

# Prüfungsliteratur 2026

## **Einstellungen und Einstellungsänderungen**

- Vogel, T., & Wänke, M. (2016). Attitudes and attitude change., 2nd ed. New York, NY, US: Routledge/Taylor & Francis Group

Darin prüfungsrelevante Kapitel:

- Kapitel 1
  - Kapitel 4
  - Kapitel 5
  - Kapitel 7
  - Kapitel 8
  - Kapitel 9
  - Kapitel 10
  - Kapitel 12
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- Schwarz, N. (1999). Self-reports: How the questions shape the answers. *American Psychologist*, 54, 93-105. <http://dx.doi.org/10.1037/0003-066X.54.2.93>
  - Landwehr, J. R., Labroo, A. A., & Herrmann, A. (2011). Gut liking for the ordinary: Incorporating design fluency improves automobile sales forecasts. *Marketing Science*, 30, 416-429. <https://doi.org/10.1287/mksc.1110.0633>
  - Friese, M., Hofmann, W. & Wänke, M. (2009). The impulsive consumer: Predicting consumer behavior with implicit reaction time measures. In M. Wänke (Ed.) *Frontiers in Social Psychology: The Social Psychology of Consumer Behavior*. Psychology Press. 335 pp

## **Judgment and Decision Making**

### **(Seminar bei Yavor Paunov FSS 2026)**

**NB! All seminar slides and the notes to each slide are the most important material for the exam. The papers below are the rest of the exam literature. Good Luck!**

- Wilson, T. D., & Schooler, J. W. (1991). Thinking too much: Introspection can reduce the quality of preferences and decisions. *Journal of Personality and Social Psychology*, 60(2), 181-192.
- Mussweiler, T., Strack, F., & Pfeiffer, T. (2000). Overcoming the Inevitable Anchoring Effect: Considering the Opposite Compensates for Selective Accessibility. *Personality and Social Psychology Bulletin*, 26(9), 1142-1150.
- Nedungadi, P. (1990). Recall and consumer consideration sets: Influencing choice without altering brand evaluations. *Journal Of Consumer Research*, 17(3), 263-276.

- Kahneman, D., & Tversky, A. (1984). Choices, values, and frames. *American Psychologist*, 39(4), 341-350. doi:10.1037/0003-066X.39.4.341
- Hertwig, R., & Grüne-Yanoff, T. (2017). Nudging and boosting: Steering or empowering good decisions. *Perspectives on Psychological Science*, 12(6), 973–986.
- Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of Personality and Social Psychology*, 79(6), 995-1006

## Urteilen und Entscheiden

### (Seminar Vanessa Rettkowski FSS 2025)

#### Desweiteren sind die Inhaltsfolien des Seminars prüfungsrelevant

- Nedungadi, P. (1990). Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations. *Journal of Consumer Research*, 17(3), 263–276. <https://doi.org/10.1086/208556>
- Schwarz, N., Jalbert, M., Noah, T., & Zhang, L. (2021). Metacognitive experiences as information: Processing fluency in consumer judgment and decision making. *Consumer Psychology Review*, 4(1), 4-25.
- Kahneman, D., & Tversky, A. (1984). Choices, values, and frames. *American Psychologist*, 39(4), 341pp. (ohne den Abschnitt "Transaction and Trades", Seite 347 - 348 Spalte 1)
- Chernev, A., Böckenholt, U., & Goodman, J. (2015). Choice overload: A conceptual review and meta analysis. *Journal Of Consumer Psychology*, 25(2), 333-358. doi:10.1016/j.jcps.2014.08.002
- Brunner, T., & Wänke, M. (2006). The reduced and enhanced impact of shared features on individual brand evaluations. *Journal of Consumer Psychology: JCP*, 16(2), 101-111. (Nur Einleitung & Studie 1)

## Sustainability and sustainable behavior

**Not all topics from the syllabus are relevant for the exam. The relevant topics are listed here. The Boosting topic has 1 paper added here, which is not on the syllabus (Grüne-Yanoff & Hertwig, 2017). Most importantly, go through the slides and the notes in them!!!**

- “Introduction” chapter from Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving decisions about health, wealth, and happiness*. Penguin. Also, the slides (especially the ones on the roots of nudging)!!!
- Allcott, H. (2011). Social norms and energy conservation. *Journal of public Economics*, 95(9-10), 1082-1095. <https://doi.org/10.1016/j.jpubeco.2011.03.003>

- Bonan, J., Cattaneo, C., d'Adda, G., & Tavoni, M. (2020). The interaction of descriptive and injunctive social norms in promoting energy conservation. *Nature Energy*, 5(11), 900-909. <https://doi.org/10.1038/s41560-020-00719-z>
- Paunov, Y., Wänke, M., & Vogel, T. (2019). Transparency effects on policy compliance: disclosing how defaults work can enhance their effectiveness. *Behavioural Public Policy*, 3(2), 187-208. <https://doi.org/10.1017/bpp.2018.40>
- Grüne-Yanoff, T., & Hertwig, R. (2016). Nudge versus boost: How coherent are policy and theory?. *Minds and Machines*, 26(1), 149-183. <https://doi.org/10.1007/s11023-015-9367-9>
- Hertwig, R., & Grüne-Yanoff, T. (2017). Nudging and boosting: Steering or empowering good decisions. *Perspectives on Psychological Science*, 12(6), 973-986. <https://doi.org/10.1177/1745691617702496>
- Lazaric, N., & Toumi, M. (2022). Reducing consumption of electricity: A field experiment in Monaco with boosts and goal setting. *Ecological Economics*, 191, 107231. <https://doi.org/10.1016/j.ecolecon.2021.107231>
- Paunov, Y., & Grüne-Yanoff, T. (2023). Boosting vs. nudging sustainable energy consumption: a long-term comparative field test in a residential context. *Behavioural Public Policy*, 1-26. <https://doi.org/10.1017/bpp.2023.30>
- Paunov, Y., & Grüne-Yanoff, T. (2023). Boost vs Nudges: perceived effectiveness and criticism shape preferences for sustainable behavioral policies. <https://doi.org/10.21203/rs.3.rs-3424029/v1>
- Aydin, E., Brounen, D., & Kok, N. (2018). Information provision and energy consumption: Evidence from a field experiment. *Energy Economics*, 71, 403-410. <https://doi.org/10.1016/j.eneco.2018.03.008>
- Fischer, C. (2008). Feedback on household electricity consumption: a tool for saving energy?. *Energy efficiency*, 1(1), 79-104. <https://doi.org/10.1007/S12053-008-9009-7>
- Karlin, B., Zinger, J. F., & Ford, R. (2015). The effects of feedback on energy conservation: A meta-analysis. *Psychological bulletin*, 141(6), 1205-1227. <http://dx.doi.org/10.1037/a0039650>

