

Stephen A. Spiller

UCLA
Anderson School of Management
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Employment **UCLA Anderson School of Management**

Associate Professor, Marketing and Behavioral Decision Making 2018-Present
Assistant Professor, Marketing 2011-2018

Education **Duke University**

Ph.D., Business Administration 2011

University of Virginia

B.A. with Highest Distinction, Psychology and Economics 2006

Research **Research Interests**

Judgment and decision making; Resource allocation and valuation; Consumer financial decisions

Journal Publications

Reinholtz, Nicholas, Sam J. Maglio, and Stephen A. Spiller (in press), "Stocks, Flows, and Risk Response to Pandemic Data," *Journal of Experimental Psychology: Applied*.

Spiller, Stephen A. and Dan Ariely (2020), "How Does the Perceived Value of a Medium of Exchange Depend on its Set of Possible Uses?" *Organizational Behavior and Human Decision Processes*, 161, 188-200.

Benedict Dellaert, Suzanne Shu, Theo Arentze, Tom Baker, Kristin Diehl, Bas Donkers, Nathanael Fast, Gerald Häubl, Heidi Johnson, Uma Karmarkar, Harmen Oppewal, Bernd Schmitt, Juliana Schroeder, Stephen A. Spiller, and Mary Steffel (2020), "Consumer Decisions with Artificially Intelligent Voice Assistants," *Marketing Letters*, 31, 335-347.

Spiller, Stephen A., Nicholas Reinholtz, and Sam J. Maglio (2020), "Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences," *Management Science*, 66 (5), 2213-2231.

Spiller, Stephen A. (2019), "Opportunity Cost Neglect and Consideration in the Domain of Time," *Current Opinion in Psychology*, 26, 98-102.

Carlin, Bruce, Li Jiang, and Stephen A. Spiller (2018), "Millennial-Style Learning: Search Intensity, Decision Making, and Information Sharing," *Management Science*, 64 (4), 3313-3330.

Spiller, Stephen A. and Lena Belogolova (2017), "On Consumer Beliefs About Quality and Taste," *Journal of Consumer Research*, 43 (6), 970-991.

◇ Finalist, 2020 *Journal of Consumer Research* Best Paper Award

Simon, Dan and Stephen A. Spiller (2016), "The Elasticity of Preferences," *Psychological Science*, 27 (12), 1588-1599.

Greenberg, Adam Eric and Stephen A. Spiller (2016), "Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences," *Psychological Science*, 27 (1), 103-113.

- McClelland, Gary H., John G. Lynch, Jr., Julie R. Irwin, Stephen A. Spiller, and Gavan J. Fitzsimons (2015), "Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power," *Journal of Consumer Psychology*, 25 (4), 679-689.
- Spiller, Stephen A., Gavan J. Fitzsimons, John G. Lynch, Jr., and Gary H. McClelland (2013), "Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression," *Journal of Marketing Research*, 50 (2), 277-88.
 ◇ Finalist, 2018 *Journal of Marketing Research* William F. O'Dell Award
- Dalton, Amy N. and Stephen A. Spiller (2012), "Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals," *Journal of Consumer Research*, 39 (3), 600-14.
- Mick, David G., Stephen A. Spiller, and Anthony J. Baglioni (2012), "A Systematic Self-Observation Study of Consumers' Conceptions of Practical Wisdom in Everyday Purchase Events," *Journal of Business Research*, 65 (7), 1051-59.
- Spiller, Stephen A. (2011), "Opportunity Cost Consideration," *Journal of Consumer Research*, 38 (4), 595-610.
- Lynch, John G., Jr., Richard G. Netemeyer, Stephen A. Spiller, and Alessandra Zammit (2010), "A Generalizable Scale of Propensity to Plan: The Long and the Short of Planning for Time and for Money," *Journal of Consumer Research*, 37 (1), 108-28.

Additional Publications

- Maglio, Sam, Nicholas Reinholtz, and Stephen Spiller (2021), "The Challenges of Presenting Pandemic Data," *MIT Sloan Management Review*.

