

## CAREY K. MOREWEDGE

Tepper School of Business  
Carnegie Mellon University  
5000 Forbes Ave.  
Pittsburgh, PA 15213

(412) 268-6079 phone  
morewedge@cmu.edu

<http://www.andrew.cmu.edu/user/morewedg/>

### EMPLOYMENT

Assistant Professor of Marketing, Tepper School of Business, Carnegie Mellon University, July, 2011 to present; courtesy appointment in Department of Social and Decision Sciences.

Assistant Professor of Social and Decision Sciences, Carnegie Mellon University, September, 2007 to June, 2011.

### EDUCATION

Post-Doctoral Research Associate, Center for Health and Wellbeing, Princeton University, July, 2006 to August, 2007. Advisor: Daniel Kahneman.

Ph.D. Social Psychology, Harvard University, January, 2006. Dissertation title: "A mind of its own: Negativity bias in the perception of intentional agency." Advisors: Daniel T. Gilbert and Daniel M. Wegner.

A.M. Social Psychology, Harvard University, June 2002. Thesis title: "Dimensionality: Side effects of construing reality to one's advantage."

B.A. Psychology with a minor in Philosophy, *summa cum laude* with departmental honors, University of Massachusetts at Amherst, May, 2000. Thesis title: "Cognitive components of the spreading effect in decision-making."

Associate Reader, St. Edmund's Hall, Oxford University, Michaelmas Term, 1998.

### HONORS AND AWARDS

2011 BP Junior Faculty Chair, Tepper School of Business

2010 Theoretical Innovation Prize, Society for Personality and Social Psychology

2009 Year in Ideas, *New York Times*

2007 Dissertation Award Finalist, Society for Experimental Social Psychology

2005 Best Conference Poster Award, Society for Judgment and Decision Making

2004 Editor's Choice Article, *Science*

2003 Fellow, Summer Institute in Social Psychology, University of Colorado at Boulder

2002 Honorable Mention, National Science Foundation Graduate Fellowship

2000 Honorable Mention, National Science Foundation Graduate Fellowship

1999 Phi Beta Kappa, University of Massachusetts at Amherst

1999 William F. Field Alumni Scholar, University of Massachusetts at Amherst

1999 Phi Kappa Phi National Honor Society, University of Massachusetts at Amherst

1999 Psi Chi National Honor Society, University of Massachusetts at Amherst

1996 Acorn Scholar, University of Massachusetts at Amherst

**PUBLICATIONS**

- Morewedge, C. K., & Todorov, A. (In press). The least likely of behaviors: Overweighting atypical past behavior in behavioral predictions. *Social Psychological and Personality Science*.
- Cryder, C., Springer, S., & Morewedge, C. K. (In press). Guilty feelings, targeted actions. *Personality and Social Psychology Bulletin*.
- Kassam, K. S., Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (2011). Winners love winning and losers love money. *Psychological Science, 22*, 602-606.
- Morewedge, C. K., Huh, Y. E., & Vosgerau, J. (2010). Thought for food: Imagined consumption reduces actual consumption. *Science, 303*, 1530-1533.
- Haran, U., Moore, D. A., & Morewedge, C. K. (2010). A simple remedy for overprecision in judgment. *Judgment and Decision Making, 5(7)*, 467-476.
- Morewedge, C. K., & Kahneman, D. (2010). Associative processes in intuitive judgment. *Trends in Cognitive Sciences, 14(10)*, 435-440.
- Morewedge, C. K., Gilbert, D. T., Myrseth, K. O. R., Kassam, K. S., & Wilson, T. D. (2010). Consuming experiences: Why affective forecasters overestimate comparative value. *Journal of Experimental Social Psychology, 46(6)*, 986-992.
- Waytz, A., Morewedge, C. K., Epley, N., Montelone, G., Gao, J. H., & Cacioppo, J. T. (2010). Making sense by making sentient: Effectance motivation increases anthropomorphism. *Journal of Personality and Social Psychology, 99(3)*, 410-435.
- Morewedge, C. K., Gray, K., & Wegner, D. M. (2010). Perish the forethought: Premeditation engenders misperceptions of personal control. In R. Hassan, K. Ochsner, & Y. Trope (Eds.), *Self-control in brain, mind, and society* (pp. 260-278). New York: Oxford University Press.
- Morewedge, C. K. (2009). Negativity bias in attribution of external agency. *Journal of Experimental Psychology: General, 138(4)*, 535-545.
- Morewedge, C. K., Shu, L. L., Gilbert, D. T., & Wilson, T. D. (2009). Bad riddance or good rubbish? Ownership and not loss aversion causes the endowment effect. *Journal of Experimental Social Psychology, 45*, 947-951.
- Morewedge, C. K., Kassam, K. S., Hsee, C. K., & Caruso, E. M. (2009). Duration sensitivity depends on stimulus familiarity. *Journal of Experimental Psychology: General, 138(2)*, 177-186.
- Morewedge, C. K., & Norton, M. I. (2009). When dreaming is believing: The (motivated) interpretation of dreams. *Journal of Personality and Social Psychology, 92(2)*, 249-264.
- Morewedge, C. K., & Clear, M. E. (2008). Anthropomorphic God concepts engender moral judgment. *Social Cognition, 26(2)*, 181-188.

