

Deborah A. Small
Laura and John J. Pomerantz Professor of Marketing
Professor of Psychology
Curriculum Vita

The Wharton School
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Citizenship: USA

EDUCATION

Ph.D. Psychology and Behavioral Decision Sciences
Carnegie Mellon University, 2004

M. A. Psychology and Behavioral Decision Sciences
Carnegie Mellon University, 2002

B. A. University of Pennsylvania, 1999 Magna cum laude

EMPLOYMENT

Laura and John J. Pomerantz Professor of Marketing, 2015-present
Associate Professor of Marketing, 2010-2015
Secondary Appointment in Psychology and Member of Psychology Graduate Faculty
Group, 2007-present
Wroe Alderson Term Assistant Professor of Marketing, 2007-2010
Assistant Professor of Marketing, 2004-2007

Other affiliations

Wharton Social Impact Initiative
Wharton Risk Center
Penn Medicine Center for Health Incentives and Behavioral Economics
Wharton Neuroscience Initiative

RESEARCH INTERESTS

Consumer Behavior
Judgment and Decision Making
Prosocial Behavior
Public Policy

PEER-REVIEWED PUBLICATIONS

- 1) Berman, Jonathan Z., Alixandra Barasch, Emma E. Levine, and Deborah A. Small (forthcoming), "Impediments to Effective Altruism: The Role of Subjective Preferences in Charitable Giving," *Psychological Science*.
- 2) Levine, Emma E., Alixandra Barasch, David Rand, Jonathan Z. Berman, and Deborah A. Small (forthcoming), "Signaling Emotion and Reason in Cooperation," *Journal of Experimental Psychology: General*.
- 3) Barasch, Alixandra, Jonathan Z. Berman, and Deborah A. Small, (2016), "When payment undermines the pitch: On the persuasiveness of pure motives in fundraising," *Psychological Science*, 27, 1379-87.
- 4) Small, Deborah A. and Cynthia Cryder (2016) "Prosocial Consumer Behavior," *Current Opinion in Psychology: Consumer Behavior* 10, 107-111.
- 5) Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch and Deborah A. Small, (2015), "The braggart's dilemma: On the social rewards and penalties of advertising prosocial behavior," *Journal of Marketing Research* LII (February), 90-104.
- 6) Barasch, Alixandra, Emma E. Levine, Jonathan Z. Berman and Deborah A. Small, (2014), "Selfish or selfless? On the signal value of emotion in altruistic behavior," *Journal of Personality and Social Psychology*, 107(3), 393-413 (First two authors contributed equally).
- 7) Lin-Healy, Fern and Deborah A. Small (2013), "Nice guys finish last and guys in last are nice: The clash between doing well and doing good," *Social Psychological and Personality Science*, 4(6), 693-99.
- 8) Berman, Jonathan Z. and Deborah A. Small (2012), "Self-interest without selfishness: The hedonic benefit of imposed self-interest," *Psychological Science*, 10, 1193-99.
- 9) Small, Deborah A., Devin G. Pope, and Michael I. Norton (2012), "An age penalty in racial preferences," *Social Psychological and Personality Science*, 3, 730-37.
- 10) Lin-Healy, Fern and Deborah A. Small (2012), "Cheapened altruism: Discounting personally affected prosocial actors," *Organizational Behavior and Human Decision Processes*, 117, 269-74.
- 11) Galak, Jeff, Deborah A. Small, and Andrew T. Stephen (2011), "Microfinance decision making: A field study of prosocial lending," *Journal of Marketing Research*, 48 (Special Issue on Consumer Financial Decision Making), 130-37. (Authorship alphabetical).

