

# 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  
humorcode.com  
@petermcgraw  
peter.mcgraw@colorado.edu

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### POSITION

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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, 2019
Visiting Associate Professor at Rady School of Management at UC, San Diego	2019
Visiting Scholar at University of Melbourne	2013, 2018
Visiting Scholar at Erasmus University	2012

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### POST DOCTORAL TRAINING

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

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### EDUCATION

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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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### SELECTED AWARDS, GRANTS, AND HONORS

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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

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Emotions      Behavioral economics      Humor      Entertainment      Product design

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## HUMOR RESEARCH LAB (HuRL)

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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.

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## SELECT INTERVIEWS AND MEDIA MENTIONS, AND POPULAR PRESS ARTICLES

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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	Freakonomics Blog	Psychology Today
Barrons	Grantland	Popular Science
BBC	GQ	Reader's Digest
Bloomberg Businessweek	Harvard Business Review	Salon
Boston Globe	Huffington Post	Scientific American
BYU Radio	Inc.	Slate
CBS this Morning	Joe Rogan Experience	USA Today
Chicago Tribune	The Guardian	TIME
Consumerist	Last Call with Carson Daly	USA Today
CNBC	Medium	Vice
Cracked	Men's Health	The Washington Post
Denver Post	Mother Jones	Wall Street Journal
Esquire	New Republic	Wired
	New York Post	WTF with Marc Maron

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## BOOK

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

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## WORKING PAPERS

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McGraw, A.P., Stuppy, A., & Pomerance, J. Editing motion pictures: Length constraints and the case of Hollywood filmmaking; (Equal authorship for the first two authors); [Early version is part of the Marketing Science Institute Working Paper Series](#)

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

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## UNDER REVIEW

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

## RESEARCH (CONT.)

## PEER-REVIEW ARTICLES

- Warren, C., Barsky, A. & McGraw, A.P., (2018). Humor, comedy, and consumer behavior. *Journal of Consumer Research*, 45, 529-552.
- 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., Hawley, 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.)

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

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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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 PAPERS ON SOCIAL SCIENCE RESEARCH NETWORK (SSRN)
 

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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.

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 PROCEEDINGS
 

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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 prospectation. *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)

- 2019 Nerd Nite Denver  
Camp Minder  
Silicon Flatirons Crash Course
- 2018 University of Colorado Executive MBA Program  
Chinese University of Hong Kong, Business School  
Content Marketing Conference

## RESEARCH (CONT.)

## TALKS (NON-CONFERENCE; CONT.)

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- 2018 EDU Talks, CU South Denver  
 Leeds Business Insights Los Angeles and Boulder  
 Leeds School of Business MBA Last Lecture  
 Leeds School of Business Professional Sales Mentor Meetup  
 Rotary Club, Boulder  
 University of Melbourne; Faculty of Business and Economics  
 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; Coller 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 Empiricist League, San Francisco  
 University of Oklahoma, Global Studies Program  
 Leeds School of Business Power Breakfast
- 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



## RESEARCH (CONT.)

## TALKS (NON-CONFERENCE; CONT.)

- 2014 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  
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

## RESEARCH (CONT.)

## TALKS (NON-CONFERENCE; CONT.)

- 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

## 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.

## RESEARCH (CONT.)

## CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

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.

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.

## RESEARCH (CONT.)

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CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

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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.

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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CONFERENCE SYMPOSIUM, AND ROUNDTABLE ORGANIZATION

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Beyond p-hacking: Combatting academic misconduct at the theoretical level. Roundtable organization at the Association for Consumer Research; Dallas, TX. October, 2018; with Williams, L.

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.

## RESEARCH (CONT.)

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CONFERENCE, SYMPOSIUM, AND ROUNDTABLE ORGANIZATION (CONT.)

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- 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.
- 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.
- 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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RETIREMENT RESEARCH LABS

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**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).

## RESEARCH (CONT.)

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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

## CREATIVE WORK

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### PODCAST

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*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.

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### LIVE THEATER

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

## TEACHING

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### POSITION

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Instructor; The Rady School of Management at the University of California San Diego  
Marketing Management (Flex MBA)

Instructor; London Business School (Dubai)  
Marketing Management (MBA)

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)

## TEACHING (CONT.)

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 UNDERGRADUATE HONOR THESIS COMMITTEES
 

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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			

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## 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

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## 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			

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## 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

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 SERVICE TO THE UNIVERSITY
 

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Committee member for Office of Infrastructure and Sustainability, 2018-  
 Co-coordinator of summer research brownbag series, 2018-  
 Executive Committee, Leeds School of Business, 2018 –  
 Executive Committee, Marketing Division, 2017-  
 Mentor, Diverse Scholars Mentoring Program, 2016-  
 Chair, Curriculum review and revision for the Leeds second-year experience, 2017  
 Chair, Marketing Division Doctoral Committee, 2013-2018

## SERVICE (CONT.)

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SERVICE TO THE UNIVERSITY (CONT.)

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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

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SERVICE TO THE PROFESSION

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Reviewer, Society for Consumer Psychology Dissertation Competition, 2018  
 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)  
 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

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EDITORIAL BOARDS

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Journal of Consumer Research, 2011 – 2018  
 Organizational Behavior & Human Decision Processes, 2011 - 2013  
 Judgment and Decision Making, 2008 - 2013  
 Frontiers in Psychology, 2012  
 Emotion, 2010 – 2013

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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.)

## AD HOC REVIEWER

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Basic and Applied Social Psychology	Journal of Marketing
Cognition	Journal of Marketing Behavior
Cognition and Emotion	Journal of Marketing Research
Cognitive Science	Journal of Personality
Developmental Psychology	Journal of Personality and Social Psychology
Experimental Psychology	Journal of Personality Research
HUMOR	Journal of Social and Personal Relationships
International Journal of Psychology	Judgment and Decision Making
Journal of Advertising	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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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