

University of Texas at Austin
2110 Speedway | Office 7.234
Austin, TX 78705

803-422-3102
www.adrianfward.com
adrian.ward@mcombs.utexas.edu

PROFESSIONAL APPOINTMENTS

- | | |
|--|--------------|
| University of Texas at Austin , Austin, TX Assistant Professor, Marketing | 2015-present |
| University of Colorado , Boulder, CO Senior Research Associate, Center for Research on Consumer Financial Decision Making Post-Doctoral Advisor: John G. Lynch, Jr. | 2013-2015 |

EDUCATION

- | | |
|---|-----------|
| Harvard University , Cambridge, MA PhD, Psychology MA, Psychology Graduate Advisor: Daniel M. Wegner | 2008-2013 |
| Furman University , Greenville, SC BS, Psychology BA, Religion Summa Cum Laude | 2004-2008 |

PUBLICATIONS AND WORKING PAPERS

PUBLISHED MANUSCRIPTS

- Ward, Adrian F.** (2021), "People Mistake the Internet's Knowledge for Their Own," *Proceedings of the National Academy of Sciences*.
• Selected media coverage: NBC News, World Economic Forum, Psychology Today, Ars Technica, MSN
- Castelo, Noah and **Adrian F. Ward** (2021), "Conservatism Predicts Aversion to Consequential AI." *PLoS One*.
- Biliciler, Günes, Rajagopal Raghunathan and **Adrian F. Ward** (2021), "Naïve Physicists: How Visual Entropy Cues Shift Temporal Focus and Influence Product Evaluations," *Journal of Consumer Research*.
- Grillo, Tito L.H. and **Adrian F. Ward** (2020), "How Childhood Adversity Shapes Susceptibility to COVID-19 Scams," *Journal of the Association for Consumer Research*.
- Melumad, Shiri, Rhonda Hadi, Christian Hildebrand and **Adrian F. Ward** (2020), "Technology-Augmented Choice: How Digital Innovations are Transforming Consumer Decision Processes," *Customer Needs and Solutions*.
- Ward, Adrian F.** and John G. Lynch, Jr. (2019), "On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes," *Journal of Consumer Research*.
• Selected media coverage: The New York Times, CNBC, US News, AARP, Brides Magazine, Mic, Good Day Austin
- Tamir, Diana I., Emma M. Templeton, **Adrian F. Ward** and Jamil Zaki (2018), "Media Usage Diminishes Memory for Experiences," *Journal of Experimental Social Psychology*.
• Selected media coverage: Time, US News, Vox, New Scientist, The Conversation
- Ward, Adrian F.**, Kristen Duke, Ayelet Gneezy and Maarten W. Bos (2017), "Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity," *Journal of the Association for Consumer Research*.
• Selected media coverage: The Wall Street Journal, The New York Times, The Atlantic, US News, CNET, Inc
• Ranked #1 in "Business School Research with Social Impact" by Financial Times
• Winner, 2022 AMA-EBSCO-RRBM Award for Responsible Research in Marketing

- Tamir, Diana and **Adrian F. Ward** (2015), “New Media, Old Desires,” in *The Psychology of Desire*, ed. W. Hofmann and L.F. Nordgren, New York: Guilford Press.
- Gray, Kurt, **Adrian F. Ward**, and Michael I. Norton (2014), “Paying it Forward: Generalized Reciprocity and the Limits of Generosity,” *Journal of Experimental Psychology: General*.
- Gray, Kurt, Chelsea Schein, and **Adrian F. Ward** (2014), “The Myth of Harmless Wrongs in Moral Cognition: Automatic Dyadic Completion from Sin to Suffering,” *Journal of Experimental Psychology: General*.
- Leimgruber, Kristi*, **Adrian F. Ward***, Jane Widness, Michael I. Norton, Kristina Olson, Kurt Gray, and Laurie Santos (2014), “Give What You Get: Capuchin Monkeys (*Cebus Apella*) and Four-Year-Old Children Pay Forward Positive and Negative Outcomes to Conspecifics,” *PLoS One*. *Joint first authorship
- Ward, Adrian F.** (2013), “Supernormal: How the Internet is Changing Our Memories and Our Minds,” *Psychological Inquiry*.
- Ward, Adrian F.**, Andrew Olsen, and Daniel M. Wegner (2013), “The Harm-Made Mind: Victimization Augments Perceptions of the Minds of Vegetative Patients, Robots, and the Dead,” *Psychological Science*.
- Ward, Adrian F.** and Daniel M. Wegner (2013), “Mind-Blanking: When the Mind Goes Away,” *Frontiers in Psychology*.

