

A. PETER MCGRAW

CURRICULUM VITAE

University of Colorado Boulder
Leeds School of Business
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POSITION

Leeds School of Business; University of Colorado Boulder	
Professor of Marketing	2019-
Associate Professor of Marketing	2011 – 2019
Assistant Professor of Marketing	2004 – 2011
Department of Psychology & Neuroscience; University of Colorado Boulder	
Professor of Psychology and Neuroscience (Courtesy)	2019 –
Associate Professor of Psychology and Neuroscience (Courtesy)	2011 – 2019
Assistant Professor of Psychology and Neuroscience (Courtesy)	2008 – 2011
Affiliated faculty at the Center for Research on Consumer Financial Decision Making	2019 –
Affiliated faculty at the Center for Ethics and Social Responsibility; CU Boulder	2018 –
Affiliated faculty for the Center for the American West; CU Boulder	2017 –
Visiting Scholar at University of Southern California's School of Cinematic Arts	2019 – 2021
Visiting Instructor at London Business School's EMBA—Dubai	2018 – 2019
Visiting Professor at Rady School of Management at UC, San Diego	2019 – 2021
Visiting Scholar at University of Melbourne	2013, 2018
Visiting Scholar at Erasmus University	2012

POST DOCTORAL TRAINING

Princeton University	
Woodrow Wilson School for Public and International Affairs	2002 – 2004

EDUCATION

The Ohio State University	
Ph.D. Quantitative Psychology/Judgment and Decision Making	2002
M.A. Quantitative Psychology/Judgment and Decision Making	1999
Rutgers University	
M.Ed. Educational Psychology (Learning & Cognition)	1994
B.A. Psychology and Exercise Science	1992

SELECT AWARDS, GRANTS, AND HONORS

MBA Teaching Excellence Finalist; Leeds School of Business; 2017, 2018, 2019
Frascona Teaching Award Nomination; Leeds School of Business; 2009, 2010, 2011, 2012, 2015, 2017
Colorado Business Social Media Leader – Denver Business Journal; 2014
Marketing Science Institute Grant; 2010, 2011, 2012
Sterling-Rice Research Award; 2010, 2011, 2013
Stylish Scientist List (seriously); 2012
Professor of the Game, University of Colorado Men's Basketball; 2010
Big XII Faculty Fellowship; 2006, 2010
Best Paper; Society for Consumer Psychology Winter Conference; 2009
Guiney Research and Teaching Award; Leeds School of Business; 2008
Transformative Consumer Research Grant - Association for Consumer Research; 2008

SELECT AWARDS, GRANTS, AND HONORS (CONT.)

Marketing Science Institute (MSI) Young Scholar; 2007
 Fellow, Max Planck Summer Institute on Bounded Rationality in Psychology and Economics; 2001
 The Billy Davies Award for Service to Students, UC - Santa Barbara; 1996

RESEARCH

RESEARCH INTERESTS

Emotions	Behavioral economics	Humor	Entertainment	Single living
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HUMOR RESEARCH LAB (HuRL)

HuRL is dedicated to the scientific study of humor and its antecedents and consequences. The lab's theoretical and methodological base is in the interdisciplinary fields of consumer behavior, emotion, and judgment and decision making, with an emphasis in social and cognitive psychology.

SELECT INTERVIEWS AND MEDIA MENTIONS, AND POPULAR PRESS ARTICLES

538/ESPN	Financial Times	NewYorker.com
Atlanta Journal-Constitution	Forbes.com	Nightline
APA Observer	Fortune	NPR
The Art of Charm	Fox News	Psychology Today
The Atlantic	Freakonmics Blog	Popular Science
Australian Broadcast Corp.	Grantland	Reader's Digest
BBC	GQ	Salon
Bloomberg Businessweek	Harvard Business Review	Scientific American
Boston Globe	Huffington Post	Slate
BYU Radio	Inc.	TIME
CBS this Morning	Joe Rogan Experience	Today Show
Chicago Tribune	The Guardian	USA Today
Christian Scientist Monitor	Last Call with Carson Daly	Vice
Consumerist	Medium	Vox
CNBC	Men's Health	The Washington Post
Cracked	Mother Jones	Wall Street Journal
Denver Post	New Republic	Why You Mad
Esquire	New York Post	Wired
Fast Company co-create	The New York Times	WTF with Marc Maron

BOOKS

Solo: Building a Remarkable Life of Your Own. Diversion; New York. (Forthcoming: January 2024)

Shtick to Business: What the Masters of Comedy Can Teach You about Breaking Rules, Being Fearless, and Building a Serious Career. Lioncrest. (2020)

The Humor Code: A Global Search for What Makes Things Funny. Simon & Schuster: New York. (2014; with Joel Warner)

RESEARCH (CONT.)

PAPERS: WORKING AND UNDER REVIEW

McGraw, A.P. The Business Case for Selling to Singles. (Under review)

McGraw, A.P., Stuppy, A., & Pomerance, J. Editing motion pictures: Length constraints and the case of Hollywood filmmaking; (Equal authorship for the first two authors); MSI Working Paper Series

Warren, C. Bhattacharjee, A., Williams, L., and McGraw, A.P., T-Hacking: A Threat to Scientific Integrity

PUBLISHED ARTICLES

Stuppy, A., Landwehr, J., & McGraw, A.P. (2023). The Art of Slowness: Slow Motion Enhances Consumer Evaluations by Increasing Processing Fluency, *Journal of Marketing Research*.

