

Elanor F. Williams

CURRICULUM VITAE

OFFICE ADDRESS

Kelley School of Business
Indiana University
1309 E. 10th St, Hodge Hall 2100
Bloomington, IN 47405

OFFICE PHONE

812-856-0835

WEBSITE

<http://elanor-williams.squarespace.com>

EMAIL

williaef@indiana.edu

EXPERIENCE

- 2016 – present: Assistant Professor, Marketing Department, Kelley School of Business, Indiana University
- 2014 – 2016: Assistant Research Scientist, Rady School of Management, University of California, San Diego
- 2012 – 2014: Postdoctoral Scholar, Rady School of Management, University of California, San Diego
- 2008 – 2012: Postdoctoral Fellow, Warrington School of Business, University of Florida

EDUCATION

CORNELL UNIVERSITY

PhD Social Psychology, 2008; Graduate advisor: Thomas Gilovich
Dissertation: “The dynamic self: The use of ideals and intentions in understanding self and others”

YALE UNIVERSITY

BA Psychology, 2001; Undergraduate advisor: Geoffrey L. Cohen
Distinction in the Major
Thesis: “The accuracy of lay theories about gender differences in the fundamental attribution error”

RESEARCH INTERESTS

I study the social consumer. Consumer decisions are often interactive and are becoming ever more social in nature—for example, people can learn about new products, review and share experiences, and get feedback from others in ways that were unimaginable even 10 years ago. My research examines how consumers make decisions on behalf of and with the help of other people. I also investigate how consumers come to know themselves and others, and how that knowledge (or lack thereof) influences the choices they make. In my work, I strive to unravel how consumers’ choices, struggles, and triumphs are influenced by the company that they keep.

PUBLICATIONS AND MANUSCRIPTS

ARTICLES AND CHAPTERS

Williams, Elanor F., and Joyce Ehrlinger (2017), "Failing to Learn from Feedback: Inter- and Intrapersonal Roadblocks to Autonomous Learning," in *Autonomous Learning in the Workplace*, ed. Ray Noe and Jill Ellingson, New York: Routledge, forthcoming.

Galak, Jeff, Julian Givi, and Elanor F. Williams (2016), "Why Gifts Are Great When You Get Them, But Not Once You've Got Them: A Framework for Understanding Errors in Gift Giving," *Current Directions in Psychological Science*, 25 (6), 380-85. (Authorship alphabetical.)

Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016), "Ethically Deployed Defaults: Transparency and Consumer Protection Via Disclosure and Preference Articulation," *Journal of Marketing Research*, 53 (5), 865-80.

Williams, Elanor F., David A. Pizarro, Dan Ariely, and James D. Weinberg (2016), "The Valjean Effect: Visceral States and Cheating," *Emotion*, 16 (6), 897-902.

Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), "Passing the Buck: Delegating Choices to Others to Avoid Responsibility and Blame," *Organizational Behavior and Human Decision Processes*, 135, 32-44.

Williams, Elanor F., and Mary Steffel (2014), "Double Standards in the Use of Enhancing Products by Self and Others," *Journal of Consumer Research*, 41 (2), 506-25.

LeBoeuf, Robyn A., Elanor F. Williams, and Lyle A. Brenner (2014), "Forceful Phantom Firsts: Framing Experiences as "Firsts" Amplifies Their Influence on Judgment," *Journal of Marketing Research*, 51 (4), 420-32.

Williams, Elanor F., David Dunning, and Justin Kruger (2013), "The Hobgoblin of Consistency: Algorithmic Judgment Strategies Underlie Inflated Self-Assessments of Performance," *Journal of Personality and Social Psychology*, 104 (6), 976-94.

Alba, Joseph, and Elanor F. Williams (2013), "Pleasure Principles: Current Research on Hedonic Consumption," *Journal of Consumer Psychology*, 23 (1), 2-18.

