

CAREY K. MOREWEDGE

Questrom School of Business | Boston University
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EMPLOYMENT

- 2023 Chair, Department of Marketing
Questrom School of Business, Boston University
- 2017 Professor of Marketing and Everett W. Lord Distinguished Faculty Scholar
Questrom School of Business, Boston University
- 2014 Associate Professor of Marketing (with tenure) and Dean's Research Scholar
Questrom School of Business, Boston University
- 2011 Assistant, then Associate Professor of Marketing and BP Junior Faculty Chair
Tepper School of Business, Carnegie Mellon University
- 2007 Assistant Professor of Social and Decision Sciences
Dietrich School of Humanities and Social Sciences, Carnegie Mellon University
- 2006 Postdoctoral Research Associate at the Center for Health and Wellbeing
Princeton School of Public and International Affairs, Princeton University

VISITING APPOINTMENTS

- 2022 Fellow at Shorenstein Center on Media, Politics, and Public Policy
- 2023 Harvard Kennedy School, Harvard University

EDUCATION

- 2006 Ph.D., Social Psychology, Harvard University
- 2000 B.A., Psychology, Philosophy (minor), University of Massachusetts at Amherst
summa cum laude, Departmental Honors
- 1998 Associate Reader, St. Edmund's Hall, Oxford University

ARTICLES

Morewedge, C. K., Mullainathan, S., Naushan, H., Sunstein, C. R., Kleinberg, J., Raghavan, M., & Ludwig, J. O. (2023). Human bias in algorithm design. *Nature Human Behavior*, 7, 1822-1824.

Lee, C. Y., & Morewedge, C. K. (2023). Mental accounting of product returns. *Journal of Consumer Psychology*, 33 (3), 583-590.

Shachar, C., Cadario, R., Cohen, I. G., & Morewedge, C. K. (2023). HIPAA is a misunderstood and inadequate tool to protect patient health medical data. *Nature Medicine*, 29, 1900-1902.

Morewedge, C. K. & Weiss, L. (2023). Psychological ownership: Actors' and observers' perspectives. *Behavioral and Brain Sciences*, 46, 344.

Lee, C. Y., & Morewedge, C. K. (2023). Correction, uncertainty, and anchoring effects. *Behavioral and Brain Sciences*, 46, 129.

Morewedge, C. K. (2022). Preference for human, not algorithm aversion. *Trends in Cognitive Sciences*, 26 (10), 824-826.

*Whitley, S., Garcia-Rada, X., Bardhi, F., Ariely, D., & Morewedge, C. K. (2022). Relational spending in funerals: Caring for others loved and lost. *Journal of Consumer Psychology*, 32(2), 211-231.

***2023 Winner, Early Contribution Award, Journal of Consumer Psychology**

Yoon, H., Yang, Y., & Morewedge, C. K., (2022). Early cost realization and college choice. *Journal of Marketing Research*, 59(1), 136-152.

Lee, C. Y., & Morewedge, C. K. Noise increases anchoring effects. (2022). *Psychological Science*, 33 (1), 60-75.

Cadario, R., & Morewedge, C. K. (2022). Why do people eat the same breakfast every day? Goals and circadian rhythms of variety seeking in meals. *Appetite*, 168 (1), 105716.

Cadario, R., Longoni, C., & Morewedge, C. K. (2021). Understanding, explaining, and utilizing medical artificial intelligence. *Nature Human Behavior*, 5, 1636–1642.

Imas, A., Loewenstein, G., & Morewedge, C. K. (2021). Mental money laundering: A motivated violation of fungibility. *Journal of the European Economic Association*. 19(4), 2209-2233.

Morewedge, C. K. (2021). Psychological ownership: Implicit and explicit. *Current Opinion in Psychology*, 39, 125-132.

Putnam-Farr, E., & Morewedge, C. K. (2021). Which social comparisons influence happiness with unequal pay? *Journal of Experimental Psychology: General*, 150(3), 570-582.

- Morewedge, C. K., Monga, A., Palmatier, R., Shu, S., & Small, D. (2021). Evolution of consumption: A psychological ownership framework. *Journal of Marketing*, *85*(1), 196-218.
- Yoon, H., Scopelliti, I., & Morewedge, C. K. (2021). Decision making can be improved through observational learning. *Organizational Behavior and Human Decision Processes*, *162*(1), 155-188.
- Longoni, C., Bonezzi, A., & Morewedge, C.K. (2020). Resistance to medical artificial intelligence is an attribute in a compensatory decision process: Response to Pezzo and Becksted (2020). *Judgment and Decision Making*, *15*(3), 446-448.
- *Longoni, C., Bonezzi, A., & Morewedge, C. K. (2019). Resistance to medical artificial intelligence. *Journal of Consumer Research*, *46*(4), 629-650.
- *2022 Winner, Best Paper, Journal of Consumer Research**
- Sellier, A. L., Scopelliti, I., & Morewedge, C. K. (2019). Debiasing training improves decision making in the field. *Psychological Science*, *30*(9), 1371-1379.
- Morewedge, C. K., Zhu, M., & Buechel, E. C. (2019). Hedonic contrast effects are larger when comparisons are social. *Journal of Consumer Research*, *46*(2), 286-306.
- Lee, C. Y., Morewedge, C. K., Hochman, G., & Ariely, D. (2019). Small probabilistic discounts stimulate spending: Pain of paying in price promotion. *Journal of the Association for Consumer Research*, *4*(2), 160-171.
- *Atasoy, O., & Morewedge, C. K. (2018). Digital goods are valued less than physical goods. *Journal of Consumer Research*, *44*(6), 1343-1357.
- *2021 Finalist, Best Paper, Journal of Consumer Research**
- Scopelliti, I., Min, H. L., McCormick, E., Kassam, K. S., & Morewedge, C. K. (2018). Individual differences in correspondence bias: Measurement, consequences, and correction of biased interpersonal attributions. *Management Science*, *64*(4), 1879-1910.
- Morewedge, C. K., Tang, S., & Larrick, R. P. (2018). Betting your favorite to win: Costly reluctance to hedge desired outcomes. *Management Science*, *64*(3), 997-1014.
- Tang, S., Morewedge, C. K., Larrick, R. P., & Klein, J. (2017). Disloyalty aversion: Greater reluctance to bet against close others than the self. *Organizational Behavior and Human Decision Processes*, *140*, 1-13.
- Buechel, E. C., Zhang, J., & Morewedge, C. K. (2017). Impact bias or underestimation? Outcome specifications predict the direction of affective forecasting errors. *Journal of Experimental Psychology: General*, *146*(5), 746-761.
- Symborski, C., Barton, M., Quinn, M. M., Korris, J. H., Kassam, K. S., & Morewedge, C. K. (2017). The design and development of serious games using iterative evaluation. *Games and Culture*, *12*(3), 252-268.

