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EDUCATION

University of Pennsylvania - The Wharton School

Marketing and Psychology, PhD

(Expected) 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, Jonah Berger, (Forthcoming), "Fired Up for the Future: How Time Shapes Sharing" *Journal of Consumer Research*.

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

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

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

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

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

WORKING PAPERS AND WORK UNDER REVIEW

Weingarten, Evan, J. Wesley Hutchinson, "Does Ease Mediate the Ease-of-Retrieval Effect? A Meta-Analysis." *Invited for fourth-round review at Psychological Bulletin*.

Diehl, Kristin, Evan Weingarten, Gal Zauberaman, "Duration Sensitivity of Key Moments," *under review*

Weingarten, Evan, Sudeep Bhatia, Barbara A. Mellers, “Multiple Goals as Reference Points,” *under review*

Weingarten, Evan, J. Wesley Hutchinson, “The Effects of Perceptual and Cognitive Salience on Product Valuations”

Weingarten, Evan, Jonah Berger, “Proximal Pasts and Far Futures: When Do People Talk About and Why?”

SELECTED RESEARCH IN PROGRESS

Weingarten, Evan, Barbara Kahn, J. Wesley Hutchinson, “Color Blocking in Visual Search: Retail Applications”

Weingarten, Evan, Jonah Berger, “When-of-Mouth in Face-to-Face Conversations”

Gal Zauberaman, Evan Weingarten, J. Wesley Hutchinson, “Heterogeneity Effects in Key Experiential Moments”

Kyung, Ellie, Patti Williams, Eric Bradlow, Evan Weingarten, “The Effect of Unconscious Thought on the Stability of Preferences in Conjoint Analysis”

CHAired SYMPOSIA

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)

*Multiple Goals as Reference Points

- *Society for Judgment and Decision-Making*, Boston, MA November 2016

*Duration Consideration

- *Yale Whitebox Advisors Graduate Student Conference*, New Haven, CT May 2016

*Duration Consideration

- *Society for Consumer Psychology*, St. Pete’s Beach, FL February 2016

*When Do People Talk About and Why?

- *Society for Consumer Psychology*, St. Pete’s Beach, FL February 2016

*Duration Consideration

- *Society for Judgment and Decision-Making*, Chicago, IL November 2015
- *From Primed Goals to Action
 - *Association for Psychological Science*, New York, NY May 2015
- *When Do People Talk About and Why?
 - *Trans-Atlantic Doctoral Conference*, London, UK May 2015
- *Choice Overload in Multi-Channel Environments: The Role of Deferred Trial
 - *Society for Consumer Psychology*, Phoenix, AZ February 2015
- *Deciding Now and Later: The Benefit of Delay in Staged Decision-Making
 - *Association for Consumer Research*, Baltimore, MD October 2014
- *If the Future Feels Fine: When Are People Likelier to Share the Past or the Future?
 - *Association for Consumer Research*, Baltimore, MD October 2014
- *When Do People Talk About And Why?
 - *Association for Consumer Research*, Chicago, IL October 2013

SERVICE

To the school:

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

To the field:

- Ad Hoc Reviewer
 - *Journal of Consumer Research* (Trainee), *Psychometrika*

SOCIETY MEMBERSHIPS

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

RELEVANT COURSEWORK

Consumer Behavior and Psychology

- Consumer Judgment and Decision Making Gal Zauberman
- Foundations of Decision Processes Uri Simonsohn

- Information Processing Perspectives on Consumer Behavior Patti Williams
- Social Psychology Phil Tetlock
- Advances in Self-Regulation Dolores Albarracin
- Human Memory Michael Kahana
- Behavioral Neuroscience Harvey Grill
- Cognitive Neuroscience Russell Epstein

Quantitative Marketing

- Economic/OR Models of Marketing Jagmohan Raju
- Empirical Models in Marketing Eric Bradlow

Methods

- Research Methods Wes Hutchinson
- Data Measurement Raghu Iyengar
- Observational Studies Dylan Small

HONORS AND AWARDS

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

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

REFERENCES

J. Wesley Hutchinson (Dissertation chair)
 Stephen J. Heyman Professor of Marketing
 The Wharton School
 University of Pennsylvania

Email: jwhutch@wharton.upenn.edu

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Gal Zauberaman

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Jonah Berger

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APPENDIX I: DISSERTATION OVERVIEW

The Effects of Accessibility on Judgment and Decision-Making

Chair: J. Wesley Hutchinson

Committee: John Lynch Jr., Barbara Kahn, Barbara Mellers

In the process of making decisions, consumers must integrate informational inputs and decide how to weight this information. One model that describes this process is the accessibility-diagnostics framework, which argues that people use inputs that are both relatively more accessible (i.e., retrievable or salient) that they judge to be diagnostic (i.e., valid) based on task goals. However, this theory treats these factors as relatively independent. In my dissertation, I examine how accessibility affects diagnostics in memory-based (first essay) and stimulus-based (second essay) decision-making.