Warren, C., Barsky, A., & McGraw, A. P. (2021). What makes things funny? An integrative review of the antecedents of laughter and amusement. *Personality and Social Psychology Review*, 25(1), 41–65.

Warren, C., Percival Carter, E., & McGraw, A.P. (2019). Being funny is not enough: The influence of perceived humor and negative emotional reactions on Brand Attitudes. *International Journal of Advertising*.

Warren, C., Barsky, A. & McGraw, A.P., (2018). Humor, comedy, and consumer behavior. *Journal of Consumer Research*, 45, 529-552.

Bartels, D. M., Bauman, C.W., Cushman, F.A., Pizarro, D.A., & McGraw, A.P., (2016), Moral judgment and decision making. In G. Keren & G. Wu (Eds.) *The Wiley Blackwell Handbook of Judgment and Decision Making*. Vol. 1 (pp. 479-516) Chichester, UK: Wiley.

McGraw, A.P., & Davis, D., Scott, S., & Tetlock, P. (2016). The price of not putting a price on love. *Judgment and Decision Making*, 11, 40-47.

Warren, C. & McGraw, A.P., (2016). When does humorous marketing communications hurt brand attitudes? *Journal of Marketing Behavior*, 2, 39-67. MSI Working Paper Series

Warren, C., & McGraw, A.P., (2016). Differentiating what is humorous from what is not. *Journal of Personality and Social Psychology*, 10, 407-30.

McGraw, A.P., Schiro, J. & Fernbach, P.M. (2015). Not a problem: The downside of humorous appeals. *Journal of Marketing Behavior*, 1, 187–208.

McGraw, A.P., Warren, C., & Kan, C. (2015). Humorous complaining. *Journal of Consumer Research*, 41, 1153-1171. (Lead article); Marketing Science Institute Working Paper Series

Warren, C., & McGraw, A.P. (2015). Opinion: What makes things humorous. *Proceedings of the National Academy of Sciences*, 112 (23), 7105-7106.

Bauman, C.W., McGraw, A.P., Bartels, D., & Warren, C., (2014). Revisiting external validity: Concerns about trolley problems and other sacrificial dilemmas in moral psychology. *Personality and Social Psychology Compass*, 8, 536-544.

McGraw, A.P. & Warren, C. (2014). Benign violation theory. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 1 (pp. 75-77) Sage Publications.

RESEARCH (CONT.)

ARTICLES (CONT.)

- McGraw, A.P., Williams, L.E., & Warren, C. (2014). Psychological distance. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 2 (pp. 602-604) Sage Publications.
- Warren, C. & McGraw, A.P. (2014). Humor appreciation. In S. Attardo (Ed.). *Encyclopedia of Humor Studies*, Vol. 1 (pp. 52-55) Sage Publications.
- Larsen, J.T. & McGraw, A.P., (2014). The case for mixed emotions. *Personality and Social Psychology Compass*, 8, 263-274.
- McGraw, A.P., Williams, L.T., & Warren, C. (2014). The rise and fall of humor: Psychological distance modulates humorous responses to tragedy. *Social Psychology and Personality Science*, 5, 566-572.
- Kane, J., Van Boven, L., & McGraw, A.P. (2012). Prototypical prospection: Future events are more prototypically represented and simulated than past events. *European Journal of Social Psychology*, 42, 354-362.
- McGraw, A.P., Schwartz, J. & Tetlock, P. (2012). From the commercial to the communal: Reframing taboo trade-offs in religious and pharmaceutical marketing. *Journal of Consumer Research*, 39, 157-173.
- McGraw, A.P., Warren, C., Williams, L., & Leonard, B., (2012). Too close for comfort, or too far to care? Finding humor in distant tragedies and close mishaps. *Psychological Science*, 25, 1215 - 1223.
- Huber, M., Van Boven, L., McGraw, A.P., & Johnson-Graham, L. (2011). Whom to help? Immediacy bias in judgments and decisions about humanitarian aid. *Organizational Behavior and Human Decision Processes*, 115, 283-293.
- Larsen, J.T. & McGraw, A.P. (2011). Further evidence for mixed emotions. *Journal of Personality and Social Psychology*, 100, 1095-1110.
- McGraw, A.P., Todorov, A., & Kunreuther, H. (2011). A policy maker's dilemma: Preventing blame or preventing terrorism. *Organizational Behavior and Human Decision Processes*, 115, 25-34.
- Warren, C. & McGraw, A. P., & Van Boven, L. (2011). Values and preferences: Defining preference construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.
- Huber, M., Van Boven, L., & McGraw, A.P. (2010). Donate different: External and internal influences on emotion-based donation decisions. In D.M. Oppenheimer, D.M., & C.Y. Olivola, (Eds.) *The Science of Giving: Experimental Approaches to the Study of Charity*. (pp. 179-199) Taylor & Francis.
- McGraw, A.P., Larsen, J.T., Kahneman, D., & Schkade, D. (2010). Comparing gains and losses. *Psychological Science*, 21, 1438-1445.
- McGraw, A.P., Shafir, E., & Todorov, A. (2010). Valuing money and things: Why a \$20 item can be worth more and less than \$20. *Management Science*, 56, 816-830.