WORKING PAPERS

- Ward, Adrian F.**, Tito L.H. Grillo and Philip Fernbach, “Risky Click: Online Financial Search and Consumer Financial Decision-Making.”
- Ward, Adrian F.**, Frank Zheng and Susan M. Broniarczyk, “I Share, Therefore I Know? Sharing—Even Without Reading—Inflates Subjective Knowledge.”
- Duani, Nofar, Alixandra Barasch and **Adrian F. Ward**, “How Watching Live Streams Creates Connection and Enhances Enjoyment.”
- Matz, Sandra, Martin Abel, Will S. McKissik and **Adrian F. Ward**, “Do People Understand the Value of Their Personal Data? An Experimental Field Study.”
- Sonnier, Garrett P., Oliver J. Rutz and **Adrian F. Ward**, “How and Why Biased Beliefs Impact the Evaluation-Belief Relationship.”
- Sukumar, Shruthi, **Adrian F. Ward**, Camden Elliott-Williams, Shabnam Hakimi, and Michael Mozer, “Overcoming Temptation: Incentive Design for Intertemporal Choice.”
- Helion, Chelsea, **Adrian F. Ward**, and David A. Pizarro, “Making Molehills Out of Mountains: Removing Moral Meaning from Prior Immoral Actions.”
- Vock, Marlene, **Adrian F. Ward**, and Margaret C. Campbell, “When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions.”

PUBLICATIONS: POPULAR PRESS

- Duke, Kristen, **Adrian F. Ward**, Ayelet Gneezy and Maarten W. Bos (2018), “Having Your Smartphone Nearby Takes a Toll on Your Thinking,” *Harvard Business Review* (March).
- Wegner, Daniel M. and **Adrian F. Ward** (2013), “How Google is Changing Your Brain,” *Scientific American* (December).
- Ward, Adrian F.** (2013), “The Neuroscience of Everybody’s Favorite Topic,” *Scientific American* (July).
- Ward, Adrian F.** (2013), “What Boston Showed About Human Nature,” *Scientific American* (April).

Ward, Adrian F. (2013), “Winter Wakes Up Your Mind—And Warm Weather Makes it Harder to Think Straight,” *Scientific American* (February).

Ward, Adrian F. (2012), “Scientists Probe Human Nature—And Discover We Are Good, After All,” *Scientific American* (November).

Ward, Adrian F. (2012), “Men and Women Can’t Be ‘Just Friends,’” *Scientific American* (October).

*Note: #1 most read *Scientific American* article of 2012

Ward, Adrian F. and Piercarlo Valdesolo (2012). “What Internet Habits Say About Mental Health,” *Scientific American* (August).

PRESENTATIONS: CHAIRED SYMPOSIA

“Cognitive Influences on Consumption Experiences” (2020), Special Session presented at the annual meeting of the *Association of Consumer Research*. Co-chaired with Tito L.H. Grillo.

“Financial Decisions in the Information Age” (2018), Special Session held at the annual meeting of the *Association of Consumer Research*, Dallas, TX. Co-chaired with Tito L.H. Grillo.

“Relationship between Visual Perception and Consumer Behavior: Identifying Effects of Visual Stimulus Characteristics on Product Evaluations” (2018), Special Session held at the annual meeting of the *Association of Consumer Research*, Dallas, TX. Co-chaired with Günes Biliciler Ünal and Raj Raghunathan.

“Paying it Forward: How Greed, Generosity, and (un)Fairness Spread Through Social Networks” (2015), Special Session held at the annual meeting of the *Association of Consumer Research*, New Orleans, LA.

“Old Systems, New Technology: How Internet Use Affects Basic Social, Cognitive, and Neural Processes” (2013), Symposium held at the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.

“The Varieties of Conscious Experience” (2012), Symposium held at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA. Co-chaired with Daniel M. Wegner.

