
RESEARCH DIALOGUES

Introduction to Research Dialogues

Norbert Schwarz

University of Michigan

Over the last decade many consumer researchers have turned from the standard microeconomic model of revealed preferences to psychological models of constructed preferences. The resulting research has documented numerous contextual influences on judgment and choice, many of which were the subject of previous *Research Dialogues* (e.g., Dijksterhuis, Smith, van Baaren, & Wigboldus, 2005; Pham, 2004; Schwarz, 2004; Strack, Werth, & Deutsch, 2006; Zeelenberg & Pieters, 2007). The current issue continues this theme.

The target paper by Liberman, Trope, and Wakslak (2007) presents Construal Level Theory (CLT), a comprehensive account of how different dimensions of psychological distance influence individuals' thoughts and behavior. They review a compelling body of evidence that suggests that we represent things that are psychologically "close" (in terms of time, space, social distance, or likelihood of occurrence) at a more concrete, detailed, and contextualized level than things that are psychologically "distant." Their review illustrates how these differences in representation influence a wide range of judgments and behaviors. The commentaries by Lynch and Zauberman (2007) and Dhar (2007) elaborate implications of CLT for consumer behavior, whereas Fiedler (2007) uses CLT as a general framework for conceptualizing the processes underlying different types of preference reversals in behavioral decision-making. A response by Liberman et al. (2007) completes this set. Throughout, this wide ranging exchange on construal

processes in judgment and choice addresses core issues of consumer decision-making and highlights numerous promising avenues for future research.

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