

**Adam Alter**  
**Curriculum Vitae: July 2017**

Marketing Department, Stern School of Business, New York University  
40 West 4<sup>th</sup> Street, Room 811, New York, NY 10012  
+ 1-212-998-0142; aalter@stern.nyu.edu  
Academic Homepage: <http://www.stern.nyu.edu/faculty/bio/adam-alter>  
Personal Homepage: <http://adamalterauthor.com>

---

**Employment**

- 2014-present      **Associate Professor of Marketing (with tenure),**  
Stern School of Business, New York University  
Affiliated appointment in the Psychology Department
- 2009-2014      **Assistant Professor of Marketing,** Stern School of Business, New York University  
Affiliated appointment in the Psychology Department

**Education**

- 2009      **Ph.D.** in Social Psychology  
Princeton University
- 2006      **M.A.** in Social Psychology  
Princeton University
- 2004      **B.Sc.** in Psychology; Law minor (Honors Class I, University Medal)  
University of New South Wales

**Selected Honors, Fellowships, and Awards**

- 2017      *Irresistible* designated Amazon.com non-fiction title of the month for March 2017.
- 2014      *Drunk Tank Pink* designated a *CHOICE* Outstanding Academic Title for 2013
- 2010      Runner-Up, Hillel Einhorn New Investigator Award, Society of Judgment and Decision Making
- 2009      Society for Personality and Social Psychology Travel Grant
- 2008-2009      Charlotte Elizabeth Procter Honorific Dissertation Fellowship
- 2008      Princeton University Dean's Fund for Scholarly Travel

- 2007-2009 Woodrow Wilson Scholars Society Dissertation Fellowship
- 2004 Young Investigator Grant, American Society of Trial Consultants
- 2004 University of New South Wales Medal (1<sup>st</sup> place in undergraduate degree)
- 2003 Australian Psychological Society Prize for first place in psychology honors
- 2003 Joseph Forgas Prize for best honors thesis in social psychology
- 2003 University of New South Wales scholarship to complete psychology honors
- 2002 University of New South Wales Prize for first place in third year psychology
- 2002 Joseph Forgas Prize for first place in third year social psychology
- 1999 Four year Co-op Scholarship to complete actuarial science (ultimately declined)

## **Publications**

### **Books**

**Alter, A. L.** (March 7, 2017). *Irresistible: The rise of addictive technology and the business of keeping us hooked*. Penguin Press: New York.

**Alter, A. L.** (March 21, 2013). *Drunk Tank Pink: And other unexpected forces that shape how we think, feel, and behave*. Penguin Press: New York.

- *New York Times* bestseller.
- Barnes and Noble book of the month and editor's choice.
- Smithsonian notable book.
- Kirkus recommended book.
- CHOICE outstanding academic title.

### **Journal Publications**

Hershfield, H. E. & **Alter, A. L.** (in press). Context matters: How macroeconomic forces may alter the reception of negative emotions in art. *Behavioral and Brain Sciences*.

Lick, D. J., **Alter, A. L.**, & Freeman, J. B. (in press). Superior pattern detectors efficiently learn, activate, apply, and update social stereotypes. *Journal of Experimental Psychology: General*.

**Alter, A. L.**, Stern, C., Granot, Y., & Balcetis, E. (2016). The "bad is black" effect: Why people believe evildoers have darker skin than do-gooders. *Personality and Social Psychology Bulletin*, 42, 1653-1665.