- 12) Rick, Scott I., Deborah A. Small, and Eli J. Finkel (2011), "Fatal (fiscal) attraction: Spendthrifts and tightwads in marriage," *Journal of Marketing Research*, 48(2), 228-37.
- 13) Small, Deborah A. "Reference-dependent sympathy," (2010), *Organizational Behavior and Human Decision Processes*, 112, 151-60.
Finalist for Outstanding Publication in Organizational Behavior, Academy of Management, 2011.
- 14) Small, Deborah A. and Nicole M. Verrochi (2009), "The face of need: Facial emotion expression on charity advertisements," *Journal of Marketing Research*, 46 (December), 777-87.
- 15) Small, Deborah A. and Uri Simonsohn (2008), "Friends of victims: Personal experience and prosocial behavior," *Journal of Consumer Research*, 35 (June), 532-42.
- 16) Small, Deborah A. and Jennifer S. Lerner (2008), "Emotional policy: Personal sadness and anger shape judgments about a welfare case," Lead article, *Political Psychology* (Special Issue on Emotion in Politics), 29(2), 149-68.
- 17) Ratner, Rebecca K., Dilip Soman, Gal Zauberman, Dan Ariely, Ziv Carmon, Punam A. Keller, Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (2008), "How behavioral decision research can enhance consumer welfare: From freedom of choice to paternalistic intervention," *Marketing Letters*, 19, 383-97.
- 18) Wilkinson-Ryan, Tess and Deborah A. Small (2008), "Negotiating divorce: Gender and the behavioral economics of divorce bargaining," *Journal of Law and Inequality*, 26, 109-32.
- 19) Small, Deborah A., Michele C. Gelfand, Linda Babcock, and Hilary Gettman (2007), "Who goes to the bargaining table? The influence of gender and framing on the initiation of negotiation," *Journal of Personality and Social Psychology*, 93(4), 600-13.
- 20) Loewenstein, George and Deborah A. Small (2007), "The scarecrow and the tin man: The vicissitudes of human sympathy and caring," *Review of General Psychology* (Special Issue on Emotions and Decision Making), 11(2), 112-26.
- 21) Moore, Don A. and Deborah A. Small (2007), "Error and bias in comparative judgment: On being both better and worse than we think we are," *Journal of Personality and Social Psychology*, 92(6), 972-89.
- 22) Small, Deborah A., George Loewenstein, and Paul Slovic (2007), "Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims," *Organizational Behavior and Human Decision Processes*, 102(2), 143-53.

- 23) Small, Deborah A., Jennifer S. Lerner, and Baruch Fischhoff (2006), "Emotion priming and attributions for terrorism: Americans' reactions in a national field experiment," *Political Psychology*, 27(2), 289-98.
- 24) Small, Deborah A. and George Loewenstein (2005), "The devil you know: The effects of identifiability on punishment," *Journal of Behavioral Decision Making*, 18(5), 311-18.
- 25) Fischhoff, Baruch, Roxana M. Gonzalez, Jennifer S. Lerner, and Deborah A. Small (2005), "Evolving judgments of terror risks: Foresight, hindsight, and emotion," *Journal of Experimental Psychology: Applied*, 11(2), 124-39.
- 26) Lerner, Jennifer S., Deborah A. Small, and George Loewenstein (2004), "Heart strings and purse strings: Carryover effects of emotions on economic decisions," *Psychological Science*, 15(5), 337-41.
- 27) Fischhoff, Baruch, Roxana M. Gonzalez, Deborah A. Small, and Jennifer S. Lerner (2004), "Evaluating the success of terror risk communications," *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*, 1(4), 255-58.
- 28) Small, Deborah A. and George Loewenstein (2003), "Helping "A" victim or helping "THE" victim: Altruism and identifiability," *Journal of Risk and Uncertainty*, 26(1), 5-16.
- 29) Lerner, Jennifer S., Roxana M. Gonzalez, Deborah A. Small, and Baruch Fischhoff (2003), "Effects of fear and anger on perceived risks of terrorism: A national field experiment," *Psychological Science*, 14(2), 144-50. [Reprinted in S. Wessely & V. Rasnov (eds.): *Psychological Responses to the New Terrorism-A Russia-NATO Dialogue pp. 67-80*], 2005. Amsterdam: IOS Press.]
- 30) Fischhoff, Baruch, Roxana M. Gonzalez, Deborah A. Small, and Jennifer S. Lerner (2003), "Judged terror risk and proximity to the World Trade Center," *Journal of Risk and Uncertainty*, 26(2-3), 137-51. [Reprinted in K. Viscusi (Ed.) *The Risks of Terrorism*, Boston: Kluwer, 2003.]

