

## LAWRENCE EDWIN WILLIAMS, JR.

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### APPOINTMENT

2016-present Associate professor of Marketing

2008-2016 Assistant professor of Marketing

Leeds School of Business, University of Colorado Boulder

### EDUCATION

Ph.D. Yale University, Psychology, 2008

M. Phil. Yale University, Psychology, 2007

A.B. Harvard University, Psychology, 2002, *Magna cum laude*

### HONORS AND AWARDS

- Team Grant, *Undergraduate Research Opportunities Program, University of Colorado Boulder*
- Sterling-Rice Group Marketing Research Award, *University of Colorado Boulder*
- Seminar Grant, *Undergraduate Research Opportunities Program, University of Colorado Boulder*
- Whitebox Advisors Doctoral Fellow, *International Center for Finance, Yale University SOM*
- Graduate Research Fellowship, *National Science Foundation*

### PEER REVIEWED PUBLICATIONS

1. Williams, Lawrence E., and T. Andrew Poehlman (2017), "Conceptualizing Consciousness in Consumer Research," *Journal of Consumer Research*, 44, 231-251.
2. Raison, Charles L., Matthew W. Hale, Lawrence E. Williams, Tor D. Wager, and Christopher A. Lowry (2015), "Somatic Influences on Subjective Well-Being and Affective Disorders: The Convergence of Thermosensory and Central Serotonergic Systems," *Frontiers in Psychology: Cognition*, 5, 1580-1601.
3. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," *Social Psychological and Personality Science*, 5, 566-572.

4. Williams, Lawrence E., Randy Stein, and Laura Galguera (2014), "The Distinct Affective Consequences of Psychological Distance and Construal Level," *Journal of Consumer Research*, 40, 1123-1138.
5. McGraw, A. Peter, Caleb Warren, Lawrence E. Williams, and Bridget Leonard (2012), "Too Close for Comfort or Too Far to Care: Finding Humor in Distant Tragedies and Close Mishaps," *Psychological Science*, 23, 1215-1223.
6. Kang, Yoona, Lawrence E. Williams, John A. Bargh, Margaret Clark, and Jeremy R. Gray (2011), "Physical Temperature Effects on Trust Behavior: The Role of Insula," *Social Cognitive and Affective Neuroscience*, 6, 507-515.
7. Morsella, Ezequiel, Giles H. Feinberg, Sepeedeh Cigarchi, James W. Newton, and Lawrence E. Williams (2011), "Sources of Avoidance Motivation: Valence Effects from Physical Effort and Mental Rotation," *Motivation and Emotion*, 35, 296-305.
8. Williams, Lawrence E., John A. Bargh, Christopher C. Nocera and Jeremy R. Gray (2009), "On the Unconscious Regulation of Emotion: Nonconscious Reappraisal Goals Modulate Emotional Reactivity," *Emotion*, 9, 847-854.
9. Williams, Lawrence E., Julie Y. Huang and John A. Bargh (2009), "The Scaffolded Mind: Higher Mental Processes are Grounded in Early Experience with the Physical World," *European Journal of Social Psychology*, 39, 1257-1267.
10. Williams, Lawrence E. and John A. Bargh (2008), "Experiencing Physical Warmth Promotes Interpersonal Warmth," *Science*, 322, 606-607.
11. Williams, Lawrence E. and John A. Bargh (2008), "Keeping One's Distance: The Influence of Spatial Distance Cues on Affect and Evaluation," *Psychological Science*, 19, 302-308.
12. Litz, Brett T., Lawrence Williams, Julie Wang, Richard Bryant, and Charles C. Engel, Jr. (2004), "A Therapist-Assisted, Internet Self-Help Program for Traumatic Stress," *Professional Psychology: Research and Practice*, 35, 628-634.

#### **OTHER PUBLICATIONS**

13. Poehlman, T. Andrew, and Lawrence E. Williams (2017), "The Case for Considering Consciousness Second (Response to invited commentary)," *Journal of Consumer Research*, 44, 276-282.
14. Williams, Lawrence E. (2015), "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design," in *The Psychology of Design: Creating Consumer Desire*, ed. Rajeev Batra, Colleen Seifert, and Diann Brei, New York, Routledge, 26-39.
15. Williams, Lawrence E. (2014), "Improving Psychological Science Requires Theory, Data, and Caution: Reflections on Lynott et al. (2014)," *Social Psychology*, 45, 321-323.