- Morewedge, C. K., Holtzman, L., & Epley, N. (2007). Unfixed resources: Perceived costs, consumption, and the accessible account effect. *Journal of Consumer Research*, *34*(December), 459-467.
- Morewedge, C. K., Gilbert, D. T., Keysar, B., Berkovits, M. J., & Wilson, T. D. (2007). Mispredicting the hedonic benefits of segregated gains. *Journal of Experimental Psychology: General*, *136*(4), 700-709.
- Morewedge, C. K., Preston, J., & Wegner, D. M. (2007). Timescale bias in the attribution of mind. *Journal of Personality and Social Psychology*, *93*(1), 1-11.
- Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (2005). The least likely of times: How remembering the past biases forecasts of the future. *Psychological Science*, *16*(8), 626-630.
- Epley, N., Morewedge, C. K., & Keysar, B. (2004). Perspective taking in children and adults: Equivalent egocentrism but differential correction. *Journal of Experimental Social Psychology*, *40*(6), 760-768.
- Gilbert, D. T., Morewedge, C. K., Risen, J. L., & Wilson, T. D. (2004). Looking forward to looking backward: The misprediction of regret. *Psychological Science* *15*(5), 346-350.
- Gilbert, D. T., Lieberman, M., Morewedge, C. K., & Wilson, T. D. (2004). The peculiar longevity of things not so bad. *Psychological Science*, *15*(1), 14-19.

#### **MANUSCRIPTS UNDER REVIEW OR REVISION**

- Huh, Y. E., Vosgerau, J., & Morewedge, C. K. Social defaults engender choice mimicry. *Manuscript under revision for invited resubmission.*
- Krishnamurti, T., Morewedge, C. K., & Ariely, D. Focused on unfairness: Alcohol myopia increases the costly rejection of inequitable rewards. *Manuscript under review.*
- Morewedge, C. K. It was a most unusual time: How memory bias contributes to nostalgic preferences for past experience. *Manuscript under review.*
- Morewedge, C. K., Buechel, E. C., & Vosgerau, J. Motivated underpinnings of the impact bias in affective forecasts. *Manuscript in under revision for invited resubmission.*
- Morewedge, C. K., & Norton, M. I. The meaning of spontaneous thought. *Manuscript under revision for invited resubmission.*
- Morewedge, C. K., Wegner, D. M., & Vosgerau, J. Going through the motions of thinking ahead: Ritualistic premeditation increases feelings of control. *Manuscript under revision for invited resubmission.*

## MANUSCRIPTS IN PREPARATION

Davis, A. L., Morewedge, C. K., & Bruine de Bruin, W. Memory is the harshest critic: How a memory bias produces order effects in serial judgment. *Manuscript in preparation for submission, Carnegie Mellon University.*

Litvak, P., & Morewedge, C. K. Breakeven strategy in the consumption of flat-rate goods. *Manuscript in preparation for submission, Carnegie Mellon University.*

Morewedge, C. K., Kassam, K. S., Gilbert, D. T., & Wilson, T. D. Stuck in the middle: How attention, comparison, and the number of alternatives considered influence outcome satisfaction. *Manuscript in preparation for submission, Carnegie Mellon University.*

Morewedge, C. K., & Schooler, J. Mind diffusion: Group membership diminishes mind attribution. *Manuscript under revision for invited resubmission.*

Morewedge, C. K., & Zhu, M. Social standards (more) potently influence hedonic value. *Manuscript in preparation for submission, Carnegie Mellon University.*

Zhu, M., & Morewedge, C. K. How memory for the atypical influences consumer behavior. *Manuscript in preparation for submission, Carnegie Mellon University.*

## GRANTS AND FELLOWSHIPS

Intelligence Advanced Research Projects Activity BAA-11-03 (\$1,819,000), PI, for *SIRIUS Program*, October 2011.

