

EVAN WEINGARTEN

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EMPLOYMENT

Assistant Professor, W. P. Carey School of Business, Arizona State University July 2019-Present
Postdoctoral Scholar, Rady School of Management, University of California San Diego July 2017-June 2019

EDUCATION

University of Pennsylvania - The Wharton School

Marketing and Psychology, PhD May 2017

University of Chicago

B.A. in Economics and Psychology with Honors June 2012

RESEARCH INTERESTS

Consumer behavior and decision-making, with a focus on attention, perception, and memory

PUBLICATIONS

Weingarten, Evan, Sudeep Bhatia, Barbara A. Mellers, (2019) "Multiple Goals as Reference Points: One Failure Makes Everything Else Feel Worse," *Management Science*, 65 (7).

Weingarten, Evan, J. Wesley Hutchinson, (2018), "Does Ease Mediate the Ease-of-Retrieval Effect? A Meta-Analysis." *Psychological Bulletin*, 144 (3), 227-283.

Weingarten, Evan, Jonah Berger, (2017), "Fired Up for the Future: How Time Shapes Sharing" *Journal of Consumer Research*, 44(2), 432-47.

Weingarten, Evan, Qijia Chen, Maxwell McAdams, Jessica Yi, Justin Hepler, Dolores Albarracín (2016), "From Primed Concepts to Action: A Meta-Analysis of the Behavioral Effects of Incidentally-Presented Words," *Psychological Bulletin*, 142 (5), 472-497.

Hutchinson, J. Wesley, Tong Lu, Evan Weingarten (2016), "Visual Attention in Consumer Settings," In *International Handbook of Consumer Psychology*, eds. Cathrine Janssen-Boyd and Magdalena Zawisza.

Park, Gregory, H. Andrew Schwartz, Maarten Sap, Margaret L. Kern, Evan Weingarten, Johannes C. Eichstaedt, Jonah Berger, David J. Stillwell, Michal Kosinski, Lyle H. Ungar, Martin E. P. Seligman (2016), "Living in the Past, Present, and Future: Measuring Temporal Orientation with Language," *Journal of Personality*, 1-11.

Schwartz, H. Andrew, Gregory J. Park, Maarten Sap, Evan Weingarten, Johannes Eichstaedt, Margaret L. Kern, David Stillwell, Michal Kosinski, Jonah Berger, Martin Seligman, Lyle H. Ungar (2015), "Extracting Human Temporal Orientation from Facebook Language" *North American Chapter of the Association for Computational Linguistics (NAACL) – Human Language Technologies*, Denver, CO.

Kahn, Barbara E., Evan Weingarten, Claudia Townsend (2013), “Assortment Variety: Too Much of a Good Thing?” in *Review of Marketing Research*, ed. Naresh K. Malhotra, Vol 10, 1-23.

WORKING PAPERS AND WORK UNDER REVIEW

Diehl, Kristin, Evan Weingarten, Gal Zauberan, “Duration Sensitivity of Key Moments,” *under revision*

Weingarten, Evan, J. Wesley Hutchinson, “The Effects of Internal and External Salience on Product Valuations: Perception, Memory, and Temporal Dynamics,” *under revision*

Weingarten, Evan, Jonah Berger, “Discussing Proximal Pasts and Far Futures,”

Weingarten, Evan, J. Wesley Hutchinson, “The Effect of Assortment Color-Blocking on Search”

Weingarten, Evan, Michael W. Meyer, Amit Ashkenazi, On Amir, “Experts Outperform Technology in Creative Markets”

Weingarten, Evan, Joseph Goodman, “The Experiential Advantage: A Meta-Analysis,” *under revision*

Weingarten, Evan, Amit Bhattacharjee, Patti Williams, “So Bad It’s Good” *under review*

Evan Weingarten, Alixandra Barasch, Shai Davidai, “Perception of Ranked Lists,”

SELECTED RESEARCH IN PROGRESS

Weingarten, Evan, On Amir, “Hedonic Accounting”

Weingarten, Evan, Andrea C. Morales, On Amir, “Enjoyment of Competitions”

Morvinski, Coby, On Amir, Weingarten, Evan, “Sequential Unrelated Judgments”

Weingarten, Evan, Yuval Rottenstreich, George Wu “Inherently Risky Sure Things”

CHAired SYMPOSIA

Evan Weingarten and Luxi Shen (2020, May), “Modern Research into Constructed Preferences and Beliefs” *Association for Psychological Science*, Chicago, IL.