16. McGraw, A. Peter, Lawrence E. Williams, and Caleb Warren (2014), "Psychological Distance," in *Encyclopedia of Humor Studies*, ed. Salvatore Attardo, Los Angeles, CA: Sage, 602-604.
17. Williams, Lawrence, and Joshua Ackerman (2011), "Please Touch the Merchandise," *Harvard Business Review (HBR.org)*, <https://hbr.org/2011/12/please-touch-the-merchandise/>.
18. Bargh, John A., Lawrence E. Williams, Julie Y. Huang, Hyunjin Song, and Joshua A. Ackerman (2010), "From the Physical to the Psychological: Mundane Physical Experiences Influence Social Judgment and Interpersonal Behavior," *Behavioral and Brain Sciences*, 33, 267-268.
19. Huang, Julie Y., Lawrence E. Williams and John A. Bargh (2009), "Conceptual Scaffolding: Further Thoughts on the Relation between the Physical and Social Worlds," *European Journal of Social Psychology*, 39, 1276-1277.
20. Bargh, John A. and Lawrence E. Williams (2007), "The Nonconscious Regulation of Emotion," in *Handbook of Emotion Regulation*, ed. James J. Gross, New York: Guilford, 429-445.

## **IN PROGRESS**

1. "Who Cares What It Costs as Long as It Fits: Why Consumers Prefer Material over Cash Donations," (with S.M. Jones). Manuscript under review.
2. "The Nature of Meaningful Consumption," (with E.P. Carter). Invited revision.
3. "Friend or Faux: When and Why Counterfeiting Increases or Decreases the Value of Genuine Products," (with J.A. Mourey, T.A. Poehlman, and C. Yoon). Manuscript under 2<sup>nd</sup> round review.
4. "Theory Hacking: A Threat to Scientific Integrity," (with A.P. McGraw). Manuscript in preparation.
5. "Threatened by Progress: How Infectious Disease Threat Impacts Innovation Supply and Demand," (with J.Y. Huang and J.M. Ackerman). Manuscript under revision.
6. "All About Me: Why Consumer Curation Reduces the Persuasive Impact of Social Cues," (with H.L. Min). Manuscript under revision.
7. "How Believing the Hype Helps and Hinders Well-Being," (with E.P. Carter and A.P. McGraw). Manuscript in preparation.

8. "When 1 Chainz Is Not Enough: Situational Determinants of the Preference for Quantity over Quality," (with A.R. Long). Data collection in progress (five studies completed).

### **CHAired SYMPOSIA**

1. "Beyond p-Hacking: Combatting Academic Misconduct at the Theoretical Level" (co-chaired with A.P. McGraw). Roundtable session conducted at the 48<sup>th</sup> annual meeting of the *Association for Consumer Research*, Dallas, TX (2018).
2. "Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers' Mental Lives." Roundtable session conducted at the 46<sup>th</sup> annual meeting of the *Association for Consumer Research*, Berlin, Germany (2016).
3. "The Depths of Pleasure, the Throes of Despair: Exploring the Multifaceted Nature of Hedonic Emotional Experiences." Session conducted at the 44<sup>th</sup> annual meeting of the *Association for Consumer Research*, Baltimore, MD (2014).
4. "Beyond Construal: Examining Broad Implications of Psychological Distance and Consumer Judgment" (co-chaired with A.P. McGraw). Session conducted at the 14<sup>th</sup> annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).
5. "The 'Nature' of Life: How the Physical World Colors Impressions, Informs Decisions, and Shapes Who We Are" (co-chaired with J.A. Ackerman). Session conducted at the 40<sup>th</sup> annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
6. "Unlocking the Unconscious: Implications for Executive Functioning, Reasoning, and Self-Regulation" (co-chaired with E.J. Masicampo). Symposium conducted at the 9<sup>th</sup> annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).

### **PRESENTATIONS**

1. "The Distinct Affective Consequences of Psychological Distance." Invited talk for the Developmental Cognitive Neuroscience NRG Seminar, Department of Psychology, University of Denver (2018).
2. "The Nature of Meaningful Consumption."  
Marketing Seminar Series, Stern School of Business, New York University (2018).  
ERIM Research Seminar in Marketing, RSM, Erasmus University (2018).  
Doctoral Student Research Seminar in Marketing, INSEAD (2018).
3. "Who Cares What It Costs, as Long as It Fits! Why Consumers Prefer Material to Cash Donations," (w. S.M. Jones)." Paper presented at the Marketing Brown Bag Working Paper Series, RSM, Erasmus University (2018).
4. "Consider Consciousness Second," Paper presented in *The Role of Consciousness in Consumer Behavior Symposium*, RSM, Erasmus University (2018).