- Huh, Y. E., Vosgerau, J., & Morewedge, C. K. (2016). Selectivity in sensitization: Consuming a food activates a goal to consume its complements. *Journal of Marketing Research* 53(6), 1034-1049.
- Lau, T., Morewedge, C. K., & Cikara, M. (2016). Overcorrection for social categorization information moderates impact bias in affective forecasting. *Psychological Science*, 27(10), 1340-1351.
- Kappes, H. B., & Morewedge, C. K. (2016). Mental simulation as substitute for experience. *Social and Personality Psychology Compass*, 10(7), 405-420.
- Huh, Y. E., Vosgerau, J., & Morewedge, C. K. (2016). More similar but less satisfying: Comparing the efficacy of within- and cross-category substitutes for food. *Psychological Science*, 27(6), 894-903.
- Scopelliti, I., Morewedge, C. K., McCormick, E., Min, H. L., LeBrecht, S., & Kassam, K. S. (2015). Bias blind spot: Structure, measurement, and consequences. *Management Science*, 61(10), 2468-2486.
- Morewedge, C. K., Yoon, H., Scopelliti, I., Symborski, C., Korris, J., & Kassam, K. S. (2015). Debiasing decisions: Improved decision making with a single training intervention. *Policy Insights from the Behavioral and Brain Sciences*, 2(1), 129-140.
- Morewedge, C. K., & Giblin, C. E. (2015). Explanations of the endowment effect: An integrative review. *Trends in Cognitive Sciences*, 19(6), 339-348.
- Hamerman, E. J., & Morewedge, C. K. (2015). Reliance on luck: Identifying which achievement goals elicit superstitious behavior. *Personality and Social Psychology Bulletin*, 41(3), 323-335.
- Morewedge, C. K., Giblin, C. E., & Norton, M. I. (2014). The (perceived) meaning of spontaneous thoughts. *Journal of Experimental Psychology: General*, 143(4), 1742-1754.
- Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (2014). Interference of the end: Why recency bias in memory determines when a food is consumed again. *Psychological Science*, 25(7), 1466-1474.
- Huh, Y. E., Vosgerau, J., & Morewedge, C. K. (2014). Social defaults: Observed choices become choice defaults. *Journal of Consumer Research*, 41(3), 746-760.
- Buechel, E. C., Zhang, J., Morewedge, C. K., & Vosgerau, J. (2014). More intense experiences, less intense forecasts: Why affective forecasters overweight probability specifications. *Journal of Personality and Social Psychology*, 106(1), 20-36.
- *Morewedge, C. K., Krishnamurti, T., & Ariely, D. (2014). Focused on fairness: Alcohol intoxication increases the costly rejection of inequitable rewards. *Journal of Experimental Social Psychology*, 50(1), 15-20.
- *2009 Ideas of the Year, New York Times**
- Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (2014). Does liking or wanting determine repeat consumption delay? *Appetite*, 72(1), 59-65.

- Morewedge, C. K., & Buechel, E. C. (2013). Motivated underpinnings of the impact bias in affective forecasts. *Emotion, 13*(6), 1023-1029.
- Morewedge, C. K. (2013). It was a most unusual time: How memory bias engenders nostalgic preferences. *Journal of Behavioral Decision Making, 26*(4), 319-326.
- Morewedge, C. K., Chandler, J., Smith, R., Schwarz, N., & Schooler, J. (2013). Lost in the crowd: Entitative group membership diminishes mind attribution. *Consciousness and Cognition, 22*(4), 1195-1205.
- Giblin, C. E., Morewedge, C. K., & Norton, M. I. (2013). Unexpected benefits of deciding by mind wandering. *Frontiers in Psychology, 4*(598), doi: 10.3389/fpsyg.2013.00598.
- Morewedge, C. K., & Todorov, A. (2012). The least likely act: Overweighting atypical past behavior in behavioral predictions. *Social Psychological and Personality Science, 3*(6), 761-767.
- Cryder, C., Springer, S., & Morewedge, C. K. (2012). Guilty feelings, targeted actions. *Personality and Social Psychology Bulletin, 38*(5), 607-618.
- Kassam, K. S., Morewedge, C. K., Gilbert, D. T., & Wilson, T. D. (2011). Winners love winning and losers love money. *Psychological Science, 22*(5), 602-606.
- Morewedge, C. K., Huh, Y. E., & Vosgerau, J. (2010). Thought for food: Imagined consumption reduces actual consumption. *Science, 303*, 1530-1533.
- Morewedge, C. K., & Kahneman, D. (2010). Associative processes in intuitive judgment. *Trends in Cognitive Sciences, 14*(10), 435-440.
- 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., 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. (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*(4), 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.

*2010 Wegner Theoretical Innovation Prize, Society for Personality and Social Psychology

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.

*Editor's Choice Article, *Science*

BOOK CHAPTERS

Morewedge, C. K., Naushan, H. F., & Mullainathan, S. (2024). Decisions with algorithms. In D. T. Gilbert, S. Fiske, E. Finkel, and W. Mendes (eds.), *Handbook of Social Psychology*, 6th edition.

Putnam-Farr, E., & Morewedge, C. K. (2019). Comparing one and many: Insights from judgment and decision making for social comparison. In J. Suls, R. L. Collins, and L. Wheeler (eds.), *Social Comparison in Judgment and Behavior* (pp. 386-429). Oxford University Press.

Morewedge, C. K., & Kupor, D. M. (2018). When the absence of reasoning breeds meaning: Metacognitive appraisals of spontaneous thought. In K. Fox and K. Christoff (Eds.), *The Oxford Handbook of Spontaneous Thought: Mind wandering, Creativity, Dreaming, and Clinical Disorders* (pp. 35-46). New York, NY: Oxford University Press.

Morewedge, C. K. (2015). Utility: Anticipated, experienced, and remembered. In G. Keren and G. Wu (Eds.), *Wiley-Blackwell Handbook of Judgment and Decision Making, vol. 1* (pp. 295-330). Malden, MA: Blackwell Press.

Morewedge, C. K., & Hershfield, H. (2015). Consumer prediction: Forecasted utility, psychological distance, and their intersection. In M. I. Norton, D. Rucker, and C. Lambertson (Eds.), *Cambridge Handbook of Consumer Psychology* (pp. 65-89). New York, NY: Cambridge University Press.

Buechel, E. C., & Morewedge, C. K. (2014). The (relative and absolute) subjective value of money. In E. H. Biljleveld and H. Aarts (Eds.), *The Psychological Science of Money* (pp. 93-120). New York, NY: Springer.

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, NY: Oxford University Press.

POPULAR PRESS

Lee, C. Y., & Morewedge, C. K. (June 15, 2023). How retailers can capitalize on the “refund effect.” *Harvard Business Review* (digital article).

Morewedge, C. K. (June 6, 2022). Confirmation bias in journalism: What it is and strategies to avoid it. *The Journalist’s Resource*.

Morewedge, C. K., (Winter, 2022). When we don’t own the things we use, will we still love them? *MIT Sloan Management Review*, 63(2), 16-18.

Morewedge, C. K., (December 13, 2021). Why you eat the same thing for breakfast every day. *TIME Magazine*.

Longoni, C., Cadario, R., & Morewedge, C. K. (September 03, 2021). For patients to trust medical AI, they need to understand it. *Harvard Business Review* (digital article).

Longoni, C., & Morewedge, C. K. (October 30, 2019). AI can outperform doctors. So why don’t patients trust it? *Harvard Business Review* (digital article).

Morewedge, C. K. (October 29, 2019). How to stop cognitive bias from affecting our decisions. *The Hill* (Op-ed).

Sellier, A. L., Scopelliti, I., & Morewedge, C. K. (October 8, 2019). New evidence reveals training can reduce cognitive bias and improve decision making. *Forbes* (Op-ed).

Atasoy, O., & Morewedge, C. K. (December 22, 2017). Customers won’t pay as much for digital goods – and research explains why. *Harvard Business Review* (digital article).

Morewedge, C. K. (October 16, 2016). Why you should bet against your candidate. *The New York Times*, Sunday Review (Op-ed).

Morewedge, C. K. (May 13, 2016). Why buyers and sellers inherently disagree on what things are worth. *Harvard Business Review* (digital article).

Morewedge, C. K. (October 13, 2015). How a video game helped people make better decisions. *Harvard Business Review (digital article)*.

