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APPOINTMENT

2008-present Assistant professor of Marketing, Leeds School of Business
University of Colorado at 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

- Whitebox Advisors Doctoral Fellow, *International Center for Finance, Yale University SOM*
- Diversity Travel Award, *Society for Personality and Social Psychology*
- Graduate Research Fellowship, *National Science Foundation*

RESEARCH INTERESTS

Consumer Behavior

Automaticity

Metaphorical Thinking

Judgment and Decision Making

Self-Control

E-Commerce Marketing

PROFESSIONAL MEMBERSHIPS

American Marketing Association

Association for Consumer Research

Association for Psychological Science

Society for Consumer Psychology

Society for Judgment and Decision Making

Society for Personality and Social Psychology

PUBLICATIONS

1. Williams, Lawrence E., John A. Bargh, Christopher C. Nocera and Jeremy R. Gray (forthcoming), "On the Unconscious Regulation of Emotion: Nonconscious Reappraisal Goals Modulate Emotional Reactivity," *Emotion*.
2. Huang, Julie Y., Lawrence E. Williams and John A. Bargh (forthcoming), "Conceptual Scaffolding: Further Thoughts on the Relation between the Physical and Social Worlds," *European Journal of Social Psychology*.

- Williams, Lawrence E., Julie Y. Huang and John A. Bargh (forthcoming), "The Scaffolded Mind: Higher Mental Processes are Grounded in Early Experience with the Physical World," *European Journal of Social Psychology*.
- Williams, Lawrence E. and John A. Bargh (2008), "Experiencing Physical Warmth Promotes Interpersonal Warmth," *Science*, 322, 606-607.
- 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.
- 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.
- 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.

MANUSCRIPTS UNDER REVIEW

- "When Distance Does Not Equal Construal: The Dissociable Impact of Psychological Distance and Abstraction on Charity" (with R. Stein and L. Galguera). Initial submission at *Journal of Consumer Research*.
- "Finding Pleasure in the Unpleasant: Social Context Moderates the Enjoyment of Aversive Media," (with S.R. Hennessey and J.A. Bargh). Invited revision at *Journal of Consumer Research*.
- "Pleasure Can Be Good for You: The Nonconscious Impact of Hedonic Experiences on Self-Regulation," (with T.A. Poehlman, E. Morsella, and J.A. Bargh). Invited revision at *Personality and Social Psychology Review*.

CHAired SYMPOSIA

- "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

- "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).

2. "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).
3. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Department of Psychology Colloquium Series, San Francisco State University (2009).
4. "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).
5. "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).
6. "Metaphor priming effects on judgments and decisions." Invited talk for the Marketing Area Seminar, Johnson School, Cornell University (2008).
7. "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).
8. "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
9. "Metaphor priming: How basic perceptual experiences nonconsciously shape decisions and evaluations." Invited talk for the Marketing Unit Seminar, Harvard Business School (2007).
10. "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).
11. "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

Topics in Consumer Decision Making, Yale University, Spring 2008
Buyer Behavior, University of Colorado at Boulder, Spring 2009

Teaching Fellow

Emotional Intelligence, Yale University, Spring 2007

Statistics, Yale University, Fall 2006
Social Psychology, Yale University, Spring 2006

Dissertation Committee Service

Ethan Pew (Marketing), 2010
Jeni Kubota (Psychology), 2010

Undergraduate Honors Thesis Advisor

Samantha Hennessey (Psychology), Yale University, 2008

SERVICE

Ad hoc Review

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

Departmental Service

Research Requirement Faculty Coordinator, Leeds School of Business, 2008-2009

SELECT MEDIA COVERAGE

1. "Study links warm hands, warm heart," *National Public Radio*, October 23, 2008.
2. "How to make better decisions," *BBC Horizon*, February 12, 2008.