PRESENTATIONS: TALKS

Ward, Adrian F. (2022, March), “Google Effects on Perceived Knowledge and Cognitive Self-Esteem.” Talk accepted for presentation at the annual meeting of the *Society for Consumer Psychology*.

Grillo, Tito L.H., Ty Henderson and **Adrian F. Ward** (2022, March), “Survival and Surplus Mindsets: How Early-Life Socioeconomic Conditions Shape Risky Behaviors During COVID-19.” Talk accepted for presentation at the annual meeting of the *Society for Consumer Psychology*.

Grillo, Tito L.H., Ty Henderson and **Adrian F. Ward** (2022, February), “Survival and Surplus Mindsets: A Framework for How Early Life Socioeconomic Conditions Influence Adult Financial Decisions.” Talk accepted for presentation at the annual winter meeting of the *American Marketing Association*.

Ward, Adrian F., Tito L.H. Grillo and Philip Fernbach (2021, March), “Risky Click: How Online Search Increases Financial Risk-Taking.” Talk presented at the annual meeting of the *Society for Consumer Psychology*.

Grillo, Tito L.H., Cristiane Pizzutti and **Adrian F. Ward** (2020, October), “The Effect of Google-Induced Confidence on Consumption Experiences.” Talk presented at the annual meeting of the *Association of Consumer Research*.

Grillo, Tito L.H., Cristiane Pizzutti and **Adrian F. Ward** (2020, March), “Google-Induced Decision Confidence Enhances Experiences.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, Huntington Beach, CA.

- Hamilton, Kristy, **Adrian F. Ward** and Mike Z. Yao (2019, October), “Minds vs. Machines: Investigating the Role of Anthropomorphism on Knowledge Misattributions in Voice-Activated Consumer Search.” Talk presented at the annual meeting of the *Association for Consumer Research*, Atlanta, GA.
- Ward, Adrian F.**, Tito L.H. Grillo and Philip Fernbach (2019, May), “From Novice to Know-it-All: Online Search and Financial (Over)Confidence.” Talk presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
- Hamilton, Kristy, Weizi Liu, **Adrian F. Ward** and Mike Yao (2019, May), “Mind or Machine? Exploring the Role of Anthropomorphism on Illusions of Knowledge from Technology Use.” Talk presented at the *69th Annual International Communication Association Conference*, Washington, DC.
- Ward, Adrian F.**, Tito L.H. Grillo and Philip Fernbach (2018, October), “From Novice to Know-it-All: How Google-Based Financial Learning Affects Financial Confidence and Decisions.” Talk presented at the annual meeting of the *Association for Consumer Research*, Dallas, TX.
- Ünal, Günes Biliciler, Rajagopal Raghunathan and **Adrian F. Ward** (2018, October), “A Simple Step to Go Beyond the Present: How Visual Entropy Cues Influence Temporal Focus and Consumer Behavior.” Talk presented at the annual meeting of the *Association for Consumer Research*, Dallas, TX.
- Vock, Marlene, **Adrian F. Ward** and Margaret C. Campbell (2018, October), “When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions.” Talk presented at the annual meeting of the *Association for Consumer Research*, Dallas, TX.
- Duani, Nofar, Alixandra Barasch and **Adrian F. Ward** (2018, October), “Brought to You Live: On the Consumption Experience of Live Social Media Streams.” Talk presented at the annual meeting of the *Association for Consumer Research*, Dallas, TX.
- Ward, Adrian F.**, Noah Castelo and Kurt Gray (2018, June), “The Mobile Mindset: How Texting Changes Thought.” Talk presented at the Digitized Behavior preconference at the biennial meeting of the *Behavioral Decision Research in Management Conference*, Boston, MA.
- Ward, Adrian F.** and Tito L.H. Grillo (2018, February), “Google-Induced Decision Confidence Improves Experiences.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, Atlanta, GA.
- Huang, Li, Frank Zheng and **Adrian F. Ward** (2018, February), “How Broadcasting versus Narrowcasting on Social Media Affects Consumer Memory.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, Dallas, TX.
- Grillo, Tito L.H. and **Adrian F. Ward** (2017, October), “Googling for an Experience: Internet-Induced Confidence Improves Experiences.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Berkeley, CA.
- Ward, Adrian F.** and John G. Lynch, Jr. (2017, February), “On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, San Francisco, CA.
- Zheng, Frank, **Adrian F. Ward** and Susan Broniarczyk (2017, February), “‘Sharing Without Reading’ Leads to Inflated Subjective Knowledge.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, San Francisco, CA.
- Tamir, Diana I., Emma M. Templeton, **Adrian F. Ward** and Jamil Zaki (2017, January), “Media Usage Diminishes Engagement and Memory of Events.” Talk presented at the Psychology of Technology preconference of the annual meeting of the *Society for Personality and Social Psychology*, San Antonio, TX.
- Mozer, Michael C., Shruthi Sukumar, Camden Elliott-Williams, Shabnam Hakimi and **Adrian F. Ward** (2016, December), “Overcoming Temptation: Incentive Design for Intertemporal Choice.” Talk presented at the annual meeting of the *Neural Information Processing Systems Foundation*, Barcelona, Spain.
- Also presented at the *Third Multi-Disciplinary Conference on Reinforcement Learning and Decision Making* (2017, June).