PENN-CMU Roybal Center on Behavioral Economics and Aging Pilot Project (\$11,058), for Center for Behavioral Decision Research Summer Internship Program, June 2011.

Center for Behavioral Decision Research Small Grant (\$2,100) for pilot research on *Social Cognition and Decision Deficits in Schizophrenia*, April 2008.

Berkman Faculty Development Grant (\$6,000). Awarded by the Berkman Faculty Development Fund at Carnegie Mellon University for research on *Social Comparison and Hedonic Value*. January 2008.

Pilot Project Grant (\$12,200). Awarded for pilot research on *Field Study of Momentary and Retrospective Assessments of Utility* by the Center for Experience and Wellbeing at Princeton University. Funded by NIH grant no. P30 AG24928, September 2006.

Pilot Project Grant (\$5,765). Awarded for pilot research on *Internal and External Stimuli's Influence on Momentary and Retrospective Assessments of Utility* by the Center for Experience and Wellbeing at Princeton University. Funded by NIH grant no. P30 AG24928, September 2006.

Pilot Project Grant (\$5,765). Awarded for pilot research on *Decoupled Attention and Adaptation* by the Center for Experience and Wellbeing at Princeton University. Funded by NIH grant no. P30 AG24928, September 2006.

Graduate Travel Award (\$300). Awarded by the Society for Personality and Social Psychology, Winter 2005.

Dissertation Grant (\$12,000). Awarded by the Institute for Quantitative Social Sciences at Harvard University, Fall 2004.

John Parker Scholarship (\$12,000). Awarded by the Graduate Society of Fellows of Harvard University, Spring 2004.

Richard Milstone Scholarship (\$500). Award for top graduating senior in the Department of Psychology at the University of Massachusetts at Amherst, May 2000.

Honors Research Grant (\$1,000). Awarded for thesis research by the Honors College of the University of Massachusetts at Amherst, Fall 1999.

### **INVITED PRESENTATIONS**

- 2012 Department of Marketing, Fuqua School of Business, Duke University, Durham, NC
- 2011 Behavioral Economics and Decision Research Workshop, Cornell University, Ithaca, NY
- 2011 Department of Psychology, Ohio State University, Columbus, OH
- 2011 Annual Postgraduate Nutrition Symposium, Harvard Medical School, Boston, MA
- 2011 Department of Marketing, Tilburg University, Tilburg, Netherlands
- 2011 Department of Marketing, Rotterdam School of Management, Rotterdam, Netherlands
- 2011 Social and Organizational Psychology, Leiden University, Leiden, Netherlands
- 2011 Department of Marketing, Rotman School of Management, Toronto, Canada
- 2010 Department of Marketing, Brigham Young University, Provo, UT
- 2010 Decision Processes Seminar, Wharton School of Business, Philadelphia, PA
- 2010 Department of Management, Rady School of Business, San Diego, CA
- 2010 Invitational Choice Symposium, CenSoC/University of Miami, Key Largo, FL
- 2010 Department of Marketing, Stanford Graduate School of Business, Palo Alto, CA
- 2009 School of Management, Yale University, New Haven, CT
- 2009 Department of Psychology, Binghamton University, Binghamton, NY
- 2009 Department of Marketing, University of California at Berkeley, Berkeley, CA
- 2009 Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA
- 2009 Department of Economics and Business, Universitat Pompeu Fabra, Barcelona, Spain
- 2009 Economics and Management, Universidade Catolica Portuguesa, Lisbon, Portugal
- 2009 Department of Marketing, Carnegie Mellon University, Pittsburgh, PA
- 2009 Collective Decision Making Workshop, Santa Fe Institute, Santa Fe, NM
- 2008 Department of Psychology, Carnegie Mellon University, Pittsburgh, PA
- 2008 European School of Management and Technology, Berlin, Germany
- 2008 BT/Google Workshop on Security and Human Behavior, MIT, Cambridge, MA
- 2008 Department of Psychology, University of Pittsburgh, Pittsburgh, PA
- 2008 Department of Psychology, University of Illinois Champaign-Urbana, Champaign, IL
- 2008 Odyssey Program, Carnegie Mellon University, Pittsburgh, PA
- 2007 Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA
- 2007 Integrated Risk and Risk Communication Workshop, Tsinghua University, China
- 2006 Neuroscience and Social Decision Making Seminar, Princeton University, Princeton, NJ
- 2006 Decision Processes Seminar, Wharton School of Business, Philadelphia, PA
- 2006 Boston Area Affective Science Meeting, Boston College, Boston, MA
- 2006 Department of Social and Decision Sciences, Carnegie Mellon University, Pittsburgh, PA
- 2006 Stern School, New York University, New York, NY