Evan Weingarten and Luxi Shen (2020, March), “When Do Consumers Prefer Uncertainty?” *Society for Consumer Psychology*, Huntington Beach, CA.

Gizem Yalcin and Evan Weingarten (2020, March), “Objective and Subjective Value of Humans and Algorithms” *Society for Consumer Psychology*, Huntington Beach, CA.

Evan Weingarten and Annabelle Roberts (2019, October), “Time, Discounting, and the Consumer Experience” *Association for Consumer Research*, Atlanta, GA.

Wendy Liu, Evan Weingarten, and Kristen Duke (2019, May), “New Directions for Experiences and Choice,” *11th Triennial Invitational Choice Symposium*, Cambridge, MD.

Evan Weingarten, Amit Bhattacharjee, and Patricia A. Williams (2019, March), “In Praise of Badness” *Society for Consumer Psychology*, Savannah, GA.

Evan Weingarten, Amit Bhattacharjee, and Patricia A. Williams (2018, October), “In Praise of Badness” *Association for Consumer Research*, Dallas, TX.

Evan Weingarten, Alixandra Barasch, and Shai Davidai (2018, October), “Attentional Biases in Comparisons for Both Happiness and Choice” *Association for Consumer Research*, Dallas, TX.

Mormann, Milica and Evan Weingarten (2017, October), “Salience and Consumer Decision-Making” *Association for Consumer Research*, San Diego, CA.

Weingarten, Evan (2016, February), “Time and Affect,” *Society for Consumer Psychology*, St. Pete’s Beach, FL.

Weingarten, Evan, Justin Hepler, and Dolores Albarracin (2015, May), “Behavioral Priming Perspectives: Towards Resolution of Controversies about Replication and Robustness,” *Association for Psychological Science*, New York, NY.

Chernev, Alexander, and Evan Weingarten (2015, February), “New Perspectives on Choice Overload,” *Society for Consumer Psychology*, Phoenix, AZ.

Weingarten, Evan, and Jonah Berger (2014, October), “Emotional Sharing in Social Networks: Its Stability Within and Impact on Sharers,” *Association for Consumer Research*, Baltimore, MD.

Weingarten, Evan, and Barbara E. Kahn (2014, October), “Modern Strategies in Retailing: Choice Architecture and Purchase Decisions,” *Association for Consumer Research*, Baltimore, MD.

CONFERENCE PRESENTATIONS (*presenter)

*The Effects of Internal and External Salience on Valuation over Repeated Judgments