VIDEO GAMES DEVELOPED

Missing: The Final Secret (2013), IARPA SIRIUS Program, BAA-11-03, with K. S. Kassam, C. Symborski, & J. H. Korris.

Missing: The Pursuit of Terry Hughes (2011), IARPA SIRIUS Program, BAA-11-03, with K. S. Kassam, C. Symborski, & J. H. Korris.

MANUSCRIPTS UNDER REVIEW OR REVISION

Atasoy, O., & Morewedge, C. K. Digital piracy evokes less moral outrage than physical theft: Reduced psychological ownership, harm, and legal culpability. *Working paper*.

Buechel, E. C., Zhang, J., & Morewedge, C. K. Affective benefits of effort are overestimated. *Under review*.

Lee, C. Y., Buechel, E. C., & Morewedge, C. K. When consumers underestimate the emotional benefits of price promotions. *Working paper*.

Lee, C. Y., Mazar, N., & Morewedge, C. K. Why decision context influences choice more than willingness to pay. *Under review*.

MacDonalad, T.F., & Morewedge, C. K. Temporary access: Consumption without identity costs. *Under review*.

MacDonalad, T.F., Walker, J., Brough, A., Donnelly, G., & Morewedge, C. K. Opportunity accounting: The mental budgeting of intertemporal consumption. *Under review*.

Mishra, N., Morewedge, C. K., Bardhi, F., User generated content on social media: Value from goals. *Working paper*.

Mishra, N., Morewedge, C. K., & Alter, A. When online relationships are undervalued. *Working paper*.

Morewedge, C. K., Ruessmann, J. K., Mijovic-Prelec, D., & Prelec, D. The pleasure of being right: Affective consequences of optimistic and pessimistic predictions. *Working paper*.

HONORS AND AWARDS

- 2022 Best Paper, *Journal of Consumer Research*
- 2022 Broderick Award for Service to the Doctoral Program, Questrom, Boston University
- 2021 Finalist, Best Paper, *Journal of Consumer Research*
- 2019 Favorite Elective Professor, FT MBA Class of 2019, Questrom, Boston University
- 2019 Fellow, Association for Psychological Science
- 2018 Fellow, Society for Personality and Social Psychology
- 2018 MSI Scholar, Marketing Science Institute
- 2018 Outstanding Reviewer, *Journal of Consumer Research*
- 2016 The 40 Under 40 Most Outstanding Business School Professors, Poets & Quants

- 2016 Broderick Award for Excellence in Research, Questrom, Boston University
- 2016 AOM Annual Meeting Best Paper, Academy of Management
- 2014 Best Training Paper, I/ITSEC
- 2012 Member, Society for Experimental Social Psychology
- 2010 Wegner 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
- 2003 Summer Institute in Social Psychology, University of Colorado at Boulder
- 2002 Honorable Mention, National Science Foundation Graduate Fellowship
- 1999 William F. Field Alumni Scholar, University of Massachusetts at Amherst
- 1999 Phi Beta Kappa, University of Massachusetts at Amherst

GRANTS AND CONTRACTS AWARDED (\$2,440,714)

1. Questrom Digital Business Institute Award (\$20,000), PI, for *Psychological ownership of electronic health records*. May 2023.
2. The Football Players Health Study at Harvard University. Subcontract (\$109,956), PI, for *Measuring present bias in National Football League players*, September 2016.
3. Intelligence Advanced Research Projects Activity BAA-11-03 Supplemental Award 2 (\$83,271), PI, for *SIRIUS Program*, May 2015.
4. PENN-CMU Roybal Center on Behavioral Economics and Aging Pilot Project (\$20,000), PI, for Center for Behavioral Decision Research Summer Internship Program, June 2013.
5. PENN-CMU Roybal Center on Behavioral Economics and Aging Pilot Project (\$5,000), PI, for Behavioral Science of Eating Conference, June 2013.
6. PNC Center for Financial Services Innovation (\$18,000), PI, “Reducing guilt by dissociation: Why people engage in costly dissociative strategies for rewards from questionable origins,” May, 2013.
7. Intelligence Advanced Research Projects Activity BAA-11-03 Supplemental Award (\$95,500), PI, for *SIRIUS Program*, October 2012.
8. PENN-CMU Roybal Center on Behavioral Economics and Aging Pilot Project (\$11,058), PI, for Center for Behavioral Decision Research Summer Internship Program, June 2012.
9. Berkman Faculty Development Grant (\$10,000), PI. Awarded by the Berkman Faculty Development Fund at Carnegie Mellon University for research on *Can a Mental Imagery Induction Reduce Nicotine Craving?* December 2011.
10. Intelligence Advanced Research Projects Activity BAA-11-03 (\$1,819,910), PI, for *SIRIUS Program*, October 2011.
11. PENN-CMU Roybal Center on Behavioral Economics and Aging Pilot Project (\$11,058), PI, for *Center for Behavioral Decision Research Summer Internship Program*, June 2011.
12. Center for Behavioral Decision Research Small Grant (\$2,100) for pilot research on *Social Cognition and Decision Deficits in Schizophrenia*, April 2008.

13. Berkman Faculty Development Grant (\$6,000), PI. Awarded by the Berkman Faculty Development Fund at Carnegie Mellon University for research on *Social Comparison and Hedonic Value*. January 2008.
14. 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.
15. 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.
16. 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.
17. Graduate Travel Award (\$300). Awarded by the Society for Personality and Social Psychology, Winter 2005.
18. Dissertation Grant (\$12,000). Awarded by the Institute for Quantitative Social Sciences at Harvard University, Fall 2004.
19. John Parker Scholarship (\$12,000). Awarded by the Graduate Society of Fellows of Harvard University, Spring 2004.
20. Richard Milstone Scholarship (\$500). Award for top graduating senior in the Department of Psychology at the University of Massachusetts at Amherst, May 2000.
21. Honors Research Grant (\$1,000). Awarded for thesis research by the Honors College of the University of Massachusetts at Amherst, Fall 1999.

DOCTORAL AND POSTDOCTORAL STUDENT SUPERVISION

Primary Doctoral / Postdoctoral Advisor

- 2025 Tyler MacDonald, 4th year.
- 2022 Nirajana Mishra (Marketing), *Yale CCI (Postdoc), Northeastern (Faculty in 2025)*
- 2022 Chang-Yuan Lee (Marketing), *University of Toronto*
- 2020 Romain Cadario (Postdoctoral), *Erasmus University*
- 2020 Colleen Giblin (Marketing), *Gartner*
- 2016 Ozgun Atasoy (Marketing), *University of Basel (Postdoc)*
- 2015 Haewon Yoon (Postdoctoral), *Indiana University*
- 2014 Eva C. Buechel (Co-Chair, Marketing), *USC → University of Southern California*
- 2013 Young Eun Huh (Co-chair, Marketing), *HKUST → KAIST*
- 2013 Irene Scopelliti (Postdoctoral), *City University, London*
- 2011 Meng Zhu (Co-chair, Marketing), *Johns Hopkins University*
- 2010 Paul Litvak (Social and Decision Sciences), *Facebook*

Dissertation Committee Member

- 2020 Dafna Goor (Marketing), *London Business School*
- 2018 Sarah Whitley (Marketing), *University of Georgia*

- 2016 Matthew Meng (Marketing), *Utah State University*
 2014 Yang Yang (Marketing), *University of Florida*
 2011 Uriel Haran (Organizational Behavior), *Ben-Gurion University of the Negev*