- 2006 Graduate School of Business, University of Chicago, Chicago, IL
- 2005 Department of Psychology, University of California at Irvine, Irvine, CA
- 2005 Department of Psychology, Florida State University, Tallahassee, FL
- 2005 Department of Marketing, MIT Sloan, Cambridge, MA
- 2005 Department of Psychology, Dartmouth University, Hanover, NH
- 2004 Martinos Center, Massachusetts General Hospital, Boston, MA
- 2004 Department of Psychology, Northeastern University, Boston, MA
- 2002 Department of Psychology, Catholic University of Louvain La Neuve, Belgium

### **CONFERENCES ORGANIZED**

- 2012 Co-organizer, Judgment and Decision-Making Preconference, SPSP, San Diego, CA
- 2011 Co-organizer, Judgment and Decision-Making Preconference, SPSP, San Antonio, TX
- 2010 Co-organizer, Behavioral Decision Research and Management Conference, Pittsburgh, PA
- 2010 Co-organizer, Judgment and Decision-Making Preconference, SPSP, Las Vegas, NV

### **CHAired SYMPOSIA**

- Mead, N., & Morewedge, C. K. (January, 2012). *How Cognition Influences Craving and Consumption*. Society for Personality and Social Psychology. San Diego, CA.
- Morewedge, C. K. (October, 2011). *Motivation and Self-Regulation*. Society for Experimental Social Psychology, Washington, DC.
- Zhu, M., & Morewedge, C. K. (October, 2011). *Malleable Memory and Consumption Decisions*. Association for Consumer Research, St. Louis, MO.
- Zhu, M., & Morewedge, C. K. (October, 2010). *The construction of hedonic value*. Association for Consumer Research, Jacksonville, FL.
- Wegner, D. M., & Morewedge, C. K. (January, 2010). *What do conscious and unconscious thought contribute to decision making?* Society for Personality and Social Psychology, Las Vegas, NV. Speakers: Daniel Oppenheimer, Carey Morewedge, Ap Dijksterhuis, John Payne.
- Morewedge, C. K. (February, 2009). *Hedonic Adaptation*. Society for Personality and Social Psychology, Tampa, FL. Speakers: Richard Lucas, Carey Morewedge, Leif Nelson, Peter Ubel.
- Morewedge, C. K. (October, 2007). *Ownership: How Thought, Effort, Emotion, and Memory Influence the Desirability of Possessions*. Association for Consumer Research, Memphis, TN. Speakers: Seunghee Han, Eric Johnson, Carey Morewedge, Michael Norton.
- Mason, M. F., & Morewedge, C. K. (January, 2007). *The Structure, Function, and Interpretation of Uncontrolled and Unintended Thought*. Society for Personality and Social Psychology, Memphis, TN. Speakers: Ap Dijksterhuis, Malia Mason, Carey Morewedge, Jonathan Smallwood, Daniel Wegner.
- Morewedge, C. K. (September, 2006). *Negativity Biases in Consumer Preferences, Choices, and Outcome Perception*. Association for Consumer Research, Orlando, FL. Speakers: Dan Ariely, Christopher Hsee, Thomas Kramer, Carey Morewedge.

Morewedge, C. K., & Caruso, E. (January, 2006). *Dissatisfaction*. Symposium presented at the Society for Personality and Social Psychology, Palm Springs, CA. Speakers: Dan Ariely, Eugene Caruso, Carey Morewedge, Tom Meyvis.