Williams, Elanor F., and Thomas Gilovich (2012), "The Better-Than-MY-Average Effect: The Relative Impact of Peak and Typical Performances in Assessments of the Self and Others," *Journal of Experimental Social Psychology*, 48 (2), 556-61.

Williams, Elanor F., Thomas Gilovich, and David Dunning (2012), "Being All That You Can Be: How Potential Performances Influence Assessments of Self and Others," *Personality and Social Psychology Bulletin*, 38 (2), 143-54.

Williams, Elanor F., and Thomas Gilovich (2008), "Conceptions of the Self and Others Across Time," *Personality and Social Psychology Bulletin*, 34 (8), 1037-46.

Williams, Elanor F., and Thomas Gilovich (2008), "Do People Really Believe They Are Above Average?" *Journal of Experimental Social Psychology*, 44 (July), 1121-8.

Williams, Elanor F. (2007), "Naïve Cynicism," in *Encyclopedia of Social Psychology*, ed. Roy F. Baumeister and Kathleen Vohs, San Diego, CA: Sage Publications, 601-2.

Williams, Elanor F. (2007), "Three-Dimensional Model of Attribution," in *Encyclopedia of Social Psychology*, ed. Roy F. Baumeister and Kathleen Vohs, San Diego, CA: Sage Publications, 992-3.

MANUSCRIPTS UNDER REVISION

Williams, Elanor F., and Robyn A. LeBoeuf. "Starting Your Diet Tomorrow: Consumers Believe They Will Have More Control Over the Future Than They Did Over the Past." Under invited revision for *Journal of Consumer Research*.

Steffel, Mary, and Elanor F. Williams. "Delegating Decisions: Recruiting Others to Make Difficult Choices." Under invited revision for *Journal of Consumer Research*.

Steffel, Mary, Elanor F. Williams, and Robyn A. LeBoeuf. "Overly Specific Gift Giving: Givers Choose Personalized but Less-Versatile and Less-Preferred Gifts." Under invited revision for *Journal of Consumer Research*.

MANUSCRIPTS UNDER REVIEW

Williams, Elanor F., Kristen Duke, and David Dunning. "From Formulae to Faith: A "Consistency Heuristic" in Assessments of Self-Performance." Under review at *Journal of Experimental Psychology: General*.

Williams, Elanor F., and Erik G. Helzer. "My Future Versus Your Past: A Review and Synthesis of Asymmetries in Self and Social Cognition." Under review at *Perspectives on Psychological Science*.

MANUSCRIPTS IN PREPARATION

Williams, Elanor F., and Emily Rosenzweig. "Go Ahead! Give Them the Blender: Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Targeted for *Journal of Consumer Research*.

Williams, Elanor F., Ayelet Gneezy, and David A. Armor. "Between a Rock and Another Rock: Ironic Persistence at Choices with Interchangeable Options." Targeted for *Journal of Consumer Research*.

Steffel, Mary, and Elanor F. Williams. “Empowering Patients to Make Their Own Health Care Choices: Increasing the Subjective Ease of Medical Decisions Increases Patient Participation.” Targeted for *Journal of Experimental Psychology: Applied*.

Steffel, Mary, and Elanor F. Williams. “Do Our Choices Tell Us Who We Are? It Depends on How Easy They Were to Make.” Targeted for *Journal of Consumer Psychology*.

Williams, Elanor F., On Amir, and Alicea Lieberman. “Consumer Coordination: Encouraging Consumers to Consider Others’ Perspectives Helps Them Optimize Scarce Resources.” Targeted for *Management Science*.

Williams, Elanor F., and Yoel Inbar. “Fees and Fairness: Paying for Services Companies Should Be Providing Anyway.” Targeted for *Management Science*.

SELECTED WORKS IN PROGRESS (DATA COLLECTED)

Sunk savings (with Robyn LeBoeuf).

Utilitarian splurges (with Emily Rosenzweig).

Does sharing signal caring? Asymmetric interpretations of the informativeness of own and others’ social media communications (with Mary Steffel and Dan Grossman).

