

# Elanor F. Williams

## CURRICULUM VITAE

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## 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

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*, 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*, forthcoming. (Authorship alphabetical.)

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

Steffel, Mary, Elanor F. Williams, and Jaclyn Permann-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*.

Williams, Elanor F., Kristen Duke, and David Dunning. "From Formulae to Faith: A "Consistency Heuristic" in Assessments of Self-Performance." Under invited revision for *Social Psychological and Personality Science*.

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 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: Irony Persistence at Choices with Interchangeable Options." Targeted for *Journal of Consumer Research*.

Williams, Elanor F., and Erik G. Helzer. "Seeing Agency in Oneself and the World: A Meaningful Mode of Thought." Targeted for *Perspectives on Psychological Science*.

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 Marketing Research*.

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).

Power, delegation, and micromanaging (with Pamela Smith).

Communicating environmental threats (with Elizabeth Keenan).

Beginner's luck (with On Amir and Leif Nelson).

Empathy gaps with past selves and their effect on self-change efforts (with David Dunning).

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).

#### 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

Cornell University, Department of Human Development (2006, October).

Cornell University, Introduction to Social Psychology guest lecture (2007, June).

University of Florida, Department of Psychology (2008, October).

University of California, San Diego, Rady School of Management (2009, October).

Florida State University, Department of Psychology (2011, September).

Georgetown University, McDonough School of Business (2011, September).

University of California, San Diego, Rady School of Management (2011, October).

Georgia Southern University, Principles of Marketing guest lecture (2011, November).

University of British Columbia, Sauder School of Business (2011, December).

University of California, San Diego, Social Psychology Brownbag (2013, April).

University of California, San Diego, Cognitive Psychology Brownbag (2013, May).

San Diego State University, Psychology Department (2013, November).

University of Southern California, Marshall School of Business (2015, September).

Boston University, Questrom School of Business (2015, September).

University of St. Thomas, Opus College of Business (2015, September).

Washington University in St. Louis, Olin Business School (2015, October).

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

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

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

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

#### 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 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

#### Social Media Marketing

Fall 2012, 2015, Winter 2013, 2014, 2015, Spring 2015, 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. (Overall instructor rating: 4.40 out of 5)

#### Consumer Behavior

Spring 2010, Fall 2011, Spring 2012. 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 is typically taken by undergraduate Marketing majors at the University of Florida. (Overall instructor rating: 4.64 out of 5)

#### Marketing Research

Spring 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. (Overall instructor rating: 4.51 out of 5)

#### Ethics and Public Policy for Marketers and Consumers

Fall 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. (Overall instructor rating: 4.91 out of 5)

#### 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

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## ADDITIONAL REFERENCES

DAVID DUNNING

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