- *Association for Psychological Science*, Chicago, IL May 2020

*Consumer Items are Risky Sure Things

- *Society for Consumer Psychology*, Huntington Beach, CA March 2020

*Experts Outperform Technology in Creative Markets

- *Society for Consumer Psychology*, Huntington Beach, CA March 2020

*Inherently Risky Sure Things

- *Society for Judgment and Decision-Making*, Montreal, Quebec November 2019

*Duration Sensitivity of Key Moments

- *Association for Consumer Research*, Atlanta, GA October 2019

*So Bad It’s Good: When Consumers Prefer Bad Options

- *Society for Consumer Psychology*, Savannah, GA March 2019

*The Experiential Advantage: A Meta-Analysis	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*So Bad It's Good: When Consumers Prefer Bad Options	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*Looking to the Front of the Pack: Perceptions of Ranked Lists	
• <i>Association for Consumer Research</i> , Dallas, TX	October 2018
*Multiple Goals as Reference Points	
• <i>Association for Consumer Research</i> , San Diego, CA	October 2017
*Perceptual and Cognitive Salience and their Effects on Product Valuations	
• <i>Association for Consumer Research</i> , San Diego, CA	October 2017
*Multiple Goals as Reference Points	
• <i>Society for Judgment and Decision-Making</i> , Boston, MA	November 2016
*Duration Consideration	
• <i>Yale Whitebox Advisors Graduate Student Conference</i> , New Haven, CT	May 2016
*Duration Consideration	
• <i>Society for Consumer Psychology</i> , St. Pete's Beach, FL	February 2016
*When Do People Talk About and Why?	
• <i>Society for Consumer Psychology</i> , St. Pete's Beach, FL	February 2016
*Duration Consideration	
• <i>Society for Judgment and Decision-Making</i> , Chicago, IL	November 2015
*From Primed Goals to Action	
• <i>Association for Psychological Science</i> , New York, NY	May 2015
*When Do People Talk About and Why?	
• <i>Trans-Atlantic Doctoral Conference</i> , London, UK	May 2015
*Choice Overload in Multi-Channel Environments: The Role of Deferred Trial	
• <i>Society for Consumer Psychology</i> , Phoenix, AZ	February 2015
*Deciding Now and Later: The Benefit of Delay in Staged Decision-Making	
• <i>Association for Consumer Research</i> , Baltimore, MD	October 2014
*If the Future Feels Fine: When Are People Likelier to Share the Past or the Future?	
• <i>Association for Consumer Research</i> , Baltimore, MD	October 2014
*When Do People Talk About And Why?	
• <i>Association for Consumer Research</i> , Chicago, IL	October 2013

INVITED TALKS

2018:

- University of Alberta
- Arizona State University

2016:

- University of California, Los Angeles
- University of Minnesota

SERVICE

To the school:

- Wharton Doctoral Council, President June 2015-April 2016
- Wharton Eye-Tracking Summer Seminar, Coordinator July-August 2014
- Q-Review PhD Student Meeting, Member April 2013
- IDDEAS, Panelist April 2013, 2014, 2015, 2016
- Penn Integrative Meeting of the Minds (PIMM), Chair January 2013-March 2014
- Take a PhD Student to Lunch (TPhDSL) 2012-2013

To the field:

- Ad Hoc Reviewer
 - *Journal of Consumer Research* (Trainee), *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*

SOCIETY MEMBERSHIPS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)

HONORS AND AWARDS

MSI Research Award, "How Consumers Perceive and Respond to Rankings" #4000760 (\$7,700)	2019
MSI Research Award, "Do Experts Outperform Artificial Intelligence? The Case of Logo Design," #4000657 (\$2,500)	2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2016
Baker Retailing Center Ph.D Student Grant (\$4,900)	2014
Russell Ackoff Doctoral Student Fellowship (Total Award: \$13,000)	2013-2016
Phi Beta Kappa	2012
Student Marshal, Class of 2012	
University of Chicago Dean's List	2008-2012
Earl R. Franklin Summer Research Fellowship	2011
Psi Chi, International Honor Society in Psychology, <i>Member</i>	

TEACHING EXPERIENCE

Arizona State University

- Marketing Research (2 Undergraduate sections)

Spring 2020

Lecturer, Rady School of Management

- Social Media Marketing (2 MBA sections)
- Social Media Marketing (2 MBA sections)

Fall 2018

Spring 2018

Graduate Teaching Assistant, Marketing

- Consumer Neuroscience (1 MBA section)
- Consumer Neuroscience (1 MBA section & 1 Undergraduate section)
- New Product Development (1 Exec Ed section)
- Consumer Behavior (1 MBA section & 1 Undergraduate section)
- Consumer Behavior (1 MBA section & 2 Undergraduate sections)

Spring 2017

Spring 2016

Spring 2016

Fall 2014

Fall 2013