Politeness and misguided gift giving (with Joyce Ehrlinger and Eric Malain).

Home run gifts (with Kelly Herd).

Gifts as reminders (with Julian Givi).

PRACTITIONER PUBLICATIONS

Steffel, Mary, and Elanor F. Williams (2016), “Psychology Explains Why So Many Leaders Pass the Buck—and Who’s Really to Blame,” *Quartz*.

Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), “Research on Delegating Shows How Uncomfortable We Are Making Choices for Others,” *Harvard Business Review*.

Steffel, Mary, and Elanor F. Williams (2016), “Ethically Deployed Defaults,” *Policy Shop Blog (Behavioral Science and Policy Association)*.

Steffel, Mary, and Elanor F. Williams (2015), “Gift Giving Taboos that Aren’t As Bad As You Think,” *The Conversation (reprinted in The Huffington Post)*.

Williams, Elanor F. (2015), “Six Ways to Learn from Your Future Self,” *Chicago Booth Review (video accompanying article)*.

Williams, Elanor F., and Mary Steffel (2015), “Are Performance Enhancing Products Always Unfair?” *Capital Ideas Blog (University of Chicago)*.

Williams, Elanor F. (2015), "Getting Help to Get Better: What's Fair for Me Isn't What's Fair for You," *Character and Context (Society for Personality and Social Psychology)*.

PRESENTATIONS

CHAired SYMPOSIA

Steffel, Mary, Evan Polman, Chelsea Helion, and Cindy Chan (2015, February), "The Psychology of Gift Giving and Receiving." Symposium presented at the Society for Personality and Social Psychology Conference, Long Beach, CA. (Mary Steffel, co-chair)

Williams, Elanor F., Evan Polman, Daniel M. Bartels, and Christopher W. Bauman (2012, January), "Moral Ironies." Symposium presented at the Society for Personality and Social Psychology Conference, San Diego, CA. (Mary Steffel, co-chair)

Williams, Elanor F., Karlene Hanko, Joanne Kane, and Eugene Caruso (2007, January), "Judgment in the Context of Time: How Thinking About the Future Differs from Thinking About the Past." Symposium presented at the Society for Personality and Social Psychology Conference, Memphis, TN. (Karlene Hanko, co-chair)

CONFERENCE PRESENTATIONS

Williams, Elanor F., and Emily Rosenzweig (2016, June), "Go Ahead, Give Them the Blender! Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Paper presented at the Behavioral Decision Making in Management Conference, Toronto, ON.

Williams, Elanor F., and Robyn A. LeBoeuf (2016, February), "Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past." Paper presented at the Society for Consumer Psychology Conference, St. Petersburg Beach, FL.

Williams, Elanor F., and Emily Rosenzweig (2015, November), "Sometimes It's Okay to Give a Blender: Giver and Recipient Preferences for Hedonic and Utilitarian Gifts." Paper presented at the Society for Judgment and Decision Making Conference, Chicago, IL.

Williams, Elanor F., Mary Steffel, and Daniel Grossman (2015, October), "Does Sharing Equal Caring? Asymmetric Interpretations of the Informativeness of One's Own and Others' Social Media Communications." Paper presented at the Association for Consumer Research Conference, New Orleans, LA.

Williams, Elanor F. (2015, May), "The Dynamic Self: How Thoughts of What is Yet to Be Influence Perceptions of Self and Others." Paper presented at the Interdisciplinary Conference on Personal Identity and Decision Making, Chicago, IL.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, November), "Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past." Paper presented at the Society for Judgment and Decision Making Conference,

Toronto, ON.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, February), "Sunk Savings: When the Reason for Saving Something Is That You've Saved It Already." Paper presented at the Society for Consumer Psychology Conference, San Antonio, TX.

Williams, Elanor F., and Robyn A. LeBoeuf (2013, January), "Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past." Poster presented at the Judgment and Decision Making Preconference, Society for Personality and Social Psychology Conference, New Orleans, LA.

