

# A. PETER MCGRAW

## CURRICULUM VITAE

University of Colorado Boulder  
Leeds School of Business  
995 Regent Drive  
Boulder, CO 80309  
303-735-3661

PeterMcGraw.org  
HumorResearchLab.org  
MoralResearchLab.org  
Peter.McGraw@Colorado.edu

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### POSITION

#### **Leeds School of Business; University of Colorado, Boulder**

Associate Professor of Marketing	2011 -
Assistant Professor of Marketing	2004 - 2011

#### **Department of Psychology & Neuroscience; University of Colorado, Boulder**

Associate Professor of Psychology (Courtesy)	2011 -
Assistant Professor of Psychology (Courtesy)	2008 - 2011

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### EDUCATION

#### **The Ohio State University**

Ph.D. Quantitative Psychology/Judgment and Decision Making	2002
M.A. Quantitative Psychology/Judgment and Decision Making	1999

#### **Rutgers University**

M.Ed. Educational Psychology (Learning & Cognition)	1994
B.A. Psychology and Exercise Science	1992

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### POST DOCTORAL TRAINING

#### **Princeton University**

Woodrow Wilson School for Public and International Affairs Department of Psychology	2002 - 2004
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### SELECTED AWARDS, GRANTS, AND HONORS

Sterling-Rice Research Award; 2010 and 2011  
Marketing Science Institute Grants; 2010, 2011, and 2012  
Professor of the Game, University of Colorado Men's Basketball; 2010  
Big XII Faculty Fellowship; 2006 and 2010  
Frascona Teaching Award Nomination; Leeds School of Business; 2009, 2010, 2011, and 2012  
Best Paper; Society for Consumer Psychology Winter Conference; 2009  
Guiney Research and Teaching Award; Leeds School of Business; 2008  
Transformative Consumer Research Grant - Association for Consumer Research; 2008  
Marketing Science Institute (MSI) Young Scholar; 2007  
Fellow, Max Planck Summer Institute on Bounded Rationality in Psychology and Economics; 2001  
Poster Award - Summer Institute on Bounded Rationality; 2001  
The Billy Davies Award for Service to Students, UC - Santa Barbara; 1996

## RESEARCH

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### RESEARCH INTERESTS

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Consumer psychology  
Emotion

Judgment and choice  
Moral psychology

Behavioral economics  
Humor

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### RESEARCH LABORATORIES

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#### **Humor Research Laboratory (HuRL)**

HuRL is dedicated to the scientific study of humor and its antecedents and consequences. The lab's theoretical and methodological base is in the interdisciplinary fields of consumer behavior, emotion, and judgment and decision making, with an emphasis in social and cognitive psychology.

#### **Moral Research Laboratory (MoRL)**

MoRL is a (virtual) research laboratory that investigates the mental processes underlying morally-motivated judgment and choice, with a focus on consumer behavior and implications for public policy. The lab's theoretical base is in the interdisciplinary field of judgment and decision making, with an emphasis in social and cognitive psychology. Co-directed by Dan Bartels, Assistant Professor at Columbia.

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### WORKING PAPERS

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Larsen, J.T. & McGraw, A.P., The dual perspectives model of mixed emotions.

McGraw, A.P., & Davis, D., Can't put a price on love: The spendthrift pursuit of ordinary products.

McGraw, A.P., Kan, C., & Warren, C., Humorous complaining.

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### PAPERS SUBMITTED FOR PUBLICATION

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Bauman, C. McGraw, A.P., Bartels, D., & Warren, C. Trolleyology: On the misappropriation of a thought experiment.

McGraw, A.P., Fernbach, P.M. & Schiro, J., All kidding aside: Humor lowers propensity to remedy a problem.

Warren, C. & McGraw, A.P. Humor appreciation.

Warren, C. & McGraw, A.P., When humorous marketing backfires: Uncovering the relationship between humor, negative affect, and brand attitude.

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### PEER-REVIEWED PUBLICATIONS

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McGraw, A.P., Schwartz, J. & Tetlock, P. (Forthcoming). From the commercial to the communal: Reframing taboo trade-offs in religious and pharmaceutical marketing. *Journal of Consumer Research*.