Working Papers, Papers Under Review, and Invited Revisions

- The Role of Visual Attention in Opportunity Cost Neglect and Consideration.* With Stephanie Smith and Ian Krajbich.
- Consumers Undervalue Multi-Option Alternatives in Two-Stage Choice.* With Stephanie Smith.
- Generation, Representation and Valuation of Choice Alternatives: A Psychological Model of Resource Slack with Applications to Intertemporal Choice.* With John Lynch and Gal Zauberman.
- Do "Helpful" Reviews Provide Helpful Information? An Assessment of the Determinants of Perceived Review Helpfulness and Review Accuracy.* With Donald Lichtenstein, Philip Fernbach, Bart de Langhe, and Nicholas Light.
- What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences.* With Adam Greenberg, Hal Hershfield, and Suzanne Shu.
- Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Factual Statements Rather Than Opinions.* With Daniel Mirny.
- Chasing Consumer Surplus: Average Value Attracts Budget Allocation.* With David Dolifka.

Selected Conference Presentations

- How Does the Perceived Value of a Medium of Exchange Depend on its Set of Possible Uses?* With Dan Ariely, Judgement and Decision-Making Winter Symposium, Jan 18 2020.
- Generating and Transforming Consideration Sets.* With John Lynch and Gal Zauberman, AMA-Sheth Doctoral Consortium, June 15 2019.

Consumers' Beliefs About Quality and Taste in the Context of Automated Decision Dialogues. With Lena Belogolova, Choice Symposium, May 31 2019.

Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences. With Nicholas Reinholtz and Sam Maglio, Judgement and Decision-Making Winter Symposium, Jan 19, 2019.

How Does the Perceived Value of a Medium of Exchange Depend on its Set of Possible Uses? With Dan Ariely, Association for Consumer Research, Oct 12 2018.

What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences. With Adam Greenberg, Hal Hershfield, and Suzanne Shu, Retirement Research Consortium, Aug 3 2018.

Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences. With Nicholas Reinholtz and Sam Maglio, Association for Consumer Research, Oct 29 2016.

Discrepant Beliefs About Quality and Taste. With Helen Belogolova, Association for Psychological Science, May 26 2016.

Toward a Framework for Understanding Financial Fragility: Conceptualizing and Documenting Relationships Between Psychological Factors and Emergency Reserves. With Dan Bartels and Jon Westfall, Boulder Summer Conference on Consumer Financial Decision Making, May 24 2016.

Resource Slack: A Theory of Perceived Supply and Demand. With John Lynch and Gal Zauberman, Choice Symposium, May 15 2016.

Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences. With Nicholas Reinholtz and Sam Maglio, Society for Consumer Psychology, Feb 26 2016.

Making Decisions Disrupts Relatively Stable Preferences. With Dan Simon, Society for Judgment and Decision Making, Nov 23 2015.

Discrepant Beliefs About Quality Versus Taste. With Helen Belogolova, Society for Consumer Psychology, Feb 27 2015.

Discrepant Beliefs About Quality Versus Taste. With Helen Belogolova, Association for Consumer Research, Oct 24 2014.

Matters of Taste: Differences in Perceived Preference Structures. With Helen Belogolova, Society for Judgment and Decision Making, Nov 16 2013.

How Do People Represent Money? The Case of the Influence of Irrelevant Options on the Perceived Value of Money. With Dan Ariely. Society for Consumer Psychology, Feb 18 2012.

Representing Money as a Set: The Influence of Irrelevant Alternatives on the Perceived Value of Money. With Dan Ariely. Society for Judgment and Decision Making, Nov 6 2011.

Irrelevant Outside Options Influence the Value of Money. With Dan Ariely. Association for Consumer Research, Oct 14 2011.

Resource Use Accessibility and Opportunity Cost Consideration. Society for Consumer Psychology, Feb 26 2011.

Resource Constraints and Usage Constraints Drive Opportunity Cost Consideration. Boulder Summer Conference on Consumer Financial Decision Making, June 28 2010.

Consumers Exhibit the Planning Fallacy for Time but not for Money. With John G. Lynch, Jr. Association for Consumer Research, Oct 24 2009.