#### CONFERENCE PAPER PRESENTATIONS

Morewedge, C. K., (January, 2012). *It Was a Most Unusual Time: How Memory Bias Contributes to Nostalgic Preferences for Past Experience*. Society for Personality and Social Psychology. San Diego, CA.

Huh, Y. E., Morewedge, C. K., & Vosgerau, J. (January, 2012). *Specificity in Sensitization*. Society for Personality and Social Psychology. San Diego, CA.

Buechel, E. C., Zhang, J., Morewedge, C. K., & Vosgerau, J. (November, 2011). Affect-rich experiencers, affect-poor forecasters: Overweighting the influence of magnitude and outcome on future affect. Society for Judgment and Decision Making, Seattle, WA.

Morewedge, C. K., & Zhu, M. (November, 2011). Social Standards (More) Potently Influence Hedonic Value. Society for Judgment and Decision Making, Seattle, WA.

Morewedge, C. K., Huh, Y. E., Vosgerau, J. (October, 2011). *Thought for Food: How Imagined Consumption Reduces Actual Consumption*. Society for Experimental Social Psychology, Washington, DC.

Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (October, 2011). *Does Liking or Wanting Determine Inter-stimulus Intervals in Food Intake?* Association for Consumer Research, St. Louis, MO.

Zhu, M., & Morewedge, C. K. (October, 2011). *Atypical Past Spurs Future Consumption*. Association for Consumer Research, St. Louis, MO.

Morewedge, C. K., Buechel, E., & Vosgerau, J. (January, 2010). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Personality and Social Psychology, San Antonio, TX.

Buechel, E., Morewedge, C. K., & Vosgerau, J. (January, 2010). *Motivated underpinnings of the impact bias in affective forecasting*. Association for Consumer Research, Jacksonville, FL.

Huh, Y. E., Morewedge, C. K., Vosgerau, J. (October, 2010). *Social Defaults*. Association for Consumer Research, Jacksonville, FL.

Zhu, M., & Morewedge, C. K. (October, 2010). *Social Comparison and the Construction of Hedonic Value*. Association for Consumer Research, Jacksonville, FL.

Haran, U., Moore, D. A., & Morewedge, C. K. (August, 2010). *SPIES provide better intelligence: Subjective probability interval estimates as a simple remedy for overprecision in judgment*. Academy of Management, Montréal, Canada.

- Haran, U., Moore, D. A., & Morewedge, C. K. (June, 2010). *SPIES provide better intelligence: Subjective probability interval estimates as a simple remedy for overprecision in judgment*. Behavioral Decision Research and Management, Pittsburgh, PA.
- Huh, Y. E., Morewedge, C. K., Vosgerau, J. (June, 2010). *Thought for Food: Top-Down Processes Moderate Sensory-Specific Satiation*. Behavioral Decision Research and Management, Pittsburgh, PA.
- Zhu, M., & Morewedge, C. K. (June, 2010). *Social Comparison and the Construction of Hedonic Value*. Behavioral Decision Research and Management, Pittsburgh, PA.
- Litvak, P., & Morewedge, C. K. (February, 2010). *Breakeven strategy in the consumption of flat-rate goods*. Society for Consumer Psychology, St. Petersburg, FL.
- Zhu, M., & Morewedge, C. K. (February, 2010). *Social Comparison and the Construction of Hedonic Value*. Society for Consumer Psychology, St. Petersburg, FL.
- Morewedge, C. K., Wegner, D. M., & Vosgerau, J. (January, 2010). *Ritualistic premeditation in decision making*. Society for Personality and Social Psychology, Las Vegas, NV.
- Morewedge, C. K., Buechel, E., & Vosgerau, J. (November, 2009). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Judgment and Decision Making, Boston, MA.
- Morewedge, C. K., Huh, Y. E.,\* Vosgerau, J. (November, 2009). *Thought for Food: Top-Down Processes Moderate Sensory-Specific Satiation*. Society for Judgment and Decision Making, Boston, MA. \*Presenter.
- Morewedge, C. K. (October, 2009). *What is the Intelligent Choice? Performance on the CRT and Preferences*. Association for Consumer Research, Pittsburgh, PA.
- Kassam, K. S., Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (October, 2009). *Winning is relative, losing isn't*. Association for Consumer Research, Pittsburgh, PA.
- Morewedge, C. K., Huh, Y. E., Vosgerau, J.\* (February, 2009). *Thought for Food: Top-Down Processes Moderate Sensory-Specific Satiation*. Society for Consumer Psychology, San Diego, CA. \*Presenter.
- Morewedge, C. K., Huh, Y. E., Vosgerau, J. (February, 2009). *Thought for Food: Top-Down Processes Moderate Sensory-Specific Satiation*. Society for Personality and Social Psychology, Tampa, FL.
- Kassam, K. S., Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (February, 2009). *Winning is relative, losing isn't*. Society for Personality and Social Psychology, Tampa, FL.
- Morewedge, C. K., & Todorov, A. (April, 2008). *The Least Likely of Behaviors: When Memory for Atypical Past Behaviors Bias Behavioral Predictions*. Behavioral Decision Research in Management conference, La Jolla, CA.
- Morewedge, C. K., & Wegner, D. M. (October, 2007). *Effects of Merely Thinking about What One Might Acquire*. Association for Consumer Research, Memphis, TN.