INVITED TALKS, WORKSHOPS, AND PRESENTATIONS

- 2024 Marketing, Kellogg School of Business, Northwestern University, Evanston, IL
 2024 Behavioral Economics Seminar, Chicago Booth, University of Chicago, Chicago, IL
 2024 Marketing, Lundquist College of Business, University of Oregon, Eugene, OR
 2024 Marketing, Stanford Graduate School of Business, Stanford University, Palo Alto, CA
 2023 Psychology of Technology Conference, University of Southern California, Los Angeles
 2023 Association for Consumer Research Doctoral Symposium, Seattle, WA
 2023 Marketing, Ivy College of Business, Iowa State University, Ames, IA
 2023 Rise of AI in Healthcare, Africa Health Research Organization, Glasgow, Scotland
 2023 Customer Insights Conference, Yale School of Management, New Haven, CT
 2023 Shenzhen Finance Institute & School of Management and Economics, Shenzhen, China
 2023 Marketing, Carey Business School, Johns Hopkins University, Baltimore, MD
 2023 Workshop on AI and Healthcare, Johns Hopkins University, Baltimore, MD
 2023 Marketing, Eller College of Management, University of Arizona, Phoenix, AZ
 2023 Marketing, Hong Kong Polytechnic University, Hong Kong, China
 2023 Marketing, McCombs School of Business, University of Texas at Austin, Austin, TX
 2022 Digital Business Institute, Boston University, Boston, MA
 2022 Association for Consumer Research, Qualitative Methods Workshop, Denver, CO
 2022 Association for Consumer Research Doctoral Symposium, Denver, CO
 2022 Association for Consumer Research Mid-Career Workshop, Denver, CO
 2022 Keynote, China Marketing International Conference, Wuhan, China
 2022 Marketing, Ivey Business School, Western University, London, ON
 2022 Ivey Executive Marketing Roundtable, Western University, London, ON
 2022 Wall Street Journal+, #ICONICMINTS
 2022 Psychology, University of Warwick, Warwick, United Kingdom
 2022 Shorenstein Center, Harvard Kennedy School, Cambridge, MA
 2021 Marketing, Sloan School of Management, MIT, Cambridge, MA
 2021 Marketing, Goizueta Business School, Emory University, Atlanta, GA
 2021 Marketing, George Washington University, Washington, DC
 2021 Marketing, Beedie School of Business, Simon Fraser University, Vancouver, Canada
 2021 Marketing, University of California at Los Angeles, Los Angeles, CA
 2020 Marketing, SC Johnson School of Business, Cornell University, Ithaca, NY
 2020 Haas Behavioral Science, University of California at Berkeley, Berkeley, CA
 2020 The PhD Project Marketing Doctoral Students Association, Virtual Conference
 2020 Marketing, London Business School, London, UK
 2020 Consumers, Brands, and the Mandate for Accountability, MSI, Boston, MA
 2020 Rationality, Harvard University, Cambridge, MA
 2020 Cognition, Brain, Behavior, Harvard University, Cambridge, MA
 2020 Center for Innovation, Duke Law & Margolis Center for Health Policy, Washington, DC
 2020 Marketing, The Wharton School, Philadelphia, PA
 2019 Office of Evaluation Services, U.S. General Services Administration
 2019 Doctoral Symposium, Association for Consumer Research, Atlanta, GA
 2019 Social Psychology, Harvard University, Cambridge, MA
 2019 Psychology, University of British Columbia, Vancouver, Canada
 2019 Behavioral Insights Group, Harvard University, Cambridge, MA
 2019 CASE Summit for Leaders in Advancement, Boston, MA
 2019 Marketing, The Wharton School, Philadelphia, PA

- 2018 Behavioral Economics in Action at Rotman Webinar, University of Toronto, Canada
- 2018 Doctoral Symposium, Society for Consumer Psychology, Dallas, TX
- 2018 Behavioral Decision Making, UCLA Anderson School of Management, Los Angeles, CA
- 2018 Marketing Ethnic Faculty Association Conference, Boston, MA
- 2018 Marketing Scholars Meeting, Marketing Science Institute, Breckenridge, CO
- 2018 Trustees Meeting, Marketing Science Institute, Boston, MA
- 2018 Cultures, Minds, and Medicines, Anthropology, Stanford University, Palo Alto, CA
- 2018 IPSR, University of California at Berkeley, Berkeley, CA
- 2017 Marketing, D'Amore-McKim School of Business, Northeastern University, Boston, MA
- 2017 Marketing, Olin School of Business at Washington University, St. Louis, MO
- 2017 Program on Negotiation, Harvard Business School, Boston, MA
- 2017 Marketing, Carlson School of Management, University of Minnesota, Minneapolis, MN
- 2017 Marketing, UCLA Anderson School of Management, Los Angeles, CA
- 2017 Doctoral Symposium, Society for Consumer Psychology, San Francisco, CA
- 2017 Management, Columbia Business School, New York, NY
- 2017 Judgment and Decision Making Winter Symposium, Snowbird, UT
- 2016 Harvard Symposium for Mind, Brain, and Behavior, Boston, MA
- 2016 Midcareer Workshop, Association for Consumer Research, Berlin, Germany
- 2016 Doctoral Symposium, Association for Consumer Research, Berlin, Germany
- 2016 Social Psychology, University of North Carolina at Chapel Hill, Chapel Hill, NC
- 2016 Marketing, Isenberg School of Management, UMASS Amherst, Amherst, MA
- 2016 University Family and Friends Lecture, Boston University, Boston, MA
- 2016 Business and Economics, Católica-Lisbon, Lisbon, Portugal
- 2016 Marketing, MIT Sloan, Cambridge, MA
- 2016 Judgment and Decision Making Winter Symposium, Snowbird, UT
- 2015 Decision Processes Seminar, The Wharton School, Philadelphia, PA
- 2015 Social Psychology, Yale University, New Haven, CT
- 2015 Human Computer Interaction, Carnegie Mellon University, Pittsburgh, PA
- 2015 Marketing, McCombs School of Business, The University of Texas at Austin, Austin, TX
- 2015 Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA
- 2015 Marketing, Cass Business School, City University London, London, England
- 2015 Marketing, MIT Sloan, Cambridge, MA
- 2014 Emotions and Wellbeing Workshop, Association for Consumer Research, Vancouver, BC
- 2014 Cognitive Science, Psychology, and Informatics, Indiana University, Bloomington, IN
- 2014 Beyond Loss Aversion, Workshop, Technion, Haifa, Israel
- 2014 Social Psychology, Northeastern University, Boston, MA
- 2014 Research Training Group on Emotion, University of Würzburg, Würzburg, Germany
- 2014 Social Psychology, Harvard University, Cambridge, MA
- 2014 Perspectives Session Chair, Association for Consumer Research, Baltimore, MD
- 2014 International and European Social Cognition Network Preconference, EASP, Amsterdam
- 2014 Summit Camp, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA
- 2014 Marketing, Leeds School of Business, University of Boulder at Colorado, Boulder, CO
- 2014 Marketing, Harvard Business School, Boston, MA
- 2014 Marketing, Business Economics and Law, University of Alberta, Edmonton, Canada
- 2014 Marketing, Chicago Booth, University of Chicago, Chicago, IL
- 2014 Judgment and Decision Making Preconference, SPSP, Austin, TX
- 2013 Marketing, Boston University, Boston, MA
- 2013 Marketing, Chinese University of Hong Kong, Hong Kong, China
- 2013 Marketing Camp, Department of Marketing, INSEAD, Singapore
- 2013 Winter Retreat, Marketing, University of Florida, Gainesville, FL
- 2013 Marketing, Freeman School of Business, Tulane, New Orleans, LA
- 2012 Marketing, Fuqua School of Business, Duke University, Durham, NC

