

Curriculum Vitae  
Cynthia Elaine Cryder

---

Department of Social and Decision Sciences  
Carnegie Mellon University  
208 Porter Hall  
Pittsburgh, PA 15213-3890  
ccryder@andrew.cmu.edu

937-594-3180 (cell)  
412-268-6938 (fax)

<http://www.contrib.andrew.cmu.edu/~ccryder/>

**Education**

- Ph.D. Behavioral Decision Research, Carnegie Mellon University  
Psychology, Carnegie Mellon University  
Expected Graduation: May 2009
- M.S. Behavioral Decision Research, Carnegie Mellon University, May 2006
- B.S. Psychology, The Ohio State University, June 2004  
*Summa Cum Laude*  
*Honors in the Arts and Sciences*  
*Distinction in Psychology*  
Minors: Business  
Italian

**Additional Training**

Summer Institute in Social Psychology – University of Texas, Austin, Summer 2007  
Training Topic: Novel Methods to Assessing Social Behavior and Individual Differences

**Research Interests**

Judgment and Decision Making  
Prosocial Behavior  
Incentives  
Field and Internet Research Methodology

**Awards, Fellowships, and Scholarships**

- |   |      |
|---|------|
| Research Grant, The Hewlett Foundation, (\$92,300)<br>Co-Investigator: George Loewenstein | 2007 |
| Research Fellowship, Carnegie Mellon University Office of Advancement<br>(\$24,000)       | 2007 |
| Small Grant, Center for Behavioral Decision Research at Carnegie Mellon (\$1,192)         | 2007 |
| Research Fellowship, Central Blood Bank of Pittsburgh (\$40,000)                          | 2006 |

Honorable Mention, National Science Foundation Graduate Research Fellowship Program	2006
Small Grant, Center for Behavioral Decision Research at Carnegie Mellon (\$2,159.96)	2006
Travel Award, Judgment and Decision Making Pre-Conference at The Society for Personality and Social Psychology Meeting (\$300)	2006, 2008
Scholarship, National Merit Scholarship Program (Full Room & Board, The Ohio State University)	2000-2004
Scholarship, The Battelle Corporation (Full Tuition, The Ohio State University)	2000-2004

### **Publications**

Cryder, C. E., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2008). Misery is not miserly: Sad and self-focused individuals spend more. *Psychological Science, 19*, 525-530.

Rick, S. I., Cryder, C. E., & Loewenstein, G. (2008). Tightwads and Spendthrifts. *Journal of Consumer Research, 34*, 767-782.

Cryder, C. E. & Lerner, J. S. (in press). Uncertainty. Short summary for *The Oxford Companion to the Affective Sciences* (D. Sander and K. Scherer, Eds.). Oxford University Press.

### **Manuscript Under Review**

Cryder, C. E., Volpp, K. G., London, A. J., & Loewenstein, G. *Informative Inducement: Payment for Research Studies and Enhancement of Informed Consent.*

### **Manuscripts In Progress**

Cryder, C. E., Loewenstein, G., & Seltman, H. *A Race to the Finish: Nearing Fund-Raising Goals Increases the Rate of Donation.*

Cryder, C. E., Mullen, E. E., & Loewenstein, G. *Wanting Versus Choosing: A Disconnect between What Moves Us and What We Prefer.*

Cryder, C. E., & Weber, R. *The Sunny Side of Giving.*

Haisley, E. C., Cryder, C. E., Loewenstein, G. & Volpp, K. G. *The Appeal of Mixed Lottery Incentives.*

### **Presentations at Peer-Reviewed Scientific Meetings**

- Cryder, C. E., Mullen, E. E., & Loewenstein G. (2008, November) *Wanting versus Choosing: A Disconnect between What Moves Us and What We Prefer*. Paper to be presented at the SJDM Preconference: Using Human Nature to Improve Human Life, Chicago, IL.
- Cryder, C. E., Mullen, E. E., & Loewenstein G. (2008, November) *Joint Evaluation: When Practical Incentives Win*. Paper to be presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Cryder, C. E., Loewenstein, G., & Seltman, H. (2008, April) *A Race to the Finish: Nearing Fund-Raising Goals Increases the Rate of Donation*. Paper presented at the meeting for Behavioral Decision Research in Management, La Jolla, CA.
- Cryder, C. E. (February, 2008). *Putting the "I" into JDM: A New Wave of Self Research in Judgment and Decision Making*. Chaired Symposium presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM. *Speakers: Tom Gilovich, Jennifer Lerner, Matthew Lieberman, Lee Ross, Fritz Strack.*
- Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2006, November) *Self-focus ties heart strings to purse strings*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Houston, TX.
- Cryder, C. E., Loewenstein, G., & Seltman, H. (2008, February) *A Race to the Finish: Coming Close to Fund-Raising Goals Increases the Rate of Donation*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Albuquerque, NM.
- Cryder, C. E., Lerner, J. S., & Gross, J. J. (2008, February) *How You Feel Depends on Where You Sit: Visual Perspective and Emotional Experience*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM
- Cryder, C. E., Loewenstein, G., & Seltman, H. (2007, November) *A Race to the Finish: Coming Close to Fund-Raising Goals Increases the Rate of Donation*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2007, January) *Self-focus and the sadness-splurge effect*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Memphis, TN.
- Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2007, January) *Self-focus and the sadness-splurge effect*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Cryder, C. & Lerner, J. S. (2006, January). *The robust effect of sadness on economic choice*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Palm Springs, CA.
- Cryder, C., & Lerner, J. S. (2005, November). *Sad individuals' resistance to save*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.