**RESEARCH (CONT.)****PEER-REVIEWED PUBLICATIONS (CONT.)**

- McGraw, A.P., Warren, C., Williams, L., & Leonard, B., (Forthcoming). Too close for comfort, or too far to care? Finding humor in distant tragedies and close mishaps. *Psychological Science*.
- Kane, J., Van Boven, L., & McGraw, A.P. (Forthcoming). Prototypical prospection: Future events are more prototypically represented and simulated than past events. *European Journal of Social Psychology*.
- Huber, M., Van Boven, L., McGraw, A.P., & Johnson-Graham, L. (2011). Who to help? Immediacy bias in judgments and decisions about humanitarian aid. *Organizational Behavior and Human Decision Processes*, 115, 283-293.
- Larsen, J.T. & McGraw, A.P. (2011). Further evidence for mixed emotions. *Journal of Personality and Social Psychology*, 100, 1095-1110.
- McGraw, A.P., Todorov, A., & Kunreuther, H. (2011). A policy maker's dilemma: Preventing blame or preventing terrorism. *Organizational Behavior and Human Decision Processes*, 115, 25-34.
- Warren, C. & McGraw, A. P., & Van Boven, L. (2011). Values and preferences: Defining preference construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.
- McGraw, A.P., Larsen, J.T., Kahneman, D., & Schkade, D. (2010). Comparing gains and losses. *Psychological Science*, 21, 1438-1445.
- McGraw, A.P., Shafir, E., & Todorov, A. (2010). Valuing money and things: Why a \$20 item can be worth more and less than \$20. *Management Science*, 56, 816-830.
- McGraw, A.P. & Warren, C. (2010). Benign violations: Making immoral behavior funny. *Psychological Science*, 21, 1141-1149. (Equal authorship)
- Van Boven, L., Kane, J., McGraw, A.P., & Dale, J., (2010). Feeling close: Emotional intensity reduces perceptions of psychological distance. *Journal of Personality and Social Psychology*, 98, 872-885.
- Larsen, J.T., Norris, C.J., McGraw, A.P., Hawkey, L.C., & Cacioppo, J.T. (2009). The evaluative space grid: A single-item measure of positivity and negativity. *Cognition and Emotion*, 23, 453-480.
- Levav, J., & McGraw, A.P. (2009). Emotional accounting: How feelings about money influence consumer choice. *Journal of Marketing Research*, 46, 66-80. (Equal authorship)
- McGraw, A.P., Mellers, B.A., & Tetlock, P.E. (2005). Expectations and emotions of Olympic athletes. *Journal of Experimental Social Psychology*, 41, 438-446.

**RESEARCH (CONT.)**

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**PEER-REVIEWED PUBLICATIONS (CONT.)**

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- McGraw, A.P., & Tetlock, P.E. (2005). Taboo trade-offs, relational framing and the acceptability of exchanges. *Journal of Consumer Psychology*, 15, 2-15. (Lead Article)
- Shiv, B., Bechara, A., Levin, I.P., Alba, J.W., Bettman, J.R., Dube, L., Isen, A., Mellers, B.A., Smidts, A., Grant, S.J., & McGraw, A.P. (2005). Decision neuroscience. *Marketing Letters*, 16, 375-386.
- Tetlock, P.E., & McGraw, A.P. (2005). Theoretically framing relational framing. *Journal of Consumer Psychology*, 15, 35-37.
- Larsen, J.T., McGraw, A.P., Mellers, B.A. & Cacioppo, J. (2004). The agony of victory and thrill of defeat: Mixed emotional reactions to disappointing wins and relieving losses. *Psychological Science*, 15, 325-330.
- McGraw, A.P., Mellers, B.A., & Ritov, I. (2004). The affective costs of overconfidence. *Journal of Behavioral Decision Making*, 17, 281-295.
- McGraw, A.P., Tetlock, P.E., & Kristel, O.V. (2003). The limits of fungibility: Relational schemata and the value of things. *Journal of Consumer Research*, 30, 219-229.
- Larsen, J.T., McGraw, A.P., & Cacioppo, J. (2001). Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology*, 81, 684-696.
- Mellers, B.A., & McGraw, A.P. (2001). Anticipated emotions as guides to choices. *Current Directions in Psychological Science*, 10, 210-214.
- Mellers, B.A., & McGraw, A.P. (1999). How to improve Bayesian reasoning: Comment on Gigerenzer and Hoffrage. *Psychological Review*, 106, 417-424.

