

CLAYTON R. CRITCHER

Curriculum Vitae

Office Address: University of California, Berkeley
Haas School of Business
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Employment

University of California, Berkeley

Assistant Professor

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

Fellowships, Awards, Institutes

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

Clayton R. Critcher

Advertising Education Federation Visiting Professor Program, Ogilvy & Mather, New York, NY, 2014

Young Scholar Presenter (1 of 2), Group Processes and Individual Relations Preconference, 2012

Big Questions in Free Will Institute, Florida State University, 2012

University of California, Berkeley, Behavioral Lab Grant, 2011-2014

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

Publications and Manuscripts

- Critcher, C. R., & Ferguson, M. J. (invited revision). “Whether I like it or not, it’s important”: Implicit importance of regulatory means predicts effective self-regulation. *Journal of Personality and Social Psychology*.
- Critcher, C. R., & Lee, C. J. (invited revision). Feeling is believing: Inspiration encourages belief in God. *Psychological Science*.
- Helzer, E. G., & Critcher, C. R. (invited submission, under editorial review). What do we evaluate when we evaluate moral character? For K. Gray & J. Graham (Eds.), *Atlas of Moral Psychology*.
- Jung, M. H., & Critcher, C. R. (invited revision). How encouraging niceness can incentivize nastiness: An unintended consequence of advertising reform. *Journal of Marketing Research*.
- Khambatta, P., & Critcher, C. R. (under review). To follow one’s heart or the stars? Anticipated ownership length increases reliance on product ratings. *Journal of Consumer Research*.
- 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 in Preparation (Data collection currently complete)***
- Critcher, C. R., & Dunning, D. When and why I think I'm better than them, but not him.
- Critcher, C. R., Helzer, E., Tannenbaum, D., & Pizarro, D. A. Moral evaluations depend upon mindreading moral occurrent beliefs.

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

Critcher, C. R., & Rosenzweig, E. L. Attractors: Incidental values that influence forecasts of change.

Perfecto, H., & Critcher, C. R. Volume estimation as simulated judgment.

Roeder, S., & Critcher, C. R. "You just had to be there": Why people sound underwhelmed by treasured experiences.

Manuscripts in Progress (Data collected, but additional studies ongoing or planned)

Critcher, C. R., Cowan, J., & Bahia, S. Increasing decision confidence but not decision competence: The illusory benefit of structuring attribute information.

Critcher, C. R., & Inbar, Y. A moral or an investment decision? Framing influences risk aversion.

Critcher, C. R., & Tandanu, J. Unpacked randomness: Why craps players wish they could roll one die at a time.

Jung, M. H., Critcher, C. R., Wong, P., & Nelson, L. D. Revisiting a decision by sampling origin of loss aversion: The range, not ranking, of outcomes predicts sensitivity to gains and losses.

Mohan, B., & Critcher, C. R. The unlimited paradox: Consumers find unlimited plans more attractive than capped plans, but expect to pay less for them

Moon, A., Gan, M., & Critcher, C. R. Passing (on) judgment: Others judge us less extremely than we think.

O'Donnell, M., Nelson, L. D., & Critcher, C. R. The role of set completion in the offer framing effect and preference for variety.

Reit, E., & Critcher, C. R. The prevalence heuristic: People overestimate how much others prefer commonly-available options.

Rosenzweig, E., & Critcher, C. R. Same wrong, different restitution: Heightened sensitivity to inequity in the context of apology.

Conference Presentations

O'Donnell, M., Critcher, C. R., & Nelson, L.D. (2015, November). Sets and statistics: Explaining the offer framing effect. Paper to be 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 to be 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 5th 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 17th 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 4th 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 3rd 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 16th 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 3rd 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 9th 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 moral decisions are made affects how moral evaluations unfold*. Paper presented at the 2nd 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 15th 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 16th 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 14th 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 12th 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 81st 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 11th 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 11th 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 80th 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 10th 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 79th 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 9th 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 9th 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 78th 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 77th annual meeting of the Midwestern Psychological Association, Chicago, IL.

Invited Talks

University of Minnesota, Carlson School of Management (October, 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)
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 (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 (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)

Editorial Boards

Journal of Personality and Social Psychology: Attitudes & Social Cognition (2015-present)
Social Psychological and Personality Science (2013-present)
Frontiers in Emotion (2012-2015)

Conference and Ad Hoc Reviewing Service

Basic and Applied Social Psychology, Behavioral Research Methods, British Journal of Social Psychology, Cognition, 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 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, 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
Behavioral Science & Policy Association
Society for Consumer Psychology
Society for Personality and Social Psychology
Society for Judgment and Decision Making

Teaching

MBA265: Influencing Customers (previously: Advertising Strategy; previously: Integrated Marketing Communications), Spring 2011- 2015. Instructor.

*UGBA165: Advertising Strategy (previously: Integrated Marketing Communications), Spring 2012-2015
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.