- Alter, A. L., & Hershfield, H. E.** (2015). Still good evidence that people search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 112*, E1171.
- Sussman, A. B., Sharma, E., & **Alter, A. L.** (2015). Framing charitable donations as exceptional expenses increases giving. *Journal of Experimental Psychology: Applied, 21*, 130-139.
- Shah, A. K., & **Alter, A. L.** (2014). Consuming experiential categories. *Journal of Consumer Research, 41*, 965-977.
- Alter, A. L., & Hershfield, H. E.** (2014). People search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 111*, 17066-17070.
- Oppenheimer, D. M., & **Alter, A. L.** (2014). The search for moderators in disfluency research. *Applied Cognitive Psychology, 28*, 502-504.
- Sharma, E., Mazar, N., **Alter, A. L., & Ariely, D.** (2014). Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions. *Organizational Behavior and Human Decision Processes, 123*, 90-100.
- Alter, A. L.** (2013). The benefits of cognitive disfluency. *Current Directions in Psychological Science, 22*, 437-442.
- Alter, A. L., Oppenheimer, D. M., & Epley, N.** (2013). Disfluency prompts analytic thinking--but not always greater accuracy: response to Thompson et al. (2013). *Cognition, 128*, 252-255.
- Sussman, A. B., & **Alter, A. L.** (2012). The exception is the rule: Underestimating and overspending on exceptional expenses. *Journal of Consumer Research, 39*, 800-814.
- Sharma, E., & **Alter, A. L.** (2012). Financial deprivation prompts consumers to seek scarce goods. *Journal of Consumer Research, 39*, 545-560.
- Laham, S., Koval, P., & **Alter, A. L.** (2012). The name pronunciation effect: Why people like Mr. Smith more than Mr. Colquhoun. *Journal of Experimental Social Psychology, 48*, 16-21.
- Alter, A. L., & Balcetis, E.** (2011). Fondness makes the distance grow shorter: Desired locations seem closer because they are more vivid. *Journal of Experimental Social Psychology, 47*, 16-21.
- Alter, A. L., Oppenheimer, D. M., & Zemla, J. C.** (2010). Missing the trees for the forest: A construal theory account of the Illusion of Explanatory Depth. *Journal of Personality and Social Psychology, 99*, 436-451.
- Runner-Up, 2010 Hillel Einhorn New Investigator Award, Society of Judgment and Decision Making.
- Alter, A. L., Aronson, J., Darley, J. M., Rodriguez, C., & Ruble, D. N.** (2010). Rising to the threat: Reducing stereotype threat by reframing the threat as a challenge. *Journal of Experimental Social Psychology, 46*, 166-161.

- Alter, A. L., & Darley, J. M. (2009).** When the association between appearance and outcome contaminates social judgment: A bidirectional model linking group homogeneity and collective treatment. *Journal of Personality and Social Psychology*, *97*, 776-795.
- Alter, A. L., & Oppenheimer, D. M. (2009).** Suppressing secrecy through metacognitive ease: Cognitive fluency encourages self-disclosure. *Psychological Science*, *20*, 1414-1420.
- Alter, A. L., & Oppenheimer, D. M. (2009).** Uniting the tribes of fluency to form a metacognitive nation. *Personality and Social Psychology Review*, *13*, 219-235.
- Laham, S., **Alter, A. L., & Goodwin, G. P. (2009).** Easy on the mind, easy on the wrongdoer: Unexpectedly fluent violations are deemed less morally wrong. *Cognition*, *112*, 462-466.
- Alter, A. L., & Kwan, V. S. Y. (2009).** Cultural sharing in a global village: Extracultural cognition in European Americans. *Journal of Personality and Social Psychology*, *96*, 742-760.
- Alter, A. L., & Oppenheimer, D. M. (2008).** Easy on the mind, easy on the wallet: Effects of fluency on valuation judgments. *Psychonomic Bulletin and Review*, *15*, 985-990.
- Subject of a feature article on *Irrational Economics* in *The Economist*, April 3, 2008.
- Alter, A. L. & Oppenheimer, D. M. (2008).** Effects of fluency on psychological distance and mental construal (or why New York is a large city, but *New York* is a civilized jungle). *Psychological Science*, *19*, 161-167.
- Alter, A. L., Oppenheimer, D. M., Epley, N., & Eyre, R. N. (2007).** Overcoming intuition: Metacognitive difficulty activates analytic reasoning. *Journal of Experimental Psychology: General*, *136*, 569-576.
- Alter, A. L. & Forgas, J. P. (2007).** On feeling happy but fearing failure: The effects of mood on self-handicapping strategies. *Journal of Experimental Social Psychology*, *43*, 947-954.
- Alter, A. L., Kernochan, J., & Darley, J. M. (2007).** Morality influences how people apply the ignorance of the law defense. *Law and Society Review*, *41*, 819-864.
- Alter, A. L., Kernochan, J., & Darley, J. M. (2007).** Transgression wrongfulness outweighs its harmfulness as a determinant of sentence severity. *Law and Human Behavior*, *31*, 319-335.
- Alter, A. L. & Oppenheimer, D. M. (2006).** From a fixation on sports to an exploration of mechanism: The past, present and future of hot hand research. *Thinking and Reasoning*, *12*, 431-444.
- Alter, A. L., & Oppenheimer, D. M. (2006).** Predicting short-term stock fluctuations by using processing fluency. *Proceedings of the National Academy of Sciences*, *103*, 9369-9372.
- Selected as a *PNAS: In This Week* feature article.
  - Paper featured in *Nature* news, May 30<sup>th</sup> 2006.
  - Interviewed on U.S. and Australian television and British radio, and research featured in international newspapers and popular journals, including *The New York Times*, *Wall Street Journal*, *Los Angeles Times*, *The Guardian* (United Kingdom).