- Morewedge, C. K., & Wegner, D. M. (October, 2007). *Consuming Experiences Shift Standards through Attentional Collapse*. Association for Consumer Research, Memphis, TN.
- Kassam, K. S., Morewedge, C. K., & Gilbert, D. T. (October, 2007). *Stuck in the Middle: Outcome Satisfaction and the Number of Alternatives*. Association for Consumer Research, Memphis, TN.
- Morewedge, C. K., & Norton, M. I. (January, 2007). *The Interpretation of Unintended Thought*. Society for Personality and Social Psychology, Memphis, TN.
- Morewedge, C. K., Shu, L. L., Gilbert, D. T., & Wilson, T. D. (November, 2006). *Owning, Not Selling, Causes the Endowment Effect*. Society of Judgment and Decision-Making, Houston, TX.
- Morewedge, C. K. (September, 2006). *Negativity Bias in the Perception of Intentional Agency*. Association for Consumer Research, Orlando, FL.
- Morewedge, C. K., Gilbert, D. T., Myrseth, K. O. R., & Wilson, T. D. (January, 2006). *Predicting Consuming Experiences: When Forecasters Over-Attend to Context*. Society for Personality and Social Psychology, Palm Springs, CA.
- Morewedge, C. K., Holtzman, L., & Epley, N. (November, 2005). *When a Price Feels Right: Large Accessible Accounts Reduce Perceived Costs and Increase Consumption*. Society of Judgment and Decision-Making, Toronto, Canada.
- Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (September, 2005). *The least likely of times: How remembering the past biases forecasts of the future*. Association for Consumer Research, San Antonio, TX.
- Morewedge, C. K., Preston, J., & Wegner, D. M. (January, 2005). *Timescale bias: Anthropocentrism in the ascription of mental states*. Society for Personality and Social Psychology, New Orleans, LA.
- Gilbert, D. T., \*Morewedge, C. K., & Risen, J. L. (November, 2002). *Looking forward to looking backward: The misprediction of regret*. Society of Judgment and Decision-Making, Kansas City, MO. \*Presenter.

#### **CONFERENCE POSTER PRESENTATIONS**

- Buechel, E., Morewedge, C. K., & Vosgerau, J. (June, 2010). *Motivated components of the impact bias in affective forecasting*. Behavioral Decision Research and Management, Pittsburgh, PA.
- Buechel, E., Morewedge, C. K., & Vosgerau, J. (October, 2009). *Motivated components of the impact bias in affective forecasting*. Association for Consumer Research, Pittsburgh, PA.
- Onn, E., & Morewedge, C. K., (May, 2009). *Emotionality in text as predictor of behavior*. International AAAI Conference on Weblogs and Social Media, San Jose, CA.

