

A. PETER MCGRAW

CURRICULUM VITAE

University of Colorado Boulder
Leeds School of Business
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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 and Neuroscience (Courtesy)	2011 -
Assistant Professor of Psychology and Neuroscience (Courtesy)	2008 - 2011
Affiliated faculty at the Center for Ethics and Social Responsibility	2018-
Affiliated faculty for the Center for the American West	2017-
Visiting Instructor at London Business School's EMBA—Dubai	2018
Visiting Scholar at University of Melbourne	2013, 2018
Visiting Scholar at Erasmus University	2012

POST DOCTORAL TRAINING

Princeton University	
Woodrow Wilson School for Public and International Affairs	2002 - 2004

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

SELECTED AWARDS, GRANTS, AND HONORS

MBA Teaching Excellence Nomination; Leeds School of Business; 2017, 2018
Frascona Teaching Award Nomination; Leeds School of Business; 2009, 2010, 2011, 2012, 2015, 2017
Colorado Business Social Media Leader – Denver Business Journal; 2014
Marketing Science Institute Grant; 2010, 2011, 2012
Sterling-Rice Research Award; 2010, 2011, 2013
Stylish Scientist List (seriously); 2012-2017
Professor of the Game, University of Colorado Men's Basketball; 2010
Big XII Faculty Fellowship; 2006, 2010
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
The Billy Davies Award for Service to Students, UC - Santa Barbara; 1996

RESEARCH

RESEARCH INTERESTS

Emotions Behavioral economics Humor Entertainment Product design

HUMOR RESEARCH LAB (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.

SELECT INTERVIEWS AND MEDIA MENTIONS, AND POPULAR PRESS ARTICLES

538/ESPN	Fast Company co-create	The New York Times
Atlanta Journal-Constitution	Financial Times	NewYorker.com
APA Observer	Forbes.com	Nightline
The Art of Charm	Fortune	NPR
The Atlantic	Fox News	Ozy
Australian Broadcast Corporation	Freakonmics Blog	Psychology Today
Barrons	Grantland	Popular Science
BBC	GQ	Reader's Digest
Bloomberg Businessweek	Harvard Business Review	Salon
Boston Globe	Huffington Post Inc.	Scientific American
CBS this Morning	Joe Rogan Experience	Slate
Chicago Tribune	The Guardian	USA Today
Consumerist	Last Call with Carson Daly	TIME
CNBC	Medium	USA Today
Cracked	Men's Health	Vice
Denver Post	Mother Jones	The Washington Post
Esquire	New Republic	Wall Street Journal
	New York Post	Wired
		WTF with Marc Maron

BOOK

McGraw, A.P., & Warner, J. (2014). *The Humor Code: A Global Search for What Makes Things Funny*. Simon & Schuster: New York.

WORKING PAPERS

Being funny is not enough: Negative reactions to advertisements predict brand attitudes better than perceived humor; Warren, C., Percival Carter, E., & McGraw, A.P.

Editing entertainment: Length constraints, product quality, and the case of the motion picture industry; McGraw, A.P., Stuppy, A., & Pomerance, J. (Equal authorship for the first two authors); Marketing Science Institute Working Paper Series

Media hype narrowly helps but broadly hinders consumers' well-being; Percival Carter, E., Williams, L., & McGraw, A.P.

RESEARCH (CONT.)

