

LAWRENCE EDWIN WILLIAMS, JR.

Leeds School of Business
419 UCB
University of Colorado, Boulder
Boulder, CO 80309-0419

Phone: 303-492-6264
Fax: 303-492-5962
Office: Koelbel 488
E-mail: lawrence.williams@colorado.edu

APPOINTMENT

2016-present Associate professor of Marketing

2008-2016 Assistant professor of Marketing

Leeds School of Business, University of Colorado Boulder

EDUCATION

Ph.D. Yale University, Psychology, 2008

M. Phil. Yale University, Psychology, 2007

A.B. Harvard University, Psychology, 2002, *Magna cum laude*

HONORS AND AWARDS

- Sterling-Rice Group Marketing Research Award, *University of Colorado at Boulder*
- Seminar Grant, *Undergraduate Research Opportunities Program, University of Colorado at Boulder*
- Whitebox Advisors Doctoral Fellow, *International Center for Finance, Yale University SOM*
- Graduate Research Fellowship, *National Science Foundation*

PEER REVIEWED PUBLICATIONS

1. Williams, Lawrence E., and T. Andrew Poehlman (2017), "Conceptualizing Consciousness in Consumer Research," *Journal of Consumer Research*, 44, 231-251.
2. Raison, Charles L., Matthew W. Hale, Lawrence E. Williams, Tor D. Wager, and Christopher A. Lowry (2015), "Somatic Influences on Subjective Well-Being and Affective Disorders: The Convergence of Thermosensory and Central Serotonergic Systems," *Frontiers in Psychology: Cognition*, 5, 1580-1601.
3. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," *Social Psychological and Personality Science*, 5, 566-572.

4. Williams, Lawrence E., Randy Stein, and Laura Galguera (2014), "The Distinct Affective Consequences of Psychological Distance and Construal Level," *Journal of Consumer Research*, 40, 1123-1138.
5. McGraw, A. Peter, Caleb Warren, Lawrence E. Williams, and Bridget Leonard (2012), "Too Close for Comfort or Too Far to Care: Finding Humor in Distant Tragedies and Close Mishaps," *Psychological Science*, 23, 1215-1223.
6. Kang, Yoona, Lawrence E. Williams, John A. Bargh, Margaret Clark, and Jeremy R. Gray (2011), "Physical Temperature Effects on Trust Behavior: The Role of Insula," *Social Cognitive and Affective Neuroscience*, 6, 507-515.
7. Morsella, Ezequiel, Giles H. Feinberg, Sepeedeh Cigarchi, James W. Newton, and Lawrence E. Williams (2011), "Sources of Avoidance Motivation: Valence Effects from Physical Effort and Mental Rotation," *Motivation and Emotion*, 35, 296-305.
8. Williams, Lawrence E., John A. Bargh, Christopher C. Nocera and Jeremy R. Gray (2009), "On the Unconscious Regulation of Emotion: Nonconscious Reappraisal Goals Modulate Emotional Reactivity," *Emotion*, 9, 847-854.
9. Williams, Lawrence E., Julie Y. Huang and John A. Bargh (2009), "The Scaffolded Mind: Higher Mental Processes are Grounded in Early Experience with the Physical World," *European Journal of Social Psychology*, 39, 1257-1267.
10. Williams, Lawrence E. and John A. Bargh (2008), "Experiencing Physical Warmth Promotes Interpersonal Warmth," *Science*, 322, 606-607.
11. Williams, Lawrence E. and John A. Bargh (2008), "Keeping One's Distance: The Influence of Spatial Distance Cues on Affect and Evaluation," *Psychological Science*, 19, 302-308.
12. Litz, Brett T., Lawrence Williams, Julie Wang, Richard Bryant, and Charles C. Engel, Jr. (2004), "A Therapist-Assisted, Internet Self-Help Program for Traumatic Stress," *Professional Psychology: Research and Practice*, 35, 628-634.

OTHER PUBLICATIONS

13. Poehlman, T. Andrew, and Lawrence E. Williams (2017), "The Case for Considering Consciousness Second (Response to invited commentary)," *Journal of Consumer Research*, 44, 276-282.
14. Williams, Lawrence E. (2015), "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design," in *The Psychology of Design: Creating Consumer Desire*, ed. Rajeev Batra, Colleen Seifert, and Diann Brei, New York, Routledge, 26-39.
15. Williams, Lawrence E. (2014), "Improving Psychological Science Requires Theory, Data, and Caution: Reflections on Lynott et al. (2014)," *Social Psychology*, 45, 321-323.

16. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "Psychological Distance," in *Encyclopedia of Humor Studies*, ed. Salvatore Attardo, Los Angeles, CA: Sage, 602-604.
17. Williams, Lawrence, and Joshua Ackerman (2011), "Please Touch the Merchandise," *Harvard Business Review (HBR.org)*, <https://hbr.org/2011/12/please-touch-the-merchandise/>.
18. Bargh, John A., Lawrence E. Williams, Julie Y. Huang, Hyunjin Song, and Joshua A. Ackerman (2010), "From the Physical to the Psychological: Mundane Physical Experiences Influence Social Judgment and Interpersonal Behavior," *Behavioral and Brain Sciences*, 33, 267-268.
19. Huang, Julie Y., Lawrence E. Williams and John A. Bargh (2009), "Conceptual Scaffolding: Further Thoughts on the Relation between the Physical and Social Worlds," *European Journal of Social Psychology*, 39, 1276-1277.
20. Bargh, John A. and Lawrence E. Williams (2007), "The Nonconscious Regulation of Emotion," in *Handbook of Emotion Regulation*, ed. James J. Gross, New York: Guilford, 429-445.

IN PROGRESS

1. "On the Nature of Meaningful Consumption," (with E.P. Carter). Manuscript under revision.
2. "How Believing the Hype Helps and Hinders Well-Being," (with E.P. Carter and A.P. McGraw). Manuscript in preparation.
3. "When 1 Chainz Is Not Enough: Situational Determinants of the Preference for Quantity over Quality," (with A.R. Long). Data collection in progress (five studies completed).
4. "Friend or Faux: When Prevalent Counterfeiting Helps/Hurts the Value of a Genuine Product," (with J.A. Mourey, T.A. Poehlman, and C. Yoon). Manuscript under revision.
5. "Emotion Slack: Future Emotional Resource Availability Promotes Procrastination," (with L. Min). Data collection in progress (three studies completed).
6. "Satisfying Curating (versus Collecting) Goals," (with L. Min). Data collection in progress (ten studies completed).
7. "Deep Distance: Psychological Distance Results from Very Abstract and Very Concrete Representations," (with A.R. Long). Data collection in progress (three studies completed).

CHAired SYMPOSIA

1. "Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers' Mental Lives." Roundtable session conducted at the 46th annual meeting of the *Association for Consumer Research*, Berlin, Germany (2016).
2. "The Depths of Pleasure, the Throes of Despair: Exploring the Multifaceted Nature of Hedonic Emotional Experiences." Session conducted at the 44th annual meeting of the *Association for Consumer Research*, Baltimore, MD (2014).
3. "Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment" (co-chaired with A.P. McGraw). Session conducted at the 14th annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).
4. "The 'Nature' of Life: How the Physical World Colors Impressions, Informs Decisions, and Shapes Who We Are" (co-chaired with J.A. Ackerman). Session conducted at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
5. "Unlocking the Unconscious: Implications for Executive Functioning, Reasoning, and Self-Regulation" (co-chaired with E.J. Masicampo). Symposium conducted at the 9th annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).

PRESENTATIONS

1. "Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption," Invited Talk for the Marketing Department Seminar, Smith School of Business, University of Maryland (2015).
2. "Donor Behavior and Earmarked Donations," (w A. Pedraza-Martinez). Presentation at the *National Science Foundation Workshop on Disaster Response Logistics*, Washington DC (2014).
3. "The Distinct Affective Consequences of Psychological Distance," Invited talk for the Marketing Department Seminar, College of Business and Behavioral Science, Clemson University (2014).
4. "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design." Paper presented at the *Psychology of Design* Conference, Ross School of Business, University of Michigan (2014).
5. "The Psychophysics of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," (w. A.P. McGraw and C. Warren). Paper presented at the 43rd annual meeting of the *Association for Consumer Research*, Chicago, IL (2013).
6. "Beyond Construal: Specifying the Distinct Emotional Consequences of Psychological Distance and Abstract Thought," Invited talk for the Marketing Department Seminar, Sloan School of Management, MIT (2012).

7. "Beyond Construal: Disentangling the Cognitive and Emotional Consequences of Distance," (w. R. Stein and L. Galguera). Paper presented at the 13th annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).
8. "Diamonds Cut Diamonds: The Unique Benefits of Conscious and Nonconscious Emotion Regulation," (with D. Fernandes and C. Kan). Paper presented at the 13th annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).
8. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Booth School of Business, University of Chicago (2011).
9. "When Distance Does Not Equal Construal: Dissociable Effects of Distance and Construal on Charity," (w. R. Stein and L. Galguera). Paper presented at the 14th annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).
10. "Physical Temperature Effects on Trust: The Role of Insula," (with Y. Kang, M. Clark, J.R. Gray, and J.A. Bargh). Paper presented at the 16th annual meeting of the *European Association of Social Psychology*, Stockholm, Sweden (2011).
11. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Graduate School of Business, Stanford University (2010).
12. "Physical Distance Effects on Judgment and Decision-Making." Invited talk for the Center of Behavioral Decision Sciences Seminar, Carnegie Mellon University (2010).
13. "The Scaffolded Mind: How Physical Shape Judgment and Decision-Making." (with J.A. Ackerman). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Embodiment Preconference, Jacksonville, FL (2010).
14. "I Am Where I Am: Physical Distance Fractures the Self," (with A.Sedlovskaya, V.P. Vaughns and J.A. Bargh). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
15. "Distance Makes the Will Grow Weaker: When Distance Hinders Self-Control," (with A.T. Tran and J.A. Bargh). Paper presented at the 40th annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
16. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Ross School of Business, University of Michigan (2010).
17. "From Warming Hearts to Boiling Rage: Nonconsciously Navigating Everyday Life." Invited talk for Café Scientifique, Denver, CO (2010).