Williams, Elanor F. and Mary Steffel (2012, October), "Double Standards in the Use of Enhancing Products by Self and Other." Paper presented at the Association for Consumer Research Conference, Vancouver, BC.

LeBoeuf, Robyn A., Elanor F. Williams*, and Lyle A. Brenner (2012, February), "Forceful Phantom Firsts: Framing Experiences as Firsts Amplifies Their Influence on Judgment." Paper presented at the Society for Consumer Psychology Conference, Las Vegas, NV. (*speaker)

Williams, Elanor F., and Mary Steffel (2012, January), "Double Standards in the Use of Enhancing Products by Self and Other." Paper presented at the Society for Personality and Social Psychology Conference, San Diego, CA.

Williams, Elanor F., and Mary Steffel (2011, November), "Double Standards in the Use of Enhancing Products by Self and Others." Paper presented at the Society for Judgment and Decision Making Conference, Seattle, WA.

Williams, Elanor F. and Mary Steffel (2011, January), "The Ethics of Enhancement Are in the Eye of the Beholder: Double Standards in the Use of Enhancing Treatments by Self and Other." Poster presented at the Judgment and Decision Making Preconference, Society for Personality and Social Psychology Conference, San Antonio, TX.

Williams, Elanor F., and David Dunning (2009, November), "From Formulas to Faith: Consistency Leads to Confidence." Paper presented at the Society for Judgment and Decision Making Conference, Boston, MA.

Williams, Elanor F., David Pizarro, and Dan Ariely (2009, February), "Visceral States Influence Moral Decision Making." Poster presented at the Society for Personality and Social Psychology Conference, Tampa, FL.

Williams, Elanor F., and David Dunning (2008, November), "Leading Ourselves into Temptation: Memory for Visceral Sensations and Self-Change Efforts." Paper presented at Society for Judgment and Decision Making Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2008, May), "Using Thoughts of the Future in Assessments of Self and Others." Paper presented at the Midwestern Psychological Association

Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2008, February), "Priming Honesty Reduces Self-Enhancement." Poster presented at the Society for Personality and Social Psychology Conference, Albuquerque, NM.

Williams, Elanor F., and Thomas Gilovich (2007, November), "The Influence of the Future on Judgments of Self and Others." Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.

Williams, Elanor F., and Thomas Gilovich (2007, May), "Potential Influences Assessments of Self But Not Others." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2007, January), "The Me Yet to Be: How Future Selves Influence Perceptions of Self and Other." Paper presented (as symposium chair) at the Society for Personality and Social Psychology Conference, Memphis, TN.

Williams, Elanor F., and Thomas Gilovich (2006, May), "Best Performances as Representative Performances for the Self." Poster presented at the Association for Psychological Science Conference, New York, NY.

Williams, Elanor F., and Thomas Gilovich (2006, May), "Best Performances as Representative Performances for the Self." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2006, January), "Testing True Belief in Self-Enhancing Trait Ratings." Poster presented at the Society for Personality and Social Psychology Conference, Palm Springs, CA.

Williams, Elanor F., and David Dunning (2005, May), "From Formulas to Faith: Consistent Theories Lead to Confidence." Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Williams, Elanor F., and Thomas Gilovich (2005, January), "Erring on the Side of Awesome: Self-Enhancement as Generous Placement Within a Range of Values." Poster presented at the Society for Personality and Social Psychology Conference, New Orleans, LA.

INVITED TALKS AND GUEST LECTURES

Carnegie Mellon University, Center for Behavioral Decision Research (2017, March).

San Diego State University, College of Business Administration (2016, February).

Indiana University, Kelley School of Business (2016, February).

Ohio State University, Fisher College of Business (2016, February).

Judgment and Decision Making Preconference, Society for Personality and Social Psychology (2016, January).

