

# CLAYTON R. CRITCHER

## *Curriculum Vitae*

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**Office Address:** University of California, Berkeley  
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## Employment

University of California, Berkeley

Joe Shoong Chair of Business, 2020 - present

Associate Professor, 2016 – present

Director, Haas Behavioral Lab, 2020 - present

PhD Field Advisor, Marketing, 2020 - present

Barbara and Gerson Bakar Faculty Fellow, 2018-present

Institute for Personality and Social Research, 2017—present

Visiting Professor, Universidade de Lisboa (Psychology), 2019-2020

Assistant Professor, 2010 – 2016

Haas School of Business (Marketing), 2010 – present

Cognitive Science Faculty, 2011- present

Department of Psychology (affiliated), 2013 – present

## Education

Cornell University

Ph.D. in Social and Personality Psychology, 2010

Committee Chair: David Dunning

Committee Members: Thomas Gilovich, Melissa Ferguson, James Cutting

Yale University

B.A. in Psychology, *summa cum laude*, 2005

Undergraduate advisors: David Armor, Richard Eibach, Geoff Cohen

Clayton R. Critcher

## Fellowships, Awards, Institutes, Field Service

National Science Foundation Grant (Division of Behavioral and Cognitive Sciences: Social Psychology), co-PI, *The spreading of perceived exclusion*, 2018-2021  
Barbara and Gerson Bakar Faculty Fellow, 2018-2021  
SPSP Cialdini Science Panel, 2018 - 2021  
Institute for Personality and Social Research, 2017 (induction)  
Fellow, Society for Experimental Social Psychology, 2016  
Sage Young Scholar Award, 2015, Foundation for Personality and Social Psychology  
Hellman Family Fund Faculty Grant, *How legislating political niceness has encouraged political nastiness*, 2012-2016  
UC-Berkeley 2014 Carol D. Soc Distinguished Graduate Student Mentoring Award for Junior Faculty  
Advertising Education Federation Visiting Professor Program, Ogilvy & Mather, New York, NY, 2014  
Young Scholar Presenter (1 of 2), Group Processes and Intergroup Relations Preconference, 2012  
Big Questions in Free Will Institute, Florida State University, 2012  
University of California, Berkeley, Behavioral Lab Grant, 2011-2017  
University of California, Berkeley, Faculty Research Grant, *Non-Conscious belief in academics' importance: Predicting and promoting academic success*, 2010  
University of California, Berkeley, Committee on Research, Research Grant, 2010-2014  
University of California, Berkeley, Committee on Research, Travel Grant, 2010-2014  
Cornell University Student Travel Grant, 2006, 2007 (twice), 2009-10  
Sage Graduate Research Fellowship, Cornell University, 2009-10  
National Science Foundation Graduate Research Fellowship, 2005-06, 2007-09  
Institute for Humane Studies: Social Change Workshop, Brown University, 2009  
International Graduate College Summer School: Conflict and Cooperation in Intergroup Relations, Friedrich Schiller University of Jena, Germany, 2009  
International Lesbian, Gay, Bisexual, and Transgender Psychology Summer Institute, University of Michigan—Ann Arbor, 2008  
SPSP Summer Institute in Social Psychology, University of Texas—Austin, 2007  
Fellow, Summer Institute for Informed Patient Choice, Dartmouth College, 2007  
Society for Personality and Social Psychology Student Travel Award, 2007  
Society for Personality and Social Psychology Graduate Poster Award, 2006  
Angier Prize for best senior thesis in psychology, Yale University, 2005  
Mellon Research Grant, Yale University, 2004

## Editorial Positions

Clayton R. Critcher

*Journal of Personality and Social Psychology: Attitudes & Social Cognition*

Associate Editor (2020-present)

Editorial Board (2015-2018, 2019-2020)

*Self and Identity*

Editorial Board (2016 – present)

*Social Psychological and Personality Science*

Editorial Board (2013-2020)

*Frontiers in Emotion*

Editorial Board (2012-2015)

## **Publications and Manuscripts**

Critcher, C. R., & Rosenzweig, E. L. (in press). Attractors: Incidental values that influence forecasts of change. *Journal of Experimental Psychology: General*.

Critcher, C. R., & Siegel, M. (in press). Reexamining the association between e-cigarette use and myocardial infarction: A cautionary tale. *American Journal of Preventive Medicine*.