- Lincoln, P., & Morewedge, C. K. (February, 2009). *Self-relevance moderates preferential attention to but not interpretation of positive and negative information*. Society for Personality and Social Psychology, Tampa, FL.
- Buechel, E., Morewedge, C. K., & Vosgerau, J. (November, 2008). *Motivated bias in affective forecasting*. Society for Judgment and Decision-Making, Chicago, IL.
- Davis, A. L., Morewedge, C. K., & Bruine de Bruin, W. (November, 2008). *Memory is the harshest critic: How atypical memories influence serial judgment*. Society for Judgment and Decision-Making, Chicago, IL.
- Huh, Y. E., Vosgerau, J., & Morewedge, C. K. (November, 2008). *When I'll have what she's having: Uncertainty and Social Influence in Decision-Making*. Society for Judgment and Decision-Making, Chicago, IL.
- Krishnamurti, T., Morewedge, C. K., & Ariely, D. (November, 2008). *Deciding under the influence: The impact of intoxication upon ultimatum game behavior*. Society for Judgment and Decision-Making, Chicago, IL.
- Litvak, P., & Morewedge, C. K. (April, 2008). *Eating to even: How retail and sunk costs influence the consumption of bulk goods*. Behavioral Decision Research and Management, La Jolla, CA. \*Winner of Best Conference Poster Award.
- Krishnamurti, T., Morewedge, C. K., & Ariely, D. (April, 2008). *Deciding under the influence: The impact of intoxication upon ultimatum game behavior*. Behavioral Decision Research and Management, La Jolla, CA.
- Krishnamurti, T., Morewedge, C. K., & Ariely, D. (January, 2008). *Deciding under the influence: The impact of intoxication upon ultimatum game behavior*. Judgment and Decision-Making Pre-conference; Society for Personality and Social Psychology, Albuquerque, NM.
- Kassam, K. S., Morewedge, C. K., & Gilbert, D. T. (January, 2007). *Winning is everything, losing isn't*. Society for Personality and Social Psychology, Memphis, TN.
- Kassam, K., Morewedge, C. K., & Gilbert, D. T. (January, 2006). *When ignorance is bliss: The effects of ignorance, uncertainty, and knowledge of alternatives on satisfaction with outcomes*. Society for Judgment and Decision-Making, Houston, TX.
- Morewedge, C. K., Myrseth, K. O. R., Gilbert, D. T., & Wilson, T. D. (May, 2006). *Consuming experiences make alternatives irrelevant*. Association for Psychological Science, New York, NY.
- Gohar, D., Morewedge, C. K., & Gilbert, D. T. (January, 2006). *Self-other differences in affective forecasting*. Society for Personality and Social Psychology, Palm Springs, CA.
- Kassam, K., Morewedge, C. K., & Gilbert, D. T. (January, 2006). *When ignorance is bliss: The effects of ignorance, uncertainty, and knowledge of alternatives on satisfaction with outcomes*. Society for Personality and Social Psychology, Palm Springs, CA.

- Morewedge, C. K., Berkovits, M., Keysar, B., & Gilbert, D. T. (November, 2005). *Hedonic invisibility: spreading small gains too thin*. Society of Judgment and Decision-Making, Toronto, Canada. \*Winner of Best Conference Poster Award.
- Myrseth, K. O. R., Morewedge, C. K., & Gilbert, D. T. (November, 2005). *Over-attending to context when forecasting experiences*. Society of Judgment and Decision-Making, Toronto, Canada.
- Myrseth, K. O. R., Morewedge, C. K., & Gilbert, D. T. (January, 2005). *Alternatives and evaluation: Relevant to prospect, but not to experience?* Society for Personality and Social Psychology, New Orleans, LA.
- Morewedge, C. K., & Gilbert, D. T. (January, 2004). *Dimensionality: Side effects of construing reality to one's advantage*. Society for Personality and Social Psychology, Austin, TX.
- Morewedge, C. K., Epley, N., & Keysar, B. Poster. (January, 2003). *Egocentric adjustment in children and adults*. Society for Personality and Social Psychology, Los Angeles, CA.
- Morewedge, C. K., & Aizen, I. (May, 2000). *Cognitive components of the spreading effect in decision-making*. 5th Massachusetts Undergraduate Research Conference, Boston, MA.