- 2012 CUPS Workshop (HCD), Carnegie Mellon University, Pittsburgh, PA
 2012 Interdisciplinary Science of Consumption, University of Michigan, Ann Arbor, MI
 2011 Behavioral Economics and Decision Research Workshop, Cornell University, Ithaca, NY
 2011 Psychology, Ohio State University, Columbus, OH
 2011 Annual Postgraduate Nutrition Symposium, Harvard Medical School, Boston, MA
 2011 Marketing, Tilburg University, Tilburg, Netherlands
 2011 Marketing, Rotterdam School of Management, Rotterdam, Netherlands
 2011 Social and Organizational Psychology, Leiden University, Leiden, Netherlands
 2011 Marketing, Rotman School of Management, Toronto, Canada
 2010 Marketing, Brigham Young University, Provo, UT
 2010 Decision Processes Seminar, Wharton School of Business, Philadelphia, PA
 2010 Management, Rady School of Business, San Diego, CA
 2010 Invitational Choice Symposium, CenSoC/University of Miami, Key Largo, FL
 2010 Marketing, Stanford Graduate School of Business, Palo Alto, CA
 2009 Marketing, School of Management, Yale University, New Haven, CT
 2009 Psychology, Binghamton University, Binghamton, NY
 2009 Marketing, University of California at Berkeley, Berkeley, CA
 2009 Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA
 2009 Economics and Business, Universitat Pompeu Fabra, Barcelona, Spain
 2009 Economics and Management, Universidade Catolica Portuguesa, Lisbon, Portugal
 2009 Marketing, Carnegie Mellon University, Pittsburgh, PA
 2009 Collective Decision Making Workshop, Santa Fe Institute, Santa Fe, NM
 2008 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 Psychology, University of Pittsburgh, Pittsburgh, PA
 2008 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, The Wharton School, Philadelphia, PA
 2006 Boston Area Affective Science Meeting, Boston College, Boston, MA
 2006 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 Psychology, University of California at Irvine, Irvine, CA
 2005 Psychology, Florida State University, Tallahassee, FL
 2005 Marketing, MIT Sloan, Cambridge, MA
 2005 Psychology, Dartmouth University, Hanover, NH
 2004 Martinos Center, Massachusetts General Hospital, Boston, MA
 2004 Psychology, Northeastern University, Boston, MA
 2002 Psychology, Catholic University of Louvain La Neuve, Belgium

CONFERENCE ORGANIZATION

- 2020 *Consumers, Brands, and the Mandate for Accountability*, MSI, Boston, MA
 2018 *Digitized Behavior*, BDRM Preconference at Boston University, Boston, MA
 2017 *Society for Experimental Social Psychology*, Boston, MA
 2016 *Debiasing Decision Makers*, SJDM Preconference at Boston University, Boston, MA
 2016 *Boston Judgment and Decision Making Day*, Boston College, Boston, MA
 2014 *Behavioral Science of Eating*, Carnegie Mellon University, Pittsburgh, PA

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

PROFESSIONAL SERVICE

Editorial Positions

- 2021- Associate Editor, *Journal of Consumer Research*
 2022 Guest Editor, *Judgment and Decision Making*
 2016 Guest Editor, *Journal of Experimental Psychology: General*
 2016-2020 Editorial Review Board, *Journal of Consumer Research*
 2015- Editorial Review Board, *Journal of Behavioral Decision Making*
 2012-2017 Editorial Review Board, *Emotion*
 2011-2013 Editorial Review Board, *Psychological Science*

Ad-hoc Reviewing

Appetite, Association of Consumer Research Conference, Behavioral Decision Research and Management Conference, British Academy, Cognition, Cognition and Emotion, Cognitive Psychology, Cognitive Science, Computer Supported Cooperative Work, Current Directions in Psychological Science, Decision, Dreaming, Emotion, European Association of Consumer Research Conference, European Journal of Social Psychology, European Marketing Academy Conference, Experimental Psychology, Human-Robot Interaction, Journal of Applied Social Psychology, Journal of the Association of Consumer Research, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Neuroscience, Journal of Personality and Social Psychology, LaLonde Consumer Behavior Conference, Management Science, Marketing Science Institute, National Institute of Mental Health, National Science Foundation, Nature Communications, Organizational Behavior and Human Decision Processes, Perspectives on Psychological Science, Proceedings of the National Academy of Sciences, Psychological Bulletin, Psychological Science, Psychology and Economics, Psychonomic Bulletin and Review, Science, Self and Identity, Social Cognition, Social Psychology and Personality Science, Society for Consumer Psychology Conference, Society for Judgment and Decision Making, Trends in Cognitive Sciences, Wegner Theoretical Innovation Prize Committee for Society for Personality and Social Psychology.

UNIVERSITY SERVICE

2023 Chair, Marketing Department, Questrom School of Business, Boston University
 2022 Provost's University Appointment and Tenure Committee, Boston University
 2020 Chair, Diversity, Equity, & Inclusion Committee, Questrom School of Business
 2019 Strategic Leadership Council, Questrom School of Business, Boston University
 2019 Faculty Thought Leader, Susilo Institute for Ethics in the Global Economy, Boston Univ.
 2019 Appointment and Tenure Committee, Questrom School of Business, Boston University
 2019 Consumer Analytics Recruiting Committee Co-chair, Questrom School, Boston University
 2018 Appointment and Tenure Committee, Questrom School of Business, Boston University
 2017 Health Sector Research Organizer, Questrom School, Boston University
 2017 Health Marketing Search Committee Chair, Questrom School, Boston University
 2016 Appointment and Tenure Committee, Questrom School of Business, Boston University
 2016 Susilo Ethics Center Director Recruiting Committee, Boston University
 2016 Marketing Recruiting Committee, Questrom School of Business, Boston University
 2016 Junior Faculty Navigator, Questrom School of Business, Boston University
 2016 Journal Assessment Committee, Questrom School of Business, Boston University
 2015 Appointment and Tenure Committee, Questrom School of Business, Boston University
 2015 Junior Faculty Review Chair (MKTG), Questrom School of Business, Boston University
 2015 Junior Faculty Review (MMPL), Questrom School of Business, Boston University
 2015 Marketing Recruiting Committee Chair, Questrom School of Business, Boston University
 2014 Marketing PhD Committee Liaison, School of Management, Boston University
 2014 Junior Faculty Navigator, Questrom School of Business, Boston University
 2014 Center for Behavioral Decision Research Steering Committee, Carnegie Mellon University
 2013 CBDR Summer Internship Program Director, Carnegie Mellon University
 2013 Center for Behavioral Decision Research Steering Committee, Carnegie Mellon University
 2013 Alumni Breakfast, Speaker, Tepper School of Business
 2013 Undergraduate Marketing Organization, Speaker, Tepper School of Business
 2012 Marketing Club Bootcamp Speaker, Tepper School of Business
 2012 Center for Behavioral Decision Research Steering Committee, Carnegie Mellon University
 2012 Institutional Review Board for the Use of Human Subjects, Carnegie Mellon University
 2012 CBDR Summer Internship Program Director, Carnegie Mellon University
 2012 Center for Behavioral Decision Research Seminar Coordinator, 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 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

REFEREED CONFERENCE SYMPOSIA

1. Morewedge, C. K. (May, 2019). *Improving decision making: For whom and how debiasing works*. Association for Psychological Science, Washington, DC.
2. Van Boven, L., & Morewedge, C. K. (February, 2014). *Attention drives emotion*. Society for Personality and Social Psychology. Austin, TX.
3. Mead, N., & Morewedge, C. K. (January, 2012). *How Cognition Influences Craving and Consumption*. Society for Personality and Social Psychology. San Diego, CA.
4. Morewedge, C. K. (October, 2011). *Motivation and Self-Regulation*. Society for Experimental Social Psychology, Washington, DC.
5. Zhu, M., & Morewedge, C. K. (October, 2011). *Malleable Memory and Consumption Decisions*. Association for Consumer Research, St. Louis, MO.
6. Zhu, M., & Morewedge, C. K. (October, 2010). *The construction of hedonic value*. Association for Consumer Research, Jacksonville, FL.
7. 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.
8. Morewedge, C. K. (February, 2009). *Hedonic adaptation*. Society for Personality and Social Psychology, Tampa, FL.
9. Morewedge, C. K. (October, 2007). *Ownership: How thought, effort, emotion, and memory influence the desirability of possessions*. Association for Consumer Research, Memphis, TN.
10. 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.
11. 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.
12. 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.