- Ward, Adrian F.** and Shane Schwikert (2016, October), “The Accessibility Liability: Digital Information Undermines Conceptual Understanding.” Talk presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.
- Castelo, Noah and **Adrian F. Ward** (2016, October), “Mind Perception and Artificial Intelligence.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Los Angeles, CA.
- Zheng, Frank, **Adrian F. Ward** and Susan Broniarczyk (2016, October), “Sharing Without Reading Leads to Inflated Subjective Knowledge.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Los Angeles, CA.
- Hakimi, Shabnam, **Adrian F. Ward**, Shruthi Sukumar, Camden Elliott-Williams and Michael C. Mozer (2016, August), “Optimizing Incentive Design for Intertemporal Choice.” Talk presented at the annual meeting of the *Society for Neuroeconomics*, Los Angeles, CA.
- Ward, Adrian F.** and John G. Lynch, Jr. (2016, June), “On a Need-to-Know Basis: The Distribution of Responsibility in Couples Creates Divergent Trajectories of Financial Expertise and Financial Outcomes.” Talk presented at the biennial meeting of the *Behavioral Decision Research in Management Conference*, Toronto, ON, Canada.
- Ward, Adrian F.** and John G. Lynch, Jr. (2016, May), “Financial Literacy on a ‘Need-to-Know’ Basis.” Talk presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
- Ward, Adrian F.** (2016, May), “IAmA Researcher: Collecting ‘More’ and ‘Different’ Data Through the Internet.” Talk presented at the annual meeting of the *Association for Psychological Science*, Chicago, IL.
- Ward, Adrian F.** (2015, October), “Social and Material Concerns in Paying it Forward: People are Selfish, but Only in Secret.” Talk presented at the annual meeting of the *Association of Consumer Research*, New Orleans, LA.
- Ward, Adrian F.** (2015, May), “Blurred boundaries: Internet Search, Cognitive Self-Esteem, and Confidence in Decision-Making.” Talk presented at the annual meeting of the *Association for Psychological Science*, New York, NY.
- Ward, Adrian F.** and Michael Mozer (2015, April), “Overcoming Temptation: Theory and Practice.” Talk presented at the Institute of Cognitive Science, Boulder, CO.
- Ward, Adrian F.** (2014, February), “In Harm’s Way: How Framing Affects Moral Decision-Making, Political Beliefs, and Donation Behavior.” Talk presented at the Sustainability Psychology preconference of the annual meeting of the *Society for Personality and Social Psychology*, Austin, TX.
- Mather, Jennifer A. and **Adrian F. Ward** (2013, August), “Do Squid Have a Theory of Mind About Potential Predators?” Talk presented at the annual meeting of the *Animal Behavior Society*, Boulder, CO.
- Ward, Adrian F.** (2013, January), “The Third Half of Your Brain: Google Effects on Cognitive Self-Esteem.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.
- Gray, Kurt, **Adrian F. Ward** and Michael I. Norton (February, 2013), “Paying it Forward: Generalized Reciprocity and the Limits of Generosity.” Talk presented at the *Society for Consumer Psychology*, San Antonio, TX.
- Ward, Adrian F.** (2012, July), “Mind-Blanking: When the Stream of Consciousness Runs Dry.” Talk presented at the *Turing Memorial Summer Institute on the Evolution and Function of Consciousness*, Montreal, Canada.
- Ward, Adrian F.** (2012, April), “Who Needs Friends When You’ve Got Google?” Talk presented at *Nerd Nite Boston*.
- Ward, Adrian F.** (2012, April), “Multidimensional Scaling and Individual Differences.” Talk presented at the *Harvard Advanced Statistical Methods Workshop*, Cambridge, MA.
- Ward, Adrian F.** and Kurt Gray (2012, April), “The Harm Hypothesis.” Talk presented at the *Boston Area Moral Cognition Workshop*, Boston, MA.

