

UCLA  
Anderson School of Management  
110 Westwood Plaza, Box 951481  
Los Angeles, CA 90095-1481  
310-206-4879  
[stephen.spiller@anderson.ucla.edu](mailto:stephen.spiller@anderson.ucla.edu)  
[www.stephenaspiller.com](http://www.stephenaspiller.com)

# Stephen A. Spiller

---

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

Associate Dean, Anderson PhD Program	2023-Present
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; Research methods

## **Journal Publications**

Dias, Rodrigo S., Stephen A. Spiller, and Gavan J. Fitzsimons (2023), "Understanding Effect Sizes in Consumer Psychology," *Marketing Letters*, forthcoming.

Greenberg, Adam, Hal Hershfield, Suzanne Shu, and Stephen A. Spiller (2023), "What Motivates Social Security Claiming Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences," *Journal of Marketing Research*, forthcoming.

Kardes, Frank, Eileen Fischer, Stephen Spiller, Aparna Labroo, Melissa Bublitz, Laura Peracchio, and Joel Huber (2022), "Commentaries on 'Abductive Theory Construction'," *Journal of Consumer Psychology*, 32 (1), 194-207.

Reinholtz, Nicholas, Sam J. Maglio, and Stephen A. Spiller (2021), "Stocks, Flows, and Risk Response to Pandemic Data," *Journal of Experimental Psychology: Applied*, 27 (4), 657-668.

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.

Dellaert, Benedict, 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**

- Lamberton, Cait, Derek D. Rucker, and Stephen A. Spiller (Eds.) (2023), *The Cambridge Handbook of Consumer Psychology: Second Edition*.
- Maglio, Sam, Nicholas Reinholtz, and Stephen Spiller (2021), “The Challenges of Presenting Pandemic Data,” *MIT Sloan Management Review*.

## **Invited Revisions, Papers Under Review, and Working Papers**

- Mirny, Daniel J. and Stephen A. Spiller, *Creeping Objectivity: Prior Exposure Makes People Perceive Claims as More Objective*.
- Mirny, Daniel J. and Stephen A. Spiller, *Source Memory is More Accurate for Opinions Than for Facts*.
- Smith, Stephanie M., Stephen A. Spiller, and Ian Krajbich, *The Role of Visual Attention in Opportunity Cost Neglect and Consideration*.
- Smith, Stephanie M. and Stephen A. Spiller, *Decision Makers Undervalue Multi-Option Alternatives in Two-Stage Choice*.

Weber, Megan E., Stephen A. Spiller, Hal E. Hershfield, and Suzanne B. Shu, *The Role of Stock-Flow Reasoning in Understanding the Social Security Trust Fund*.

Spiller, Stephen A., *Widely-Used Measures of Overconfidence Are Confounded With Ability*.

Dolifka, David and Stephen A. Spiller, *Budgets Favor Categories With Higher Average Values*.

Spiller, Stephen A., Nicholas Light, Donald Lichtenstein, Philip Fernbach, and Bart de Langhe. *Do Star Ratings from Helpful Online Reviews Identify High-Quality Products?*

## **Selected Conference Presentations**

*Differences in Ability Can Masquerade as Differences in Overconfidence*. Los Angeles Experiments Workshop, Apr 28 2023.

*Differences in Ability Can Masquerade as Differences in Overconfidence*. Judgement and Decision-Making Winter Symposium, Jan 14 2023.

*Musings on Marketing Metrics*. 2023 MSI Scholars, Jan 6 2023.

*Budgets Favor Categories With Higher Average Values*. With David Dolifka. 2022 Marketing in Israel Conference, Dec 19 2022.

*Spending Responses to Income vs. Balance Information*. With David Dolifka and Stephanie Smith, Behavioral Approaches to Financial Decision Making Conference, Oct 6 2022.

*The Role of Stock-Flow Reasoning in Understanding the Social Security Trust Fund*. With Megan Weber, Hal Hershfield, and Suzanne Shu, 24<sup>th</sup> Annual Meeting of the Retirement and Disability Research Consortium, Aug 4 2022.

*Chasing Consumer Surplus: Average Value Attracts Budget Allocation*. With David Dolifka, Judgement and Decision-Making Winter Symposium, Jan 14 2022.

*When Metrics Matter: Impact of Elicitation Metric on Uncertainty Estimates*. With David Zimmerman, Nicholas Reinholtz, and Sam Maglio, Numerical Markers in Judgments, Choices & Consumption Experiences, Sep 24 2021.

*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

University of California—Riverside	2023 May
University of Virginia	2023 April
University of Chicago	2023 March
University of Alberta	2022 November
Rice University	2022 April
Koç University	2022 April
University of Chicago	2022 March
Lehigh University	2022 March
University of California—Berkeley	2022 March
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

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

## Mentoring

### Doctoral Committees Chaired

David Dolifka, UCLA Anderson	2024 (expected)
Daniel Mirny, UCLA Anderson	2023
David Zimmerman, UCLA Anderson (co-chair)	2022

### Doctoral Committees

Megan Weber, UCLA Anderson	2025 (expected)
Joseph Reiff, UCLA Anderson	2023
Matthew Meister, CU Boulder	2023
Ipek Demirdag, UCLA Anderson	2022
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
Adam Greenberg	2016-2018

## Service

### Editorial Service

Associate Editor, <i>Journal of Marketing Research</i>	2022-
Associate Editor, <i>Journal of Consumer Research</i>	2021-
Editorial Review Board, <i>Journal of Consumer Psychology</i>	

Ad Hoc Reviewer (Selected Journals), *Cognition*, *Journal of the Association for Consumer Research*, *Journal of Behavioral Decision Making*, *Journal of Economic Psychology*, *Journal of Experimental Psychology: Applied*, *Journal of Experimental Psychology: General*, *Journal of Marketing*, *Journal of Personality and Social Psychology*, *Judgment and Decision Making*, *Management Science*, *Marketing Science*, *MIS Quarterly*, *Nature: Human Behavior*, *Organizational Behavior and Human Decision Processes*, *Proceedings of the National Academy of Sciences*, *Psychological Science*, *Psychonomic Bulletin & Review*

## To Professional Societies

SJDM Executive Board	2022-2025
SJDM Program Committee Chair	2023
SJDM Program Committee	2021-2022
ACR Methods Workshops Co-Chair	2022
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

Marketing and BDM Areas PhD Liaison, UCLA Anderson	2022-2023
Faculty Director, UCLA Anderson Behavioral Lab	2020-2023
Research Infrastructure Working Group, UCLA	2021-2022
Staffing Committee, UCLA Anderson	2020-2022
MBA Admissions Committee, UCLA Anderson	2019-2023
Curriculum Reform Subcommittee, UCLA Anderson	2021
Staffing Committee, UCLA Anderson	2013-2014
Legislative Assembly Representative, UCLA	2012-2013
Doctoral Student Liaison, UCLA Marketing Area	2011-2012

## Honors

MSI Scholar	2023
Finalist, <i>Journal of Consumer Research</i> Best Paper Award	2020
ACR Early Career Award	2019
AMA Sheth Foundation Doctoral Consortium Faculty Fellow	2019, 2021, 2022
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