Invited Presentations

Duke University	2021 May
The Ohio State University	2021 March
University of Michigan	2021 March
University of Toronto	2020 October
Harvard University	2020 October
University of Oregon	2019 December
Washington University in St. Louis	2019 September
ESADE	2019 May
Bocconi University	2019 April
University of Colorado	2018 November
University of Pennsylvania	2018 March

University of Illinois	2018 March
University of California—San Diego	2018 February
Brigham Young University	2017 October
Swiss Consumer Research Summit (University of St. Gallen)	2017 September
Cornell University	2017 April
Columbia University	2016 September
Erasmus University	2016 April
University of Arizona	2016 February
University of Washington	2015 April
London Business School	2015 March
Northwestern University	2015 January
University of Chicago	2015 January
University of Pennsylvania	2014 September
Stanford University	2014 March
University of Manitoba	2014 February
University of Wisconsin	2014 February
University of Pennsylvania	2013 October
University of Southern California	2013 February
Cornell University	2012 February
Boston College	2010 November
University of California—San Diego	2010 November
University of Southern California	2010 November
University of California—Los Angeles	2010 November
University of Chicago	2010 October
Tulane University	2010 October
University of British Columbia	2010 October
University of Alberta	2010 October
Temple University	2010 October
University of Miami	2010 October
Carnegie Mellon University	2010 September
University of Toronto	2010 September

Teaching

Classes

Data Analytics (UCLA, FEMBA, MBA)
Applied Analysis (UCLA, PhD)
Consumer Behavior (UCLA, FEMBA, MBA)
Consumer Behavior Seminar (UCLA, PhD)
Marketing Management (UCLA, FEMBA)
Marketing Management (Duke University, Undergraduate)

Mentoring

Doctoral Committees Chaired

David Dolifka, UCLA Anderson	2023 (expected)
Daniel Mirny, UCLA Anderson	2023 (expected)
David Zimmerman, UCLA Anderson (co-chair)	2022 (expected)

Doctoral Committees

Joseph Reiff, UCLA Anderson	2023 (expected)
Ipek Demirdag, UCLA Anderson	2022 (expected)
Katherine Christensen, UCLA Anderson	2021
Elicia John, UCLA Anderson	2020
Petra Rasmussen, UCLA Public Health	2020
Andrew Long, CU Boulder	2019
Helene Reiss, UCLA Public Health	2018
Jonathan Lim, UCLA Anderson	2018
Marissa Sharif, UCLA Anderson	2017
Charlene Chu, UCLA Anderson	2017

Christina Kan, CU Boulder	2015
Elizabeth Webb, UCLA Anderson	2014

Postdoctoral Scholars

Stephanie Smith	2019-2022 (expected)
Adam Greenberg	2016-2018

Service

To the Field

Associate Editor, <i>Journal of Consumer Research</i>	2021-
Editorial Review Board, <i>Journal of Consumer Psychology</i>	
Ad Hoc Reviewer (Selected Journals), <i>Cognition, Journal of Behavioral Decision Making, Journal of Economic Psychology, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology, Judgment and Decision Making, Management Science, MIS Quarterly, Nature: Human Behavior, Organizational Behavior and Human Decision Processes, Proceedings of the National Academy of Sciences, Psychological Science, Psychonomic Bulletin & Review</i>	
SCP Research Skills Preconference Co-Chair	2021
ACR Forums Co-Chair	2018
SCP Research Skills Preconference Co-Chair	2018
Society for Consumer Psychology Advisory Panel	2015-2018

To Anderson and UCLA

Research Infrastructure Working Group, UCLA	2021-
Curriculum Reform Subcommittee, UCLA Anderson	2021-
Staffing Committee, UCLA Anderson	2020-
Faculty Director, UCLA Anderson Behavioral Lab	2020-
MBA Admissions Committee, UCLA Anderson	2019-
Staffing Committee, UCLA Anderson	2013-2014
Legislative Assembly Representative, UCLA	2012-2013
Doctoral Student Liaison, UCLA Marketing Area	2011-2012

Honors

Finalist, <i>Journal of Consumer Research</i> Best Paper Award	2020
ACR Early Career Award	2019
AMA Sheth Foundation Doctoral Consortium Faculty Fellow	2019
Finalist, <i>Journal of Marketing Research</i> William F. O'Dell Award	2018
Eric and E Juline Faculty Excellence in Research Award	2018
JCR Outstanding Reviewer	2017
MSI Young Scholar	2017
Stu Clark Distinguished Speaker, University of Manitoba	2014
AMA Sheth Foundation Doctoral Consortium Fellow	2010
University Scholar, Duke University	2006-2011
James B. Duke Fellow, Duke University	2006-2011
Duke University Graduate Fellowship, Duke University	2006-2011
Phi Beta Kappa, University of Virginia	2005
Echols Scholar, University of Virginia	2002-2006