

## Jeff Galak

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(updated June 2011)

### EMPLOYMENT

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2009 (July) – present: Assistant Professor of Marketing, Tepper School of Business, Carnegie Mellon University

### EDUCATION

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New York University, Leonard N. Stern School of Business

Ph.D., *Marketing*, 2009. Thesis title: “Predicting, Experiencing and Reducing Hedonic Adaptation”

M. Phil, *Marketing* 2008

B.S., *Marketing and Economic Theory*, 2005

### HONORS AND AWARDS

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- 2011 Junior Faculty Giving Chair
- 2010 Recipient of CMU Berkman Faculty Development Grant
- 2010 BP Junior Faculty Chair
- 2009 Herman E. Krooss Award For Distinction and Presentation of an Outstanding Doctoral Dissertation
- 2008 Summer Institute on Bounded Rationality in Psychology and Economics - 2<sup>nd</sup> Place Poster Award: “Complexity is Good: When Disfluent Communication Signals Author Erudition” Galak, Jeff and Leif D. Nelson.
- 2008 AMA Sheth Foundation Doctoral Consortium Fellow.
- 2007 2<sup>nd</sup> Annual Judgment and Decision Making Pre-Conference (at SPSP) Travel Award.
- 2006 Society for Judgment and Decision Making– Best Student Poster Award. “Complexity is Good: When Disfluent Communication Signals Author Erudition” Galak, Jeff and Leif D. Nelson.
- 2001-05 Dean John Guilfoil Scholarship.
- 2001-05 Daniel E. Diamond Scholarship.
- 2001-05 Stem Trustee Scholarship.

### PUBLICATIONS

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Galak, Jeff, Deborah Small, and Andrew Stephen, “Micro-Finance Decision Making: A Field Study of Prosocial Lending,” forthcoming at the *Journal of Marketing Research*.

Galak, Jeff, Justin Kruger, and George Loewenstein, “Is Variety The Spice of Life? It All Depends On the Rate of Consumption.” *Judgment and Decision Making*, 6 (3), 230-238

Simmons, Joseph P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2011), “Intuitive Biases in Choice vs. Estimation: Implications for the Wisdom of Crowds,” forthcoming *Journal of Consumer Research*.

- Galak, Jeff and Tom Meyvis (2011), "The Pain Was Greater If It Will Happen Again: The Effect of Continuation on Retrospective Discomfort," *Journal of Experimental Psychology: General*, 140 (1), 63-75.
- Galak, Jeff and Leif D. Nelson (2010), "The Virtues of Opaque Prose: How Lay Beliefs About Fluency Influence Perceptions of Quality." *Journal of Experimental Social Psychology*, 47 (1), 250-253.
- Galak, Jeff, Joseph Redden, and Justin Kruger (2009), "Variety Amnesia: Recalling Past Variety Can Accelerate Recovery From Satiation," *Journal of Consumer Research*, 36 (December), 575-584.
- Nelson, Leif D., Tom Meyvis, and Jeff Galak, (2009) "Enhancing the Television Viewing Experience through Commercial Interruptions," *Journal of Consumer Research*, 36 (August), 160-172.
- Kruger, Justin, Jeff Galak, and Jeremy Burrus (2007), "When Consumers' Self-image Motives Fail," *Journal of Consumer Psychology*, 17 (4), 250-253.

#### **MANUSCRIPTS UNDER REVIEW AND REVISION**

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- Galak, Jeff, Justin Kruger, and George Loewenstein, "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unforeseen Satiation", in preparation for invited revision at the *Journal of Consumer Research*.
- Stephen, Andrew T., and Jeff Galak, "The Complementary Roles of Traditional and Social Media in Driving Marketing Performance," under 2<sup>nd</sup> round review at the *Journal of Marketing Research*.

#### **WORKING PAPERS (IN DESCENDING ORDER OF COMPLETION)**

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- Redden, Joseph and Jeff Galak, "The Subjective Sense of Feeling Satiated: The Role of Metacognitions in the Construction of Satiation."
- Galak, Jeff, Justin Kruger, and Paul Rozin, "Not In My Backyard: The Influence of Symbolic Boundaries on Consumer Choice."
- Nelson, Leif D., Jeff Galak, and Joachim Vosgerau, "The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement in Watching Televised Sporting Events."
- Galak, Jeff and Leif D. Nelson, "A Replication of the Procedures from Bem (2010, Study 8 ) and a Failure to Replicate the Same Results."

