

Jeff Galak

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EMPLOYMENT

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

EDUCATION

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

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 - 2nd 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 2nd 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

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

Galak, Jeff and Leif D. Nelson, "The Virtues of Opaque Prose: How Lay Beliefs About Fluency Influence Perceptions of Quality." Under review at *Social Psychological and Personality Science*.

Galak, Jeff, Justin Kruger, and George Loewenstein, "Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unforeseen Satiation," under revision for invited resubmission to the *Journal of Marketing Research*.

Galak, Jeff and Tom Meyvis, "The Pain Was Greater If It Will Happen Again: The Effect of Continuation on Retrospective Discomfort," under revision for invited resubmission at the *Journal of Experimental Psychology: General*.

Stephen, Andrew T., and Jeff Galak, "The Complementary Roles of Traditional and Social Media in Driving Marketing Performance," under revision for invited resubmission at the *Journal of Marketing Research*.

Simmons, Joseph P., Leif D. Nelson, Jeff Galak, and Shane Frederick, "Intuitive Biases in Choice vs. Estimation: Implications for the Wisdom of Crowds," under revision for invited resubmission at the *Journal of Consumer Research*.

Galak, Jeff, Justin Kruger, and George Loewenstein, "Is Variety The Spice of Life? It All Depends On the Rate of Consumption," under review at *Organizational Behavior and Human Decision Processes*.

WORKING PAPERS (IN DESCENDING ORDER OF COMPLETION)

Galak, Jeff, Justin Kruger, and Paul Rozin, "Not In My Backyard: The Influence of Symbolic Boundaries on Consumer Choice," in preparation for submission to *Psychological Science*.

Galak, Jeff, Deborah Small, and Andrew Stephen, "Sub-Optimality in Micro-Financing Decisions: When Groups Receive Less Than an Individual," in preparation for submission to the *Proceedings of the National Academy of Science*.

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," in preparation for submission to *The Journal of Marketing Research*.

RESEARCH IN PROGRESS (IN DESCENDING ORDER OF COMPLETION)

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

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

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 PRESENTATIONS (PRESENTING AUTHOR IS UNDERLINED)

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 *21ST 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

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

SERVICE

BDRM 2010 (Pittsburgh) Conference Committee Member
Ad-hoc reviewer for the *Journal of Marketing Research*
Ad-hoc reviewer for the *Journal of Consumer Psychology*
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
Ad-hoc reviewer for the *BDRM* Conference, 2010