

Andrew Meyer

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Academic Positions

Visiting Scholar The Chinese University of Hong Kong Business School 2023 –

Adjunct Lecturer University of Pennsylvania. 2021 – 2023

Postdoctoral Fellow University of Chicago Booth School of Business. 2017 – 2020

Postdoctoral Associate Yale School of Management. 2016 – 2017

Non-academic Positions

Data Scientist Pristine Infotech. 2020 – 2022

Lab Manager Yale School of Management. 2008 – 2011

Education

Ph.D. Marketing Yale University. 2016

B.A. Psychology Wesleyan University. 2008

Research Interests

My work focuses on decision making. It can be divided into two streams. One focuses on measuring reflective tendencies and understanding belief revision. It has potential applications to group decision making and the spread of misinformation. The other focuses on models of consumer value perception and learning. There, I use a mixture of experiments and observational data to explore how comparisons to contextual products influence consumer choice, with application to online environments, where products are presented sequentially, and their order and presentation format can be customized.

Publications & Working Papers

Meyer, A. & Frederick, S. The formation and revision of intuitions *Forthcoming, Cognition*

Meyer, A. & Hundtofte, S. The longshot bias is a context effect *Forthcoming, Management Science*

Frederick, S., Levis, A., Malliaris, S., & **Meyer, A.** (2018). Valuing bets and hedges: Implications for the construct of risk preference. *Judgment & Decision Making*, 13(6), 1.

Meyer, A., Zhou, E., & Frederick, S. (2018). The non-effects of repeated exposure to the Cognitive Reflection Test. *Judgment & Decision Making*, 13(3), 246.

Meyer, A., Frederick, S., Burnham, T. C., Guevara Pinto, J. D., Boyer, T. W., Ball, L. J., Pennycook, G., Ackerman, R., Thompson, V. A., & Schuldt, J. P. (2015). Disfluent fonts don't help people solve math problems. *Journal of Experimental Psychology: General*, 144(2), e16.

Frederick, S. W., **Meyer, A. B.**, & Mochon, D. (2011). Characterizing perceptions of energy consumption. *Proceedings of the National Academy of Sciences of the USA*, 108(8), E23.

Papers in preparation

Meyer, A., Primacy and contrast effects on consumer choice.
In prep for *Journal of Marketing Research*

Dana, J., Davis-Stober, C., Frederick, S., & **Meyer, A.**, Exposure to random anchors improves judgment. In prep for *Psychological Review*

Meyer, A., Frederick, S., Attali, Y., Bar-Hillel, M., & Kahneman, D., The cognitive reflection test isn't just math. In prep for *Journal of Experimental Psychology: General*

Meyer, A., Contextual deliberation and contrast effects on consumer choice.
In data collection for *Journal of Consumer Research*

Meyer, A. & Urminsky, O., Prototype and exemplar models of consumer choice.
In data collection for *Journal of Consumer Research*

Meyer, A. & Novemsky, N., Asymmetric contrast effects on consumer choice.
In data collection for *Journal of Consumer Research*

Invited presentations

2022. The Chinese University of Hong Kong

2019. School of Economics and Management, Tsinghua University; Research Section, Consumer Financial Protection Bureau

2016. Social and Decision Sciences, Carnegie Mellon University

Conference presentations

2021. International Conference on Thinking

2020. Association for Psychological Science (*cancelled due to COVID*)

2018. Society for Consumer Psychology

2016. International Conference on Thinking

2015. Association for Consumer Research; Society for Consumer Psychology

2014. Behavioral Decision Research in Management; Behavior Law and Economics

2013. Society for Judgment and Decision Making; Trans-Atlantic Doctoral Conference

Awards

2018. Richard H. Thaler Independent Research Prize

2018. Center for Decision Research Independent Research Grant

2013. Whitebox graduate studies grant

Conference organization

2013. Whitebox graduate student behavioral conference

Referee

Management Science, Psychological Review, Journal of Consumer Research, Cognition, Journal of Behavioral and Experimental Economics, Journal of Behavioral Decision Making, Judgment and Decision Making, Memory and Cognition, Thinking and Reasoning, Risk Analysis, Journal of Experimental Social Psychology, Cognitive Science

Teaching

Primary instructor

“Behavioral Economics and the Psychology of Choice” University of Pennsylvania. 2022

“Intro to Experimental Psychology” University of Pennsylvania, 2022

“Judgment and Decisions” University of Pennsylvania. 2021, 2022

Teaching Assistant

“Foundations of Behavioral Economics” Yale School of Management. 2012, 2014, 2015, 2016, 2017

“Sports Analytics” Yale School of Management. 2013, 2014, 2015, 2016

“Mastering Influence and Persuasion” Yale School of Management. 2013

References:

Shane Frederick

Professor of Marketing

Yale School of Management

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Reid Hastie

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Devin Pope

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