RESEARCH (CONT.)

ARTICLES (CONT.)

- McGraw, A.P. & Warren, C. (2010). Benign violations: Making immoral behavior funny. *Psychological Science*, 21, 1141-1149. (Equal authorship)
- Van Boven, L., Kane, J., McGraw, A.P., & Dale, J., (2010). Feeling close: Emotional intensity reduces perceptions of psychological distance. *Journal of Personality and Social Psychology*, 98, 872-885.
- Larsen, J.T., Norris, C.J., McGraw, A.P., Hawkley, L.C., & Cacioppo, J.T. (2009). The evaluative space grid: A single-item measure of positivity and negativity. *Cognition and Emotion*, 23, 453-480.
- Levav, J., & McGraw, A.P. (2009). Emotional accounting: How feelings about money influence consumer choice. *Journal of Marketing Research*, 46, 66-80. (Equal authorship)
- Van Boven, L., Kane, J., & McGraw, A.P. (2009). Temporally asymmetric constraints on mental simulation: Retrospection is more constrained than prospection. In K. Markman, W. Klein, & S. Shur (Eds.), *The Handbook of Imagination and Mental Simulation*. (pp. 131-150) Psychology Press.
- McGraw, A.P., Mellers, B.A., & Tetlock, P.E. (2005). Expectations and emotions of Olympic athletes. *Journal of Experimental Social Psychology*, 41, 438-446.
- McGraw, A.P., & Tetlock, P.E. (2005). Taboo trade-offs, relational framing and the acceptability of exchanges. *Journal of Consumer Psychology*, 15, 2-15. (Lead Article)
- Shiv, B., Bechara, A., Levin, I.P., Alba, J.W., Bettman, J.R., Dube, L., Isen, A., Mellers, B.A., Smidts, A., Grant, S.J., & McGraw, A.P. (2005). Decision neuroscience. *Marketing Letters*, 16, 375-386.
- Tetlock, P.E., & McGraw, A.P. (2005). Theoretically framing relational framing. *Journal of Consumer Psychology*, 15, 35-37.
- Larsen, J.T., McGraw, A.P., Mellers, B.A. & Cacioppo, J. (2004). The agony of victory and thrill of defeat: Mixed emotional reactions to disappointing wins and relieving losses. *Psychological Science*, 15, 325-330.
- McGraw, A.P., Mellers, B.A., & Ritov, I. (2004). The affective costs of overconfidence. *Journal of Behavioral Decision Making*, 17, 281-295.
- Mellers, B.A., & McGraw, A.P. (2004). Self-serving beliefs and the pleasure of outcomes. In J. Carillo and I. Brocas (Eds.), *The Psychology of Economic Decisions. Vol. 2: Reasons and Choices*. (pp. 31-48) Oxford University Press.
- Tetlock, P.E., McGraw, A.P., & Kristel, O.V. (2004). Proscribed forms of social cognition: Taboo trade-offs, blocked exchanges, forbidden base rates, and heretical counterfactuals. In N. Haslam (Ed.), *Relational Models Theory: A Contemporary Overview*. (pp. 247-262) Mahway, NJ: Erlbaum.

RESEARCH (CONT.)

ARTICLES (CONT.)

- McGraw, A.P., Tetlock, P.E., & Kristel, O.V. (2003). The limits of fungibility: Relational schemata and the value of things. *Journal of Consumer Research*, 30, 219-229.
- Larsen, J.T., McGraw, A.P., & Cacioppo, J. (2001). Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology*, 81, 684-696.
- Mellers, B.A., & McGraw, A.P. (2001). Anticipated emotions as guides to choices. *Current Directions in Psychological Science*, 10, 210-214.
- Mellers, B.A., & McGraw, A.P. (1999). How to improve Bayesian reasoning: Comment on Gigerenzer and Hoffrage. *Psychological Review*, 106, 417-424.

PAPERS ON SOCIAL SCIENCE RESEARCH NETWORK (SSRN)

- McGraw, A.P., Carter, E.P., & Harman, J.J., Humor production and perceptions of psychological health.
- McGraw, A.P., Warren, C., Van den Bergh, B., & Cuneo, M., Marijuana and utility maximization.

PROCEEDINGS

- Warren, A.P., & McGraw, A.P. (2014). Beyond funny ads: Empirical and theoretical insights into humorous consumption and marketing. *Advances in Consumer Research*, 41.
- McGraw, A.P., Williams, L.E., & Warren, C., (2013). The psychophysics of humor. *Advances in Consumer Research*, 40.
- Warren, A.P., & McGraw, A.P. (2013). Humorous consumption. *Advances in Consumer Research*, 40.
- Kan, C., Warren, A.P., & McGraw, A.P. (2012). Humorous complaining. *Advances in Consumer Research*, 39.
- McGraw, A.P., Schiro, J., & Fernbach, P. (2012). All kidding aside: Humor lowers propensity to remedy a problem. *Advances in Consumer Research*, 39.
- Naylor, R., & McGraw, A.P. (2011) Harming, stealing, lying, and cheating: Exploring the antecedents and consequences of unethical consumption behavior. *Advances in Consumer Research*, 38.
- McGraw, A.P., & Warren, C. (2011). Benign marketing violations: How and when humorous marketing hurts brands. *Advances in Consumer Research*, 38.
- McGraw, A.P., Warren, C., Williams, L.E., & Leonard, B. (2011). Too close for comfort or too far to care? The role of psychological distance in humor appreciation. *Society for Consumer Psychology Winter Conference Proceedings*.
- Warren, C., & McGraw, A.P., (2011). On the relationship between humor and brand attitude. *Society for Consumer Psychology Winter Conference Proceedings*.