Donnelly, K., Moon, A., & Critcher, C. R. (2022). Do people know how others view them? Two approaches for identifying the accuracy of metaperceptions. *Current Opinion in Psychology*, *43*, 119-124.

Gonzalez, F. J., Jung, M. H., & Critcher, C. R. (2021). Responsibility amplifies empathic forecasts. *Journal of Experimental Psychology: General*, *150*, 956-971.

Baum, S. M., & Critcher, C. R. (2020). The costs of not disclosing. *Current Opinion in Psychology*, *31*, 72-75.

Critcher, C. R., Helzer, E., & Tannenbaum, D. (2020). Moral character evaluation: Testing another's moral-cognitive machinery. *Journal of Experimental Social Psychology*, *87*, 103906.

Jung, M. H., Gonzalez, F. J., & Critcher, C. R. (2020). The vicarious construal effect: Seeing and experiencing the world through different eyes. *Journal of Personality and Social Psychology*, *118*, 617-638.

Moon, A., Gan, M., & Critcher, C. R. (2020). The overblown implications effect. *Journal of Personality and Social Psychology*, *118*, 720-742.

Reit, E., & Critcher, C. R. (2020). The commonness fallacy: Commonly chosen options have less

- choice appeal than people think. *Journal of Personality and Social Psychology*, *118*, 1-21.
- Perfecto, H., Donnelly, K., & Critcher, C. R. (2019). Volume estimation as simulated judgment. *Psychological Science*, *30*, 80-91.
- Critcher, C. R., & Lee, C. J. (2018). Feeling is believing: Inspiration encourages belief in God. *Psychological Science*, *29*, 723-737.
- Helzer, E. G., & Critcher, C. R. (2018). What do we evaluate when we evaluate moral character? In K. Gray & J. Graham (Eds.), *Atlas of moral psychology* (pp. 99-107). New York: Guilford Press.
- Jung, M. H., & Critcher, C. R. (2018). How encouraging niceness can incentivize nastiness: An unintended consequence of advertising reform. *Journal of Marketing Research*, *55*, 147-161.
- Critcher, C. R., & Ferguson, M. J. (2016). “Whether I like it or not, it’s important”: Implicit importance of means predicts self-regulatory persistence and success. *Journal of Personality and Social Psychology*, *110*, 818-839.
- Critcher, C. R., & Dunning, D. (2015). Self-affirmations provide a broader perspective on self-threat. *Personality and Social Psychology Bulletin*, *41*, 3-18.
- Critcher, C. R., Dunning, D., & Rom, S. (2015). Causal trait theories: A new form of person knowledge that explains egocentric pattern projection. *Journal of Personality and Social Psychology*, *108*, 400-416.
- Critcher, C. R., & Dunning, D. (2014). Thinking about others vs. another: Three reasons judgments about collectives and individuals differ. *Social and Personality Psychology Compass*, *8*, 687-698.
- Critcher, C. R., & Ferguson, M. J. (2014). The cost of keeping it hidden: Decomposing concealment reveals what makes it depleting. *Journal of Experimental Psychology: General*, *143*, 721-735.
- Critcher, C. R., & Risen, J. L. (2014). If he can do it, so can they: Incidental exposure to counterstereotypically-successful exemplars prompts automatic inferences. *Journal of Personality and Social Psychology*, *106*, 359-379.
- Critcher, C. R., & Rosenzweig, E. L. (2014). The performance heuristic: When past success is misguidedly projected into the future. *Journal of Experimental Psychology: General*, *143*, 480-485.
- Critcher, C. R., & Zayas, V. (2014). The involuntary excluder effect: Those included by an