PEER-REVIEW ARTICLES

- Warren, C., Barsky, A. & McGraw, A.P., (Forthcoming). Humor, comedy, and consumer behavior. *Journal of Consumer Research*.
- Warren, C. & McGraw, A.P., (2016). When does humorous marketing communications hurt brand attitudes? *Journal of Marketing Behavior*, 2, 39-67. [Marketing Science Institute Working Paper Series](#)
- Warren, C., & McGraw, A.P., (2016). Differentiating what is humorous from what is not. *Journal of Personality and Social Psychology*, 10, 407-30.
- McGraw, A.P., & Davis, D., Scott, S., & Tetlock, P. (2016). The price of not putting a price on love. *Judgment and Decision Making*, 11, 40-47.
- McGraw, A.P., Schiro, J. & Fernbach, P.M. (2015). Not a problem: The downside of humorous appeals. *Journal of Marketing Behavior*, 1, 187–208.
- McGraw, A.P., Warren, C., & Kan, C. (2015). Humorous complaining. *Journal of Consumer Research*, 41, 1153-1171. (Lead article); [Marketing Science Institute Working Paper Series](#)
- Bauman, C.W., McGraw, A.P., Bartels, D., & Warren, C., (2014). Revisiting external validity: Concerns about trolley problems and other sacrificial dilemmas in moral psychology. *Personality and Social Psychology Compass*, 8, 536-544.
- Larsen, J.T. & McGraw, A.P., (2014). The case for mixed emotions. *Personality and Social Psychology Compass*, 8, 263-274.
- McGraw, A.P., Williams, L.T., & Warren, C. (2014). The rise and fall of humor: Psychological distance modulates humorous responses to tragedy. *Social Psychology and Personality Science*, 5, 566-572.
- Kane, J., Van Boven, L., & McGraw, A.P. (2012). Prototypical prospection: Future events are more prototypically represented and simulated than past events. *European Journal of Social Psychology*, 42, 354-362.
- McGraw, A.P., Warren, C., Williams, L., & Leonard, B., (2012). Too close for comfort, or too far to care? Finding humor in distant tragedies and close mishaps. *Psychological Science*, 25, 1215 - 1223.
- McGraw, A.P., Schwartz, J. & Tetlock, P. (2012). From the commercial to the communal: Reframing taboo trade-offs in religious and pharmaceutical marketing. *Journal of Consumer Research*, 39, 157-173.
- Huber, M., Van Boven, L., McGraw, A.P., & Johnson-Graham, L. (2011). Whom 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.

RESEARCH (CONT.)

PEER-REVIEW ARTICLES (CONT.)

- 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.
- 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.
- 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.

RESEARCH (CONT.)

PEER-REVIEW ARTICLES (CONT.)

- 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.

CHAPTERS, INVITED ARTICLES, AND ENCYCLOPEDIA ENTRIES

- Bartels, D. M., Bauman, C.W., Cushman, F.A., Pizarro, D.A., & McGraw, A.P., (2016), Moral judgment and decision making. In G. Keren & G. Wu (Eds.) *The Wiley Blackwell Handbook of Judgment and Decision Making*. Vol. 1 (pp. 479-516) Chichester, UK: Wiley.
- Warren, C., & McGraw, A.P. (2015). Opinion: What makes things humorous. *Proceedings of the National Academy of Sciences*, 112 (23), 7105-7106.
- McGraw, A.P. & Warren, C. (2014). Benign violation theory. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 1 (pp. 75-77) Sage Publications.
- McGraw, A.P. Williams, L.E., & Warren, C. (2014). Psychological distance. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 2 (pp. 602-604) Sage Publications.
- Warren, C. & McGraw, A.P. (2014). Humor appreciation. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 1 (pp. 52-55) Sage Publications.
- Warren, C. & McGraw, A. P., & Van Boven, L. (2011). Values and preferences: Defining preference construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.
- 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*. (pp. 179-199) 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.
- 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.

RESEARCH (CONT.)

CHAPTERS, INVITED ARTICLES, AND ENCYCLOPEDIA ENTRIES (CONT.)

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.

PAPERS ON SOCIAL SCIENCE RESEARCH NETWORK (SSRN)

McGraw, A.P., Carter, E.P., & Harman, J.J., Humor production and perceptions of psychological health.

McGraw, A.P., Warren, C., Van den Bergh, B., & Cuneo, M., Marijuana and utility maximization.

PROCEEDINGS

Warren, A.P., & McGraw, A.P. (2014). Beyond funny ads: Empirical and theoretical insights into humorous consumption and marketing. *Advances in Consumer Research*, 41.

McGraw, A.P., Williams, L.E., & Warren, C., (2013). The psychophysics of humor. *Advances in Consumer Research*, 40.