RESEARCH (CONT.)

PROCEEDINGS (CONT.)

- Leonard, B., Warren, C., & McGraw, A.P. (2010). Make a funny: Humor production and the benign violation theory. *Advances in Consumer Research*, 37.
- McGraw, A.P., Schwarz, J., & Tetlock, P. (2010). Commercial marketing with communal sentiments: Reframing taboo trade-offs in religious marketing. *Advances in Consumer Research*, 37.
- McGraw, A.P., & Warren, C. (2010). Benign violations: Humor as a mixed emotional experience. *Advances in Consumer Research*, 37.
- McGraw, A.P., & Davis, D. (2009). In death and in love: Sacred trade-offs in the death care and wedding industries. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Schwartz, J., & Tetlock, P.E., (2009). Commercial marketing strategies and communal sentiments: Legitimizing taboo trade-offs in religious marketing. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Van Boven, L., Huber, M., & Johnson-Graham, L. (2009). Who to help: Immediacy bias in humanitarian aid allocation. *Advances in Consumer Research*, 36.
- Van Boven, L. Kane, J., McGraw, A. P., & Dale, J. (2009). Feeling close: The emotional nature of psychological distance. *Advances in Consumer Research*, 36.
- Warren, C., & McGraw, A.P. (2009). Wrong, but funny: Moral violations can elicit mixed emotions. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P. (2008). "Do unto others...": The influence of others on perceptions of price (un)fairness. *Advances in Consumer Research*, 35. (Symposium summary)
- McGraw, A.P., & Larsen, J.T. (2008). Midway between the two?: The case for mixed emotions. *Advances in Consumer Research*, 34.
- McGraw, A.P., Larsen, J.T., Kahneman, D., & Schkade, D. (2008). Bipolar scales mask loss aversion. *Advances in Consumer Research*, 35.
- McGraw, A.P., & Lau, L. (2008). Feeling mixed? Emerging perspectives on mixed emotions and consumer responses, *Advances in Consumer Research*, 35. (Symposium summary)
- Schwartz, J., & McGraw, A.P. (2008). Justifying the high price of medicine: How relational framing reduces consumer distress. *Advances in Consumer Research*, 35.
- Van Boven, L., McGraw, A.P., & Kane, J. (2008). Tethered by tense: Retrospection is more constrained than prospection. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Schkade, D., & Kahneman, D. (2004). Loss aversion and predictions of utility. *Advances in Consumer Research*, 31.
- McGraw, A.P., & Levav, J. (2003). The consequences of love-hate relationships with financial windfalls. *Society for Consumer Psychology Winter Conference Proceedings*.
- McGraw, A.P., Tetlock, P.E., & Kristel, O.V. (2002). The limits of fungibility: Relational schemata and the value of things. *Advances in Consumer Research*, 29.

RESEARCH (CONT.)

TALKS (NON-CONFERENCE)

2024	Association for Applied And Therapeutic Humor
2023	CU Health and Wellness Summit
	Counsel of Alumni Marketing and Membership Professionals (CAMMP) Conference
	Gold Foundation
	National Golf Course Owners Association
2022	CU Health and Wellness Summit
	Barney Ford Fundraiser
	Forever Buffs – CU Alumni Association
2021	National Black MBA Association
	Nerd Nite Denver
	Claremont Graduate University
2020	Cardinal Stricht University
	Mind Science Institute
	Ogilvy's Nudgestock
	PayPal
	Rotman School at the University of Toronto
	Rady School of Management – University of California San Diego
2019	Camp Minder
	Influencer Salon
	Nerd Nite Denver
	Leeds Board
	Leeds School of Business RAP
	Leeds School of Business Power breakfast.
	The Mirror
	Silicon Flatirons Crash Course
	Standup Science
	Mile High Agile
	Unreasonable Conference
2018	University of Colorado Executive MBA Program
	Chinese University of Hong Kong, Business School
	EDU Talks, CU South Denver
	Leeds Business Insights Los Angeles and Boulder
	Leeds School of Business MBA Last Lecture
	Leeds School of Business Professional Sales Mentor Meetup
	Rotary Club, Boulder
	University of Melbourne; Faculty of Business and Economics
	Vanderbilt University; Owen Graduate School of Management
	Zayo
2017	CableLabs: Upramp Fiterator
	Leeds Business Insights New York and Denver
	Funny or Die
	Google
	Influencers Salon
	London Business School
	National University of Singapore Business School
	Tel Aviv University; Collier School of Management
	University of British Columbia; Sauder School of Business
	University of California Riverside: Anderson Graduate School of Management
	University of Cambridge; Judge Business School
	University of Oregon; Lundquist College of Business
	Western Industrial Nevada (WIN)
2016	Center for Innovation and Creativity; University of Colorado Boulder

RESEARCH (CONT.)

TALKS (NON-CONFERENCE; CONT.)