- excluder are seen as exclusive themselves. *Journal of Personality and Social Psychology*, *107*, 454-474.
- Rosenzweig, E., & Critcher, C. R. (2014). Decomposing forecasting: The salience-assessment-weighting (SAW) model. *Current Directions in Psychological Science*, *23*, 368-373.
- Critcher, C. R., & Dunning, D. (2013). Predicting persons' versus a person's goodness: Forecasts diverge for populations versus individuals. *Journal of Personality and Social Psychology*, *104*, 28-44.
- Critcher, C. R., & Inbar, Y. (2013). When does impulsivity exculpate vs. incriminate? *The Jury Expert*, *25*(5), 19-24. (invited target article, with commentaries and reply)
- Critcher, C. R., Inbar, Y., & Pizarro, D. A. (2013). How quick decisions illuminate moral character. *Social Psychological and Personality Science*, *4*, 308-315.
- Critcher, C. R., & Dunning, D. (2011). No good deed goes unquestioned: Cynical reconstruals maintain belief in the power of self-interest. *Journal of Experimental Social Psychology*, *47*, 1207-1213.
- Critcher, C. R., & Ferguson, M. J. (2011). Affect in the abstract: Abstract mindsets promote sensitivity to affect. *Journal of Experimental Social Psychology*, *47*, 1185-1191.
- Critcher, C. R., Helzer, E. G., & Dunning, D. (2011). Self-Enhancement via redefinition: Defining social concepts to ensure positive views of self. In M. D. Alicke, & C. Sedikides (Eds.), *Handbook of self-enhancement and self-protection* (pp. 69-91). New York, NY: The Guilford Press.
- Risen, J. L., & Critcher, C. R. (2011). Visceral fit: While in a visceral state, associated states of the world seem more likely. *Journal of Personality and Social Psychology*, *100*, 777-793. [Editors' Choice. (2011). *Science*, *332*, 398]
- Critcher, C. R., Dunning, D., & Armor, D. A. (2010). When self-affirmations reduce defensiveness: Timing is key. *Personality and Social Psychology Bulletin*, *36*, 947-959.
- Critcher, C. R., & Gilovich, T. (2010). Inferring attitudes from mindwandering. *Personality and Social Psychology Bulletin*, *36*, 1255-1266.
- Critcher, C. R., & Dunning, D. (2009). Egocentric pattern projection: How implicit personality theories recapitulate the geography of the self. *Journal of Personality and Social Psychology*, *97*, 1-16.
- Critcher, C. R., & Dunning, D. (2009). How chronic self-views influence (and mislead) self-

assessments of performance: Self-views shape bottom-up experiences with the task. *Journal of Personality and Social Psychology*, 97, 931-945.

Critcher, C. R., Huber, M., Ho, A. K., & Koleva, S. P. (2009). Political orientation and ideological inconsistencies: (Dis)comfort with value tradeoffs. *Social Justice Research*, 22, 181-205.

Critcher, C. R., & Gilovich, T. (2008). Incidental environmental anchors. *Journal of Behavioral Decision Making*, 21, 241-251.

Critcher, C. R., & Pizarro, D. A. (2008). Paying for someone else's mistake: The effect of bystander negligence on perpetrator blame. *Personality and Social Psychology Bulletin*, 34, 1357-1370.

Critcher, C. R. (2007). Gain-loss framing. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 371-372). Thousand Oaks, CA: Sage publications.

### ***Manuscripts with invitations to resubmit***

Galak, J., & Critcher, C. R. (invited revision). Who sees which political lies as more acceptable and why: A new look at in-group loyalty and morality.

O'Donnell, M., Critcher, C. R., & Nelson, L. D. (invited revision). Variety seeking behavior in bundle construction: Combinatorics guide the ambivalent.

Wang, Y., & Critcher, C. R. (invited revision). Needing everything (or just one thing) to go right: Myopic preferences for consolidating or spreading risks.

### ***Manuscripts under first-round review***

Baum, S. M., Critcher, C. R., Lee, R. T., & Zayas, V. (under review). Caught in the middle of social exclusion: A misguided and counterproductive reluctance to speak up.

Vaz, A., Mata, A., & Critcher, C. R. (under review). Analogies offer value through the struggle to make them work: Making sense of the psychological immune system.

### ***Manuscripts in Preparation (Data collection currently complete)***

Baum, S. M., & Critcher, C. R. The privileged information effect: Prefactually exaggerating the importance of information asymmetries.

Baum, S. M., Critcher, C. R., Lee, R., & Zayas, Y. Caught in the middle of social exclusion: A misguided and counterproductive reluctance to speak up.