- Ward, Adrian F.** and Daniel M. Wegner (2012, January), “When the Mind Goes Away.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA.
- Mason, Malia F. and **Adrian F. Ward** (2012, January), “Fidget to Focus.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA.
- Ward, Adrian F.**, Kristi Leimgruber, Kurt Gray, Michael I. Norton, Kristina Olson and Laurie Santos (2011, November), “Who Pays What Forward? Evidence from Monkeys, Children, and Adults.” Talk presented at the annual meeting of the *Society for Judgment and Decision Making*, Seattle, WA.
- Gray, Kurt, **Adrian F. Ward**, and Michael I. Norton (October, 2010), “Paying it Forward: Greed and Generosity in Indirect Reciprocity.” Talk presented at the *Association for Consumer Research*, Jacksonville, FL.

PRESENTATIONS: POSTERS

- Ward, Adrian F.**, Noah Castelo and Kurt Gray (2017, October), “Truncated Text, Truncated Thought.” Poster presented at the annual meeting of the *Association for Consumer Research*, San Diego, California.
- Grillo, Tito L.H., Cristiane Pizzutti and **Adrian F. Ward** (2017, October), “Googled Experiences: Internet-Induced Confidence in Decision Abilities Increases Enjoyment.” Poster presented at the annual meeting of the *Association for Consumer Research*, San Diego, California.
- Huang, Li, Frank Zheng and **Adrian F. Ward** (2017, October), “How Broadcasting vs. Narrowcasting on Social Media Affects Consumer Memories.” Poster presented at the annual meeting of the *Association for Consumer Research*, San Diego, California.
- Castelo, Noah and **Adrian F. Ward** (2016, October), “Political Affiliation Moderates Attitudes Towards Artificial Intelligence.” Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.
- Grillo, Tito L.H., **Adrian F. Ward** and Cristiane Pizzutti dos Santos (2016, October), “Head in the ‘Cloud’: Online Information Search Inflates Consumers’ Self-Confidence in Personal Decision-Making Ability.” Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.
- Schwikert, Shane and **Adrian F. Ward** (2016, January), “Digital Information, Superficial Education: Recorded Lectures Reduce Depth-of-Processing and Undermine Conceptual Knowledge.” Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, California.
- Leimgruber, Kristi, **Adrian F. Ward**, Michael I. Norton, Kristina Olson, Kurt Gray, and Laurie Santos (2011, October), “Four-Year-Old Children and Capuchins (*Cebus paella*) Pay Forward Generous and Spiteful Allocations in a Non-Anonymous Donation Task.” Poster presented at the annual meeting of the *Cognitive Development Society*, Philadelphia, PA.
- Ward, Adrian F.** and Daniel M. Wegner (2011, January), “Thinking About Not Thinking: Ironic Effects of Demand on the Experience of Mind-Blanking.” Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, San Antonio, TX.
- Ward, Adrian F.** and Daniel M. Wegner (2010, January), “Mapping the Self: A Multidimensional Scaling Analysis of Self and Identity.” Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Las Vegas, NV.
- Ward, Adrian F.** and Daniel M. Wegner (2009, November), “Earthly Sins and Heavenly Rewards: The Effect of Afterlife Beliefs and Morality on End-of-Life Decisions.” Poster presented at the annual meeting of the *Society for Judgment and Decision Making*, Boston, MA.
- Ward, Adrian F.**, Steven M. Graham, Margaret S. Clark, and Beth A. Pontari (2008, February), “Integration of Positive and Negative Thoughts About Others and the Self: Susceptibility to Contextual Cues.” Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM.