## Book Chapters

Oppenheimer, D. M., & **Alter, A. L.** (in press) The Fluency sleeper effect: Disfluency endured today promotes fluency tomorrow. In: R. Greifeneder & C. Unkelbach, *Advances in Fluency and Metacognition*. Psychology Press.

Darley, J. M. & **Alter, A. L.** (2013). Behavioral issues of punishment and deterrence. In E. Shafir (Ed.), *Behavioral foundations of policy*. Princeton University Press: Princeton, NJ.

## Non-Academic Writing

Regular contributor to the *New Yorker* website's Currency blog: [http://www.newyorker.com/magazine/bios/adam\\_alter/search?contributorName=Adam+Alter](http://www.newyorker.com/magazine/bios/adam_alter/search?contributorName=Adam+Alter)

Written ad-hoc columns for, among other publications: *The Atlantic*, *Slate*, *New York Times*, *New Yorker*, *Popular Science*, *Huffington Post*, *New York Post*, *99u*, *WIRED*, *Psychology Today*.

## Manuscripts Under Review, in Prep, and Current Research

**Alter, A. L.** & Sharma, E. Confirmed and violated expectations create polarized responses to similar targets.

**Alter, A. L.**, & Meyvis, T. Simulated consumption: when imagining consumption alleviates the need.

**Alter, A. L.**, & Todorov, A. Superior pattern-detection skills generate implicit associations.

**Alter, A. L.** Population density and generosity.

**Alter, A. L.** & Balcetis, E. How moral and immoral behavior influence perceptions of skin tone.

**Alter, A. L.**, & Hershfield, H. The interaction between chronological and felt age.

**Alter, A. L.**, & Berri, D. Hardship inoculation (or why a tougher preseason prepares college basketball teams for victory in the post-season).

Barry, H. A., & **Alter, A. L.** Disfluency produces richer fantasies by distancing thoughts from reality.

Aronson, J., Darley, J. M., & **Alter, A. L.** Race and expectancy confirmation.

Laham, S., & **Alter, A. L.** Fluency-induced construal mediates action identification processes.

Meyvis, T., & **Alter, A. L.** The Monet Effect: When it's better to perceive people from afar.

Sussman, A. B., & **Alter, A. L.** Exceptional accounting across domains.

Sussman, A. B., Sharma, E., & **Alter, A. L.** Exceptional framing encourages charitable giving.

Longoni, C., Shah, A. K., & **Alter, A. L.** Hedonic alternation.

Paley, A., & **Alter, A. L.** Miswanting arising from discrepancies in construal.

Balcetis, E., Cole, S., Fujita, K., & **Alter, A. L.** How threats interact with control to shape distance perception.

### **Selected Conference Papers and Chaired Symposia**

Sussman, A. B., Sharma, E., & **Alter, A. L.** (2014). Exceptional framing increases charitable giving. Paper presented at the Behavioral Decision Research in Management conference, London, UK.

Sussman, A. B., Sharma, E., & **Alter, A. L.** (2013). Exceptional framing increases charitable giving. Paper presented at the Society for Judgment and Decision Making conference, Toronto, Canada.

Sussman, A. B., & **Alter, A. L.** (2012). The exception is the rule: Underestimating and overspending on exceptional expenses. Paper presented at the Behavioral Decision Research in Management meeting. Boulder, CO.

Sharma, E., Mazar, N., **Alter, A. L.**, & Ariely, D. (2012). The heat of economic hardship: Empathy gaps induce moral hypocrisy. Paper presented at the Society for Consumer Psychology (SCP) conference in Las Vegas, NV.

Sussman, A. B., & **Alter, A. L.** (2012). The exception is the rule: Underestimating and overspending on exceptional expenses. Paper presented at the annual meeting of the Society for Consumer Psychology (SCP). Las Vegas, NV.

