed in class. Your proposal should have the following structure:
objective/introduction, theoretical development/ hypotheses, methodology and analysis:

Introduction
This section motivates the research by briefly discussing the general importance of the topic, and the likely contribution/s of the proposed research.

Theoretical development
This section integrates relevant past research, which, along with logic and argumentation, leads up to testable hypotheses.

Methodology
This section includes details about experimental design, subjects, procedure, measurement of variables, instructions to subjects, manipulation checks etc.

Analysis
This section contains a statistical analysis plan, including initial data cleaning and manipulation checks.

TENTATIVE COURSE OUTLINE

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TENTATIVE READING LIST

SESSION 1: INTRODUCTION


**SESSION 2: ANTECEDENTS**


**SESSION 3: PROCESSES**