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**CHAPTERS**

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- Huber, M., Van Boven, L., & McGraw, A.P. (2010). Donate different: External and internal influences on emotion-based donation decisions. In D.M. Oppenheimer, D.M., & C.Y. Olivola, (Eds.) *The Science of Giving: Experimental Approaches to the Study of Charity*. Taylor & Francis.
- Van Boven, L., Kane, J., & McGraw, A.P. (2009). Temporally asymmetric constraints on mental simulation: Retrospection is more constrained than prospecting. In K. Markman, W. Klein, & S. Shur (Eds.), *The Handbook of Imagination and Mental Simulation*. (pp. 131-150) Psychology Press.

**RESEARCH (CONT.)**

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**CHAPTERS (CONT.)**

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- Mellers, B.A., & McGraw, A.P. (2004). Self-serving beliefs and the pleasure of outcomes. In J. Carillo and I. Brocas (Eds.), *The Psychology of Economic Decisions. Vol. 2: Reasons and Choices*. (pp. 31-48) Oxford University Press.
- Tetlock, P.E., McGraw, A.P., & Kristel, O.V. (2004). Proscribed forms of social cognition: Taboo trade-offs, blocked exchanges, forbidden base rates, and heretical counterfactuals. In N. Haslam (Ed.), *Relational Models Theory: A Contemporary Overview*. (pp. 247-262) Mahway, NJ: Erlbaum.

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**PEER-REVIEWED CONFERENCE PUBLICATIONS**

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- McGraw, A.P., & Warren, C. (2011). Benign marketing violations: How and when humorous marketing hurts brands. *Advances in Consumer Research*, 38.
- McGraw, A.P., Warren, C., Williams, L.E., & Leonard, B. (2011). Too close for comfort or too far to care? The role of psychological distance in humor appreciation. *Society for Consumer Psychology Winter Conference Proceedings*.
- Warren, C., & McGraw, A.P., (2011). On the relationship between humor and brand attitude. *Society for Consumer Psychology Winter Conference Proceedings*.
- Leonard, B., Warren, C., & McGraw, A.P. (2010). Make a funny: Humor production and the benign violation theory. *Advances in Consumer Research*, 37.
- McGraw, A.P., Schwarz, J., & Tetlock, P. (2010). Commercial marketing with communal sentiments: Reframing taboo trade-offs in religious marketing. *Advances in Consumer Research*, 37.
- McGraw, A.P., & Warren, C. (2010). Benign violations: Humor as a mixed emotional experience. *Advances in Consumer Research*, 37.
- McGraw, A.P., & Davis, D. (2009). In death and in love: Sacred trade-offs in the death care and wedding industries. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Schwartz, J., & Tetlock, P.E., (2009). Commercial marketing strategies and communal sentiments: Legitimizing taboo trade-offs in religious marketing. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Van Boven, L., Huber, M., & Johnson-Graham, L. (2009). Who to help: Immediacy bias in humanitarian aid allocation. *Advances in Consumer Research*, 36.
- Van Boven, L. Kane, J., McGraw, A. P., & Dale, J. (2009). Feeling close: The emotional nature of psychological distance. *Advances in Consumer Research*, 36.