Sharma, E., Mazar, N., **Alter, A. L.**, & Ariely, D. (2011). The heat of economic hardship: Empathy gaps induce moral hypocrisy. Paper presented at the Society for Judgment and Decision Making (SJDM) conference in Seattle, WA.

Sharma, E., & **Alter, A. L.** (2012). A novel response to economic hardship: Financial deprivation enhances the detection, selection, and consumption of scarce goods. Paper presented at the Society for Personality and Social Psychology (SPSP) conference in San Diego, CA.

**Alter, A. L.**, Sharma, E., Mazar, N., & Ariely, D. (2011). Deprivation prompts dishonesty. Paper presented at Association for Consumer Research annual conference. St. Louis, MO.

Kappes, Heather. B., & **Alter, A. L.** (2011). The road to fantasized consumption is paved with visual roadblocks. Paper presented at Association for Consumer Research annual conference. St. Louis, MO.

Sharma, E., & **Alter, A. L.** (2011). Deprivation heightens sensitivity to scarce stimuli. Paper presented at the Association for Consumer Research annual conference. St. Louis, MO.

Sussman, A. B., & **Alter, A. L.** (2011). The Exception is the rule: Underestimating and overspending on exceptional expenses. Paper presented at Society for Judgment and Decision Making annual conference, Seattle, WA.

- Alter, A. L., & Sussman, A. B.** (2011). The Exception is the rule: Underestimating and overspending on exceptional expenses. Paper presented at annual Four School Conference, NYU.
- Sharma, E., & **Alter, A. L.** (2011). Deprivation heightens sensitivity to scarce stimuli. Paper presented at the Society for Consumer Psychology annual conference, Atlanta, GA.
- Sharma, E., & **Alter, A. L.** (2010). Deprivation heightens sensitivity to scarce stimuli. Paper presented at the Society for Judgment and Decision Making annual conference, St. Louis, MO.
- Alter, A. L., Oppenheimer, D. M., & Zemla, J. C.** (2010). The illusion of political sophistication. Paper presented at the Association for Consumer Research annual conference, Jacksonville, FL.
- Alter, A. L., Oppenheimer, D. M., & Shah, A. K.** (2010). Fluency and psychological distance. Paper presented at the Society for Consumer Psychology annual conference, St. Pete, FL.
- Alter, A. L., & Oppenheimer, D. M.** (2010). Suppressing secrecy through metacognitive ease: Disfluency dampens self-disclosure. Paper presented at the Society for Consumer Psychology annual conference, St. Pete, FL.
- Alter, A. L., Oppenheimer, D. M., & Zemla, J. C.** (2009). A construal-based mechanism for the Illusion of Explanatory Depth. Paper presented at the Society of Judgment and Decision Making annual conference, Boston, MA.
- Alter, A. L., Oppenheimer, D. M., & Shah, A. K.** (2009). Fluency and psychological distance. Paper presented at the Association of Consumer Research annual conference, Pittsburgh, PA.
- Alter, A. L., & Oppenheimer, D. M.** (2008). Easy on the mind, easy on the wallet: Fluency predicts stock and currency valuation. Paper presented at the Association of Consumer Research annual conference, San Francisco, CA.
- Oppenheimer, D. M., Shah, A. K., & **Alter, A. L.** (2008). Fluency and psychological distance. Paper presented at annual meeting of the Cognitive Science Society, Washington, D. C.
- Alter, A. L., Oppenheimer, D. M., Epley, N., & Eyre, R. N.** (2008). Chaired symposium on *Metacognition and Judgment*, and paper presented on Overcoming intuition: Metacognitive difficulty activates analytical reasoning, at Society of Personality and Social Psychology annual conference, Albuquerque, NM.
- Alter, A. L. & Oppenheimer, D. M.** (2007). New York  $\neq$  nEW yORK (or the effects of fluency on perceptions of distance and psychological construal). Paper presented at Society for Judgment and Decision Making annual conference, Long Beach, CA.
- Darley, J. M., & **Alter, A. L.** (2007). Behavioral issues of punishment and deterrence. Paper presented at Behavioral Foundations of Policy Conference, Princeton, NJ.
- Kwan, V. S. Y., & **Alter, A. L.** (2007). Imported cultural symbols affect everyday decisions. Paper presented at Society of Experimental Social Psychology annual conference, Chicago, IL.