- 2016 CU on the Weekend
 FunnyBizz Conference; San Francisco
 Nerd Nite Los Angeles
 Nielsen Company
 University of Melbourne, School of Business and Economics
 University of Queensland, Department of Psychology
 University of Southern California, Institute for Creative Technologies
 University of Sydney Business School
 University of Utah Eccles School of Business
 Viacom International Media Network
 YMCA
- 2015 Empiricist League, San Francisco
 University of Oklahoma, Global Studies Program
 Leeds School of Business Power Breakfast
- 2014 Carnegie Mellon University, Tepper School of Business
 Catalyst Week - Las Vegas
 Dairy Center for the Arts
 Colorado Teen Science Café
 Erasmus University, Rotterdam School of Management
 FunnyBizz Conference; San Francisco and New York
 The Swellness Movement
 Texas A&M University, Mays School of Business
 Tulane University, Freeman School of Business
 University of Colorado Anschutz Medical Campus
 University of Colorado Directors Club
 University of Colorado's Excellence in Leadership Program
 University of Colorado Office of Contract and Grants
 University of Colorado Women's Club
 University of Pennsylvania, Author@Wharton
 University of Western Ontario, Dan Management and Organizational Studies
 Westminster College
- 2013 Boulder Startup Week
 Chicago Ideas Week
 Mind Science Foundation
 QuickLeft
 SXSW Interactive & SXSW V2V
 Stanford University Graduate School of Business
 Triple Nine Society
- 2013 University of Alberta School of Business
 University of Melbourne, School of Business and Economics
 University of Pennsylvania, Wharton School
 University of Southern California, Marshall School of Business
 University of Sydney Business School
- 2012 10 Conference
 Bridgetown Comedy Festival
 Erasmus University, Rotterdam School of Management
 London Business School
 Tilburg University, Department of Psychology
 University of Wisconsin, Wisconsin School of Business
 University of Zurich, Department of Psychology
- 2011 Colorado State University, Psychology Department
 Northwestern University, Kellogg School of Management

RESEARCH (CONT.)

TALKS (NON-CONFERENCE; CONT.)

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- 2011 University of California, Los Angeles Anderson School of Management
University of California, Berkeley, Haas School of Business
University of Michigan, Ross School of Business
Palo Alto Institute, Palo Alto, CA
Judgment and Decision-Making Preconference. SPSP conference; San Antonio, TX
Humor Preconference. SPSP conference; San Antonio, TX
- 2010 Boulder Chamber of Commerce, Boulder, CO
Golden Chamber of Commerce, Golden, CO
TedxBoulder, Boulder, CO
Tulane University, Freeman School of Business
University of Chicago, Booth School of Business
- 2009 University of California, San Diego, Cognitive Psychology Department
- 2008 Duke University, Fuqua School of Business
Tulane University; Department of Psychology
Tilburg University, Tilburg Institute for Behavioral Economics Research (TIBER)
Emotions and Decision Making Congress, University of Bari; Bari, Italy
- 2007 Columbia University, Columbia School of Business
New York University, Stern School of Business
University of Minnesota, Carlson School of Management
Values-driven Judgment Conference, Northwestern University
Marketing Science Institute Young Scholar's Conference; Park City, UT
- 2006 Harvard University, Harvard Business School
Texas Tech University, Department of Psychology
- 2005 University of Pennsylvania, Wharton School of Business
- 2003 Rutgers University, Department of Psychology
- 2000 The Ohio State University; Center for Cognitive Science
Relational Models Conference, University of Buffalo School of Business; Buffalo, NY
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CONFERENCE TALKS - FIRST AUTHOR

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- Nearly everything is too long. Frontiers in Consumer Behavior conference, University of Melbourne, Melbourne, Victoria, Australia. January 2018.
- Editing entertainment: Length constraints, product quality, and the motion picture industry. INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA. June 2017.
- Serving customers comedy. Operations Services Conference, University of Southern California; Los Angeles, CA. June 2015
- Humorous complaining; Society for Judgment and Decision Making conference (SJDM); Long Beach, CA. November 2014.
- Humorous complaining; Behavioral Decision Research in Management conference (BDRM); London. July 2014.
- Humor and retail. Emotions and Retailing Conference; Baker Center for Retailing at Wharton; Philadelphia, PA. May 2013.
- What makes things funny? Implications for morality, good manners, and well-being: Law and Subjective Well-being Conference; Boulder, CO. July, 2013.
- Humorous complaining. Judgment and Decision Making Winter Symposium; Park City, UT. January 2013.
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RESEARCH (CONT.)

CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

Trolleyology: On the misappropriation of a thought experiment. Society for Judgment and Decision Making conference; Minneapolis, MN. November, 2012.

What makes things funny? – Connecting humor's antecedents to its consequences. Association for Applied and Therapeutic Humor; Chicago, IL April 2012.

Too close for comfort, or too far to care? Finding humor in distant tragedies and close mishaps. International Society for Humor Studies; Boston, MA. July, 2011.

A policy maker's dilemma: Preventing terrorism or preventing blame. International Conference on Behavioral Decision Making; Interdisciplinary Center IDC; Herzliya, Israel. May, 2011.

Too close for comfort or too far to care? The role of psychological distance in humor appreciation. Society for Consumer Psychology; Atlanta, GA. February, 2011.

On the relationship between humor and brand attitude. Society for Consumer Psychology; Atlanta, GA. February, 2011.

Benign violations: Making immoral behavior funny. Society for Judgment and Decision Making conference; St. Louis, MO. November, 2010.