**RESEARCH (CONT.)****PEER-REVIEWED CONFERENCE PUBLICATIONS (CONT.)**

- Warren, C., & McGraw, A.P. (2009), Wrong, but funny: Moral violations can elicit mixed emotions. *Society for Consumer Psychology Winter Conference Proceedings.*
- McGraw, A.P. (2008). “Do unto others...”: The influence of others on perceptions of price (un)fairness. *Advances in Consumer Research*, 35. (Symposium summary)
- McGraw, A.P., & Larsen, J.T. (2008). Midway between the two?: The case for mixed emotions. *Advances in Consumer Research*, 34.
- McGraw, A.P. (2008). “Do unto others...”: The influence of others on perceptions of price (un)fairness. *Advances in Consumer Research*, 35. (Symposium summary)
- McGraw, A.P. (2008). “Do unto others...”: The influence of others on perceptions of price (un)fairness. *Advances in Consumer Research*, 35. (Symposium summary)
- McGraw, A.P., & Larsen, J.T. (2008). Midway between the two?: The case for mixed emotions. *Advances in Consumer Research*, 34.
- McGraw, A.P. (2008). “Do unto others...”: The influence of others on perceptions of price (un)fairness. *Advances in Consumer Research*, 35. (Symposium summary)
- McGraw, A.P., & Larsen, J.T. (2008). Midway between the two?: The case for mixed emotions. *Advances in Consumer Research*, 34.
- McGraw, A.P., Larsen, J.T., Kahneman, D., & Schkade, D. (2008). Loss aversion is comparative. *Advances in Consumer Research*, 35.
- McGraw, A.P., & Lau, L. (2008). Feeling mixed? Emerging perspectives on mixed emotions and consumer responses, *Advances in Consumer Research*, 35. (Symposium summary)
- Schwartz, J., & McGraw, A.P. (2008). Justifying the high price of medicine: How relational framing reduces consumer distress. *Advances in Consumer Research*, 35.
- Van Boven, L., McGraw, A.P., & Kane, J. (2008). Tethered by tense: Retrospection is more constrained than prospecting. *Society for Consumer Psychology Winter Conference Proceedings.*
- Van Boven, L., Huber, M., McGraw, A.P., & Johnson-Graham, L. (2008). Whom to help: Immediacy bias in humanitarian aid allocation. *Society for Consumer Psychology Winter Conference Proceedings.*
- McGraw, A.P., Schkade, D., & Kahneman, D. (2004). Loss aversion and predictions of utility. *Advances in Consumer Research*, 31.

**RESEARCH (CONT.)**

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**PEER-REVIEWED CONFERENCE PUBLICATIONS (CONT.)**

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McGraw, A.P., & Levav, J. (2003). The consequences of love-hate relationships with financial windfalls. *Society for Consumer Psychology Winter Conference Proceedings.*

McGraw, A.P., Tetlock, P.E., & Kristel, O.V. (2002). The limits of fungibility: Relational schemata and the value of things. *Advances in Consumer Research*, 29.

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**PEER-REVIEWED FIRST-AUTHOR CONFERENCE PROCEEDINGS**

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What makes things funny? – Connecting humor's antecedents to its consequences. Association for Applied and Therapeutic Humor; Chicago, IL April 2012.

Too close for comfort, or too far to care? Finding humor in distant tragedies and close mishaps. International Society for Humor Studies; Boston, MA. July, 2011.

A policy maker's dilemma: Preventing terrorism or preventing blame. International Conference on Behavioral Decision Making; Interdisciplinary Center IDC; Herzliya, Israel. May, 2011.

Too close for comfort or too far to care? The role of psychological distance in humor appreciation. Society for Consumer Psychology; Atlanta, GA. February, 2011.

On the relationship between humor and brand attitude. Society for Consumer Psychology; Atlanta, GA. February, 2011.

Benign violations: Making immoral behavior funny. Society for Judgment and Decision Making conference; St. Louis, MO. November, 2010.

Commercial marketing with communal sentiments: Reframing taboo trade-offs in religious marketing. Association for Consumer Research conference; Jacksonville, FL. October, 2010.

Benign violations: Humor as a mixed emotional experience. Association for Consumer Research conference; Jacksonville, FL. October, 2010.

Can't put a price on love: The sacred, spendthrift pursuit of secular products. Behavioral Decision Research in Management; Pittsburgh, PA. June 2010.

Wrong but funny: Moral violations can elicit mixed emotions. Subjective Probability, Utility, and Decision Making conference; Trento, Italy. August, 2009.

Wrong but funny: Moral violations can elicit mixed emotions. TIBER Symposium; Tilburg University; Tilburg, Netherlands August, 2009.

Commercial marketing and communal sentiments: Legitimizing taboo trade-offs in religious marketing. Society for Consumer Psychology conference; San Diego, CA. February 2009. (Best Paper Award)

Preventing blame while preventing terrorism. Society for Judgment and Decision Making pre-conference: Using Human Nature to Improve Human Life; Chicago, IL. November, 2008.

## **RESEARCH (CONT.)**

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### **PEER-REVIEWED FIRST-AUTHOR CONFERENCE TALKS (CONT.)**

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Who to help? Immediacy bias in judgments and decisions about humanitarian aid. Association for Consumer Research conference; San Francisco, CA. October, 2008.

Do bipolar scales mask loss aversion? Behavioral Decision Research in Management conference; San Diego, CA. April, 2008.