REFEREED CONFERENCE PAPER PRESENTATIONS

1. Lee, C. K., Mazar, N., & Morewedge, C. K. (February, 2023). *Why decision context effects are less likely when preferences are elicited with WTP than choice*. Society for Consumer Psychology, San Juan, Puerto Rico.
2. Mishra, N., Morewedge, C. K., & Alter, A. (October, 2022). *Censoring or disclosing to online relations: An evaluative context model*. Association for Consumer Research, Denver, CO.

3. MacDonald, T. F., Trudel, R., & Morewedge, C. K. (October, 2022). *Ownership Unwanted: Identity signals and preferences to consume without owning*. Association for Consumer Research, Denver, CO.
4. Lee, C. Y., & Morewedge, C. K. (February, 2021). *Loss booking: Mental budgeting increases consumer spending*. Society for Consumer Psychology.
5. Morewedge, C.K., Monga, A., Palmatier, R. W., Shu, S. B., & Small, D. A. (February, 2021). *Evolution of consumption: A psychological ownership framework*. Winter Academic American Marketing Association.
6. Mishra, N., Alter, A., & Morewedge, C. K. (October, 2021). User-generated content on social media: Values from goals. Association for Consumer Research.
7. Morewedge, C.K. (October, 2020). *Medical artificial intelligence: Challenges and opportunities*. Association for Consumer Research.
8. Morewedge, C. K., Yoon, H., & Scopelliti. (November, 2019). *Social learning as a debiasing intervention*. Society for Judgment and Decision Making, Montreal, CA.
9. Lee, C. Y., Buechel, E. C., & Morewedge, C. K. (November, 2019). *Unanticipated benefits of price promotions for consumption utility*. Society for Judgment and Decision Making, Montreal, CA.
10. Cadario, R., & Morewedge, C. K. (October, 2019). *Reducing monotony for breakfast: A goal-based account*. Association for Consumer Research, Atlanta, GA.
11. Lee, C. Y., Buechel, E. C., & Morewedge, C. K. (October, 2019). *Unanticipated emotional benefits of price promotions*. Association for Consumer Research, Atlanta, GA.
12. Morewedge, C. K., Monga, A., Palmatier, R., Shu, S., & Small, D. (June, 2019). *The future of ownership*. Marketing Science, Rome, Italy.
13. Morewedge, C. K., Sellier, A.L., & Scopelliti, I. (May, 2019). *Effects of debiasing training transfer without awareness*. Association for Psychological Science, Washington, DC.
14. Yoon, H., Yang, Y., & Morewedge, C. K. (February, 2019). *Tuition myopia: Temporal discounting induces a myopic focus on the costs of higher education*. American Marketing Association, Austin, TX.
15. Morewedge, C. K., Sellier, A.L., & Scopelliti, I. (November, 2018). *Debiasing transfers without awareness*. Society for Judgment and Decision Making, New Orleans, LA.
16. Putnam-Farr, E., & Morewedge, C. K. (November, 2018). *Ensemble representation directs comparisons with and responses to inequitable distributions of reward*. Society for Judgment and Decision Making, New Orleans, LA.
17. Morewedge, C. K., Zhu, M, & Buechel, E. C. (October, 2018). *Hedonic contrast effects are larger when comparisons are social*. Association for Consumer Research, Dallas, TX.

18. Morewedge, C. K., Ruessmann, J. K., Mijovic-Prelec, D., & Prelec, D. (October, 2018). *The pleasure of being right: Affective consequences of predictions*. Association for Consumer Research, Dallas, TX.
19. Buechel, E. C., Morewedge, C. K., & Zhang, J. (October, 2018). *Mistaking the journey for the destination: Overestimating the fruit of (more) labor*. Association for Consumer Research, Dallas, TX.
20. Ksendzova, M., Ariely, D., & Morewedge, C. K. (October, 2018). *Hindsight value: Failure to acquire increases willingness to pay*. Association for Consumer Research, Dallas, TX.
21. Longoni, C., Bonezzi, A., & Morewedge, C. K. (October, 2018). *Consumer reluctance toward medical artificial intelligence: The underlying role of uniqueness neglect*. Association for Consumer Research, Dallas, TX.
22. Yoon, H., Yang, Y., & Morewedge, C. K. (October, 2018). *Tuition myopia: Temporal discounting induces a myopic focus on the costs of higher education*. Association for Consumer Research, Dallas, TX.
23. Morewedge, C. K., Whitley, S., Garcia-Rada, X., & Ariely, D. (October, 2018). *Warm glow in funeral contracts*. Advances with Field Experiments, Boston, MA.
24. Whitley, S., Garcia-Rada, X., Ariely, D., & Morewedge, C. K. (June, 2018). *Warm glow in funeral contracts*. Behavioral Decision Research and Management, Boston, MA.
25. Longoni, C., Bonezzi, A., & Morewedge, C. K. (June, 2018). *Artificial intelligence and medical decision making*. Behavioral Decision Research and Management, Boston, MA.
26. Ksendzova, M., Norton, M. I., & Morewedge, C. K. (March, 2018). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Society for Personality and Social Psychology, Atlanta, GA.
27. Buechel, E. C., Morewedge, C. K., & Zhang, J. (February, 2018). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Consumer Psychology, Dallas, TX.
28. Longoni, C., Bonezzi, A., & Morewedge, C. K. (February, 2018). *Artificial intelligence and medical decision making*. Society for Consumer Psychology, Dallas, TX.
29. Ksendzova, M., Norton, M. I., & Morewedge, C. K. (February, 2018). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Society for Consumer Psychology, Dallas, TX.
30. Ksendzova, M., Ariely, D., & Morewedge, C. K. (November, 2017). *Hindsight value: Failure to acquire increases willingness to pay*. Society for Judgment and Decision Making, Vancouver, Canada.
31. Whitley, S., Garcia-Rada, X., Ariely, D., & Morewedge, C. K. (November, 2017). *The spirit of giving: Impure altruism in funeral contracts*. Society for Judgment and Decision Making, Vancouver, Canada.

