

UCLA
Anderson School of Management
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Stephen A. Spiller

Employment **UCLA Anderson School of Management**

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| 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**

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| Ph.D., Business Administration | 2011 |
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University of Virginia

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| 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 Reinhardt, 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 Reinhardt, 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

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| 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 |

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| 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

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

Doctoral Committees

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| 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

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| Stephanie Smith | 2019-2022 |
| Adam Greenberg | 2016-2018 |

Service

Editorial Service

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| 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</i> <i>Experimental Psychology: Applied</i> , <i>Journal of Experimental Psychology: General</i> , <i>Journal of</i> <i>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</i> <i>of Sciences</i> , <i>Psychological Science</i> , <i>Psychonomic Bulletin & Review</i> | |

To Professional Societies

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| 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 |

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| Society for Consumer Psychology Advisory Panel | 2015-2018 |
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To Anderson and UCLA

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| 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

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| 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 |