- Baum, S. M., Rosenzweig, E., & Critcher, C. R. Same wrong, different restitution? Heightened sensitivity to inequitable treatment in the context of apology.
- Critcher, C. R. Explaining why moral judgments and moral evaluations are dissociated.
- Critcher, C. R. Seeing the self as both better-than-average and humble: Meta-perceptions are more self-aggrandizing than self-perceptions.
- Critcher, C. R., & Dunning, D. Comparative humility: How the perceived necessity of moral qualities explains the individuation effect.
- Donnelly, K., Benedetti, A., & Critcher, C. R. Working hard by hardly working? Self-other asymmetries in perceptions of hard work.
- Donnelly, K., & Critcher, C. R. The mere individuation effect: Making a target concrete can make one's own ignorance more self-evident.
- Critcher, C. R., & Inbar, Y. When framing decisions as moral encourages risk aversion.
- Critcher, C. R., Mazziotta, A., Dovidio, J. F., & Brown, R. J. Intergroup differences in intergroup anxiety: How majorities' self-focused anxiety predicts disrupted intergroup contact.
- Jung, M. H., Critcher, C. R., & Nelson, L. D. Evaluations are inherently comparative, but are compared to what?
- Khambatta, P., & Critcher, C. R. When and why consumers defer to the crowd: Anticipated ownership length, playing it safe, and product ratings.
- Mohan, B., & Critcher, C. R. The unlimited paradox: Why people find unlimited offers attractive, but not worth paying for.
- O'Donnell, M. O., Jung, M. H., & Critcher, C. R. How do self-deprecators come across, and do they know?
- Roeder, S., & Critcher, C. R. "You just had to be there": Why people sound underwhelmed by treasured experiences.
- Wang, Y., & Critcher, C. R. People embrace stereotypes of groups even as they eschew them for group members.

## **Invited Talks**

Clayton R. Critcher

Cornell University, Marketing (Fall, 2020; *to be rescheduled due to COVID*)  
ESADE Business School (July, 2020; *to be rescheduled due to COVID*)  
London Business School (February, 2020)  
Self & Identity Preconference, Society for Personality and Social Psychology, New Orleans, LA  
(February, 2020)  
Erasmus University, Rotterdam School of Management (January, 2020)  
Catholic University of Portugal, Católica-Lisbon School of Business and Economics (December,  
2019)  
NOVA School of Business and Economics, Management (December, 2019)  
University of California, Los Angeles, Anderson Marketing Camp (April, 2019)  
Chinese University of Hong Kong (March, 2019)  
University of Pennsylvania, The Wharton School, Marketing (March, 2019)  
Carnegie Mellon University, Center for Behavioral Decision Research (April, 2018)  
Duke University (March, 2018)  
University of California, Berkeley, Institute of Personality & Social Research (September, 2017)  
Columbia University, Business School (April, 2017)  
Justice & Morality Preconference, Society for Personality and Social Psychology, San Antonio,  
TX (January, 2017)  
California Cognitive Science Conference, University of California, Berkeley (April, 2016)  
New York University, Stern School of Business (April, 2016)  
University of California, Berkeley, Haas School of Business, MORS Group (March, 2016)  
University of Alberta, Canada, School of Business (March, 2016)  
Judgment and Decision Making Preconference, Society for Personality and Social Psychology,  
San Diego, CA (January, 2016)  
University of Minnesota, Carlson School of Management (October, 2015)  
University of Basel, Switzerland, Faculty of Psychology (September, 2015)  
University of Utah, Eccles School of Business (April, 2015)  
Cornell University, Behavioral Economics and Decision Research Center (December, 2014)  
Judgment and Decision Making Preconference, European Association of Social Psychology,  
Amsterdam, The Netherlands (July, 2014)  
Ogilvy & Mather, New York (June, 2014)  
Stanford University, Graduate School of Business, Marketing (October, 2013)  
University of California, San Diego, Rady School of Management (May, 2013)  
University of Pennsylvania, The Wharton School, Decision Processes (November, 2012)  
University of Chicago, Booth School of Business (October, 2012)  
University of California, Davis, Department of Psychology (October, 2011)  
Northwestern University, Kellogg School of Management (April, 2011)  
Yale University, School of Management (March, 2011)  
University of California, Berkeley, Moral Judgment Group (October, 2010)  
Stanford University, Center for Advanced Study in the Behavioral Sciences (October, 2010)  
Stanford University, Department of Psychology (September, 2010)  
University of California, Berkeley, Institute of Personality & Social Research (September, 2010)