32. Lee, C. Y., Morewedge, C. K., & Ariely, D. (October, 2017). *Regret-free trials: Asymmetric effects of price promotions on new product trial*. Association for Consumer Research, San Diego, CA.
33. Whitley, S., Garcia-Rada, X., Ariely, D., & Morewedge, C. K. (October, 2017). *The spirit of giving: Impure altruism in funeral contracts*. Association for Consumer Research, San Diego, CA.
34. Ksendzova, M., Norton, M. I., & Morewedge, C. K. (October, 2017). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Association for Consumer Research, San Diego, CA.
35. Ksendzova, M., Norton, M. I., & Morewedge, C. K. (May, 2017). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Association for Psychological Science, Boston, MA.
36. Morewedge, C. K., Tang, S., & Larrick. (April, 2017). *Aversion to emotional insurance: Costly reluctance to hedge desired outcomes*. Boston Judgment and Decision Making Day, Boston, MA.
37. Scopelliti, I., Morewedge, C. K., Dawson, A., & Kassam, K. S. (November, 2016). *Evidence against a unified confirmation bias*. Society for Judgment and Decision Making, Boston, MA.
38. Yoon, H., Yang, Y., & Morewedge, C. K. (2016, November). *Tuition aversion: Temporal discounting induces a myopic focus on the costs of higher education*. Society for Judgment and Decision Making, Boston, MA.
39. Buechel, E. C., Zhang, J., Morewedge, C. K. (2016, October). *Outcome specifications determine the direction of affective forecasting errors*. Association for Consumer Research, Berlin, Germany.
40. Atasoy, O., & Morewedge, C. K. (2016, October). *Better to have a book in the hand than two in the cloud: Differences in psychological ownership lead consumers to value physical goods more than digital goods*. Association for Consumer Research, Berlin, Germany.
41. Morewedge, C. K., Yoon, H., & Yang, Y. (2016, October). *Tuition aversion: Temporal discounting induces a myopic focus on the costs of higher education*. Association for Consumer Research, Berlin, Germany.
42. Buechel, E. C., Zhang, J., Morewedge, C. K. (2016, September). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Experimental Social Psychology, Santa Monica, CA.
43. Scopelliti, I., Morewedge, C. K., Min, L., McCormick, E., & Kassam, K. S. (2016, August). *Measurement, consequences, and debiasing of correspondent inference making*. Academy of Management, Anaheim, CA.
44. Atasoy, O., & Morewedge, C. K. (2016, June). *Better to have a book in the hand than two in the cloud: Consumer preferences for physical over digital goods*. Behavioral Decision Research and Management, Toronto, Canada.

45. Buechel, E. C., Morewedge, C. K., & Zhang, J. (2016, June). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Behavioral Decision Research and Management, Toronto, Canada.
46. Morewedge, C. K., Yoon, H., Scopelliti, I., & Kassam, K. S. (June, 2016). *Debiasing decision makers with a single training intervention*. Behavioral Decision Research and Management, Toronto, Canada.
47. Scopelliti, I., Morewedge, C. K., Min, L., McCormick, E., & Kassam, K. S. (2016, June). *Individual differences in the propensity to make correspondent inferences: Measurement, consequences, and debiasing*. Behavioral Decision Research and Management, Toronto, Canada.
48. Lau, T., Morewedge, C. K., & Cikara, M. (April, 2016). *Overcorrection for social categorization information increases impact bias in affective forecasting*. Boston Judgment and Decision Making Day.
49. Morewedge, C. K., Yoon, H., Scopelliti, I., & Kassam, K. S. (April, 2016). *Debiasing decision makers with a single training intervention*. Boston Judgment and Decision Making Day.
50. Buechel, E. C., Morewedge, C. K., & Zhang, J. (2015, November). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Judgment and Decision Making, Chicago, IL.
51. Morewedge, C. K., & Carlin, D. (2015, October). *"I feel your pain": The efficacy of instantiating states in charitable appeals*. Association for Consumer Research, New Orleans, LA.
52. Scopelliti, I., Morewedge, C. K., Min, L., McCormick, E., & Kassam, K. S. (2015, October). *Correspondent inferences and consumer decision making*. Association for Consumer Research, New Orleans, LA.
53. Barton, M., Symborski, C., Quinn M., Morewedge, C. K., Kassam, K. S., Korris, J. H. (2015, May). *The use of theory in designing a serious game for the reduction of cognitive biases*. Digital Games Research Association Conference, Lüneberg, Germany.
54. Morewedge, C. K., Scopelliti, I., McCormick, E., Min, L., LeBrecht, S., & Kassam, K. S. (2015, February). *Bias blind spot: Structure, measurement, and consequences*. Society for Personality and Social Psychology, Long Beach, CA.
55. Scopelliti, I., Morewedge, C. K., Min, L., McCormick, E., & Kassam, K. S. (2015, February). *Correspondent inferences and consumer decision making*. Society for Consumer Psychology, Phoenix, AZ.
56. Hamerman, E. J., & Morewedge, C. K. (2015, February). *Conditioned Superstition and Goal Orientation: Identifying Goals that Elicit Superstitious Behavior*. Society for Consumer Psychology, Phoenix, AZ.
57. Symborski, C., Barton, M., Quinn M., Morewedge, C. K., Kassam, K., Korris, J. (2014, December). *Missing: A serious game for the mitigation of cognitive bias*. Interservice/Industry Training, Simulation and Education Conference, Orlando, FL.

58. Morewedge, C. K., Imas, A., & Loewenstein, G. (2014, November). *Money laundering: Reducing guilt by disassociation*. Society for Judgment and Decision Making, Long Beach, CA.
59. Morewedge, C. K., Garbinsky, E. N., & Shiv, B. (October, 2014). *Interference of the end: Why recency bias in memory determines when a food is consumed again*. Association for Consumer Research, Baltimore, MD.
60. Morewedge, C. K., Tang, S., & Larrick, R. P. (July, 2014). *Costly reluctance to hedge desired outcomes*. Behavioral Decision Research and Management, London, UK.
61. Scopelliti, I., Kassam, K. S., Dawson, A., McCormick, E., Min, L., & Morewedge, C. K. (July, 2014). *Evidence against a unified confirmation bias*. Behavioral Decision Research and Management, London, UK.
62. Morewedge, C. K., & Zhu, M. (February, 2014). *Why alternatives have greater hedonic impact if they are experienced by someone else*. Society for Personality and Social Psychology, Austin, TX.
63. Morewedge, C. K. (November, 2013). *Superstitious reluctance to hedge bets*. Society for Judgment and Decision Making, Toronto, ON.
64. Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (July, 2013). *Goods and the last drop: Memory for satiation affects repeat consumption*. European Association for Consumer Research, Barcelona, Spain.
65. Morewedge, C. K. (July, 2013). *Reluctance to hedge desired outcomes*. European Association for Consumer Research. Barcelona, Spain.
66. Yang, Y., Morewedge, C. K., & Galak, J. (November, 2012). *When good things come to an end. Mispredicting the desire for goods to which consumers lose access*. Society for Judgment and Decision Making. Minneapolis, MN.
67. Yang, Y., Morewedge, C. K., & Galak, J. (October, 2012). *When good things come to an end. Mispredicting the desire for goods to which consumers lose access*. Association for Consumer Research. Vancouver, BC.
68. Morewedge, C. K., (June, 2012). *It Was a Most Unusual Time: How Memory Bias Contributes to Nostalgic Preferences for Past Experience*. Behavioral Decision Research and Management Conference. Boulder, CO.
69. Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (June, 2012). *Too much of a food thing: Memory for satiation affects repeat consumption decisions*. Behavioral Decision Research and Management Conference. Boulder, CO.
70. Garbinsky, E. N., Morewedge, C. K., & Shiv, B. (February, 2012). *Too much of a good thing: Memory for satiation affects repeat consumption decisions*. Society for Consumer Psychology. Las Vegas, NV.
71. Huh, Y. E., Morewedge, C. K., & Vosgerau, J. (February, 2012). *Specificity in sensitization*. Society for Consumer Psychology. Las Vegas, NV.

