

Scott S. Roeder

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CURRENT POSITION

Assistant Professor

Marketing, Darla Moore School of Business, University of South Carolina

PREVIOUS POSITIONS

Postdoctoral Research Scholar

Marketing, Olin Business School, Washington University in St. Louis

EDUCATION

Ph.D. Marketing

University of California, Berkeley, 2016

M.S. Marketing

University of California, Berkeley, 2012

B.A. (Hons) Psychology

University of British Columbia, 2009

INDUSTRY EXPERIENCE

- **Sales (Technology products)**, Commissioned, Future Shop, Richmond, B.C., Canada (3 years)
- **Web Development**, Contractual, Richmond, B.C., Canada (2 years)

RESEARCH INTERESTS

My research focuses on how heuristics and biases inform consumers' judgments and behavior, particularly within the realms of self-knowledge, enjoyment, and financial decision making.

PAPERS

Roeder, S. S. & Nelson, L. D. (2018). The Breadth of Explanatory Depth. (Revise and resubmit at *Psychological Science*).

Padua, F., Prado, P., Roeder, S. S. & Andrade, E. (2016). What a Smile Means: Contextual Beliefs and Facial Emotion Expressions in a Nonverbal Zero-Sum Game. *Frontiers in Psychology*, 7(534).

Moon, A.*, & **Roeder, S. S.*** (2014). A secondary replication attempt of stereotype susceptibility (Shih, Pittinsky, & Ambady, 1999). *Social Psychology*, 45, 199-201.

Media coverage:

NPR: <https://www.npr.org/2014/05/19/313844261/why-reporting-on-scientific-research-may-warp-findings>

Moon, A.*, & **Roeder, S. S.*** (2014). The effect of positive stereotypes on performance: An open question (A response to Shih & Pittinsky, 2014). *Social Psychology*, 45, 337-338.

* = joint first author

WORKING PAPERS

Roeder, S. S., LeBoeuf, R. A. & Lee, D. Depletion Aversion: The Tendency to Irrationally Avoid Draining Spending Accounts to Zero (or Near-Zero). (25 studies completed, manuscript in preparation for submission to the *Journal of Consumer Research*).

Roeder, S. S. & LeBoeuf, R. A. How the Number of Exposures Increases Perceptions of Risk. (7 studies completed).

Roeder, S. S. & Critcher, C. R. “You Just Had To Be There”: Why People Seem Underwhelmed by Treasured Experiences. (manuscript in preparation).

Roeder, S. S. & Nelson, L. D. “Zombies, Run!”: Field Evidence of Behavior Change from 73,000 International Runners and 1.3 Million Runs. (Data collected from mobile app developer Six to Start™).

Roeder, S. S. & LeBoeuf, R. A. Strategic Blame: How a Firm’s Apology Framing Affects Perceptions of Guilt. (8 studies completed).

Roeder, S. S. & Critcher, C. R. “I Was There First”: Pre-Empted Shared Experiences Contaminate Retrospective Enjoyment. (7 studies completed).

Roeder, S. S. & Paulhus, D. L. Fakers, Cynics, and Saboteurs: Countering Response Bias in Measuring Brand Awareness. (manuscript in preparation).

Roeder, S. S. & Nelson, L. D. Effects of Scale Distortion and Framing on the Illusion of Explanatory Depth” (Data collection in progress).

“Deciphering the Decline Effect” with Jonathan Schooler (Principal), Jon Krosnick, Leif D. Nelson, Brian Nosek and Jan Walleczek (Co-Principals).

CONFERENCE PRESENTATIONS

- Roeder, S.S., Lee, D. & LeBoeuf, R. A. (2018). Depletion Aversion, Paper presented at the Society for Judgment and Decision Making annual conference, New Orleans, LA, November 2018.**
- Roeder, S. S. & Nelson, L. D. (2017). The Breadth of Explanatory Depth, Presented at the Association for Consumer Research Annual Conference, San Diego, CA, October 2017.**
- Roeder, S. S. & Nelson, L. D. (2016). The Breadth of Explanatory Depth, Presented at the SJDM Pre-conference on "Debiasing" at Boston University, Boston, MA, November 2016.**
- Roeder, S. S. & Critcher, C. R. (2014). Contaminating Retrospective Enjoyment, Presented at the Trans-Atlantic Doctoral Consortium Annual Conference, London, UK, May 2014.**
- Roeder, S. S. & Critcher, C. R. (2013). Contaminating Retrospective Enjoyment, Accepted for presentation at the Society for Consumer Psychology Annual Conference, Miami, FL, March 2014.**
- Roeder, S. S. & Critcher, C. R. (2013). Contaminating Retrospective Enjoyment, Poster presented at the Association for Consumer Research Annual Conference, Chicago, IL, October 2013.**
- Roeder, S. S. & Critcher, C. R. (2013). Contaminating Retrospective Enjoyment, Presented at the Yale Whitebox Advisors Annual Conference, New Haven, CT, May 2013.**
- Roeder, S. S. & Paulhus, D. L. (2009). Fakers, Cynics and Saboteurs: Countering Response Bias in Measuring Brand Awareness, Poster presented at the Society for Consumer Psychology Annual Conference, San Diego, CA, February 2009.**
- Roeder, S. S. (2009). Measuring Consumer Knowledge in the Face of Exaggeration and Sabotage, Presented at the Annual UBC Psychology Conference, Vancouver, BC, June 2009.**
- Roeder, S. S. (2008), Revenge: What is it good for? Poster presented at the Annual UBC Psychology Conference, Vancouver, BC, June 2008.**

COURSES

Olin Business School, Washington University in St. Louis:

- MKT 377 – Consumer Behavior – Instructor (Spring 2019)
- MKT 370 – Principles of Marketing – Instructor (Spring 2017, 2 courses)

Haas School of Business, University of California, Berkeley:

- UBG 106 – Core Marketing – Instructor (Spring 2016, 2 courses)
- YEAH - Young Entrepreneurs at Haas – Instructor (Summer 2014)
- UBG 106 – Core Marketing – Instructor (Spring 2014)
- UBG 106 – Core Marketing – Instructor (Spring 2013)

HONORS AND AWARDS

- Haas School of Business Dean's Dissertation Award, 2014-2015
- UC Berkeley Graduate Division Summer Research Award, 2014
- Open Science Framework Research Grant, 2014
- Haas School of Business Conference Travel Award, 2014
- TADC (Trans-Atlantic Doctoral Consortium) Invitee, 2014
- UC Berkeley Graduate Division International Travel Award, 2014
- Yale Whitebox Advisors Conference Invitee, 2013
- UCSD Rady Field Experiments Conference Travel Grant, 2013
- UC Berkeley Graduate Division Summer Research Award, 2013
- Haas School of Business Conference Travel Award, 2012
- Haas Behavioral Lab Research Grant, 2012
- Haas Conference Travel Award, 2011
- Haas School of Business Doctoral Fellowship, 2010-2013