### **Selected Press Coverage of Research**

Sadness Spurs Spending, Experiment Shows, *All Things Considered, NPR Radio*, April 19, 2008.

Tightwads v. Spendthrifts, *Tierney Lab, Nytimes.com*, April 17, 2008.

Emotional Spending, *Business Daily, BBC Radio*, March 13, 2008.

Why Brooding Shoppers Overpay, *Tierney Lab, Nytimes.com*, February 13, 2008.

Depressed? Don't Go to the Mall, *Time.com*, February 8, 2008.

Misery is not Miserly, *WBZ (CBS) Radio Boston*, February 8, 2008.

Sad Spending, *NBC Television News*, February 8, 2008.

Why Misery Isn't Miserly, *CBSnews.com*, February 8, 2008.

Put Away That Credit Card, *Newsweek.com*, February 7, 2008.

The Voices in My Head Say 'Buy It!' Why Argue? *The New York Times*, January 16, 2007.

Tightwads and Spendthrifts, *Tierney Lab, Nytimes.com*, January 15, 2007

### **Teaching & Advising**

#### Instructor

Reason, Passion, & Cognition, Carnegie Mellon University 2006

#### Teaching Assistant

Behavioral Decision Making, Carnegie Mellon University 2006

Social Psychology Research Methods, Carnegie Mellon University 2006

Reason, Passion, & Cognition, Carnegie Mellon University 2005

Organizations, Carnegie Mellon University 2004

#### Advising

Undergraduate honor's thesis co-supervisor, Carnegie Mellon University 2007-present

Undergraduate research supervisor, Carnegie Mellon University 2004-present

#### Teaching Materials

Cryder, C. E., & Krishnamurti, T. (2007) Test bank for *Judgment in Managerial Decision Making* (6th Ed.). New York: Wiley.

## References

### **George Loewenstein, Ph.D**

Herbert A. Simon Professor of Economics and Psychology  
Department of Social and Decision Sciences  
Carnegie Mellon University  
Porter Hall 208  
Pittsburgh, PA 15213  
412-268-8787 (office)  
412-268-3938 (fax)  
[gl20@andrew.cmu.edu](mailto:gl20@andrew.cmu.edu)

### **Jennifer S. Lerner, Ph.D.**

Professor of Public Policy and Psychology  
John F. Kennedy School of Government  
Harvard University  
79 John F. Kennedy St.  
Cambridge, MA, 02138  
617-495-9962 (office)  
[jennifer\\_lerner@harvard.edu](mailto:jennifer_lerner@harvard.edu)

### **Robyn M. Dawes, Ph.D**

The Charles J. Queenan, Jr. University Professor of Psychology & Social and Decision Sciences  
Department of Social and Decision Sciences  
Carnegie Mellon University  
Porter Hall 208  
Pittsburgh, PA 15213  
412-268-2055 (office)  
412-268-3938 (fax)  
[rd1b@andrew.cmu.edu](mailto:rd1b@andrew.cmu.edu)

### **James J. Gross, Ph.D**

Associate Professor of Psychology  
Department of Psychology  
Stanford University  
Stanford, CA 94305-2130  
650-723-1281 (office)  
650-725-5699 (fax)  
[gross@stanford.edu](mailto:gross@stanford.edu)

### **Kevin G. Volpp, MD, Ph.D**

Assistant Professor of Medicine and Health Care Systems  
The Wharton School  
University of Pennsylvania  
204 Colonial Penn Center  
3641 Locust Walk  
Philadelphia, PA 19104-6218  
215-898-6861 (office)  
215-573-2157 (fax)  
[volpp70@mail.med.upenn.edu](mailto:volpp70@mail.med.upenn.edu)

### **Roberto A. Weber, Ph.D**

Associate Professor of Economics & Social and Decision Sciences  
Department of Social and Decision Sciences  
Carnegie Mellon University  
Porter Hall 208  
Pittsburgh, PA 15213  
412-268-3224 (office)  
412-268-3938 (fax)  
[rweber@andrew.cmu.edu](mailto:rweber@andrew.cmu.edu)