WORKING PAPERS

- 31) Berman, Jonathan Z. and Deborah A. Small, "Judgments of Virtue in Consumer Behavior."
- 32) Scott, Sydney, Paul Rozin, and Deborah A. Small "When do consumers prefer natural products?"
- 33) Berman, Jonathan Z., Amit Bhattacharjee, Deborah A. Small, & Gal Zauberman, "Passing the buck to the wealth-ier."

- 34) Kelly, Brooke and Deborah A. Small, “The first mover authentic advantage”

BOOK CHAPTERS

- 35) Small, Deborah A. (2015), “On the psychology of the identifiable victim effect,” In Glenn Cohen, Nir Eyal, and Norm Daniels (Eds.) *Identifiable and Statistical Lives*. Oxford, England: Oxford University Press, 13-23.
- 36) Small, Deborah A. (2011), “Sympathy biases and sympathy appeals: Reducing social distance to boost charitable contributions,” In Daniel M. Oppenheimer and Chris Y. Olivola (Eds.) *Experimental approaches to the study of charity*. New York: Taylor & Francis Group, 149-160.
- 37) Moore, Don A. and Deborah A. Small (2008), “When it is rational for the majority to believe that they are better than average,” In *Rationality and social responsibility: Essays in honor of Robyn Dawes*, ed. Joachim Krueger, Mahway, NJ: Lawrence Erlbaum Associates.
- 38) Loewenstein, George, Deborah A. Small, and Jeff Strnad (2006), “Statistical, identifiable, and iconic victims,” In *Behavioral Public Finance*, eds. Edward J. McCaffery and Joel Slemrod, New York: Russell Sage Foundation Press, 32-46.
- 39) Babcock, Linda, Michele Gelfand, Deborah A. Small, and Heidi Stayn (2006), “Gender differences in the propensity to initiate negotiations,” In *Social Psychology and Economics*, eds. David De Cremer, Marcel Zeelenberg, and J. Keith Murnighan, Mahway, New Jersey: Lawrence Erlbaum Associates, 239-62.

INVITED ARTICLES

- 40) Small, Deborah A. (2005), “Does money buy happiness?” [Review of the book *Happiness and economics: How the economy and institutions affect human well-being*]. *Economica*, 72(288), 729.
- 41) Babcock, Linda, Sara Laschever, Michele Gelfand, and Deborah A. Small (October, 2003), “Nice girls don’t ask,” *Harvard Business Review*.
- 42) Lerner, Jennifer S. and Deborah A. Small (2002), “Do positive and negative emotions have opposing influences on hope?” *Psychological Inquiry*, 13(4), 299-302.

INVITED TALKS2017

Universidad de Chile Workshop in Management Science, Drexel Marketing, Penn Positive Psychology Center, University of Manitoba, UCLA Marketing, Portugal Behavioral Insights in Practice, Consumer Neuroscience Satellite Symposium

2016

Canadian Institute for Advanced Research Conference (CIFAR), Google for Nonprofits, Harvard Behavioral Exchange, 10th Triennial Invitational Choice Symposium, INSEAD (Marketing), University of Maryland (Psychology), Tulane University (Marketing), Bocconi University (Marketing)

2015

Cornell University, Universidade Católica Portuguesa, SPSP preconference on Judgment and Decision Making

