

EVAN WEINGARTEN

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Tempe, AZ 85287-4106

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, Kristen Duke, Wendy Liu, Rebecca Hamilton, On Amir, Gil Appel, Joseph K. Goodman, Moran Cerf, Andrea C. Morales, Ed O'Brien, Jordi Quoidbach, Monic Sun, (Accepted), "What Makes People Happy? Decoupling the Experiential-Material Continuum," *Journal of Consumer Psychology*

Weingarten, Evan, Gal Zauberaman, and Kristin Diehl, (2021), "Duration Sensitivity of Key Moments," *Cognition*, 214

Weingarten, Evan, Joseph Goodman, (2021), "Re-examining the Experiential Advantage in Consumption: A Meta-Analysis and Review," *Journal of Consumer Research*, 47 (6), 855-77.

Weingarten, Evan, Michael W. Meyer, Amit Ashkenazi, On Amir, (2020), "Experts Outperform Technology in Creative Markets," *She Ji: The Journal of Design, Economics, and Innovation*, 6 (3), 301-30.

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 Albarracin (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

Weingarten, Evan, J. Wesley Hutchinson, “Internal Salience and Product Valuations: The Effects of Prominence, Task, and Repeated Judgments,” *under review*

Weingarten, Evan, Jonah Berger, “Discussing Proximal Pasts and Far Futures,” *under revision for second round at Journal of Consumer Psychology*

Amir, On, Coby Morvinski, and Evan Weingarten, “A Reference Value Theory of Sequential Choice,” *under review*

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

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

Weingarten, Evan, Alixandra Barasch, Shai Davidai, “Who’s On First,” *under review*

SELECTED RESEARCH IN PROGRESS

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

Amir, On, Evan Weingarten “Comparison of Pricing Techniques”

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

Weingarten, Evan, Luxi Shen “The Real Momentum Effect”

Shen, Luxi, Weingarten, Evan, “Luck”

Weingarten, Evan, Rachel Gershon, Amit Bhattacharjee “Gatekeeping”

Ceylan, Gizem, Evan Weingarten “Reactions to Fact-checking”

Assadi, Peyman, Evan Weingarten, Zoey Chen “Individual vs. Group Word-of-Mouth”

CHAired SYMPOSIA

Jared Watson and Evan Weingarten (2022, February), “Social Identity and Inequality in a Changing Marketplace” *American Marketing Association Winter Conference*, Las Vegas.

Gizem Ceylan and Evan Weingarten (2021, October), “False Information and How it Shapes Consumers’ Lives” *Association for Consumer Research*, Virtual.

Evan Weingarten, On Amir, and Coby Morvinski (2021, October), “Beyond One-Shot Decisions” *Association for Consumer Research*, Virtual.

Gizem Yalcin and Evan Weingarten (2020, October), “Objective to Subjective Value of Humans and Algorithms” *Association for Consumer Research*, Virtual.

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, ^conference canceled)

*The Upsides and Downsides of Gatekeeping

- *Society for Consumer Psychology*, Virtual March 2022

The Real Momentum Effect

- *Society for Consumer Psychology*, Virtual March 2022

*A Reference Value Theory of Sequential Choice

- *Society for Consumer Psychology*, Virtual March 2022

*The Upsides and Downsides of Gatekeeping

- *American Marketing Association Winter Conference*, Las Vegas February 2022

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

- *Society for Consumer Psychology Boutique*, Gainesville, FL January 2022

The Impact of Mistakes on Perceived Quality

- *Association for Consumer Research*, Virtual October 2021

*The Real Momentum Effect

- *Association for Consumer Research*, Virtual October 2021

*A Reference Value Theory of Sequential Choice

- *Association for Consumer Research*, Virtual October 2021

*Experts Outperform Technology in Creative Markets

- *Association for Consumer Research*, Virtual October 2020

*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

<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, Atlanta, GA 	October 2019
*So Bad It's Good: When Consumers Prefer Bad Options	
<ul style="list-style-type: none"> • <i>Society for Consumer Psychology</i>, Savannah, GA 	March 2019
*The Experiential Advantage: A Meta-Analysis	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, Dallas, TX 	October 2018
*So Bad It's Good: When Consumers Prefer Bad Options	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, Dallas, TX 	October 2018
*Looking to the Front of the Pack: Perceptions of Ranked Lists	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, Dallas, TX 	October 2018
*Multiple Goals as Reference Points	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, San Diego, CA 	October 2017
*Perceptual and Cognitive Salience and their Effects on Product Valuations	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, San Diego, CA 	October 2017
*Multiple Goals as Reference Points	
<ul style="list-style-type: none"> • <i>Society for Judgment and Decision-Making</i>, Boston, MA 	November 2016
*Duration Consideration	
<ul style="list-style-type: none"> • <i>Yale Whitebox Advisors Graduate Student Conference</i>, New Haven, CT 	May 2016
*Duration Consideration	
<ul style="list-style-type: none"> • <i>Society for Consumer Psychology</i>, St. Pete's Beach, FL 	February 2016
*When Do People Talk About and Why?	
<ul style="list-style-type: none"> • <i>Society for Consumer Psychology</i>, St. Pete's Beach, FL 	February 2016
*Duration Consideration	
<ul style="list-style-type: none"> • <i>Society for Judgment and Decision-Making</i>, Chicago, IL 	November 2015
*From Primed Goals to Action	
<ul style="list-style-type: none"> • <i>Association for Psychological Science</i>, New York, NY 	May 2015
*When Do People Talk About and Why?	
<ul style="list-style-type: none"> • <i>Trans-Atlantic Doctoral Conference</i>, London, UK 	May 2015
*Choice Overload in Multi-Channel Environments: The Role of Deferred Trial	
<ul style="list-style-type: none"> • <i>Society for Consumer Psychology</i>, Phoenix, AZ 	February 2015
*Deciding Now and Later: The Benefit of Delay in Staged Decision-Making	
<ul style="list-style-type: none"> • <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?	
<ul style="list-style-type: none"> • <i>Association for Consumer Research</i>, Baltimore, MD 	October 2014

INVITED TALKS

2021:

- Cornell University

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, 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 (3 Undergraduate sections) Spring 2022
- Marketing Research (3 Undergraduate sections) Spring 2021
- Marketing Research (2 Undergraduate sections) Spring 2020

Lecturer, Rady School of Management

- Social Media Marketing (2 MBA sections) Fall 2018
- Social Media Marketing (2 MBA sections) Spring 2018

Graduate Teaching Assistant, Marketing

- Consumer Neuroscience (1 MBA section) Spring 2017
- Consumer Neuroscience (1 MBA section & 1 Undergraduate section) Spring 2016
- New Product Development (1 Exec Ed section) Spring 2016
- Consumer Behavior (1 MBA section & 1 Undergraduate section) Fall 2014
- Consumer Behavior (1 MBA section & 2 Undergraduate sections) Fall 2013