Commercial marketing with communal sentiments: Reframing taboo trade-offs in religious marketing. Association for Consumer Research conference; Jacksonville, FL. October, 2010.

Benign violations: Humor as a mixed emotional experience. Association for Consumer Research conference; Jacksonville, FL. October, 2010.

Can't put a price on love: The sacred, spendthrift pursuit of secular products. Behavioral Decision Research in Management; Pittsburgh, PA. June 2010.

Wrong but funny: Moral violations can elicit mixed emotions. Subjective Probability, Utility, and Decision Making conference; Trento, Italy. August, 2009.

Wrong but funny: Moral violations can elicit mixed emotions. TIBER Symposium; Tilburg University; Tilburg, Netherlands August, 2009.

Commercial marketing and communal sentiments: Legitimizing taboo trade-offs in religious marketing. Society for Consumer Psychology conference; San Diego, CA. February 2009. (Best Paper Award)

Preventing blame while preventing terrorism. Society for Judgment and Decision Making pre-conference: Using Human Nature to Improve Human Life; Chicago, IL. November, 2008.

Who to help? Immediacy bias in judgments and decisions about humanitarian aid. Association for Consumer Research conference; San Francisco, CA. October, 2008.

Do bipolar scales mask loss aversion? Behavioral Decision Research in Management conference; San Diego, CA. April, 2008.

Who to help? Immediacy bias in judgments and decisions about humanitarian aid. Society for Consumer Psychology conference; New Orleans, LA. February, 2008.

RESEARCH (CONT.)

CONFERENCE TALKS - FIRST-AUTHOR (CONT.)

Bipolar scales mask loss aversion. Association for Consumer Research conference; Memphis, TN. Oct 2007.

“Midway between the two?": The case for mixed emotions. Association for Consumer Research conference; Memphis, TN. October, 2007.

Bipolar scales mask loss aversion. Subjective Probability, Utility, and Decision Making conference; Warsaw, Poland. August, 2007.

Valuing money and things: Why a \$20 item can be worth more and less than \$20. Subjective Probability, Utility, and Decision Making conference; Warsaw, Poland. August, 2007.

Secular encroachments on sacred values: Love, health, and death. Transformative Consumer Research conference; Dartmouth College. July, 2007.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Society for Consumer Psychology conference; Las Vegas, NV. February, 2007.

“Midway between the two?": The case for mixed emotions. Society for Personality and Social Psychology conference; Memphis, TN. January, 2007.

Loss aversion is comparative. Society for Judgment and Decision Making conference; Houston, TX. November, 2006.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Behavioral Decision Research in Management conference; Santa Monica, CA. April, 2006.

Problems with the gamble as decision metaphor (or why an air purifier is not like \$300). Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Determinants of decisions to prevent terrorist acts: Anticipated blame or perceived risks?. Society for Judgment and Decision Making conference; Toronto, ON. November, 2005.

Taboo trade-offs, relational framing, and the acceptability of exchanges. Society of Judgment and Decision Making conference; Minneapolis, MN. November, 2004.

Loss aversion and predicted utility. Association for Consumer Research conference. Portland, OR. Oct. 2004.

Loss aversion and predicted utility; Society for Judgment and Decision Making conference. Vancouver, BC. November, 2003.

The consequences of love-hate relationships with financial windfalls. Society for Judgment and Decision Making conference; Kansas City, MO. November, 2002.

The consequences of love-hate relationships with financial windfalls. Association for Consumer Research conference, Atlanta, GA. October, 2002.

The limits of fungibility: Relational schemata and the value of things. Society for Judgment and Decision Making conference; Orlando, FL. November, 2001.

The limits of fungibility: Relational schemata and the value of things. Association for Consumer Research conference; Austin, TX. October, 2001.

Do Bronze Medalists have more fun? Society for Judgment and Decision Making conference. Dallas, TX. November, 1998.

RESEARCH (CONT.)

CONFERENCE SYMPOSIUM, AND ROUNDTABLE ORGANIZATION

Beyond p-hacking: Combatting academic misconduct at the theoretical level. Roundtable organization at the Association for Consumer Research; Dallas, TX. October, 2018; with Williams, L.

Morality in the marketplace. Symposium organization at the Association for Consumer Research; Baltimore, MD. October, 2014; with Bartels, D., Schwartz, J., and Belk, R.

Morality in the marketplace. Tulane University. New Orleans, LA. October, 2014; with Schwartz, J.

Harming, stealing, lying, and cheating: Exploring the antecedents and consequences of unethical consumption behavior. Symposium organization at the Association for Consumer Research; St. Louis, MO. October, 2011; with Naylor, R.

Beyond construal: Examining broad implications of psychological distance and consumer judgment. Symposium organization at the Society for Consumer Psychology; Atlanta, GA. February, 2011; with Williams, L.E.

Moral flexibility in consumer judgment and choice. Symposium organization at the Association for Consumer Research; Jacksonville, FL. October, 2010; with Bartels, D.

4th Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Tampa, FL. February, 2009; with Ratner, R., Roese, N., & See, K.

3rd Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Albuquerque, NM. February 2008; with Fishbach, A., Roese, N., & See, K.

Effects of emotion on judgments and decisions about humanitarian aid. Symposium organization at the Society for Consumer Psychology; New Orleans, LA. February, 2008.

