

ALICE MOON

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EMPLOYMENT HISTORY

Assistant Professor of Operations, Information, & Decisions, The Wharton School, University of Pennsylvania, 2017 – Present.

Postdoctoral Researcher, Disney Research, 2015 – 2017.

EDUCATIONAL BACKGROUND

University of California, Berkeley

PhD in Social/Personality Psychology, 2015.

University of Illinois at Urbana-Champaign

B.S. *cum laude* with Honors in Psychology, Minor in Mathematics, 2006.

RESEARCH INTERESTS

Judgment and decision making; Consumer satisfaction and experience; Consumer choice

PUBLICATIONS

1. **Moon, A.**, Gan, M., & Critcher, C.R. (In press). The overblown implications effect. *Journal of Personality and Social Psychology* ([pdf](#)).
2. **Moon, A.**, & Nelson, L.D. (In press). The uncertain value of uncertainty: When consumers are unwilling to pay for what they like. *Management Science* ([pdf](#)).
3. **Moon, A.**, & Chen, S. (2014). The power to control time: Power influences how much time (you think) you have. *Journal of Experimental Social Psychology*, 54, 97-101. ([pdf](#))
4. **Moon, A.***, & Roeder, S.S.* (2014). A secondary replication attempt of stereotype susceptibility (Shih, Pittinsky, & Ambady, 1999). *Social Psychology*, 45, 199-201. ([pdf](#))
5. **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. ([pdf](#))
6. **Moon, A.**, & Berenbaum, H. (2009). Emotional awareness and emotional eating. *Cognition & Emotion*, 23, 417-429. ([html](#))

(* = denotes equal contribution first author)

WORKING PAPERS

7. Jung, M.*, Moon, A.*, & Nelson, L.D. (2019). Overestimating the valuation of others: People perceive others as experiencing everything more intensely. Invited revision at *Journal of Experimental Psychology: General*. ([pdf](#)).
8. Moon, A.*, & VanEpps, E.* Beyond whether to give: Using continuous requests to increase donation rates. Under review at *Journal of Marketing Research*. ([pdf](#)).
9. Moon, A., & Bos, M.W. The illusion of design: Framing choices as creative processes increases perceived customization. Revising to submit to *Journal of Experimental Psychology: General*. ([pdf](#)).

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HONORS AND AWARDS

Wharton Teaching Excellence Reward (2018).
Hillel-Einhorn New Investigator Award: Runner-Up (2016).
National Science Foundation Graduate Research Fellowship (2010-2013).
University of Illinois Dean's List (2003-2006).
University of Illinois Edward J. James Scholar (2003-2006).
National Dean's List (2003-2004).
Illinois State Scholar (2003-2004).

SELECT GRANTS AND FUNDING

Wharton Dean's Research Fund (2018, 2019).
Wharton Risk Center & Decision Processes Grant (2017).

CONFERENCE PRESENTATIONS

Overestimating the valuation of others: People perceive others as experiencing everything more intensely. (Jung*, Moon*, & Nelson)

Alternative titles: "Self-other biases in perceptions of preference and value."

- Society for Consumer Psychology. Savannah, GA. (March 2019).*
- Workshop in Management Science. Santa Cruz, Chile. (January 2019).
- Association for Consumer Research. Dallas, TX. (October 2018).
- Society for Judgment and Decision Making. Vancouver, Canada. (November 2017).
- Four Schools Conference. New York, NY. (April 2017).

Beyond whether to give: Using continuous requests to increase donation rates. (Moon* & VanEpps*)

Alternative titles: "Should I give or how much should I give? Continuous (versus discrete) requests increase prosocial engagement."

- Association for Consumer Research. Atlanta, GA. (to be presented October 2019).*
- Triennial Invitational Choice Symposium. Cambridge, MD. (May 2019).*
- Society for Consumer Psychology. Dallas, TX. (February 2018).

The illusion of design: Framing choices as design processes increases perceived customization of products. (Moon & Bos)

Alternative titles: "Choosing or creating? Framing choices as creative processes increases perceived customization."

- Society for Personality and Social Psychology. Portland, OR. (February 2019).*
- Association for Consumer Research. San Diego, CA. (October 2017).*
- International Convention of Psychological Science. Vienna, Austria. (March 2017).*
- Society for Consumer Psychology. San Francisco, CA. (February 2017).*
- Society for Personality and Social Psychology (poster). San Antonio, TX. (January 2017).*
- Society for Judgment and Decision Making (poster). Boston, MA. (November 2016).*

Constructing consumer choices: Simple nudges improve consumer experiences and decisions. (Moon & Bos)

- Disney Data & Analytics Conference. Orlando, FL. (September 2016).