72. 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.
73. Huh, Y. E., Morewedge, C. K., & Vosgerau, J. (January, 2012). *Specificity in sensitization*. Society for Personality and Social Psychology. San Diego, CA.
74. 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.
75. Morewedge, C. K., & Zhu, M. (November, 2011). *Social standards (more) potently influence hedonic value*. Society for Judgment and Decision Making, Seattle, WA.
76. 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.
77. 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.
78. Zhu, M., & Morewedge, C. K. (October, 2011). *Atypical pasts spur future consumption*. Association for Consumer Research, St. Louis, MO.
79. Morewedge, C. K., Buechel, E., & Vosgerau, J. (January, 2011). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Personality and Social Psychology, San Antonio, TX.
80. Buechel, E., Morewedge, C. K., & Vosgerau, J. (January, 2011). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Consumer Psychology, Jacksonville, FL.
81. Huh, Y. E., Morewedge, C. K., Vosgerau, J. (October, 2010). *Social defaults*. Association for Consumer Research, Jacksonville, FL.
82. Zhu, M., & Morewedge, C. K. (October, 2010). *Social comparison and the construction of hedonic value*. Association for Consumer Research, Jacksonville, FL.
83. 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.
84. 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.
85. 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.

86. Zhu, M., & Morewedge, C. K. (June, 2010). *Social comparison and the construction of hedonic value*. Behavioral Decision Research and Management, Pittsburgh, PA.
87. Litvak, P., & Morewedge, C. K. (February, 2010). *Breakeven strategy in the consumption of flat-rate goods*. Society for Consumer Psychology, St. Petersburg, FL.
88. Zhu, M., & Morewedge, C. K. (February, 2010). *Social comparison and the construction of hedonic value*. Society for Consumer Psychology, St. Petersburg, FL.
89. Morewedge, C. K., Wegner, D. M., & Vosgerau, J. (January, 2010). *Ritualistic premeditation in decision making*. Society for Personality and Social Psychology, Las Vegas, NV.
90. 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.
91. 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.
92. Morewedge, C. K. (October, 2009). *What is the intelligent choice? Performance on the CRT and preferences*. Association for Consumer Research, Pittsburgh, PA.
93. 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.
94. 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.
95. 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.
96. 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.
97. 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.
98. Morewedge, C. K., & Wegner, D. M. (October, 2007). *Effects of merely thinking about what one might acquire*. Association for Consumer Research, Memphis, TN.
99. Morewedge, C. K., Gilbert, D. T., Myrseth, K. O. R., & Wilson, T. D. (October, 2007). *Consuming experiences shift standards through attentional collapse*. Association for Consumer Research, Memphis, TN.
100. 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.

101. Morewedge, C. K., & Norton, M. I. (January, 2007). *The interpretation of unintended thought*. Society for Personality and Social Psychology, Memphis, TN.
102. 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.
103. Morewedge, C. K. (September, 2006). *Negativity bias in the perception of intentional agency*. Association for Consumer Research, Orlando, FL.
104. 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.
105. 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.
106. 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.
107. Morewedge, C. K., Preston, J., & Wegner, D. M. (January, 2005). *Timescale bias: Anthropotemporism in the ascription of mental states*. Society for Personality and Social Psychology, New Orleans, LA.
108. 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.

REFEREED CONFERENCE POSTER PRESENTATIONS

1. Lee, C. Y., Morewedge, C. K., Hochman, G., & Ariely, D. (November, 2018). *Pain of paying in price promotion*. Society for Judgment and Decision Making, New Orleans, LA.
2. Atasoy, O., & Morewedge, C. K. (2017, November). *Digital goods are valued less than physical goods*. Society for Judgment and Decision Making, Vancouver, Canada.
3. Lee, C. Y., Morewedge, C. K., Hochman, G. & Ariely, D. (November, 2017). *Probabilistic Price Promotions: Allure of Escaping the Pain of Payment*. Society for Judgment and Decision Making, Vancouver, Canada.
4. Giblin, C. E., & Morewedge, C. K. (2017, October). *Ownership polarization*. Association for Consumer Research, San Diego, CA.
5. Baum, S., Lindquist, K., & Morewedge, C. K. (2017, May). *Naïve naiveté: Self-other differences in perceived self-awareness and acceptance of diverse human behaviors*. Association for Psychological Science, Boston, MA.
6. Baum, S., Lindquist, K., & Morewedge, C. K. (2017, January). *Naïve naiveté: Self-other differences in perceived self-awareness and acceptance of diverse human behaviors*. Judgment and Decision Making Preconference, San Antonio, TX.

7. Baum, S., Morewedge, C. K., & Lindquist, K. (2016, November). *Naïve naivety: Self-other differences in perceived self-awareness and acceptance of diverse human behaviors*. Society for Judgment and Decision Making, Boston, MA.
8. Meng, M. D., Trudel, R., and Morewedge, C. K. (February, 2016). *Influence of addiction warnings on the consumption of everyday products and actions*. Society for Consumer Psychology, St. Petersburg, FL.
9. Morewedge, C. K., Yoon, H., Scopelliti, I., Symborski, C., Korris, J., & Kassam, K. S. (November, 2015). *Long term debiasing with limited training*. Society for Judgment and Decision Making, Chicago, IL.
10. Yoon, H., Morewedge, C. K., Symborski, C., Korris, J., & Kassam, K. S. (February, 2015). *Debiasing cognitive biases with individualized feedback and simple decision strategies*. Judgment and Decision Making Preconference, Society of Personality and Social Psychology. Long Beach, CA.
11. Giblin, C. E., Morewedge, C. K., & Norton, M. I. (February, 2015). *The (perceived) meaning of spontaneous thoughts: Insights into others' minds*. Society of Personality and Social Psychology, Long Beach, CA.
12. Carlin, D., & Morewedge, C. K. (February, 2015). *"I feel your pain" The efficacy of instantiating states in charitable appeals*. Society for Consumer Psychology. Phoenix, AZ.
13. Min, H. L., McCormick, E., Scopelliti, I., Morewedge, C. K., LeBrecht, S., & Kassam, K. (January, 2013). *A measure of individual differences in susceptibility to fundamental attribution error*. Judgment and Decision Making Preconference, Society of Personality and Social Psychology. New Orleans, LA
14. McCormick, E., Scopelliti, I., Morewedge, C. K., Min, H. L., LeBrecht, S., & Kassam, K. (January, 2013). *A measure of individual differences in susceptibility to bias blind spot*. Judgment and Decision Making Preconference, Society of Personality and Social Psychology. New Orleans, LA.
15. Scopelliti, I., Morewedge, C. K., LeBrecht, S., McCormick, E., Min, H. L., & Kassam, K. (November, 2012). *A measure of individual differences in susceptibility to bias blind spot*. Society for Judgment and Decision Making. Minneapolis, MN.
16. Huh, Y. E., Morewedge, C. K., & Vosgerau, J. (May, 2012). *Specificity in sensitization*. Marketing and Research Conference, Pittsburgh, PA.
17. 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.
18. Buechel, E., Morewedge, C. K., & Vosgerau, J. (October, 2009). *Motivated components of the impact bias in affective forecasting*. Association for Consumer Research, Pittsburgh, PA.

19. 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.
20. 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.
21. Buechel, E., Morewedge, C. K., & Vosgerau, J. (November, 2008). *Motivated bias in affective forecasting*. Society for Judgment and Decision-Making, Chicago, IL.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.

33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. Morewedge, C. K., & Aizen, I. (May, 2000). *Cognitive components of the spreading effect in decision-making*. 5th Massachusetts Undergraduate Research Conference, Boston, MA.