## **TEACHING EXPERIENCE**

- 2012 Consumer Behavior, Instructor, Carnegie Mellon University
- 2011 Consumer Behavior, Instructor, Carnegie Mellon University
- 2011 Human Judgment and Decision Making, Instructor, Carnegie Mellon University
- 2011 Desires and Decisions, Instructor, Carnegie Mellon University
- 2010 Consumer Behavior, Instructor, Carnegie Mellon University
- 2010 Reason, Passion, and Cognition, Instructor, Carnegie Mellon University
- 2009 Human Judgment and Decision Making, Instructor, Carnegie Mellon University
- 2009 Reason, Passion, and Cognition, Instructor, Carnegie Mellon University
- 2009 Desires and Decisions, Instructor, Carnegie Mellon University
- 2008 Reason, Passion, and Cognition, Instructor, Carnegie Mellon University
- 2007 Desires and Decisions, Instructor, Carnegie Mellon University
- 2006 Judgment, Decision Making, and Attribution, Tutorial Instructor, Harvard University
- 2006 Affective Forecasting Research Seminar, Research Supervisor
- 2005 Methods of Behavioral Research, Teaching Fellow, Harvard University
- 2005 Contemporary Topics in Psychological Research, Teaching Fellow, Harvard University
- 2005 Affective Forecasting Research Seminar, Research Supervisor
- 2004 Mind, Brain and Behavior Senior Workshop, Leader, Harvard University
- 2004 Affective Forecasting Research Seminar, Research Supervisor
- 2003 Social Psychology, Head Teaching Fellow, Harvard University
- 2003 Introductory Psychology, Teaching Fellow, Harvard University
- 2002 Psychology and Law, Teaching Fellow, Harvard University
- 2002 Social Psychology, Teaching Fellow, Harvard University
- 1997 Social Psychology, Teaching Assistant, University of Massachusetts at Amherst

## **UNIVERSITY SERVICE**

2012 Institutional Review Board for the Use of Human Subjects, Carnegie Mellon University  
2011 Institutional Review Board for the Use of Human Subjects, Carnegie Mellon University  
2011 Center for Behavioral Decision Research Seminar Coordinator, Carnegie Mellon University  
2011 CBDR Summer Internship Program Director, Carnegie Mellon University  
2011 Center for Behavioral Decision Research Steering Committee, Carnegie Mellon University  
2010 Center for Behavioral Decision Research Steering Committee, Carnegie Mellon University  
2010 Center for Behavioral Decision Research Seminar Coordinator, Carnegie Mellon University  
2010 CBDR Summer Internship Program Director, Carnegie Mellon University  
2009 Center for Behavioral Decision Research Seminar Coordinator, Carnegie Mellon University  
2009 CBDR Summer Internship Program Director, Carnegie Mellon University  
2008 SDS (Psychology) Hiring Committee Chair, Carnegie Mellon University  
2008 Center for Behavioral Decision Research Seminar Coordinator, Carnegie Mellon University  
2008 CBDR Summer Internship Program Director, Carnegie Mellon University  
2007 SDS (Psychology) Hiring Committee Chair, Carnegie Mellon University  
2004 Student Representative, Committee on Higher Degrees, Harvard University  
2002-2005 Assistant Head Tutor, Psychology Department, Harvard University  
2001-2005 Concentration Advisor, Pforzheimer House and Cabot House, Harvard University  
2001 Non-Resident Tutor, Pforzheimer House, Harvard University

## **PROFESSIONAL SERVICE**

### *Editorial board*

Psychological Science, 2011, 2012

### *Ad-hoc Reviewer*

Cognition and Emotion, Computer Supported Cooperative Work, Current Directions in Psychological Science, Emotion, European Journal of Social Psychology, European Marketing Academy, Experimental Psychology, Human-Robot Interaction, Journal of Applied Social Psychology, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Neuroscience, Management Science, Psychology, and Economics, Journal of Personality and Social Psychology, National Institute of Mental Health, National Science Foundation, Organizational Behavior and Human Decision Processes, Psychological Bulletin, Psychological Science, Psychonomic Bulletin and Review, Self and Identity, Social Cognition, Social Psychology and Personality Science

### *Other*

2011 Theoretical Innovation Prize Committee, *Society for Personality and Social Psychology*

**REFERENCES**

Daniel T. Gilbert  
Department of Psychology  
Harvard University  
1430 William James Hall  
Cambridge, MA 02138  
gilbert@wjh.harvard.edu

Daniel Kahneman  
Center for Health and Wellbeing  
Princeton University  
324 Wallace Hall  
Princeton, NJ 08544  
kahneman@princeton.edu

Daniel M. Wegner  
Department of Psychology  
Harvard University  
1470 William James Hall  
Cambridge, MA 02138  
wegner@wjh.harvard.edu

Michael I. Norton  
Harvard Business School  
Morgan Hall 189  
Soldiers Field Road  
Boston, MA 02163  
mnorton@hbs.edu