Who to help? Immediacy bias in judgments and decisions about humanitarian aid. Society for Consumer Psychology conference; New Orleans, LA. February, 2008.

Bipolar scales mask loss aversion. Association for Consumer Research conference; Memphis, TN. October, 2007.

“Midway between the two?”: The case for mixed emotions. Association for Consumer Research conference; Memphis, TN. October, 2007.

Bipolar scales mask loss aversion. Subjective Probability, Utility, and Decision Making conference; Warsaw, Poland. August, 2007.

Valuing money and things: Why a \$20 item can be worth more and less than \$20. Subjective Probability, Utility, and Decision Making conference; Warsaw, Poland. August, 2007.

Secular encroachments on sacred values: Love, health, and death. Transformative Consumer Research conference; Dartmouth College. July, 2007.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Society for Consumer Psychology conference; Las Vegas, NV. February, 2007.

“Midway between the two?”: The case for mixed emotions. Society for Personality and Social Psychology conference; Memphis, TN. January, 2007.

Loss aversion is comparative. Society for Judgment and Decision Making conference; Houston, TX. November, 2006.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Behavioral Decision Research in Management conference; Santa Monica, CA. April, 2006.

**RESEARCH (CONT.)**

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**PEER-REVIEWED FIRST-AUTHOR CONFERENCE TALKS (CONT.)**

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Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Determinants of decisions to prevent terrorist acts: Anticipated blame or perceived risks?. Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Determinants of decisions to prevent terrorist acts: Anticipated blame or perceived risks?. Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Taboo trade-offs, relational framing, and the acceptability of exchanges. Society of Judgment and Decision Making conference; Minneapolis, MN. November, 2004.

Loss aversion and predicted utility. Association for Consumer Research conference. Portland, OR. October, 2004.

Loss aversion and predicted utility; Society for Judgment and Decision Making conference. Vancouver, BC. November, 2003.

The consequences of love-hate relationships with financial windfalls. Society for Judgment and Decision Making conference; Kansas City, MO. November, 2002.

The consequences of love-hate relationships with financial windfalls. Association for Consumer Research conference, Atlanta, GA. October, 2002.

The limits of fungibility: Relational schemata and the value of things. Society for Judgment and Decision Making conference; Orlando, FL. November, 2001.

The limits of fungibility: Relational schemata and the value of things. Association for Consumer Research conference; Austin, TX. October, 2001.

Do Bronze Medalists have more fun? Society for Judgment and Decision Making conference. Dallas, TX. November, 1998.

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**INVITED TALKS**

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- 2012** Bridgetown Comedy Festival  
London Business School,  
Rotterdam School of Management, Erasmus University  
Wisconsin School of Business, University of Wisconsin
- 2011** Colorado State University, Psychology Department  
Northwestern University, Kellogg School of Management

- 2011** University of California, Los Angeles Anderson School of Management  
University of California, Berkeley, Haas School of Business  
University of Michigan, Ross School of Business  
Palo Alto Institute, Palo Alto, CA  
Judgment and Decision-Making Preconference. Society for Personality and Social Psychology conference; San Antonio, TX  
Humor Preconference. Society for Personality and Social Psychology conference; San Antonio, TX
- 2010** Tulane University, Freeman School of Business  
University of Chicago, Booth School of Business  
TedxBoulder, Boulder, CO
- 2010** Boulder Chamber of Commerce, Boulder, CO  
Golden Chamber of Commerce, Golden, CO
- 2009** University of California, San Diego, Cognitive Psychology Department
- 2008** Duke University, Fuqua School of Business  
Tulane University; Department of Psychology  
Tilburg University, Tilburg Institute for Behavioral Economics Research (TIBER)  
Emotions and Decision Making Congress, University of Bari; Bari, Italy
- 2007** Columbia University, Columbia School of Business  
New York University, Stern School of Business  
University of Minnesota, Carlson School of Management  
Values-driven Judgment Conference, Northwestern University  
Marketing Science Institute Young Scholar's Conference; Park City, UT
- 2006** Harvard University, Harvard Business School  
Texas Tech University, Department of Psychology
- 2005** University of Pennsylvania, Wharton School of Business
- 2003** Rutgers University, Department of Psychology
- 2000** The Ohio State University; Center for Cognitive Science  
Relational Models Conference, University of Buffalo School of Business; Buffalo, NY

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**CONFERENCE AND SYMPOSIUM ORGANIZATION**

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Harming, stealing, lying, and cheating: Exploring the antecedents and consequences of unethical consumption behavior. Symposium organization at the Association for Consumer Research; St. Louis, MO. October, 2011; with Naylor, R.