University of California, Berkeley, Haas School of Business, Marketing Group (January, 2010)  
University of Southern California, Department of Psychology (January, 2010)  
Stanford University, Graduate School of Business, Organizational Behavior (December, 2009)  
Texas A&M University, Department of Psychology (December, 2009)  
University of Birmingham, UK, School of Psychology (December, 2009)  
University of Maryland, College Park, Department of Psychology (December, 2009)  
Boston College, Department of Psychology (November, 2009)  
Ohio University, Athens, Department of Psychology (November, 2009)  
University of Toronto, Department of Psychology (November, 2009)

## Conference Presentations

Baum, S., & Critcher, C. R. (2020, February). Overcoming inaction: How those caught in the middle of social exclusion should respond. Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Critcher, C. R., O'Donnell, M., & Jung, M. H. (2019, March). How do self-deprecators come across, and do they know? Paper presented at the annual meeting of the Society for Consumer Psychology, Savannah, GA.

Critcher, C. R., & Reit, E. (2019, March). The commonness fallacy: Commonly chosen options have less choice appeal than people think. Paper presented at the annual meeting of the Society for Consumer Psychology, Savannah, GA.

Critcher, C. R., O'Donnell, M., & Jung, M. H. (2018, October). How do self-deprecators come across, and do they know? Paper presented at the annual meeting of the Association for Consumer Research, Dallas, TX.

Critcher, C. R., & Reit, E. (2018, October). The commonness fallacy: Confusing common choices for preferred choices. Paper presented at the annual meeting of the Association for Consumer Research, Dallas, TX.

Critcher, C. R., & Ferguson, M. J., & Mann, T. C. (2018, May). Beyond affect: Understanding the role of implicit importance I goal pursuit. Paper presented at the annual meeting of the Association for Psychological Science, San Francisco, CA.

Critcher, C. R., Helzer, E. G., Tannenbaum, D., & Pizarro, D. A. (2018, March). Moral character evaluation: Situations test another's moral cognitive machinery. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

Critcher, C. R., Dunning, D., van Hoek, T., & Ziv-Crispel, N. (2017, July). Why people are judged differently than a person. Paper presented at the 18<sup>th</sup> general meeting of the European

Association of Social Psychology, Granada, Spain.

Jung, M. H., Critcher, C. R., Wong, P., & Nelson, L. D. (2016, October). Examination of the sampling origin and the range hypothesis of loss aversion in 50-50 gambles. Paper presented at the annual meeting of the Association for Consumer Research, Berlin, Germany.

Perfecto, H., & Critcher, C. R. (2016, October). Volume estimation as simulated judgment. Paper presented at the annual meeting of the Association for Consumer Research, Berlin, Germany.

Critcher, C. R., & Perfecto, H. (2016, August). Volume estimation as simulated judgment. Paper presented at the ESCON Transfer of Knowledge Conference, Lisbon, Portugal.

Critcher, C. R., & Perfecto, H. (2016, July). Volume estimation as simulated judgment. Paper presented at the 6<sup>th</sup> annual Summer Decision Making Symposium, New York, NY.

Critcher, C. R., Jung, M., Wong, P., & Nelson, L. D. (2016, June). Re-examining loss aversion in lottery decision-making. Paper presented at the 15<sup>th</sup> biennial Behavioral Decision Research in Management, Toronto, Canada.

Critcher, C. R., & Lee, C. J. (2016, June). Feeling is believing: Inspiration encourages belief in God. Paper presented at the 42<sup>nd</sup> annual meeting of the Society for Philosophy and Psychology, Austin, TX.

Critcher, C. R., & Perfecto, H. (2016, May). Volume estimation as simulated judgment. Paper presented at the 28<sup>th</sup> annual meeting of the Association for Psychological Science, Chicago, IL.

Critcher, C. R., & Jung, M. H. (2016, May). How encouraging niceness incentivized nastiness: An unintended consequence of mandatory endorsements. Paper presented at the Triennial Invitational Choice Symposium, Lake Louise, Canada.

Perfecto, H., & Critcher, C. R. (2016, February). Volume estimation as simulated judgment. Paper presented at the annual meeting of the Society for Consumer Psychology, St. Pete Beach, FL.

Rosenzweig, E., & Critcher, C. (2016, February). Same wrong, different restitution? Heightened sensitivity to inequity in the context of apology. Paper presented at the annual meeting of the Society for Consumer Psychology, St. Pete Beach, FL.