“Do unto others...”: The influence of others on perceptions of price (un)fairness. Symposium organization at the Association for Consumer Research; Memphis, TN. October, 2007.

Feeling mixed? Emerging perspectives on mixed emotions and consumer responses. Symposium organization at the Association for Consumer Research; Memphis, TN. October, 2007; with Lau.

2nd Annual Judgment and Decision-Making Preconference. Pre-conference organization at the Society for Personality and Social Psychology conference; Memphis, TN. January, 2007; with Fishbach, A., Kruger, J., & Roese, N.

How to get ahead as a graduate student in judgment and decision making. Symposium organization at the Society for Judgment and Decision Making; Orlando, FL. November, 2001; with Schwartz, J.

Null Hypothesis Significance Testing: Implications for psychological science and education. Symposium organization at the American Psychological Association; Boston, MA. August, 1999; with Studts.

RESEARCH (CONT.)

 RETIRED RESEARCH LABS

Moral Research Laboratory (MoRL)

MoRL is a (virtual) research laboratory that investigates the mental processes underlying morally-motivated judgment and choice, with a focus on consumer behavior and implications for public policy. The lab's theoretical base is in the interdisciplinary field of judgment and decision making, with an emphasis in social and cognitive psychology. Co-founded with Dan Bartels (University of Chicago).

Judgment, Emotion, Decision, and Intuition Laboratory (JEDI)

JEDI investigates the interrelation between people's judgment, emotion, and decision making in everyday life, as well people's intuitions about these processes. The lab's theoretical and methodological base is in social and cognitive psychology, with emphases in the interdisciplinary fields of consumer behavior, emotion, and judgment and decision making. Co-founded with Leaf Van Boven (University of Colorado).

 RECRUITING PRESENTATIONS

McGraw, A.P., & Levav, J. (2003). The consequences of love-hate relationships with financial windfalls.

Carnegie Mellon University	University of Colorado
Cornell University	University of Maryland
New York University	University of Michigan
Stanford University	University of Pittsburgh
University of Arizona	University of Southern California
University of Chicago	University of Toronto

TEACHING

 POSITION

Instructor; University of Colorado Boulder, Leeds School of Business
 Advertising and Promotion Management (Undergraduate)
 Buyer Behavior (Undergraduate)
 Consumer and Managerial Decision Research in Marketing (PhD)
 Marketing Management (MBA)

Instructor; The Rady School of Management at the University of California San Diego
 Marketing Management (Flex MBA)

Instructor; London Business School (Dubai)
 Marketing Management (MBA)

Laboratory Instructor; The Ohio State University, Department of Psychology
 Introduction to Graduate Statistics (PhD)
 Analysis of Variance (PhD)
 Correlation and Regression Analysis (PhD)

Teaching Associate; Princeton University, Woodrow Wilson School of Public Policy
 Psychology for Public Policy Analysis and Implementation (MPA)

Teaching Associate; The Ohio State University, Department of Psychology
 Introduction to Graduate Statistics (PhD)
 Judgment and Decision Making (Undergraduate Honors)

TEACHING

INDEPENDENT STUDY ADVISOR

Zongyu Zhou; <i>The Talent Gap</i>	University of Colorado	2017
Zoe Berg-Pitt; <i>Humor and Advertising</i>	University of Colorado	2010
Lindsay Vidoni; <i>The Buzz Effect</i>	University of Colorado	2006
Bryan Richey; <i>Surrounded</i>	University of Colorado	2005

UNDERGRADUATE HONOR THESIS COMMITTEES

Daerick Guliani	Psychology	2018	Matt Lambuth*	Psychology	2007
Roxanne Ross	Psychology*	2013	Eric Osowski	Psychology	2007
Paul Fornia	Economics	2012	Katherine Skallerud*	Psychology	2007
Michaela Cuneo	Psychology*	2011	Jasmine Sheldon	Psychology	2006
Josh Morris	Psychology	2008	Tamara Umari	Psychology	2006
Jarratt Pytell	Psychology	2008	* Chair		

FACULTY TEACHING EXCELLENCE PROGRAM (FTEP) PARTICIPATION

Being Fully Present with Students	<u>Teaching the First Day of Class</u>
Leeds Junior Faculty FTEP Program	<u>Video Consultation Plus</u>
Symposia on Getting Students to Talk	
<u>Symposia on Teaching by Leading a Discussion</u>	

DISSERTATION COMMITTEES

Lauren Min	Marketing	2018	Gina Slejko Mohr	Marketing	2009
Kellen Mrkva	Psychology	2018	Andrew Meyer	Economics	2009
Erin Percival Carter*	Marketing	2017	Joanne Kane	Psychology	2008
Julie Schiro*	Marketing	2016	David Kingsley	Economics	2007
Mitchell Pentzer	Classics	2015	Rodney Ruble	Marketing	2007
Abigal Schneider	Marketing	2014	Gregory Webster	Psychology	2006
Laura Johnson-Graham	Psychology	2012	* Chair or Co-chair		
Caleb Warren	Marketing	2010			

SERVICE

EDITORIAL BOARDS

Journal of Consumer Research, 2011 – 2018
 Organizational Behavior & Human Decision Processes, 2011 - 2013
 Judgment and Decision Making, 2008 - 2013
 Frontiers in Psychology, 2012
 Emotion, 2010 – 2013

SERVICE (CONT.)