Beyond construal: Examining broad implications of psychological distance and consumer judgment. Symposium organization at the Society for Consumer Psychology; Atlanta, GA. February, 2011; with Williams, L.E.

Moral flexibility in consumer judgment and choice. Symposium organization at the Association for Consumer Research; Jacksonville, FL. October, 2010; with Bartels, D.

**RESEARCH (CONT.)**

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**CONFERENCE AND SYMPOSIUM ORGANIZATION (CONT.)**

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- 4<sup>th</sup> Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Tampa, FL. February, 2009; with Ratner, R., Roese, N., & See, K.
- 3<sup>rd</sup> Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Albuquerque, NM. February 2008; with Fishbach, A., Roese, N., & See, K.
- 3<sup>rd</sup> Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Albuquerque, NM. February 2008; with Fishbach, A., Roese, N., & See, K.
- Effects of emotion on judgments and decisions about humanitarian aid. Symposium organization at the Society for Consumer Psychology; New Orleans, LA. February, 2008.
- “Do unto others...”: The influence of others on perceptions of price (un)fairness. Symposium organization at the Association for Consumer Research; Memphis, TN. October, 2007.
- Feeling mixed? Emerging perspectives on mixed emotions and consumer responses. Symposium organization at the Association for Consumer Research; Memphis, TN. October, 2007; with Lau.
- 2<sup>nd</sup> Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Memphis, TN. January, 2007; with Fishbach, A., Kruger, J., & Roese, N.
- How to get ahead as a graduate student in judgment and decision making. Symposium organization at the Society for Judgment and Decision Making; Orlando, FL. November, 2001; with Schwartz, J.
- Null Hypothesis Significance Testing: Implications for psychological science and education. Symposium organization at the American Psychological Association; Boston, MA. August, 1999; with Studts.

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**RECRUITING PRESENTATIONS**

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McGraw, A.P., & Levav, J. (2003). The consequences of love-hate relationships with financial windfalls.

Carnegie Mellon University  
Cornell University  
New York University  
Stanford University

University of Arizona  
University of Chicago  
University of Colorado  
University of Maryland

University of Michigan  
University of Pittsburgh  
University of Southern California  
University of Toronto

**TEACHING**

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**POSITION**

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**Instructor; University of Colorado, Boulder**

Advertising and Promotion Management (MKTG. 4550)

Buyer Behavior (MKTG. 3250)

Consumer and Managerial Decision Research in Marketing (MKTG. 7815)

**Laboratory Instructor; The Ohio State University**

Introduction to Graduate Statistics

Analysis of Variance (ANOVA)

Correlation and Regression Analysis

**Teaching Associate; Princeton University**

Psychology for Public Policy Analysis and Implementation

**Teaching Associate; The Ohio State University**

Judgment and Decision Making (Honors)

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**UNDERGRADUATE HONOR THESIS COMMITTEES**

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Paul Fornia	Economics	2012	Eric Osowski	Psychology	2007
Michaela Cuneo	Psychology*	2011	Katherine Skallerud*	Psychology	2007
Josh Morris	Psychology	2008	Jasmine Sheldon	Psychology	2006
Jarratt Pytell	Psychology	2008	Tamara Umari	Psychology	2006
Matt Lambuth*	Psychology	2007	* Chair		

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**DISSERTATION COMMITTEES**

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Caleb Warren	Marketing	2010	David Kingsley	Economics	2007
Gina Slejko Mohr	Marketing	2009	Rodney Ruble	Marketing	2007
Andrew Meyer	Economics	2009	Gregory Webster	Psychology	2006
Joanne Kane	Psychology	2008			

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**INDEPENDENT STUDY ADVISOR**

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Zoe Berg-Pitt, <i>Humor and Advertising</i>	University of Colorado	2010
Lindsay Vidoni, <i>The Buzz Effect</i>	University of Colorado	2006
Bryan Richey, <i>Surrounded</i>	University of Colorado	2005