#### **RESEARCH IN PROGRESS (IN DESCENDING ORDER OF COMPLETION)**

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- Galak, Jeff and Edith Shalev, "Watching a Timer Makes the Good Times Worse: How Expectations of Completion Impact In Experience Affect."

Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung, "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation"

Galak, Jeff and Joseph Redden, "Processing Fluency and Satiation."

Nelson, Leif D., Joseph P. Simmons, and Jeff Galak, "The Loneliness of Taking the Lesser of Two Evils: When Decision Valence Influences Consensus Estimation."

Narayan, Vishal and Jeff Galak, "What Makes a Blog Successful? A Longitudinal Study of Blog Popularity."

Galak, Jeff, Joseph Redden, and Justin Kruger, "Lay Beliefs and Satiation: The Role of Meta-Cognition in Experienced Adaptation."

Stephen, Andrew, Jeff Galak, and Donald R. Lehmann, "The Impact of Objective versus Subjective User-Generated Content in an Online Social Music Marketplace"

## **BOOK CHAPTERS**

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Nelson, Leif D., Terry F. Pettijohn, and Jeff Galak (2007), "Mate Preferences in Social Cognitive Context: When Environmental and Personal Change Leads to Predictable Cross-cultural Variation," in *Body Beautiful: Evolutionary and Sociocultural Perspectives*, ed. Viren Swami and Adrian Furnham, Basingstoke: Palgrave Macmillian, 185-208.

## **CONFERENCE PAPERS AND INVITED PRESENTATIONS**

*(PRESENTING AUTHOR IS UNDERLINED)*

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Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," Paper presented at the *Summer Decision Making Symposium*, Las Vegas Nevada.

Galak, Jeff (2011), "The Malleability of Satiation", Invited talk at the *Hong Kong University of Science and Technology, Hong Kong*.

Galak, Jeff, and Joseph Redden (2011), "Processing Fluency and Satiation", Paper presented at the annual conference for the *Society of Consumer Psychology*, Atlanta, FL.

Galak, Jeff (2011), "The Malleability of Satiation", Invited talk at the *Katz School of Business, University of Pittsburgh*, Pittsburgh, PA.

Galak, Jeff, and Joseph Redden (2010), "Processing Fluency and Satiation", Paper presented at the annual conference for the *Association for Consumer Research*, Jacksonville, F

Galak, Jeff, Deborah Small, and Andrew Stephen (2010), "Micro-financing Decisions", Paper presented at the annual conference for the *Association for Consumer Research*, Jacksonville, FL.

Galak, Jeff (2010), "The Malleability of Satiation", Invited talk at the *Rady School of Business, University of California: San Diego*, San Diego, CA.

- Galak, Jeff (2010), "The Malleability of Satiation", Invited talk at the *Center for Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA*
- Galak, Jeff and Joseph Redden (2010), "Processing Fluency and Satiation", Paper presented at the *Behavioral Decision Research in Management Conference, Pittsburgh, PA.*
- Simmons, Joseph P., Leif D. Nelson, and Jeff Galak (2010), "The Effect of Decision Ease and Option Valence on Preference Projection", Paper presented at the *Behavioral Decision Research in Management Conference, Pittsburgh, PA.*
- Galak, Jeff, Deborah Small, and Andrew Stephen (2010), "Sub-Optimality in Micro-Financing Decisions: When Groups Receive Less Than an Individual." Paper presented at the *Society for Consumer Psychology Annual Conference, St. Pete Beach, FL*
- Simmons, Joseph P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2009), "Are Crowds Wise or Ignorant when Predicting against Point Spreads? It Depends on How You Ask." Paper presented at the *Society for Judgment and Decision Making conference, Boston, MA.*
- Galak, Jeff, Joseph Redden, and Justin Kruger (2009), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation." Paper presented at the *European Marketing Association Conference (EMAC), Nantes, France (Session chair).*
- Galak, Jeff, Justin Kruger, and George Loewenstein (2009), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the *La Londe Conference on Consumer Behavior, La Londe Les Maures, France.*
- Galak, Jeff and Leif D. Nelson (2009), "Complexity is Good: When Disfluent Communication Signals Author Erudition." Paper presented at the *Society for Consumer Psychology Annual Conference, San Diego, CA. (Session chair)*
- Galak, Jeff, Justin Kruger, and George Loewenstein (2009), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the *Society for Consumer Psychology Annual Conference, San Diego, CA.*
- Galak, Jeff, Justin Kruger, and George Loewenstein (2008), "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation." Paper presented at the *Association for Consumer Research Annual Conference, San Francisco, CA.*
- Galak, Jeff, Justin Kruger, and Paul Rozin (2008), "Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice." Paper presented at the *Association for Consumer Research Annual Conference, San Francisco, CA.*
- Galak, Jeff, Joseph Redden, and Justin Kruger (2008), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation." Paper presented at the *Association for Consumer Research Annual Conference, San Francisco, CA.*
- Nelson, Leif. D., Joseph P. Simmons, and Jeff Galak (2008), "Intuitive Confidence and the Effect of Option Valence on Preference Projection." Paper presented at the *Association for Consumer Research Annual Conference, San Francisco, CA.*
- Galak, Jeff and Leif D. Nelson (2008 ), "Complexity is Good: When Disfluent Communication Signals Author Erudition." Poster presented at the *Summer Institute on Bounded Rationality in*