Warren, A.P., & McGraw, A.P. (2013). Humorous consumption. *Advances in Consumer Research*, 40.

Kan, C., Warren, A.P., & McGraw, A.P. (2012). Humorous complaining. *Advances in Consumer Research*, 39.

McGraw, A.P., Schiro, J., & Fernbach, P. (2012). All kidding aside: Humor lowers propensity to remedy a problem. *Advances in Consumer Research*, 39.

Naylor, R., & McGraw, A.P. (2011) Harming, stealing, lying, and cheating: Exploring the antecedents and consequences of unethical consumption behavior. *Advances in Consumer Research*, 38.

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.

RESEARCH (CONT.)

PROCEEDINGS (CONT.)

- 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.
- 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., Larsen, J.T., Kahneman, D., & Schkade, D. (2008). Bipolar scales mask loss aversion. *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*.
- McGraw, A.P., Schkade, D., & Kahneman, D. (2004). Loss aversion and predictions of utility. *Advances in Consumer Research*, 31.
- 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.

TALKS (NON-CONFERENCE)

- 2018 Chinese University of Hong Kong, Business School
Content Marketing Conference
Leeds Business Insights Los Angeles
Leeds School of Business MBA Last Lecture
Rotary Club, Boulder
University of Melbourne; Faculty of Business and Economics

RESEARCH (CONT.)

TALKS (NON-CONFERENCE; CONT.)

-
- 2018 Vanderbilt University; Owen Graduate School of Management
Zayo
- 2017 CableLabs: Upramp Fiterator
Leeds Business Insights New York and Denver
Funny or Die
Google
Influencers Salon
London Business School
National University of Singapore Business School
Tel Aviv University; Collier School of Management
University of British Columbia; Sauder School of Business
University of California Riverside: Anderson Graduate School of Management
University of Cambridge; Judge Business School
University of Oregon; Lundquist College of Business
Western Industrial Nevada (WIN)
- 2016 Center for Innovation and Creativity; University of Colorado Boulder
CU on the Weekend
FunnyBizz Conference; San Francisco
Nerd Nite Los Angeles
Nielsen Company
University of Melbourne, School of Business and Economics
University of Queensland, Department of Psychology
University of Southern California, Institute for Creative Technologies
University of Sydney Business School
University of Utah Eccles School of Business
Viacom International Media Network
YMCA
- 2015 University of Oklahoma, Global Studies Program
Empiricist League, San Francisco
- 2014 Carnegie Mellon University, Tepper School of Business
Catalyst Week - Las Vegas
Colorado Teen Science Café
Dairy Center for the Arts
Erasmus University, Rotterdam School of Management
FunnyBizz Conference; San Francisco and New York
The Swellness Movement
Texas A&M University, Mays School of Business
Tulane University, Freeman School of Business
University of Colorado Anschutz Medical Campus
University of Colorado Directors Club
University of Colorado's Excellence in Leadership Program
University of Colorado Office of Contract and Grants
University of Colorado Women's Club
University of Pennsylvania, Author@Wharton
University of Western Ontario, Dan Management and Organizational Studies
Westminster College
- 2013 Boulder Startup Week
Chicago Ideas Week
Mind Science Foundation

RESEARCH (CONT.)

TALKS (NON-CONFERENCE; CONT.)

-
- 2013 QuickLeft
 SXSW Interactive & SXSW V2V
 Stanford University Graduate School of Business
 Triple Nine Society
 University of Alberta School of Business
 University of Melbourne, School of Business and Economics
 University of Pennsylvania, Wharton School
 University of Southern California, Marshall School of Business
 University of Sydney Business School
- 2012 10 Conference
 Bridgetown Comedy Festival
 Erasmus University, Rotterdam School of Management
 London Business School
 Tilburg University, Department of Psychology
 University of Wisconsin, Wisconsin School of Business
 University of Zurich, Department of Psychology
- 2011 Colorado State University, Psychology Department
 Northwestern University, Kellogg School of Management
 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. SPSP conference; San Antonio, TX
 Humor Preconference. SPSP conference; San Antonio, TX
- 2010 Boulder Chamber of Commerce, Boulder, CO
 Golden Chamber of Commerce, Golden, CO
 TedxBoulder, Boulder, CO
 Tulane University, Freeman School of Business
 University of Chicago, Booth School of Business
- 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
- 2007 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

RESEARCH (CONT.)