Critcher, C. R., & Dunning, D. (2016, January). Why I think I'm better than them, but not him: Giving individuals, but not populations the benefit of the doubt. Paper presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Clayton R. Critcher

- O'Donnell, M., Critcher, C. R., & Nelson, L.D. (2015, November). Sets and statistics: Explaining the offer framing effect. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Rosenzweig, E., & Critcher, C. R. (2015, November). Same wrong, different restitution? Heightened sensitivity to inequity in the context of apology. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Critcher, C. R. (co-chair), Berger, J. (co-chair), Moon, A., Olivola, C., & Sezer, O. (2015, October). Putting one's best foot forward, and falling: Consumers fail to understand how they are perceived. Symposium to be presented at the annual meeting of the Association for Consumer Research, New Orleans, LA.
- Moon, A., Gan, M., & Critcher, C. R. (2015, October). Passing (on) judgment: Others judge us less extremely than we think. Paper to be presented at the annual meeting of the Association for Consumer Research, New Orleans, LA.
- O'Donnell, M., Nelson, L. D. , & Critcher, C. R. (2015, October). "The role of set completion in the offer framing effect and preference for variety." Paper to be presented at the annual meeting of the Association for Consumer Research, New Orleans, LA.
- Critcher, C. R., & Lee, C. J. (2015, May). "Feeling is Believing: Inspiration Encourages Belief in God," Paper presented at the 5<sup>th</sup> annual Summer Decision Making Symposium, Montreal, Canada.
- Critcher, C. R., & Jung, M. H. (2015, February). "A Political Reform Built on a Faulty Psychological Intuition," Paper presented at the annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- Critcher, C. R., & Jung, M. H. (2014, July). "How Encouraging Niceness Incentivized Nastiness: An Ironic Effect of American Advertising Legislation," Paper presented at The Greater Good Pre-conference, London, UK.
- Jung, M. H., & Critcher, C. R. (2014, March). "Offering a Veneer of Legitimacy: An Ironic Consequence of Political Advertising Regulation," Paper presented at the 17<sup>th</sup> annual meeting of the Society for Consumer Psychology, Miami, FL.
- Critcher, C. R., & Dunning, D. (2014, February). "The Affirmation-as-perspective model." Paper presented at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.
- Critcher, C. R., & Risen, J. (2014, January). "Automatic inferences: The unintended shift from what is *possible* to what is *probable*." Paper presented at the 4<sup>th</sup> annual Winter Decision

Making Symposium, Santa Monica, CA.

Critcher, C. R., & Rosenzweig, E. L. (2013, November). "The performance heuristic: A misguided reliance on past success when predicting future improvement." Paper presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, Canada.

Critcher, C. R., & Rosenzweig, E. L. (2013, May). "The performance heuristic: A misguided reliance on past success when predicting prospects for improvement." Paper presented at the 3<sup>rd</sup> annual Summer Decision Making Symposium, Las Vegas, NV.

Critcher, C. R., & Ferguson, M. J. (2013, March). "'I don't like it, but it's important': Implicit importance, not implicit attitudes, predict consumers' self-regulatory success." Paper presented at the 16<sup>th</sup> annual meeting of the Society for Consumer Psychology, San Antonio, TX.

Critcher, C. R., & Ferguson, M. J. (2012, December). "*Whether I like it or not, it's important*": A new take on implicit cognition in self-regulation. Paper presented at the 3<sup>rd</sup> annual Winter Decision Making Symposium, Savannah, GA.

Critcher, C. R., Rosenzweig, E. L., & Gilovich, T. (2012, November). *Beyond anchoring: How arbitrary numbers also impact adjustment*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Minneapolis, MN.

Critcher, C. R., Helzer, E. G., Tannenbaum, D., & Pizarro, D. A. (2012, October). *Actions speak less loud than sentiments: A new model of moral judgment*. Paper presented at the annual meeting of the Association for Consumer Research, Vancouver, Canada.

Critcher, C. R., Mazziotta, A., Dovidio, J. F., & Brown, R. J. (2012, June). *Intergroup differences in intergroup anxiety: How majorities' self-focused anxiety disrupts intergroup contact*. Paper presented at the 9<sup>th</sup> Biennial conference of the Society for the Psychological Study of Social Issues, Charlotte, NC.

