

**Deborah Anna Small**

**Laura and John J. Pomerantz Professor of Marketing  
Professor of Psychology**

Curriculum Vita

The Wharton School  
760 Jon M. Huntsman Hall  
Philadelphia, PA 19104-6340  
Email: [deborahs@wharton.upenn.edu](mailto:deborahs@wharton.upenn.edu)  
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**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

Affiliations

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

## PUBLICATIONS

- 1) Silver, Ike M., Brooke Kelly, and Deborah A. Small, (forthcoming) “Selfless First Movers and Self-Interested Followers: Order of entry signals purity of motive in pursuit of the greater good”, *Journal of Consumer Psychology*.
- 2) Klusowski, Joowon, Deborah A. Small, & Joseph P. Simmons, (forthcoming) “Does choice cause an illusion of control?”, *Psychological Science*.
- 3) Silver, Ike M., George Newman, and Deborah A. Small (2021), “Inauthenticity aversion: Moral reactance toward tainted actors, actions, and objects” *Consumer Psychology Review* 4, 70-82.
- 4) Morewedge, Carey K., Ashwani Monga, Robert Palmatier, Suzanne Shu, & Deborah A. Small, (2021) “The Evolution of Consumption: A Psychological Ownership Framework”, *Journal of Marketing*, 85(1), 196-218.
- 5) Scott, Sydney, Paul Rozin, and Deborah A. Small, (2020) “Consumers prefer “Natural” more for preventatives than for curatives”, *Journal of Consumer Research*, 47, 454-71.
- 6) Berman, Jonathan Z., Amit Bhattacharjee, Deborah A. Small, & Gal Zauberman (2020), “Passing the buck to the wealth-ier: Reference-dependent standards of generosity,” *Organizational Behavior and Human Decision Processes*, 157, 46-56.
- 7) Berman, Jonathan Z., Alixandra Barasch, Emma E. Levine, and Deborah A. Small (2018), “Impediments to effective altruism: The Role of subjective preferences in charitable giving,” *Psychological Science*, 29 (5), 834-44.
- 8) Levine, Emma E., Alixandra Barasch, David Rand, Jonathan Z. Berman, and Deborah A. Small (2018), “Signaling emotion and reason in cooperation,” *Journal of Experimental Psychology: General* 145(5), 702-19.
- 9) Berman, Jonathan Z. and Deborah A. Small (2018), “Discipline and desire: On the relative importance of willpower and purity in signaling virtue,” *Journal of Experimental Social Psychology* 76, 220-30.
- 10) 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.
- 11) Small, Deborah A. and Cynthia Cryder (2016) “Prosocial Consumer Behavior,” *Current Opinion in Psychology: Consumer Behavior* 10, 107-111.
- 12) 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.

- 13) 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.
- 14) 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.
- 15) Berman, Jonathan Z. and Deborah A. Small (2012), "Self-interest without selfishness: The hedonic benefit of imposed self-interest," *Psychological Science*, 10, 1193-99.
- 16) 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.
- 17) Lin-Healy, Fern and Deborah A. Small (2012), "Cheapened altruism: Discounting personally affected prosocial actors," *Organizational Behavior and Human Decision Processes*, 117, 269-74.
- 18) 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).
- 19) 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.
- 20) 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.
- 21) 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.
- 22) Small, Deborah A. and Uri Simonsohn (2008), "Friends of victims: Personal experience and prosocial behavior," *Journal of Consumer Research*, 35 (June), 532-42.
- 23) 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.
- 24) 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.

- 25) 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.
- 26) 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.
- 27) 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.
- 28) 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.
- 29) 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.
- 30) 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.
- 31) 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.
- 32) 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.
- 33) 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.
- 34) 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.
- 35) 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.

- 36) 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.
- 37) 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.]
- 38) 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.]
- 39) Babcock, Linda, Sara Laschever, Michele Gelfand, and Deborah A. Small (October, 2003), "Nice girls don't ask," *Harvard Business Review*.
- 40) Lerner, Jennifer S. and Deborah A. Small (2002), "Do positive and negative emotions have opposing influences on hope?" *Psychological Inquiry*, 13(4), 299-302.

## WORKING PAPERS

- 41) Srna, Shalena, Alixandra Barasch, and Deborah A. Small, "On the Value of Modesty: How status-signaling undermines cooperation"
- 42) Lewis, Joshua and Deborah A. Small, "Ineffective altruism: On giving less when donations do more"
- 43) Zwebner, Yonat, Robert Mislavsky, & Deborah A. Small, "Justified selfishness: People donate less often when they can explain their decision"
- 44) Klusowski, Joowon, Deborah A. Small, & Jacob Goldenberg, "Even number preference in quantity selection"
- 45) Olson, Jenny G., Scott I. Rick, Deborah A. Small, and Eli J. Finkel, "Common cents: Merging bank accounts preserves marital quality among newlyweds"
- 46) Silver, Ike M. and Deborah A. Small, "Put Your Mouth Where Your Money Is: A field experiment nudging consumers to publicize their donations to charity"

## BOOK CHAPTERS

- 47) Aknin, Lara B., Deborah A. Small, and Michael I. Norton (2020). “Helping, In Context”, Paul Van Lange, E. Tory Higgins, and Arie Kruglanski, and (Eds). *Social Psychology: Handbook of Basic Principles*. Guildford Press.
- 48) 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.
- 49) 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.
- 50) 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.
- 51) 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.
- 52) 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.

## POPULAR WRITING

*Why we resist treating charities like investments*, with Jonathan Berman, Emma Levine, and Alixandra Barasch, Marketwatch.com

*Should you broadcast your charitable side?* With Jonathan Berman, Emma Levine, and Alixandra Barasch, The Behavioral Scientist.

**INVITED TALKS**2020

University of Toronto Marketing, Pitt Behavioral/Experimental Economics, University of Southern California Marketing, Villanova Psychology (virtual), Berkeley (virtual)

2019

Johns Hopkins University Marketing, National University of Singapore/Singapore Management University Marketing, Yale Behavioral Science, Kellogg Northwestern Marketing, Rice Marketing Camp, Choice Symposium, U. Maryland Marketing Camp, Interdisciplinary Center (IDC) Marketing

2018

University of Washington Marketing Camp, Harvard Business School Marketing, Cornell Marketing Camp, Toulouse Center for Advanced Studies (Conference on Origins of Moral and Political Preferences), Tel Aviv University Behavioral Economics Conference, MSI Scholars Conference, Erasmus Marketing, The Science of Philanthropy Conference (keynote), Moral Psychology Research Group Conference

2017

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, 10<sup>th</sup> 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**

Ike Silver, expected 2022

Joowon Klusowski, expected 2021, Yale

Jackie Silverman, 2019, University of Delaware

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**

Josh Lewis (2020, OIDD department)

Celia Gaertig (2019, OIDD department)

Robert Mislavsky, 2018 (OIDD department)

Shalena Srna, 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**

Fellow, American Psychological Society, 2018  
Marketing Science Institute Scholar, 2018  
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 (2017-19), 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 (2013-2020)  
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**

Wharton Promotion and Tenure Committee (2019-21)  
Marketing PhD coordinator, 2016-2019  
Doctoral Executive Committee, 2016-19  
Marketing Q-review representative, 2018  
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, 2020-2021

### **OTHER ACADEMIC 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 ADVISING**

**Research Committee Member**, The Ad Council

**Advisory Board Member**, The Life You Can Save

**Member**, Hive Collective

**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