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**FACULTY TEACHING EXCELLENCE PROGRAM (FTEP) PARTICIPATION**

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Being Fully Present with Students	Symposia on Teaching by Leading a Discussion
Leeds Junior Faculty FTEP Program	Teaching the First Day of Class
Symposia on Getting Students to Talk	Video Consultation Plus

## **SERVICE**

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### **SERVICE TO THE UNIVERSITY**

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Chair, Technology Committee; Leeds School of Business, 2009-  
Marketing Division Doctoral Committee; Leeds School of Business, 2009-  
Coordinator; Marketing Research Seminar Series (MRSS); Leeds School of Business, 2007-  
Coordinator; Distinguished Speaker Series (DSS); Leeds School of Business, 2008-  
Faculty Advisory Committee; Undergraduate Research Opportunities Program (UROP), 2005-2010  
Advisor; American Marketing Association, University of Colorado Chapter, 2005-  
Technology Committee; Leeds School of Business, 2004-  
Associate Head Coach; University of Colorado Men's Lacrosse Team, 2007-2009  
Academic Advisor; University of Colorado Men's Lacrosse Team, 2006-2009  
Assistant Coach, University of Colorado Men's Lacrosse Team, 2004-2007

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### **SERVICE TO THE PROFESSION**

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Conference Chair, Behavioral Decision Research in Management (BDRM), 2012  
Program Committee, Association for Consumer Research, 2008, 2011 (AE)  
Program Committee, Society for Consumer Psychology, 2009 - 2013  
Association for Consumer Research Doctoral Symposium Faculty; 2008, 2011  
Co-organizer, Judgment and Decision Making Pre-conference, SPSP, 2007 - 2009  
Competitive paper reviewer, Association for Consumer Research, 2006, 2007, 2009, and 2010  
Competitive paper reviewer, Society for Consumer Psychology, 2006 - 2008  
Sheth Doctoral Dissertation Competition Reviewer, Society for Consumer Psychology, 2006 - 2008  
Student Poster Judge, Society for Judgment and Decision Making, 2004 -2006  
Student Poster Judge, Society for Personality and Social Psychology, 2006 -2007

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### **EDITORIAL BOARDS**

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Frontiers in Psychology, 2012-  
Journal of Consumer Research, 2011 –  
Organizational Behavior & Human Decision Processes, 2011 -  
Emotion, 2010 –  
Judgment and Decision Making, 2008 -

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### **AD HOC GRANT REVIEWER**

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Austrian Science Fund  
Social Sciences and Humanities Research  
Council of Canada (SSHRC)  
National Science Foundation  
Time-Sharing Experiments for the Social  
Sciences; National Science Foundation

**SERVICE (CONT.)**

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**AD HOC REVIEWER**

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Basic and Applied Social Psychology	Journal of Marketing Research
Cognition	Journal of Personality
Cognition and Emotion	Journal of Personality and Social Psychology
Cognitive Science	Journal of Personality Research
Developmental Psychology	Journal of Social and Personal Relationships
Experimental Psychology	Judgment and Decision Making
International Journal of Psychology	Management Science
Journal of Behavioral Decision Making	Marketing Letters
Journal of Consumer Psychology	Organizational Behavior and Human Decision Processes
Journal of Consumer Research	Personality and Social Psychology Bulletin
Journal of Decision Making	Personality and Individual Differences
Journal of Economic Psychology	Psychological Methods
Journal of Experimental Psychology: Applied	Psychological Science
Journal of Experimental Psychology: General	Psychonomic Bulletin & Review
Journal of Experimental Social Psychology	Social and Personality Psychology Compass

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**PROFESSIONAL ORGANIZATIONS**

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American Marketing Association (AMA)  
 Association for Consumer Research (ACR)  
 International Society for Humor Studies (ISHS)  
 Society for Consumer Psychology (SCP)  
 Society for Judgment and Decision Making (SJDM)  
 Society for Personality and Social Psychology (SPSP)

**OTHER**

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**BOARDS**

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Studio Shed, 2008-  
 Keep Driving, 2009 -  
 Bamboobies, 2010 -

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**PREVIOUS FULL-TIME EMPLOYMENT**

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Residence Staff; Semester at Sea; Institute for Shipboard Education	1996, 2000
Co-Director; Family Student Housing; University of California, Santa Barbara	1997
Residence Hall Director; Department of Housing; University of California, Santa Barbara	1994-1996