5. "Who Cares What It Costs, as Long as It Fits! Why Consumers Prefer Material to Cash Donations," (w. S.M. Jones). Paper presented at the 21<sup>st</sup> annual meeting of the *Society for Consumer Psychology*, Dallas, TX (2018).
6. "Emotions as Self-Regulatory Resources: Current Perspectives and Future Directions." Paper presented at the *JACR Goals and Motivation Invitational Conference*, Miami, FL (2017).
7. "Conceptualizing Consciousness in Consumer Research: Past Trends and Future Directions." Paper presented at the annual meeting of the *Society for Marketing Advances*, Louisville, KY (2017).
8. "The Nature of Meaningful Consumption," (w. E.P. Carter). Paper presented at the 47<sup>th</sup> annual meeting of the *Association for Consumer Research*, San Diego, CA (2017).
9. "Prolonging the Search for Meaning: Distinguishing Hedonic and Eudaimonic Consumption," Invited Talk for the Marketing Department Seminar, Smith School of Business, University of Maryland (2015).
10. "Donor Behavior and Earmarked Donations," (w A. Pedraza-Martinez). Presentation at the *National Science Foundation Workshop on Disaster Response Logistics*, Washington DC (2014).
11. "The Distinct Affective Consequences of Psychological Distance," Invited talk for the Marketing Department Seminar, College of Business and Behavioral Science, Clemson University (2014).
12. "The Building Blocks of Design: Conceptual Scaffolding as an Organizing Framework for Design." Paper presented at the *Psychology of Design* Conference, Ross School of Business, University of Michigan (2014).
13. "The Psychophysics of Humor: Psychological Distance Modulates Humorous Responses to Tragedy," (w. A.P. McGraw and C. Warren). Paper presented at the 43<sup>rd</sup> annual meeting of the *Association for Consumer Research*, Chicago, IL (2013).
14. "Beyond Construal: Specifying the Distinct Emotional Consequences of Psychological Distance and Abstract Thought," Invited talk for the Marketing Department Seminar, Sloan School of Management, MIT (2012).
15. "Beyond Construal: Disentangling the Cognitive and Emotional Consequences of Distance," (w. R. Stein and L. Galguera). Paper presented at the 13<sup>th</sup> annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).
9. "Diamonds Cut Diamonds: The Unique Benefits of Conscious and Nonconscious Emotion Regulation," (with D. Fernandes and C. Kan). Paper presented at the 13<sup>th</sup> annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA (2012).

16. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Booth School of Business, University of Chicago (2011).
17. "When Distance Does Not Equal Construal: Dissociable Effects of Distance and Construal on Charity," (w. R. Stein and L. Galguera). Paper presented at the 14<sup>th</sup> annual meeting of the *Society for Consumer Psychology*, Atlanta, GA (2011).
18. "Physical Temperature Effects on Trust: The Role of Insula," (with Y. Kang, M. Clark, J.R. Gray, and J.A. Bargh). Paper presented at the 16<sup>th</sup> annual meeting of the *European Association of Social Psychology*, Stockholm, Sweden (2011).
19. "The Scaffolded Mind: How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Graduate School of Business, Stanford University (2010).
20. "Physical Distance Effects on Judgment and Decision-Making." Invited talk for the Center of Behavioral Decision Sciences Seminar, Carnegie Mellon University (2010).
21. "The Scaffolded Mind: How Physical Shape Judgment and Decision-Making." (with J.A. Ackerman). Paper presented at the 40<sup>th</sup> annual meeting of the *Association for Consumer Research*, Embodiment Preconference, Jacksonville, FL (2010).
22. "I Am Where I Am: Physical Distance Fractures the Self," (with A.Sedlovskaya, V.P. Vaughns and J.A. Bargh). Paper presented at the 40<sup>th</sup> annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
23. "Distance Makes the Will Grow Weaker: When Distance Hinders Self-Control," (with A.T. Tran and J.A. Bargh). Paper presented at the 40<sup>th</sup> annual meeting of the *Association for Consumer Research*, Jacksonville, FL (2010).
24. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Marketing Department Seminar, Ross School of Business, University of Michigan (2010).
25. "From Warming Hearts to Boiling Rage: Nonconsciously Navigating Everyday Life." Invited talk for Café Scientifique, Denver, CO (2010).
26. "The Benefits of Nonconscious Emotion Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 21<sup>st</sup> annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).
27. "Closeness is for Caring: Physical Closeness Cues Strengthen Helping Attitudes," (w. R. Stein and L. Garcia). Paper presented at the 21<sup>st</sup> annual meeting of the *Association for Psychological Science*, San Francisco, CA (2009).