AD HOC REVIEWER

Basic and Applied Social Psychology	Journal of Marketing Behavior
Cognition	Journal of Marketing Research
Cognition and Emotion	Journal of Personality
Cognitive Science	Journal of Personality and Social Psychology
Developmental Psychology	Journal of Personality Research
Experimental Psychology	Journal of Social and Personal Relationships
HUMOR	Judgment and Decision Making
International Journal of Psychology	Management Science
Journal of Advertising	Marketing Letters
Journal of Behavioral Decision Making	Organizational Behavior and Human Decision Processes
Journal of Consumer Psychology	Personality and Social Psychology Bulletin
Journal of Consumer Research	Personality and Individual Differences
Journal of Decision Making	Psychological Methods
Journal of Economic Psychology	Psychological Science
Journal of Experimental Psychology: Applied	Psychonomic Bulletin & Review
Journal of Experimental Psychology: General	Social and Personality Psychology
Journal of Experimental Social Psychology	Compass
Journal of Marketing	

SERVICE TO THE UNIVERSITY

Undergraduate Curriculum and Policy Committee (UCPC) 2022-2023
Leeds School Personnel Action Committee (LSPAC) 2021-2023
Committee member for Office of Infrastructure and Sustainability, 2018-2109
Co-coordinator of summer research brownbag series, 2018-2019
Executive Committee, Leeds School of Business, 2018-2019
Executive Committee, Marketing Division, 2017-2018
Mentor, Diverse Scholars Mentoring Program, 2016-2017
Chair, Curriculum review and revision for the Leeds second-year experience, 2017
Chair, Marketing Division Doctoral Committee, 2013-2018
Representative, Doctoral Curriculum Policy Committee, 2013-2018
Chair and a committee member for various promotion and tenure committees 2011-til retirement
Chair, Technology Committee; Leeds School of Business, 2009-2012
Marketing Division Doctoral Committee; Leeds School of Business, 2009-2012
Coordinator; Marketing Research Seminar Series (MRSS); Leeds School of Business, 2007-2012
Coordinator: Distinguished Speaker Series (DSS); Leeds School of Business, 2008-2012
Faculty Advisory Committee; Undergraduate Research Opportunities Program (UROP), 2005-2010
Advisor; American Marketing Association, University of Colorado Chapter, 2005-2012
Technology Committee; Leeds School of Business, 2004-2012
Associate Head Coach; University of Colorado Men's Lacrosse Team, 2007-2009
Academic Advisor; University of Colorado Men's Lacrosse Team, 2006-2009
Assistant Coach, University of Colorado Men's Lacrosse Team, 2004-2007

SERVICE (CONT.)

SERVICE TO THE PROFESSION

Reviewer, Society for Consumer Psychology Dissertation Competition, 2018
 Association for Consumer Research Doctoral Symposium Faculty, 2008, 2011, 2015
 Conference Chair, Behavioral Decision Research in Management (BDRM), 2012
 Co-organizer, Judgment and Decision Making Pre-conference, SPSP, 2007 – 2009
 Program Committee/Reviewer, Behavioral Decision Research in Management (BDRM), 2014, 2016
 Program Committee/Reviewer, Association for Consumer Research, 2006–2010, 2014–2017; 2011 & 2018 (AE)
 Program Committee/Reviewer, Society for Consumer Psychology, 2006 – 2017
 Program committee/Reviewer for Boutique conference on Virtue and Vice, 2018
 Sheth Doctoral Dissertation Competition Reviewer, Society for Consumer Psychology, 2006 - 2008
 Student Poster Judge, Society for Judgment and Decision Making, 2004 -2006
 Student Poster Judge, Society for Personality and Social Psychology, 2006 -2007
 Marketing Science Institute Clayton Doctoral Dissertation Proposal Reviewer, 2016, 2017

AD HOC GRANT REVIEWER

Austrian Science Fund	National Science Foundation
Social Sciences and Humanities Research Council of Canada (SSHRC)	Time-Sharing Experiments for the Social Sciences; National Science Foundation

PROFESSIONAL ORGANIZATIONS

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

CREATIVE WORK

LIVE THEATER

Funny or True? is the comedy gameshow that pits comedians against scientists to see who has the biggest funny bone.

PODCASTS

Solo-The Single Person's Guide to a Remarkable Life Welcome to the podcast that explores how being unattached affords you the opportunity to be adventurous, start a business, make art, travel the world, get in shape, or simply sleep in when you want to. Join Dr. Peter McGraw – behavioral scientist, humor researcher, and bachelor – as he interviews unmarried men and women living remarkable lives and assembles advice from leading experts about health, fitness, money, business, travel, fashion, art, leisure, and of course, sex and dating.

I'M NOT JOKING looks into the lives of comedians, improvisers, comedy writers, and other funny people from business, science, and the arts. Host Dr. Peter McGraw—a behavioral scientist, business school professor, and Director of the Humor Research Lab (aka HuRL)—sits down with funny people for a wide-ranging discussion of their habits, motivations, and secrets to success.

OTHER FULL-TIME EMPLOYMENT

Residence Staff; Semester at Sea; Institute for Shipboard Education	1996, 2000
Co-Director; Family Student Housing; University of California, Santa Barbara	1997
Residence Hall Director; Department of Housing; University of California, Santa Barbara	1994-1996