Washington University in St. Louis, Olin Business School (2015, October).
University of St. Thomas, Opus College of Business (2015, September).
Boston University, Questrom School of Business (2015, September).
University of Southern California, Marshall School of Business (2015, September).
San Diego State University, Psychology Department (2013, November).
University of California, San Diego, Cognitive Psychology Brownbag (2013, May).
University of California, San Diego, Social Psychology Brownbag (2013, April).
University of British Columbia, Sauder School of Business (2011, December).
Georgia Southern University, Principles of Marketing guest lecture (2011, November).
University of California, San Diego, Rady School of Management (2011, October).
Georgetown University, McDonough School of Business (2011, September).
Florida State University, Department of Psychology (2011, September).
University of California, San Diego, Rady School of Management (2009, October).
University of Florida, Department of Psychology (2008, October).
Cornell University, Introduction to Social Psychology guest lecture (2007, June).
Cornell University, Department of Human Development (2006, October).

FELLOWSHIPS AND GRANTS

Cornell University Sage Fellowship, 2003-2004, 2007-2008
Conference Travel Grant, Cornell University, 2005, 2006, 2007, 2008
Cornell University Departmental Research Grant, 2007-2008
Association for Consumer Research Transformative Consumer Research Grant, 2008
Julian Simone Fund Grant, Hebrew University of Jerusalem, 2010
University of Florida Graduate Student Council Research Grant, 2010
Georgetown Institute for Consumer Research, Consumer Insights Challenge, 2014
Marketing Science Institute, Social Interactions and Social Media Marketing Competition Grant, 2014
Association for Consumer Research Transformative Consumer Research Grant, 2015

PROFESSIONAL ACTIVITIES

Ad hoc reviewer for *Journal of Consumer Research*; *Journal of Marketing*; *Journal of Marketing Research*; *Journal of Consumer Psychology*; *Psychological Science*; *Personality and Social Psychology Bulletin*; *Organizational Behavior and Human Decision Processes*; *Journal of Business Research*; *Journal of Retailing*; *Journal of Social and Political Psychology*; *Journal of Experimental Psychology: Applied*; *Social Psychological and Personality Science*; *Journal of Applied Social Psychology*; *Social Psychology*; *Cognition*; and *Social Cognition*
Competitive paper and special sessions reviewer, *Society for Consumer Psychology*
Competitive paper and special sessions reviewer, *Association for Consumer Research*
Competitive paper reviewer, *Society for Judgment and Decision Making*

Poster reviewer, *Society for Personality and Social Psychology*
Student poster award reviewer, *Society for Personality and Social Psychology*
Program committee member, *Society for Consumer Psychology 2016, 2017*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Experimental Social Psychology
Society for Consumer Psychology
Society for Judgment and Decision Making
Association for Psychological Science
Society for Personality and Social Psychology
Behavioral Science and Policy Association

TEACHING

MARKETING COURSE EXPERIENCE

Advertising Strategy

2016. A lecture course exploring what makes advertising effective and how students might best design advertisements, from knowing who to target to learning how to be creative. This course is taken by second-year MBA students at Indiana University.

Consumer Behavior

2010-2012, 2016. A lecture course designed to give students an introduction to theory and research that reveal what choices and decisions consumers tend to make and why and how they make them. I was responsible for designing and teaching this course, which was typically taken by undergraduate Marketing majors at the University of Florida and now at Indiana University.

Social Media Marketing

2012-2016. A course for MBA students to explore how companies can use emerging social media technologies to reach and engage customers in powerful new ways. This course is geared toward MBA students at the University of California, San Diego.

Marketing Research

2011. A lecture course covering all aspects of marketing research, from simple observation to experimental design. I was responsible for designing and teaching this course taken by MBA and other business Masters' students at the University of Florida.

Ethics and Public Policy for Marketers and Consumers

2010. A lecture course focused on recent trends in transformative consumer research, geared toward students interested in improving people's lives through marketing. I was responsible for designing and teaching this course, an elective taken by MBA and other business Masters' students at the University of Florida.