Ward, Adrian F., Margaret S. Clark, and Steven M. Graham (2007, January), “Expression of Positive and Negative Emotion, Communal Orientation, and Interpersonal Liking.” Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN.

Ward, Adrian F., Margaret S. Clark, and Steven M. Graham (2006, November), “When ‘Bad’ is ‘Good:’ Expression of Positive and Negative Emotion, Communal Orientation, and Interpersonal Liking.” Poster presented at the annual meeting of the *Society for Southeastern Social Psychologists*, Knoxville, TN.

PRESENTATIONS: INVITED TALKS (ACADEMIC AUDIENCES)

| | |
|--|--|
| Stanford University , Stanford, CA | University of Florida , Gainesville, FL |
| London Business School , London, UK | INSEAD , Fontainebleau, France |
| Wilfrid Laurier University , Waterloo, ON, Canada | Duke University , Durham, NC |
| Baruch College , New York, NY | University of California, Berkeley , Berkeley, CA |
| UFRGS , Porto Alegre, Rio Grande do Sul, Brazil | University of Chicago , Chicago, IL |
| University of Arizona , Tucson, AZ | Harvard Business School , Boston, MA |
| Trinity University , San Antonio, TX | University of Colorado Boulder , Boulder, CO |
| Massachusetts Institute of Technology , Cambridge, MA | University of Richmond , Richmond, VA |

PRESENTATIONS: INVITED TALKS (POPULAR AUDIENCES)

BEWorks, Toronto, ON, Canada
The Greater Good Gathering: “Technology, Community, and the Greater Good”, New York, NY
Oklahoma State Executive Ph.D. Reunion, Stillwater, OK
BARBRI @ The Association of American Law Schools, San Diego, CA
Dimensional Fund Advisors, Austin, TX

RESEARCH GRANTS

| | |
|--|------|
| McCombs Research Excellence Grant (\$2,390) “Noble bullets.” With Julie Irwin and Maxwell Alberhasky | 2019 |
| Institute of Cognitive Science (\$5,000) “Optimizing financial decision making via reinforcement learning models.” With John G. Lynch, Jr., Michael Mozer, and Ian Smith | 2014 |
| Learning Disabilities Foundation of America (\$40,000) “The functional significance of fidgeting and its implications for Attention Deficit Hyperactivity Disorder.” With Malia F. Mason | 2013 |
| Harvard Mind/Brain/Behavior Initiative (\$10,000) “Cultivating cooperation and control: The effects of meditation on moral judgment, prosocial behavior, and mental control.” With Alek Chakroff, Gordon Kraft-Todd, Julia Lee, and Alea Skwara | 2013 |

PROFESSIONAL SERVICE

Professional Affiliations

| | |
|--|---|
| Association for Consumer Research | American Psychological Association |
| Society for Consumer Psychology | Association for Psychological Science |
| Society for Judgment and Decision Making | Society for Personality and Social Psychology |

Editorial Review Board

| | |
|------------------------------|--------------|
| Journal of Consumer Research | 2021-present |
|------------------------------|--------------|

Senior Program Committee

| | |
|--|--------------|
| APA Technology, Mind, and Society Initiative | 2017-present |
|--|--------------|

Advisory Board

| | |
|---|--------------|
| Consumer Financial Protection Bureau panel on financial skill | 2020-present |
| mePrism Data Ethics Committee | 2019-present |

Ad-Hoc Reviewer

| | | |
|---|--|--------------|
| Journal of Consumer Research | Memory | 2012-present |
| Journal of Consumer Psychology | Cortex | |
| Journal of Marketing Research | Motivation | |
| Journal of Marketing | Human Brain Mapping | |
| Proceedings of the National Academy of Sciences | Frontiers in Psychology | |
| Science Advances | Perspectives on Psychological Science | |
| Nature: Scientific Reports | Applied Cognitive Psychology | |
| Journal of Experimental Psychology | Psychology and Marketing | |
| Journal of Experimental Social Psychology | International Journal of Research in Marketing | |
| Personality and Social Psychology Bulletin | Journal of Interactive Marketing | |
| Cognition | | |