### **Allgemeine Themen der Konsumentenpsychologie (Seminar FSS 2023)**

- Felser, G. (2015). *Werbe- und Konsumentenpsychologie* (4., erweiterte und vollständig überarbeitete Aufl.). Berlin: Springer.  
**Nur** Kapitel 1.3; 2.6 & 2.7; 3.2. & 3.3.; 4; 5.2.1 – 5.2.2 & 5.3 & 5.5; 6; 7; 8.3.2 – 8.3.6; 9; 10; 11; 12.4.; 13; 14; 15.2; 16.2.2. & 16.3.4. – 16.3.5. & 16.5; 17.1 – 17.6 & 17.8; 18; 19.1-19.2; 20.4.2; 21.1 & 21.3.; 22
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472-482.
- Lee, L., Frederick, S., & Ariely, D. (2006). Try it, you'll like it: The influence of expectation, consumption, and revelation on preferences for beer. *Psychological Science*, 17(12), 1054-1058.

- North, A. C., Hargreaves, D. J., & Mc Kendrick, J. (1999). The influence of in-store music on wine selection. *Journal of Applied Psychology, 2*, 271-276.
- Schwarz, N. (1999). Self-reports: how the questions shape the answers. *American Psychologist, 54*(2), 93-105.
- Valenzuela, A., & Raghurir, P. (2009). Position-based beliefs: The center-stage effect. *Journal of Consumer Psychology, 19* (2), 185–196.
- Wänke, M. (2007). What is said and what is meant: Conversational implicatures in natural conversations, research settings, media and advertising. In K. Fiedler (Ed.) *Social Communiation* (pp. 223-255). New York: Psychology Press.  
**NUR SEITEN 223-226 & 241-248**
- Wänke, M., Bless, H., & Schwarz, N. (1998). Context effects in product line extensions: Context is not destiny. *Journal of Consumer Psychology, 7*, 299-322.
- Wänke, M. & Reutner, L. (2010). Pragmatic persuasion: How communicative processes make information appear persuasive. In J. P. Forgas, J. Cooper & W. D. Crano (Eds.). *The Psychology of Attitudes & Attitude Change*. (pp. 183-197), Hove.

### Marktforschung (Seminar FS 2023)

#### Handouts zu verschiedenen Instrumenten der Marktforschung

- Allison, R. & Uhl, K. (1964). Influence of beer brand identification on taste perception. *Journal of Marketing Research, 36-39*.
- Mantonakis, A., Rodero, P., Lesschaeve, I. & Hastie, R. (2009). Order in choice: Effects of serial position on preferences. *Psychological Science, 20*, 1309-1312.
- Lee, L., Frederick, S., Ariely, D. (2006). Try it, you'll like it. The influence of expectation, consumption, and revelation on preferences for beer. *Psychological Science, 17*, 1054-1058
- Schwarz, N. (1999). How the questions shape the answers. *American Psychologist, 54*, 93-105. (O)
- Schul, Y. & Schiff, M. (1993). Measuring satisfaction with organizations predictions from information accessibility. *Public Opinion Quarterly, 57*, 536-551.
- Weijters, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on response styles: The number of response categories and response category labels. *International Journal of Research in Marketing, 27*, 236-247.
- Bartoshuk, L., Fast, K. & Snyder, D. (2005). Differences in our sensory worlds: Invalid comparisons with labeled scales. *Current Directions in Psychological Science, 14*, 122-125.)
- Krosnick, J. & Presser, S. (2010). Question and questionnaire design. P. Marsden & J. Wright (eds.) *Handbook of Survey Research*. Bingley, UK: Emerald Group Publishing (263-313). Nur bis Unterkapitel 9.8 (inkl.)
- Howitt, D. (2010). *Qualitative methods in psychology*. Harlow, UK: Pearson. NUR CHAPTER 3: Qualitative interviewing, 55-88

Oder jedes andere Mafo-Lehrbuch

- Howitt, D. (2010). *Qualitative methods in psychology*. Harlow, UK: Pearson. NUR  
CHAPTER 4: Focus Groups, 89-110  
Oder jedes andere Mafo-Lehrbuch
- Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. (2017). Psychological Targeting as an effective approach to digital mass persuasion. *PNAS*, 114 (48) 12714-12719.  
<https://doi.org/10.1073/pnas.1710966114>
- Russo, E. (2011). Eye fixations as a process trace. In M. Schulte-Mecklenbeck, A. Kühberger, & R. Ranyard (eds.). *A Handbook of Process Tracing Methods*. Psychology Press, 43-64.