18. "The Benefits of Nonconscious Emotion Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 21st annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).
19. "Closeness is for Caring: Physical Closeness Cues Strengthen Helping Attitudes," (w. R. Stein and L. Garcia). Paper presented at the 21st annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).
20. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Department of Psychology Colloquium Series, San Francisco State University (2009).
21. "Experiencing Physical Warmth Promotes Interpersonal Warmth," (w. J. Bargh). Paper presented at the 38th annual meeting of the *Association for Consumer Research*, San Francisco, CA (2008).
22. "The Benefits of Nonconscious Self-Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 9th annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).
23. "Metaphor priming effects on judgments and decisions." Invited talk for the Marketing Area Seminar, Johnson School, Cornell University (2008).
24. "Mating and metaphors: Evolutionary psychology meets priming effects," (with J. Bargh and J. Huang). Paper presented at the annual meeting of the *Society for Experimental Social Psychology*, Chicago, IL (2007).
25. "Metaphor priming effects on judgment"
Anderson School of Management, UCLA, November 2007
Leeds School of Business, University of Colorado at Boulder, October 2007
Wharton School, University of Pennsylvania, October 2007
26. "Metaphor priming: How basic perceptual experiences nonconsciously shape decisions and evaluations." Invited talk for the Marketing Unit Seminar, Harvard Business School (2007).
27. "Moderators of the enjoyment of aversive media: Power, empathy, and self-construal," (w. S. Hennessey, E. Gregorio, L. Ihrig, and J.A. Bargh). Poster presented at the 8th annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN (2007).
28. "Hidden ability: Nonconscious mastery goals attenuate resource-depletion effects," (w. J.A. Bargh). Paper presented at the *Four-College Social Psychology Student Conference*, New York University (2006).

TEACHING EXPERIENCE

Instructor

Market Intelligence (MBA Elective), Spring 2016-present
Psychological Approaches to Consumer Research (Ph.D. Seminar), Fall 2014-present
Advertising and Promotion Mgmt, University of Colorado Boulder, Fall 2013-present
Buyer Behavior, University of Colorado Boulder, Spring 2009-2012
Topics in Consumer Decision Making (Seminar), Yale University, Spring 2008

Teaching Fellow

Emotional Intelligence, Yale University, Spring 2007
Statistics, Yale University, Fall 2006
Social Psychology, Yale University, Spring 2006

Dissertation Committee Service

Erin Percival Carter (Marketing, Co-Chair), 2017
Katie Wolsiefer (Psychology), 2017
Julie Schiro (Marketing), 2016
Sarah Banchesfsky (Psychology), 2015
Daniel Gustavson (Psychology), 2015
Mark Travers (Psychology), 2015
Bridget Leonard (Marketing), 2013
Jason Gwinn (Psychology), 2013
Keith Senholzi (Psychology), 2013
Ji Hoon Jhang (Marketing), 2012
Adam Hahn (Psychology), 2012
Kelly Herd (Marketing), 2011
Ethan Pew (Marketing), 2010
Jeni Kubota (Psychology), 2010

Undergraduate Honors Thesis Advisor

Samantha Hennessey (Psychology), Yale University, 2008

SERVICE

Editorial Review Boards

Journal of Consumer Research (2015-present)
Journal of Marketing Research (2014-2016, 2016-present)

Ad hoc Review

Cognition and Emotion
Emotion
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Marketing Research
Journal of Personality and Social Psychology
Perspectives in Psychological Science

Psychological Bulletin
Psychological Science
Social Psychological and Personality Science

Departmental Service

Marketing Executive Committee, Leeds School of Business, 2011-2015
Marketing Division Ph.D. Committee, Leeds School of Business, 2014-present
Subject Pool Faculty Coordinator, Leeds School of Business, 2008-2009, 2012-2015

School Service

Selection Committee, Frascona Teaching Award, Leeds School of Business, 2012
Leeds Executive Committee, Leeds School of Business, 2012-2013, 2015-present
Leeds Diversity Committee, Leeds School of Business, 2013-present

University Service

Advisory Board, Undergraduate Research Opportunities Program, 2010-present