Conference and Award Reviewer

| | | |
|--|---------------------------------------|--------------|
| ACR North American Conference | Boulder CFDM Conference | 2013-present |
| • 2018 CFDM working paper chair | MSI Dissertation Proposal Competition | |
| APA Technology, Mind, and Society Conference | | |

HONORS AND AWARDS

| | |
|--|------------------------------|
| Amplify Award for Diversity and Inclusion, University of Texas at Austin | 2021 |
| Rising Star, Association for Psychological Science | 2020 |
| Best 40 Under 40 Business School Professors, Poets & Quants | 2020 |
| Trammell/CBA Foundation Teaching Award for Assistant Professors, University of Texas at Austin | 2019 |
| Society of Teaching Excellence, University of Texas at Austin | 2018 |
| Faculty Honor Roll, University of Texas at Austin | 2016, 2017, 2018, 2019, 2021 |
| Dissertation Completion Fellowship, Harvard University | 2012-2013 |
| Gordon W. Allport Fund Research Grant, Harvard University | 2012 |
| Ernest Frederick Slater Scholarship Award, Harvard University (3 times) | 2010, 2011, 2012 |
| Derek Bok Award for Distinction in Teaching, Harvard University (4 times) | 2010, 2011, 2012 |
| Norman Anderson Fund Research Grant, Harvard University | 2010-2011 |
| George W. Goethals Award for Excellence in Teaching, Harvard University | 2011 |
| Summer Institute for Social Psychology, Princeton University | 2011 |
| Graduate Student Travel Award, Society for Personality and Social Psychology | 2010 |
| McMasters Fund Research Grant, Harvard University | 2009, 2012 |
| Stimson Fund Research Grant, Harvard University | 2008 |
| Gordon W. Allport Award, Furman University (awarded to top Psychology major) | 2008 |
| Religion Scholarship Award, Furman University (awarded to top Religion major) | 2008 |
| National Merit Scholarship | 2004-2008 |

TEACHING

MARKETING

| | |
|---|--------------|
| University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (Masters in Marketing) Average teacher evaluation: 4.9/5 | 2017-present |
| University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (Undergraduate) * Average teacher evaluation: 4.9/5 | 2016-present |
| University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (MBA) Average teacher evaluation: 4.8/5 | 2016-present |
| University of Colorado , Boulder, CO Post-Doctoral Assistant, Market Intelligence (MBA) | 2014 |

STATISTICS AND EXPERIMENTAL METHODS

| | |
|---|-----------|
| University of Texas at Austin , Austin, TX Independent Research Advisor (Undergraduate) | 2016 |
| Harvard University , Cambridge, MA Head Teaching Fellow: Multivariate Analysis in Psychology (Graduate-level statistics) ** Teacher evaluation: 4.63/5 | 2012 |
| Harvard University , Cambridge, MA Senior Thesis Advisor Teacher evaluation: 5/5 | 2011-2012 |

PSYCHOLOGY AND DECISION-MAKING

| | |
|---|-----------|
| Harvard University , Cambridge, MA Instructor and Creator: Identity, Attention, and Decision-Making (Undergraduate research seminar) *** Instructor evaluation: 4.67/5 | 2011 |
| Harvard University , Cambridge, MA Teaching Fellow: Psychological Science ** Teacher evaluation: 4.81/5 | 2011 |
| Harvard University , Cambridge, MA Teaching Fellow: Social Psychology ** Average teacher evaluation (two years): 4.53/5 | 2010-2011 |
| Harvard University , Cambridge, MA Head Teaching Fellow: Psychology of Morality ** Teacher evaluation: 4.64/5 | 2010 |

* Named to Faculty Honor Roll (University of Texas at Austin) **(5x)**

** Received the Derek Bok Award for Distinction in Teaching by a Teaching Fellow (Harvard University)

*** Received the George W. Goethals Award for Excellence in Teaching by a Course Instructor (Harvard University)

2021: Received Amplify Teaching Award for fostering diversity and inclusion

2020: Best 40 Under 40 Business School Professors, Poets & Quants

2019: Received the Trammell/CBA Foundation Teaching Award for Assistant Professors, University of Texas at Austin