

Stephen A. Spiller

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

Professor, Marketing and Behavioral Decision Making	2024-Present
Associate Dean, Anderson Ph.D. Program	2023-Present
Associate Professor, Marketing and Behavioral Decision Making	2018-2024
Assistant Professor, Marketing	2011-2018

Education

Duke University

Ph.D., Business Administration	2011
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University of Virginia

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

Research Interests

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

Journal Publications

Weber, Megan E., Stephen A. Spiller, Hal E. Hershfield, and Suzanne B. Shu (in press), “Inflow Neglect: Forecasting Failures After Stocks Run Out,” *Journal of Experimental Psychology: General*, forthcoming.

Mirny, Daniel J. and Stephen A. Spiller (2025), “Source Memory is More Accurate for Opinions Than for Facts,” *Journal of Consumer Research*, 52 (4), 779-799.

Spiller, Stephen A. (2025), “Commentary on Eskreis-Winkler and Fishbach (2019): A Tendency to Answer Consistently Can Generate Apparent Failures to Learn From Failure,” *Psychological Science*, 36 (11), 874-881.

Zimmerman, David, Stephen A. Spiller, Nicholas Reinholtz, and Sam J. Maglio (2025), “When Metrics Matter: How Reasoning in Different Metrics Impacts Judgments of Uncertainty,” *Cognition*, 265, 106277.

Smith, Stephanie M., Stephen A. Spiller, and Ian Krajbich (2025), “The Role of Visual Attention in Opportunity Cost Neglect and Consideration,” *Cognition*, 261, 106145.

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*, 60, 1052-1070.

- Finalist, 2023 *Journal of Marketing Research* Paul E. Green Award

Dias, Rodrigo S., Stephen A. Spiller, and Gavan J. Fitzsimons (2023), “Understanding Effect Sizes in Consumer Psychology,” *Marketing Letters*, 34, 367-374.

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

Urminsky, Oleg, Giana M. Eckhardt, Jacob Goldenberg, Margaret G. Meloy, and Stephen A. Spiller (2025), "Improving Our Scientific Understanding of Consumer Behavior," *Journal of Consumer Research*, 51 (5), 867-870.

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

Dolifka, David and Stephen A. Spiller, *Average Value Affects Consumer Budgets*.

Mirny, Daniel J. and Stephen A. Spiller, *Creeping Objectivity: Prior Exposure Leads People to Believe Claims are More Objective*.

Smith, Stephanie M. and Stephen A. Spiller, *Consumers Undervalue Multi-Option Alternatives*.

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

Selected Conference Presentations

Widely-Used Measures of Overconfidence Are Confounded With Ability. Society for Judgment and Decision Making, Nov 23 2024.

An Alternative Interpretation of Apparent Failures to Learn From Failure. Association for Consumer Research, Sep 28 2024.

Widely-Used Measures of Overconfidence Are Confounded With Ability. Behavioral Decision Research in Management, Jun 8 2024.

Widely-Used Measures of Overconfidence Are Confounded With Ability. Society for Consumer Psychology, Mar 9 2024.

Widely-Used Measures of Overconfidence Are Confounded With Ability. Association for Consumer Research, Oct 28 2023.

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, 24th 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 Zaiberman, 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

Stanford University	2025 October
Tulane University	2025 May
University of Texas	2025 April
Yale University	2025 April
Southern Methodist University	2025 March
Massachusetts Institute of Technology	2025 February
The Ohio State University	2024 December
Cornell University	2024 October
Northwestern University	2024 May
Boston University	2024 April
University of Florida	2024 February
Monash University	2023 November
University of Chicago	2023 October

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 Dolikha, UCLA Anderson	2025
Daniel Mirny, UCLA Anderson	2023
David Zimmerman, UCLA Anderson (co-chair)	2022

Doctoral Committees

Eitan Rude, UCLA Anderson	2027 (expected)
Megan Weber, UCLA Anderson	2026 (expected)
Tyson Timmer, UCLA IoES	2026 (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

Co-Editor, <i>Journal of Consumer Research</i>	2025-
Associate Editor, <i>Management Science</i> <i>(Behavioral Economics and Decision Analysis Department)</i>	2023-2024
Associate Editor, <i>Journal of Marketing Research</i>	2022-2024
Associate Editor, <i>Journal of Consumer Research</i>	2021-2024
Editorial Review Board, <i>Journal of Consumer Psychology</i>	2019-2024
Editorial Review Board, <i>Journal of Consumer Research</i>	2015-2020
Ad Hoc Reviewer (Selected Journals), <i>Cognition</i> , <i>Journal of the Association for Consumer Research</i> , <i>Journal of Behavioral Decision Making</i> , <i>Journal of Economic Psychology</i> , <i>Journal of Experimental Psychology: Applied</i> , <i>Journal of Experimental Psychology: General</i> , <i>Journal of Marketing</i> , <i>Journal of Mathematical Psychology</i> , <i>Journal of Personality and Social Psychology</i> , <i>Judgment and Decision Making</i> , <i>Marketing Science</i> , <i>MIS Quarterly</i> , <i>Nature: Human Behavior</i> , <i>Organizational Behavior and Human Decision Processes</i> , <i>Proceedings of the National Academy of Sciences</i> , <i>Psychological Science</i> , <i>Psychonomic Bulletin & Review</i>	

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
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To Anderson and UCLA

Associate Dean and Director, PhD Program, UCLA Anderson	2023-
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

Finalist, <i>Journal of Marketing Research</i> Paul E. Green Award	2023
Kilts Center Visiting Fellow, University of Chicago	2023
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, 2025
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