2014

Yale Psychology Department, Consumer Financial Protection Bureau, Behavioral Economics and Philanthropy Conference-Harvard Kennedy School, APS Conference-Invited Symposium on Emotion and Decision Making, Society for Affective Sciences Inaugural Conference, Effective Altruism Conference at University of Virginia, Winter JDM invited conference

2013

Berkeley (Marketing), ACR conference on Emotion and Well-being, ACR Perspectives on Well-being, Triennial Invitational Choice Symposium-the Netherlands, Washington University (Marketing)

2012

UCSD Rady School, Chicago Booth School, Identifiable and Statistical Lives Conference at Harvard University, SCP Perspectives on Consumer Welfare

2011

Yale (Marketing), Duke (Marketing), Penn Annenberg School of Communication

2010

TIBER symposium (Keynote), Tilburg University, Penn Law School, Psychology of Women Seminar, University of Florida Marketing Camp, University of Texas-Dallas, University of Michigan (Marketing), Temple Law School Law and Human Behavior Colloquium, Carnegie Mellon University (SDS)

2009

Marketing in Israel, University of Alberta (Marketing), M.I.T. Buck Weaver Symposium, M.S.I. Young Scholars Conference

2008

Behavioral Economics and Terrorism Workshop Sponsored by CREATE, Cornell Johnson School (Marketing), Kellogg School (Organizational Behavior)

2007

The University of Pennsylvania Invitational Choice Symposium, Hebrew University (Psychology), University of Maryland (Psychology), Rutgers University (Psychology), Harvard Business School (Negotiation, Organizations, and Markets)

2005

Lehigh University (Psychology), Stanford University (Marketing), Princeton University (Psychology), M.I.T. Sloan School (Marketing), 4-School marketing conference

2004

Temple University (Psychology), Yale School of Management, Harvard Business School, Princeton (Psychology), University of Chicago GSB

2003

University of Arizona Eller School of Business, University of Michigan (Psychology), The Wharton School

DOCTORAL ADVISEES

Sydney Scott (co-advisor with Paul Rozin), 2017, Washington University-St. Louis

Alixandra Barasch (co-advisor with Gal Zauberman), 2016, New York University

Winner of the Society for Consumer Psychology Dissertation Competition

Jonathan Berman, 2014, London Business School

Winner of the Alden G. Clayton Dissertation Competition

Fern Lin, 2011, Auburn University

DISSERTATION COMMITTEE MEMBER

Robert Mislavsky (expected 2018)

Shalena Srna (expected 2018)

Berkeley Dietvorst, 2016 (OPIM department)

Theresa Kelly, 2015 (OPIM department)

Leo Wong 2010 (University of Alberta)

Nicole Verrochi, 2010

Kyu Kim, 2010

Rajesh Barghave, 2009

Min Gong, 2009 (Psychology)

Xiaoyan (Jane) Deng, 2009

Ritesh Saini, 2008

Jeffrey Larson, 2007

Sheunghui (Jerry) Zhao, 2005

AWARDS

Wharton Iron Prof, 2014

Finalist, Academy of Management Outstanding Publication in OB, 2011, for

“Reference Dependent Sympathy”

Marketing Science Institute Young Scholar, 2009

APA Science Directorate Dissertation Award

Social Issues Dissertation Award Finalist, Society for the Psychological Study of Social Issues, 2005

Travel grant, Budapest Summer Seminar in Behavioral Economics (2003)

Honorable Mention in Student Poster Award, Annual Meeting for the Society of

Judgment and Decision Making, “Helping *the* Victim or Helping A Victim: Altruism and Identifiability” (2001)

Travel grant, European Summer Science Days Summer School in the Social and Psychological Foundations of Economic Life (2001)

Carnegie Mellon Graduate Student Travel Award (2002; 2003)

NSF Graduate Research Fellowship, Honorable Mention (2001)

American Psychological Association Undergraduate Summer Science Institute (1997)