Critcher, C. R., Pizarro, D. A., Inbar, Y., Helzer, E. G., & Tannenbaum, D. (2012, June). *How how moral decisions are made affects how moral evaluations unfold*. Paper presented at the 2<sup>nd</sup> annual Summer Decision Making Symposium, New York, NY.

Critcher, C. R., & Dunning, D. (2012, February). *Predicting consumers' goodness Vs. predicting a consumer's goodness: Differential weighting of behavioral constraints produces divergent forecasts*. Paper presented at the 15<sup>th</sup> annual meeting of the Society for Consumer Psychology, Las Vegas, NV.

Critcher, C. R., Mazziotta, A., Dovidio, J. F., & Brown, R. J. (2012, January). *Intergroup differences in intergroup anxiety: How majorities' self-focused anxiety disrupts intergroup*

- contact*. Paper presented at the Group Processes and Intergroup Relations Pre-conference at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Critcher, C. R., & Jung, M. (2011, December). *Why Congress's requirement that candidates approve their television advertisements may make political campaigns more, not less, nasty*. Paper presented at the Winter Decision Making Symposium, San Francisco, CA.
- Critcher, C. R., & Dunning, D. (2011, October). *Predicting consumers' selfishness vs. predicting a consumer's selfishness: Asymmetries in forecasts for individuals vs. collectives*. Paper presented at the annual meeting of the Association for Consumer Research, St. Louis, MO.
- Critcher, C. R., & Dunning, D. (2011, July). *Causal thinking in implicit personality theories: An explanation of pattern projection*. Paper presented at the 16<sup>th</sup> general meeting of the European Association of Social Psychology, Stockholm, Sweden.
- Critcher, C. R., & Dunning, D. (2011, June). *Predicting persons' goodness vs. predicting a person's goodness*. Paper presented at the Summer Decision Making Symposium, Las Vegas, NV.
- Critcher, C. R., & Ferguson, M. J. (2001, May). *Concealment of identity produces cognitive and physical deficits*. Paper presented at the annual meeting of the Association for Psychological Science, Washington, DC.
- Critcher, C. R., & Ferguson, M. J. (2011, February) *Abstract mindsets promote sensitivity to affect*. Paper presented at the 14<sup>th</sup> annual meeting of the Society for Consumer Psychology, Atlanta, GA.
- Critcher, C. R., & Ferguson, M. J. (2011, January). *Concealment and ego depletion: Does "Don't Ask, Don't Tell" hinder performance?* Paper presented at the 12<sup>th</sup> annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Critcher, C. R., & Risen, J. L. (2010, December). *Feeling warm makes global warming feel true*. Paper presented at the Decision Making Symposium, Las Vegas, NV.
- Critcher, C. R., & Dunning, D. (2010, November). *No good deed goes unquestioned: Cynical reconstruals maintain belief in the power of self-interest*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, St. Louis, MO.
- Critcher, C. R., Dunning, D., & Armor, D. A. (2010, May). *When self-affirmations reduce defensiveness: Timing is key*. Paper presented at the 81<sup>st</sup> annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Critcher, C. R., Risen, J. L., & Ferguson, M. J. (2010, January). *If he can do it, so can they*:

*Exposure to successful black exemplars unintentionally shifts explanations for racial disparities.* Paper presented (as symposium chair) at the 11<sup>th</sup> annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Critcher, C. R., Kaiser, C. R., Navarrete, C. D., & Caruso, E. M. (2010, January). *The age of Obama: A new era of race relations, or a new era of modern racism?* Symposium presented at the 11th annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Inbar, Y., Critcher, C. R., & Pizarro, D. A. (2010, January). *Amplifier or attenuator? Divergent effects of reduced control on moral evaluation.* Paper presented at the 11<sup>th</sup> annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Critcher, C. R., & Gilovich, T. (2009, November). *Inferring preferences from mental behavior.* Paper presented at the annual meeting of the Society for Judgment and Decision Making, Boston, MA.

Dunning, D., & Critcher, C. R. (2009, November). *Top-Down self-beliefs alter perceptions of bottom-up experience: Implications for performance evaluation.* Paper presented at the annual meeting of the Society for Judgment and Decision Making, Boston, MA.

Critcher, C. R., & Risen, J. L. (2009, October). *The influence of visceral states on forecasts of future events.* Paper presented at the annual meeting of the Association for Consumer Research, Pittsburgh, PA.

