

To Share is Human: How “Sharing Size” Labels Diminishes Sharing and Encourages Consumption

In recent years, junk food manufacturers have begun labelling multi-portion packages as meant for sharing, with an expressed intention to encourage responsible snacking. For example, a two-serving package of M&Ms chocolate candies is labelled “sharing-size” while a single serving package does not yield a sharing cue. However, in the case of “sharing-size” foods, social others may not be present during choice or consumption of the product, which warrants an inquiry as to whether a sharing size label achieves the stated objective of assisting consumers in controlling consumption and sharing some of the food instead.

We present and test a conceptual framework to explain why sharing-size labels may ironically encourage consumption and diminish sharing. Three consumption studies support our hypothesis that sharing-cues elicit perceptions of human presence, which in turn increases external attribution of blame and encourages greater consumption of junk food. Our work contributes to the limited literature on sharing by demonstrating that sharing-cues elicit a sense of psychological human presence and hence, encourage indulgent consumption. In doing so, we also contribute to the literatures attribution and social presence by uniquely demonstrating that the mere perception of human presence activates external attribution of responsibility. Substantively, our work provides valuable insight to healthcare practitioners and marketing professionals on the potential negative impact of sharing-size food labels.

*Sara Williamson
Assistant Professor of Marketing*

Celebrations

- **Alum Krystal Garner** is an actor, model, event coordinator, manager, radio host, and philanthropist. Krystal’s most recent accomplishment was being a competitor on BET’s. The Season Finale of, ‘The Grand Hustle’, aired last October 4, 2018, was won by Krystal. Alum Krystal Garner holds a B.S. in Business Administration, class of 2015.

[Meet the winner of T.I.’s ‘The Grand Hustle’ Krystal Garner.](#)



- **Curt Friehs, Business Librarian** is offering office hours for School of Business students and faculty in the NAB Business School Lounge. He is available on **Wednesdays from 12-2 P.M.** and **Thursdays from 2:45-4:45 P.M.**

Announcement

- The School of Business will be hosting a **Mock Interview** on Monday, October 15, from 9:00 a.m. – 12:00 noon. **Registration & Business Attire is required.** Students are encouraged to visit the [events](#) page to view the schedule and to register.
- On Wednesday, October 17, from 5:00 P.M. – 8:00 P.M., the School of Business will be hosting the **Accounting Networking Reception.** Registration & Business Attire is required. Students are encouraged to visit the [events](#) page to view the schedule and to register.
- The **Accounting Society** will be launching a **Food Drive for the Panther Pantry.** Help those in need by donating any non-perishable food items. All donated items can be brought to the School of Business office in NAB 1104. Share what you can.
- **Designing writing assignments.** This workshop series is organized by the Writing across the Curriculum Program and is hosted by the Center for Excellence in Teaching and Learning. Participants will learn from one another about the kinds of low stakes, high stakes, and online writing students are assigned across the curriculum. Let organizers know which workshops you plan to attend by completing the [Poll Form](#).
- **Early Alert Campaign.** To all members of the faculty who may not have responded, please respond to the email request to complete a Progress Report through SSC Campus on the students in your courses. The email contains a link with your class roster. Please indicate if a student is at-risk of failing and the reason why. If you did not receive a request, you can still report a student via SSC Campus. Thank you for your cooperation. For any questions, contact Cris Notaro at notaroc@oldwestbury.edu.
- **TLRC Faculty Roundtable.** Please join the TLRC for a Faculty Roundtable Discussion on **“Open Pedagogy: Issues of Access, Equity, and Engagement in the Use of Open Educational Resources”** on Thursday, October 25, 2018 at 2:40 p.m. in NAB 2034. After establishing a common foundation, participants will be invited to share their experiences and perspectives on issues related to open pedagogy and its place at Old Westbury. A light lunch will be served.

School of Business Faculty Meeting

- The School of Business Faculty meeting will be on **Friday, October 19, at 10 a.m.**

School of Business Engagement, Innovation & Impact Forum

- On Friday, October 19, at 11:45 A.M. in NAB 1107, the **School of Business Engagement, Innovation & Impact Forum** will be presented by **Professor Sara Williamson.** The presentation will be on ***To Share is Human: How “Sharing Size” Labels Diminish Sharing and Encourage Consumption.***

Designed and edited by Raul Zevallos – Assistant to the Dean
 Assisted by Melody Young – Biology Major, Class 2019
 If you have any information for future newsletter please send it to zevallosr@oldwestbury.edu