28. "How Physical Experiences Shape Judgment and Decision-Making." Invited talk for the Department of Psychology Colloquium Series, San Francisco State University (2009).
29. "Experiencing Physical Warmth Promotes Interpersonal Warmth," (w. J. Bargh). Paper presented at the 38<sup>th</sup> annual meeting of the *Association for Consumer Research*, San Francisco, CA (2008).
30. "The Benefits of Nonconscious Self-Regulation," (w. J. Bargh, C. Nocera, and J. Gray). Paper presented at the 9<sup>th</sup> annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM (2008).
31. "Metaphor priming effects on judgments and decisions." Invited talk for the Marketing Area Seminar, Johnson School, Cornell University (2008).
32. "Mating and metaphors: Evolutionary psychology meets priming effects," (with J. Bargh and J. Huang). Paper presented at the annual meeting of the *Society for Experimental Social Psychology*, Chicago, IL (2007).
33. "Metaphor priming effects on judgment"  
Anderson School of Management, UCLA, November 2007  
Leeds School of Business, University of Colorado at Boulder, October 2007  
Wharton School, University of Pennsylvania, October 2007
34. "Metaphor priming: How basic perceptual experiences nonconsciously shape decisions and evaluations." Invited talk for the Marketing Unit Seminar, Harvard Business School (2007).
35. "Moderators of the enjoyment of aversive media: Power, empathy, and self-construal," (w. S. Hennessey, E. Gregorio, L. Ihrig, and J.A. Bargh). Poster presented at the 8<sup>th</sup> annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN (2007).
36. "Hidden ability: Nonconscious mastery goals attenuate resource-depletion effects," (w. J.A. Bargh). Paper presented at the *Four-College Social Psychology Student Conference*, New York University (2006).

## **TEACHING EXPERIENCE**

### **Instructor**

Market Intelligence (MBA Elective)  
Psychological Approaches to Consumer Research (Ph.D. Seminar)  
Advertising and Promotion Management  
Buyer Behavior  
Topics in Consumer Decision Making (Seminar; Yale University)

### **Teaching Fellow**

Emotional Intelligence, Yale University, Spring 2007  
Statistics, Yale University, Fall 2006

Social Psychology, Yale University, Spring 2006

### **Dissertation Committee Service**

Lauren Min (Marketing, Chair), 2018  
Erin Percival Carter (Marketing, Co-Chair), 2017  
Katie Wolsiefer (Psychology), 2017  
Julie Schiro (Marketing), 2016  
Sarah Banchesfsky (Psychology), 2015  
Daniel Gustavson (Psychology), 2015  
Mark Travers (Psychology), 2015  
Bridget Leonard (Marketing), 2013  
Jason Gwinn (Psychology), 2013  
Keith Senholzi (Psychology), 2013  
Ji Hoon Jhang (Marketing), 2012  
Adam Hahn (Psychology), 2012  
Kelly Herd (Marketing), 2011  
Ethan Pew (Marketing), 2010  
Jeni Kubota (Psychology), 2010

### **Undergraduate Honors Thesis Advisor**

Samantha Hennessey (Psychology), Yale University, 2008

### **SERVICE**

#### **Editorial Review Boards**

*Journal of Consumer Research* (2015-2017, 2017-present)  
*Journal of Marketing Research* (2014-2016, 2016-present)

#### **Ad hoc Review**

*Cognition and Emotion*  
*Emotion*  
*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Journal of Experimental Psychology: General*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing Research*  
*Journal of Personality and Social Psychology*  
*Perspectives in Psychological Science*  
*Psychological Bulletin*  
*Psychological Science*  
*Social Psychological and Personality Science*

#### **Departmental Service**

Marketing Division Executive Committee, 2011-2015, 2018-present  
Marketing Division Ph.D. Committee, 2014-present  
Marketing Division Ph.D. Program Director, 2018-present



Subject Pool Faculty Coordinator, 2008-2009, 2012-2015, 2017

**School Service**

Selection Committee, Frascona Teaching Award, Leeds School of Business, 2012

Leeds Executive Committee, Leeds School of Business, 2012-2013, 2015-2017

Leeds Diversity Committee, Leeds School of Business, 2013-present

**University Service**

Advisory Board, Undergraduate Research Opportunities Program, 2010-2016