- Kwan, V. S. Y., & **Alter, A. L.** (2007). Imported cultural symbols affect everyday decisions. Invited paper presented at Culture preconference, Society of Personality and Social Psychology annual conference, Memphis, TN.
- Alter, A. L.**, Oppenheimer, D. M., Epley, N., & Eyre, R. N. (2006). Overcoming intuition: Metacognitive difficulty activates analytic reasoning. Poster presented at Society of Judgment and Decision Making annual conference, Houston, TX.
- Alter, A. L.**, Kernochan, J., & Darley, J. M. (2006). Wrongfulness and harmfulness as determinants of sentencing. Paper presented at International Social Justice Conference, Humboldt University, Berlin, Germany.
- Alter, A. L.**, & Oppenheimer, D. M. (2006). Predicting short-term stock fluctuations by using stock fluency. Paper presented at Behavioral Decision Research and Management Conference, Santa Monica, CA.

### **Invited Talks**

MIT, Sloan School of Management;  
 Yale University, School of Management (twice);  
 Cornell University, Johnson School of Business;  
 University of California, San Diego, Rady School of Management;  
 New York University, Stern School of Business;  
 Stanford University, Graduate School of Business;  
 Harvard University, Negotiation, Organizations and Markets Unit;  
 Carnegie Mellon University, Department of Social and Decision Sciences;  
 New York University, Social Psychology;  
 Chicago, Booth School of Business (Marketing and Behavioral Science);  
 Stellenbosch University, Cape Town, South Africa;  
 University of New South Wales, Sydney, Australia;  
 Erasmus University, Rotterdam, Netherlands;  
 Mannheim University, Mannheim, Germany;  
 HEC, Paris, France;  
 Microsoft, Seattle;  
 Google, NYC;  
 University of Houston;  
 University of Florida;  
 Cornell University  
 TEDxSydney  
 Princeton University, Social Psychology  
 Wharton School, University of Pennsylvania, Decision Processes Colloquium;  
 University of Maryland;  
 Georgetown University

## **Selected Employment & Experience**

### **Editorial Board**

*Journal of Consumer Research*  
*International Journal of Research in Marketing*  
*Journal of Experimental Social Psychology*  
*Cognition*  
*Marketing Letters*

### **Ad-Hoc Journal Reviewing**

*Applied Cognitive Psychology*  
*Cognition*  
*Cognitive Psychology*  
*Cognitive Science*  
*Consciousness and Cognition*  
*Emotion*  
*European Journal of Social Psychology*  
*Group Processes and Intergroup Relations*  
*Individual Differences*  
*International Journal of Research in Marketing*  
*Journal of Applied Research in Memory and Cognition*  
*Journal of Business Ethics*  
*Journal of Experimental Psychology: General*  
*Journal of Experimental Psychology: Applied*  
*Journal of Experimental Psychology: Learning, Memory, and Cognition*  
*Journal of Experimental Social Psychology*  
*Journal of Cognitive Psychology*  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Personality and Social Psychology*  
*Law and Human Behavior*  
*Learning and Individual Differences*  
*Management Science*  
*Marketing Letters*  
*Memory*  
*Memory and Cognition*  
*Motivation and Emotion*  
*Organizational Behavior and Human Decision Processes*  
*Personality and Social Psychology Bulletin*  
*Personality and Social Psychology Review*  
*Perspectives in Psychological Science*  
*PLoS ONE*  
*Psychological Bulletin*  
*Psychological Science*  
*Psychology, Public Policy and the Law*

*Quarterly Journal of Experimental Psychology*  
*Social Behavior and Personality*  
*Social and Personality Psychology Compass*  
*Social Psychology*  
*Social Psychology and Personality Science*  
*Social Cognition*  
*Thinking and Reasoning*

### **Ad-Hoc Grant Reviewing**

*Netherlands Organization for Social Research*  
*Research Foundation of City University New York*  
*Israeli Science Foundation*

### **Memberships & Committees**

Member, Association for Consumer Research  
Member, Society for Consumer Psychology  
Member, American Psychological Association  
Member, Association for Psychological Science  
Member, Society of Personality and Social Psychology  
Member, American Society of Trial Consultants  
Member, New York Academy of Sciences  
Member, Society of Judgment and Decision Making  
Member, American Association for the Advancement of Science  
Graduate Associate, Princeton Program in Law and Public Affairs  
Graduate Fellow, Mathey College, 2006-2007.  
Graduate Social Psychology Departmental Representative, Princeton Psychology Dept, 2005-2006.