*Psychology and Economics* at the Max Planck Institute for Human Development, Berlin, Germany.

- Poster Award: Second Place

Galak, Jeff, Joseph Redden and Justin Kruger (2008), “The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation,” Paper presented at the *Behavioral Decision Research in Management* conference, San Diego, CA.

Simmons, Joseph. P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2008), “Are Crowds Wise or Ignorant when Predicting against Point Spreads? It Depends on How You Ask.” Paper presented at the *Behavioral Decision Research in Management* conference, San Diego, CA.

Galak, Jeff, Justin Kruger, and George Loewenstein (2008), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the *Society for Consumer Psychology* Conference, New Orleans, LA.

Galak, Jeff (2007), “Predicting, Experiencing, and Reducing Hedonic Adaptation.” Invited presentation at *Marketing in Israel 7*, Jerusalem, Israel.

Galak, Jeff, Justin Kruger, and Paul Rozin (2007), “Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice.” Paper presented at the *Society for Judgment and Decision Making*, Long Beach, CA.

Nelson, Leif D., Tom Meyvis, Jeff Galak (2007), “Mispredicting Adaptation and the Consequences of Unwanted Disruptions: When Advertisements Improve Television.” Paper presented at the *Association of Consumer Research* Annual Meeting, Memphis, TN.

Nelson, Leif D., Jeff Galak, and Joachim Vosgerau (2007), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement in the Watching of Televised Sporting Events.” Paper presented at the *Association of Consumer Research* Annual Meeting, Memphis, TN.

Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the *21<sup>ST</sup> Subjective Probability, Utility, and Decision Making Conference* at Warsaw, Poland.

Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the *Third Annual Whitebox Advisors Graduate Students Conference* at Yale, New Haven, CT.

Nelson, Leif D., Jeff Galak, and Joachim Vosgerau (2007), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement In the Watching of Televised Sporting Events.” Paper presented at the *Society for Consumer Psychology*, Las Vegas, NV.

Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Poster presented at the *Judgment and Decision Making Pre-conference at the Society for Personality and Social Psychology* Annual Conference, Memphis, TN.

Nelson, Leif. D., Jeff Galak, and Joachim Vosgerau (2006), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement In the Watching of Televised Sporting Events” Paper presented at the *Society for Judgment and Decision Making*, Houston, Texas.

Galak, Jeff and Leif D. Nelson (2006), “Complexity is Good: When Disfluent Communication Signals Author Erudition.” Poster presented at the *Society for Judgment and Decision Making Annual Conference*, Houston, Texas.

- Student Poster Award: First Place

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making

## SERVICE

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BDRM 2010 (Pittsburgh) Conference Committee Member  
Ad-hoc reviewer for the *Journal of Marketing Research*  
Ad-hoc reviewer for the *Journal of Consumer Research*  
Ad-hoc reviewer for the *Journal of Consumer Psychology*  
Ad-hoc reviewer for *Psychological Science*  
Ad-hoc reviewer for the *Journal of Personality and Social Psychology*  
Ad-hoc reviewer for the *Journal of Behavioral Decision Making*  
Ad-hoc reviewer for the *Association for Consumer Research* Conference, 2008, 2009, 2010  
Ad-hoc reviewer for the *Society for Consumer Psychology* Conference, 2009, 2010, 2011  
Ad-hoc reviewer for the *BDRM* Conference, 2010  
Ad-hoc reviewer for the *Israeli Science Foundation*