EDITORIAL REVIEW BOARD MEMBER/ASSOCIATE EDITOR

Collabra: Psychology (2016-present), Editor

Journal of Behavioral Decision Making (2010-present)

Journal of Consumer Psychology (2017), Associate Editor for Special Issue on Morality in the Marketplace

Marketing Science (2017-18), Associate Editor for Special Issue on Field Experiments

Journal of Experimental Psychology: Applied (2013)

Journal of Marketing Behavior (2013-present)

Journal of Marketing Research (2012), Associate Editor (2013-2018)

Social and Personality Psychology Science (2015-present)

Psychological Science (2010-2012)

AD HOC REVIEWER

American Journal of Political Science, Cognition and Emotion, Cognitive Psychology, Emotion, Health Psychology, Israel Science Foundation, Journal of Behavioral Decision Making, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Experimental Social Psychology, Journal of Health Economics, Journal of Marketing Research, Journal of Personality, Journal of Personality and Social Psychology, Judgment and Decision Making, Management Science, Marketing Letters, Marketing Science Institute Dissertation Competition, National Science Foundation, Nature Human Behavior, Organizational Behavior and Human Decision Processes, Political Psychology, Proceedings of the National Academy of Sciences, Psychological Science, Review of General Psychology, Social Influence, Science

TEACHING

Marketing for Social Impact (Undergraduate and MBA), Wharton
 Consumer Behavior PhD Seminar, Wharton
 Consumer Behavior (Undergraduate and MBA), Wharton
 Consumer Behavior (MBA), Indian School of Business
 Empirical Research Methods (Undergraduate), Carnegie Mellon
 Negotiation (Graduate), Carnegie Mellon

SERVICE FOR PENN/WHARTON

Marketing PhD coordinator, 2016-2019
 Doctoral Executive Committee, 2016-17
 President's Innovation Prize Committee, 2017
 University Council Committee on Diversity & Equity, 2016-17
 Co-founder and Advisor for the Joint Psychology/Marketing PhD program
 Wharton Faculty Council for Undergraduate Research, 2014-2016
 Wharton Dean's Advisory Board, 2013-2014
 Wharton MBA Executive Committee, 2013-2015
 UPenn Decision Processes Colloquium Coordinator, 2005-2008
 Wharton Marketing Doctoral Committee Member, 2007-2014
 Q-review committee member, Risk Management Decision Processes Center, 2011-2012
 and Snider Center for Entrepreneurship, 2012-2013
 Wharton Marketing Faculty Recruiting Committee various years, Chair in 2010 and 2014
 Wharton Marketing Undergraduate Liaison, various years
 Wharton Women Faculty Forum Co-coordinator, 2015-2017

OTHER SERVICE

Co-chair, Midcareer Mentorship program, ACR Berlin, 2016
Faculty Fellow, Sheth Doctoral Consortium, London, UK, 2015
Executive Board Member, Society for Judgment and Decision Making, 2014-16
Co-chair, Preconference to Behavioral Decision Research in Management, on
“The Greater Good” with Cynthia Cryder, London, 2014
Co-chair, ACR Perspectives, Workshops, and Roundtables with Kent Grayson,
Baltimore, 2014
SJDM Einhorn Award Committee, 2014-16, Chair in 2015
National Science Foundation Panel Member, 2008
Program Committee Member for ACR, BDRM, JDM, and SCP various years
Women of JDM Committee Member, 2007-2010

SELECTED CONSULTING

Behavioral Expert and Consultant, MDRC: Behavioral Interventions to Advance Self
Sufficiency Project

-Sponsored by the Department of Health and Human Services (HHS), Administration for
Children and Families (ACF) in the U.S.

Scientific Advisor, Diversity Marketing and Communications

Consultant/Speaker, Genentech Market Planning and Research

Consultant, Verde Group and Loyalty One

Consultant, Eagles Youth Partnership