In my first essay, “**Does Ease Mediate the Ease-of-Retrieval Effect? A Meta-Analysis**” (invited for fourth round review at *Psychological Bulletin*), I meta-analyze 563 effect sizes from a common manipulation of the ease-of-retrieval effect. The ease-of-retrieval effect is one case in which memory-based accessibility (i.e., ease of retrievability) affects diagnostics across a wide range of judgments. However, whether ease actually underlies this effect is less commonly tested. Analysis of effect sizes from the literature reveals a medium-size ($r = .25$) effect of the manipulation in the literature when people try to conceptually replicate the effect. Further, this effect is robust to publication bias, which only adjusts estimates of the effect downwards by about a third. Moderator analysis demonstrates that several theoretical moderators (i.e., expertise, misattribution, increased processing capacity) exert their predicted effects to lower effect sizes, yet few, if any, methodological factors account for variation in effect sizes. Moreover, we find that ease only partially mediates the ease-of-retrieval effect even when accounting for correlated and measurement errors, which means that other possible mediators of the effect exist.

In my second essay, “**The Effects of Perceptual and Cognitive Salience on Product Valuations**” (job market paper), I expand the accessibility-diagnostics framework to incorporate interactions among accessibility and diagnostics. Prior instantiations of this framework only treat accessibility and diagnostics as feed-forward, separable components: inputs that are accessible are then judged on their diagnostics, or are inaccessible and do not enter the decision-making process. I demonstrate that the effect of accessibility in a stimulus-based setting, salience, is not limited to a categorical boundary (i.e., information is accessible or is not accessible). Further, I show that these graded influences of salience may be either

perceptual or cognitive in nature. Several studies with multiple product categories demonstrate that increasing the relative cognitive or perceptual salience of an attribute can bolster its part-worth valuation. Finally, I demonstrate that the effects of cognitive salience actually decline over repeated decisions.

APPENDIX II: SELECTED RESEARCH ABSTRACTS

Fired Up for the Future: How Time Shapes Sharing (forthcoming at *Journal of Consumer Research*)

How does something's temporal location, that is, whether it occurred in the past or will occur in the future, affect whether people talk about it? Seven studies demonstrate that two factors—ffective arousal and self-presentation—interact to shape time's impact on word of mouth. Future experiences are more affectively arousing than equivalent past ones. Whether this heightened arousal increases or decreases sharing, however, depends on how the topic potentially being discussed reflects on the sender. When dealing with topics that reflect well on the sender, arousal increases sharing such that people are more likely to talk if the thing is happening in the future (versus the past). When topics make the sender look bad, however, this is no longer the case. These findings shed light on when people talk about and deepen understanding of the psychological drivers of word of mouth.

Duration Sensitivity of Key Moments (*under review*)

The role of time in the evaluation of experiences has been of great interest to lay people and researchers alike. While many believe that duration should affect overall evaluations, extensive prior work finds 'duration neglect,' where duration exerts only a small, independent effect on judgments of experiences above that of key moments, such as peak and end. However, we propose that duration is in fact being considered in overall evaluations of experiences because duration affects how people experience key moment (i.e., peak and end), and thus enters overall evaluations indirectly. Across seven studies, using diverse measurement and analysis approaches, we find that duration affects the experience of peak and end, and has a significant indirect effect on evaluations, while also replicating duration neglect. Our findings provide evidence for the proposed indirect effect of duration.

Multiple Goals as Reference Points (*under review*)

We study how people feel about their progress on two variables (i.e., academics, fitness) relative to two goals. What happens when they achieve a goal on one variable but fail on another? Prior work has suggested that goals serve as reference points and that their influence on pleasure can be understood using the prospect theory value function. In four studies, we test whether these assumptions extend to settings with multiple goals. Loss aversion and diminishing sensitivity hold when people achieve two separate outcomes relative to two goals. However, we find violations of additivity in the integration of feelings about outcomes. Success on one goal and failure on another feel worse than the sum of the pleasure and pain associated with the gain and loss, respectively.

From Primed Concepts to Action: A Meta-Analysis of the Behavioral Effects of Incidentally-Presented Words (*Psychological Bulletin*, 2016)

A meta-analysis assessed the behavioral impact of and psychological processes associated with presenting words connected to an action or a goal representation. The average and distribution of 352 effect sizes (analyzed using fixed-effects and random-effects models) was obtained from 133 studies (84 reports) in which word primes were incidentally presented to participants, with a nonopposite control group, prior to measuring a behavioral dependent variable. Findings revealed a small behavioral priming effect ($dFE = 0.332$, $dRE = 0.352$), which was robust across methodological procedures and only minimally biased by the publication of positive (vs. negative) results. Theory testing analyses indicated that more valued behavior or goal concepts (e.g., associated with important outcomes or values) were associated with stronger priming effects than were less valued behaviors. Furthermore, there was some evidence of persistence of goal effects over time. These results support the notion that goal activation contributes over and above perception-behavior in explaining priming effects. In sum, theorizing about the role of value and satisfaction in goal activation pointed to stronger effects of a behavior or goal concept on overt action. There was no evidence that expectancy (ease of achieving the goal) moderated priming effects.