CONFERENCE TALKS - FIRST AUTHOR

Nearly everything is too long, *Frontiers in Consumer Behavior* conference, University of Melbourne, Melbourne, Victoria, Australia. January 2018.

Editing entertainment: Length constraints, product quality, and the motion picture industry. *INFORMS Marketing Science Conference*, University of Southern California, Los Angeles, CA. June 2017.

Serving customers comedy. *Operations Services Conference*, University of Southern California; Los Angeles, CA. June 2015

Humorous complaining; *Society for Judgment and Decision Making* conference (SJDM); Long Beach, CA. November 2014.

Humorous complaining; *Behavioral Decision Research in Management* conference (BDRM); London. July 2014.

Humor and retail. *Emotions and Retailing Conference*; Baker Center for Retailing at Wharton; Philadelphia, PA. May 2013.

What makes things funny? Implications for morality, good manners, and well-being: *Law and Subjective Well-being Conference*; Boulder, CO. July, 2013.

Humorous complaining. *Judgment and Decision Making Winter Symposium*; Park City, UT. January 2013.

Trolleyology: On the misappropriation of a thought experiment. *Society for Judgment and Decision Making* conference; Minneapolis, MN. November, 2012.

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.

RESEARCH (CONT.)

CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

- 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.
- 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.)

CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

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.

CONFERENCE AND SYMPOSIUM ORGANIZATION

Morality in the marketplace. Symposium organization at the Association for Consumer Research; Baltimore, MD. October, 2014; with Bartels, D., Schwartz, J., and Belk, R.

Morality in the marketplace. Tulane University. New Orleans, LA. October, 2014; with Schwartz, J.

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.

4th 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.

RESEARCH (CONT.)

CONFERENCE AND SYMPOSIUM ORGANIZATION (CONT.)

3rd 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.

2nd 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.

RETIRED RESEARCH LABS

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-founded with Dan Bartels (University of Chicago).

Judgment, Emotion, Decision, and Intuition Laboratory (JEDI)

JEDI investigates the interrelation between people’s judgment, emotion, and decision making in everyday life, as well people’s intuitions about these processes. The lab’s theoretical and methodological base is in social and cognitive psychology, with emphases in the interdisciplinary fields of consumer behavior, emotion, and judgment and decision making. Co-founded with Leaf Van Boven (University of Colorado).

RECRUITING PRESENTATIONS

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

CREATIVE WORK

PODCAST

I'M NOT JOKING looks into the lives of comedians, improvisers, comedy writers, and other funny people from business, science, and the arts. Host Dr. Peter McGraw—a behavioral scientist, business school professor, and Director of the Humor Research Lab (aka HuRL)—sits down with funny people for a wide-ranging discussion of their habits, motivations, and secrets to success.

LIVE THEATER

Funny or True? is the comedy gameshow that pits comedians against scientists to see who has the biggest funny bone.

TEACHING

POSITION

Instructor; University of Colorado Boulder, Leeds School of Business
 Advertising and Promotion Management (Undergraduate)
 Buyer Behavior (Undergraduate)
 Consumer and Managerial Decision Research in Marketing (PhD)
 Marketing Management (MBA)

Laboratory Instructor; The Ohio State University, Department of Psychology
 Introduction to Graduate Statistics (PhD)
 Analysis of Variance (PhD)
 Correlation and Regression Analysis (PhD)

Teaching Associate; Princeton University, Woodrow Wilson School of Public Policy
 Psychology for Public Policy Analysis and Implementation (MPA)