Critcher, C. R., Huber, M., Ho, A. K., & Koleva, S. P. (2009, May). *Political orientation and ideological inconsistencies: (Dis)comfort with value tradeoffs.* Paper presented at the 80<sup>th</sup> annual meeting of the Midwestern Psychological Association, Chicago, IL.

Critcher, C. R., & Dunning, D. (2009, February). *Affirmations provide perspective: Reducing defensiveness by expanding the working self-concept.* Paper presented at the 10<sup>th</sup> annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

Critcher, C. R., & Inbar, Y. (2008, May). *Rashness vs. rage: Impulsivity and its divergent effects on blame.* Paper presented at the 79<sup>th</sup> annual meeting of the Midwestern Psychological Association, Chicago, IL.

Critcher, C. R., & Dunning, D. (2008, February). *Pattern projection: Assessing covariation by assessing the self.* Paper presented (as symposium chair) at the 9<sup>th</sup> annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Critcher, C. R., Krueger, J. I., Kammrath, L. K., & Alicke, M. (2008, February). *Self-centered but social: Dual roles of the self in judging others.* Symposium presented at the 9<sup>th</sup> annual

meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Critcher, C. R., & Gilovich, T. (2007, November). *Incidental environmental anchors*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.

Critcher, C. R., Dunning, D., & Armor, D. A. (2007, May). *Self-affirmations preemptively block but do not reverse defensiveness*. Paper presented at the 78<sup>th</sup> annual meeting of the Midwestern Psychological Association, Chicago, IL.

Critcher, C. R. (2006, May). *No good deed goes unquestioned: Belief in the self-interest norm*. Paper presented at the 77<sup>th</sup> annual meeting of the Midwestern Psychological Association, Chicago, IL.

## **Conference and Ad Hoc Reviewing Service**

*Basic and Applied Social Psychology, Behavioral Research Methods, British Journal of Social Psychology, Cognition, Cognitive Psychology, European Health Psychology Society, European Journal of Psychology of Education, European Journal of Social Psychology, Frontiers in Emotion, International Journal of Psychology, International Journal of Research in Marketing, Journal of Behavioral Decision Making, Journal of Broadcasting & Electronic Media, Journal of Cross-cultural Psychology, Journal of Economic Behavior & Organization, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Personality and Social Psychology, Memory & Cognition, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, Political Psychology, PsyCH Journal, Psychological Science, Scandinavian Journal of Psychology, Self & Identity, Social and Personality Psychology Compass, Social Psychological and Personality Science, Association for Consumer Research (Program Committee: 2016); Society for Judgment and Decision making (conference reviewer), Society for Consumer Psychology (Program Committee: 2013-2016; conference reviewer), Society for Personality and Social Psychology (conference reviewer)*

## **Professional Affiliations**

Association for Consumer Research  
Association for Psychological Science  
Society for Consumer Psychology  
Society for Personality and Social Psychology  
Society for Judgment and Decision Making

Clayton R. Critcher

## Teaching

*MBA206: Marketing (core)*, Fall 2016 - present. Instructor.

*PHD269: Judgment: Social, Moral, Consumer*, Spring 2017.

*MBA265: Influencing Customers (previously: Advertising Strategy; previously: Integrated Marketing Communications)*, Spring 2011- 2016. Instructor.

*UGBA165: Advertising Strategy (previously: Integrated Marketing Communications)*, Spring 2012-2016  
Instructor.

*Psychology 2800: Introduction to Social Psychology*, Summer 2009  
Instructor.

*Psychology 280: Introduction to Social Psychology*, Spring 2007  
TAship. I gave a guest lecture on the social psychology of sports. 300 students.

*Psychology 385: The Psychology of Emotion*, Fall 2006  
TAship. I gave a guest lecture on Emotion and Judgment. 150 students.

*Psychology 128: Personality and Social Psychology: The Individual in the Social World*,  
Summer 2006. I designed and taught a daily 90-minute section. 17 students.

*Social Cognition*, Summer 2005.

I designed and taught a daily five-hour course to gifted high school students at the Duke University Talent Identification Program.

*Game Theory: A Psychological Approach*, Summer 2005

I designed and taught a daily five-hour course to gifted high school students at the Duke University Talent Identification Program.