The uncertain value of uncertainty: When consumers are unwilling to pay for what they like. (Moon & Nelson)

Alternative titles: "Paying for what you'll like? The uncertain value of uncertainty"; "When and why do consumers devalue risky prospects?"; "Do people really dislike risky prospects?"; "Dissecting the uncertainty effect: Do people really dislike uncertainty?"

- Society for Judgment and Decision Making. Chicago, IL. (November 2015).*
- Association for Consumer Research. New Orleans, LA. (October 2015).*
- Society for Consumer Psychology. Phoenix, AZ. (February 2015).*
- Behavioral Decision Research in Management. London, UK. (July 2014).*
- Society for Judgment and Decision Making (poster). Toronto, Canada. (November 2013).*

The overblown implications effect. (Moon, Gan, & Critcher)

Alternative titles: "Passing (on) judgment: Others judge us less extremely than we think"; "Misjudging judgment: Others judge us less extremely than we think"

- Academy of Management. Anaheim, CA. (August 2016).*
- Judgment and Decision Making Pre-conference at Society for Personality and Social Psychology (poster). San Diego, CA. (January 2016).*
- Association for Consumer Research. New Orleans, LA. (October 2015).*
- Society for Judgment and Decision Making (poster). Long Beach, CA. (November 2014).*

The power to control time: Power influences how much time (you think) you have. (Moon & Chen)

- Society for Personality and Social Psychology (poster). Austin, TX. (February 2014).*
- Association for Consumer Research. Chicago, IL. (October 2013).*

* = presenter

INVITED TALKS

University of Chicago, Center for Decision Research (2017).
University of Pennsylvania, Decision Processes Colloquium (2016).
University of Pennsylvania, Operations, Information, & Decisions Department (2016).
University of Toronto, Marketing Department (2016).
Bocconi University, Marketing Department (2016).
Carnegie Mellon University, Center for Behavioral Decision Research (2016).
Disney Research (2015).
Washington University in St. Louis, Marketing Department (2015).
Berkeley-Stanford Social/Personality Psychology talks (2014).
University of California, Berkeley, Institute of Personality and Social Research (2013, 2014, 2015).

TEACHING EXPERIENCE

Instructor

Decision Processes (Fall 2018). Rating: 3.5/4.
Decision Processes (Spring 2018). Rating: 3.5/4.
Graduate Statistics and Data Analysis, Part II (Spring 2014). Rating: 6.5/7.
Graduate Statistics and Data Analysis, Part I (Fall 2013). Rating: 6.1/7.

Guest Lecturer

Marketing Research. University of Arizona. "Behavioral Research at Disney Research." (Oct 24, 2016).
Behavioral Economics in Organizations. Carnegie Mellon University. "Behavioral Research at Disney Research." (Sep 21, 2016).
General Psychology. University of California, Berkeley. "Affective Forecasting." (Nov 15, 2011).

PROFESSIONAL SERVICE

Ad-Hoc Journal Reviewer

- Management Science.
- Social Psychological and Personality Science.

Working Paper Reviewer

- Competitive Paper Reviewer, Society of Consumer Psychology (2018).
- Single Presenter Reviewer, Society for Personality and Social Psychology (2017).
- Poster Award Reviewer, Society for Judgment and Decision Making (2015-2017).
- Poster Reviewer, Association for Psychological Science (2014).
- Working Paper Reviewer, Association for Consumer Research (2013).
- Poster Award Reviewer, Society for Personality and Social Psychology (2011-2014).

Research Consulting

- Franklin Templeton Investments.
- Behavioralize.
- Disney Research.
- Mythbusters.

Other Academic Service

- Summer Program for Undergraduate Research presentation (2019).
- Faculty Panel, Wharton Introduction to Diversity in Doctoral Education and Scholarship (IDDEAS; 2018).
- Faculty Panel. Wharton Society for the Advancement of Women in Business Academia (WSAWBA; 2018).
- Seminar Committee, Operations, Information, and Decisions Department (2017-2018).
- Graduate Student Organizer, Society for Experimental Social Psychology Conference (2013).

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR).

Society for Consumer Psychology (SCP).

Society for Judgment and Decision-Making (SJDM).

Society for Personality and Social Psychology (SPSP).