Teaching Associate; The Ohio State University, Department of Psychology
 Introduction to Graduate Statistics (PhD)
 Judgment and Decision Making (Undergraduate Honors)

UNDERGRADUATE HONOR THESIS COMMITTEES

Roxanne Ross	Psychology*	2013	Eric Osowski	Psychology	2007
Paul Forna	Economics	2012	Katherine Skallerud*	Psychology	2007
Michaela Cuneo	Psychology*	2011	Jasmine Sheldon	Psychology	2006
Josh Morris	Psychology	2008	Tamara Umari	Psychology	2006
Jarratt Pytell	Psychology	2008	* Chair		
Matt Lambuth*	Psychology	2007			

INDEPENDENT STUDY ADVISOR

Zongyu Zhou; <i>The Talent Gap</i>	University of Colorado	2017
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

TEACHING (CONT.)

DISSERTATION COMMITTEES

Lauren Min	Marketing	2018	Gina Slejko Mohr	Marketing	2009
Kellen Mrkva	Psychology	2018	Andrew Meyer	Economics	2009
Erin Percival Carter*	Marketing	2017	Joanne Kane	Psychology	2008
Julie Schiro*	Marketing	2016	David Kingsley	Economics	2007
Mitchell Pentzer	Classics	2015	Rodney Ruble	Marketing	2007
Abigal Schneider	Marketing	2014	Gregory Webster	Psychology	2006
Laura Johnson-Graham	Psychology	2012	* Chair or Co-chair		
Caleb Warren	Marketing	2010			

FACULTY TEACHING EXCELLENCE PROGRAM (FTEP) PARTICIPATION

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

SERVICE TO THE UNIVERSITY

Chair, Curriculum review and revision for the Leeds second-year experience, 2017
 Executive Committee, Marketing Division, 2017-
 Chair, Marketing Division Doctoral Committee, 2013-
 Representative, Doctoral Curriculum Policy Committee, 2013-2018
 Chair and a committee member for various promotion and tenure committees 2011-
 Chair, Technology Committee; Leeds School of Business, 2009-2012
 Marketing Division Doctoral Committee; Leeds School of Business, 2009-2012
 Coordinator; Marketing Research Seminar Series (MRSS); Leeds School of Business, 2007-2012
 Coordinator: Distinguished Speaker Series (DSS); Leeds School of Business, 2008-2012
 Faculty Advisory Committee; Undergraduate Research Opportunities Program (UROP), 2005-2010
 Advisor; American Marketing Association, University of Colorado Chapter, 2005-2012
 Technology Committee; Leeds School of Business, 2004-2012
 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

SERVICE TO THE PROFESSION

Association for Consumer Research Doctoral Symposium Faculty; 2008, 2011, 2015
 Conference Chair, Behavioral Decision Research in Management (BDRM), 2012
 Co-organizer, Judgment and Decision Making Pre-conference, SPSP, 2007 – 2009
 Program Committee/Reviewer, Behavioral Decision Research in Management (BDRM), 2014, 2016
 Program Committee/Reviewer, Association for Consumer Research, 2006–2010, 2014–2017; 2011 & 2018 (AE)

SERVICE (CONT.)

 SERVICE TO THE PROFESSION (CONT.)

Program Committee/Reviewer, Society for Consumer Psychology, 2006 – 2017
 Program committee/Reviewer for Boutique conference on Virtue and Vice, 2018
 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
 Marketing Science Institute Clayton Doctoral Dissertation Proposal Reviewer, 2016, 2017

 AD HOC GRANT REVIEWER

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

 AD HOC REVIEWER

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

 EDITORIAL BOARDS

Journal of Consumer Research, 2011 –	Frontiers in Psychology, 2012
Judgment and Decision Making, 2008 - 2013	Emotion, 2010 – 2013
Organizational Behavior & Human Decision Processes, 2011 - 2013	

 PROFESSIONAL ORGANIZATIONS

Association for Consumer Research	Society for Judgment and Decision Making
Society for Consumer Psychology	Society for Personality and Social Psychology

OTHER FULL-TIME EMPLOYMENT

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