OTHER COURSES DESIGNED AND TAUGHT

Introduction to Social Psychology, Summer 2008.

Introduction to Cognitive Science, Writing in the Majors: *Effective reading and writing in the social sciences*, Fall 2006.

Introduction to Psychology: Personality and Social Behavior special topics seminar, Summer 2005, 2006, 2007.

Introductory Psychology Seminar: *The self: Who we are, how we know, and what that means*, Fall 2004.

PERSONAL SKILL DEVELOPMENT

Writing in the Majors Graduate Teaching Seminar, Fall 2006

Postdoctoral Bridge to Business Program for AACSB AQ Certification, completed July 2011

TEACHING ASSISTANTSHIPS

Introduction to Psychology (with Jim Maas), Fall 2004

Developmental Psychology (with Michael Goldstein), Spring 2005

Psychology and the Law (with David Dunning), Fall 2005

Introduction to Social Psychology (with Tom Gilovich & Dennis Regan), Spring 2006

Introduction to Cognitive Science (with Michael Spivey), Fall 2006

Research Methods in Psychology (with David Dunning), Spring 2007

Introduction to Psychology: Personality & Social Behavior (with Daryl Bem), Summer 2005

Introduction to Psychology: Personality & Social Behavior (with Tom Gilovich), Summer 2006, 2007

ADVISING EXPERIENCE

Senior Thesis Adviser:

Ana Figueras, University of Florida (2010-2011). Thesis: "Disclaiming Defaults: Knowledge About Choice Architecture And Its Effects On Decision-Making"

Brooke Flanders, University of Florida (2012). Thesis: "Analyzing the Growing Problem of Mindless Eating"

Megan Guice, University of Florida (2012). Thesis: "Obesity in America, Fueled by Fast Food"

Matt Dowell, University of Florida (2012). Thesis: "Curing Chronic Data Corruption: Conquering Poor Quality Customer Data by Using Returned Mail as the Catalyst"

Supervisor for Independent Study:

Samantha Mann, Diana Diesendruck, Ana Figueras, Danielle King, Mercedes Castro, Dominic Cador, Hannah Schauer, Kelsey Ingerto, Sarah Keator, Gina Uresti, & Peter Chami (UF), and Jennifer Kan, Tres Watson, Lauray McElhern, Krishnan Ramachandran, & Noah Estep (UCSD)

PRIMARY REFERENCES

TOM GILOVICH
Department of Psychology
211 Uris Hall
Cornell University
Ithaca, NY 14853
tdg1@cornell.edu

ROBYN LEBOEUF
Marketing Area
Olin School of Business
Washington University, St. Louis
St. Louis, MO 63130
leboeuf@wustl.edu

ON AMIR
Rady School of Management
9500 Gilman Drive, #0553
University of California, San Diego
La Jolla, CA 92093
oamir@ucsd.edu

ADDITIONAL REFERENCES

DAVID DUNNING
Department of Psychology
1012 East Hall
University of Michigan
Ann Arbor, MI 48109
ddunning@umich.edu

DAVID PIZARRO
Department of Psychology
211 Uris Hall
Cornell University
Ithaca, NY 14853
dap54@cornell.edu

MARY STEFFEL
D'Amore-McKim School of Business
Northeastern University
360 Huntington Avenue
Boston, MA 02118
m.steffel@neu.edu

LYLE BRENNER
Marketing Department
212 Bryan Hall
University of Florida
Gainesville, FL 32611
lyle.brenner@warrington.ufl.edu

CLAYTON CRITCHER
Haas School of Business
545 Student Services Building #1900
University of California, Berkeley
Berkeley, CA 94720
ClaytonCricher@haas.berkeley.edu

AYELET GNEEZY
Rady School of Management
9500 Gilman Drive, #0553
University of California, San Diego
La Jolla, CA 92093
agneezy@ucsd.edu