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Hannah Perfecto

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Employment

Washington University in St. Louis • St. Louis, MO 2017 -
Assistant Professor of Marketing

Education

University of California, Berkeley • Berkeley, CA 2012 – 2017
Ph.D., M.S. in Business Administration

Yale University • New Haven, CT 2008 – 2012
B.S. in Psychology with distinction

Research Interests

Consumer behavior, behavioral decision theory, metacognition, survey design, research replicability and reliability

Industry Experience

Bovitz Inc., Marketing Research & Strategy Jan. 2022 -
Senior Methodologist (Consulting)

Papers

Skewed Stimulus Sampling has Distorted Our Understanding of Decision Making (Under review).

Winner of the Best Talk Award for the JDM I Track at SCP 2022.

A Systematic Investigation of Attention Checks in Behavioral Research, with *Michael O'Donnell (Revising for resubmission to *Journal of Consumer Research*).

High Replicability of Newly-Discovered Social-behavioral Findings is Achievable, John Protzko, John Krosnick, Leif Nelson, Brian Nosek, Jordan Axt, Matt Berent… **Hannah Perfecto**,…Jonathan Schooler (Revising for resubmission to *Nature*).

Landy, J.F., Jia, M., Ding, I. L.,...**Crowdsourcing Hypothesis Tests Collaboration**...Uhlmann, E.L.(2020).Crowdsourcing hypothesis tests: Making transparent how design choices shape research results. *Psychological Bulletin, 146*(5), 451–479.

Perfecto, H., Donnelly, K., & Critcher, C. R. (2019). Volume Estimation Through Mental Simulation. *Psychological Science*, *30*(1), 80–91.

Perfecto, H., Nelson, L.D., & Moore, D.A. (2018). The Category Size Bias: A Mere Misunderstanding. *Judgment and Decision Making, 13*(2), 170-184.

Perfecto, H., Galak, J., Simmons, J.P., and Nelson, L.D. (2017). Rejecting a Bad Option Feels like Choosing a Good One. *Journal of Personality and Social Psychology*, *113*(5), 659-670.

Jung, M. H., ***Perfecto, H.**, & Nelson, L. D. (2016). Anchoring in Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings. *Journal of Marketing Research, 53*(3), 354-368.

Winner of the Hillel Einhorn New Investigator Award.

*Joint first-authorship.

Awards

Best Talk of the JDM I Track 2022
Society of Consumer Psychology

MSI Young Scholar 2021
Marketing Science Institute

Invited guest, Metascience Meeting 2019
Stanford University

Hillel Einhorn New Investigator Award 2016
Society for Judgment and Decision Making

AMA-Sheth Doctoral Consortium Fellow 2016
American Marketing Association

Diversity Travel Scholarship 2016
Society of Consumer Psychology

Grant: Assessing Using P-Curve to Assess Evidential Value of Social Psychology Publications 2015 – 2016
Berkeley Initiative for Transparency in the Social Sciences

Haas Summer Fellowship 2015
Haas School of Business, University of California, Berkeley

Chancellor's Fellowship 2012 – 2017
University of California, Berkeley

Selected Current Projects

Voting with your Wallet: Leveraging the Voter's Illusion to Predict Behavior in Myriad Marketing Contexts, with Fausto Gonzalez (in preparation).

Using P-Curve to Assess Evidential Value of Social Psychology Publications, with Michael O'Donnell, Fausto Gonzalez, and Leif D. Nelson (in preparation).

How Helpful is a Coin Toss? Evaluations of Predictions at Chance Accuracy, with Jay Naborn (data collecting).

Why Won't You Take My Money? Fairness Perceptions of the Distribution of Scarce Consumer Goods (data collecting).

Counterfactual Neglect Reduces Perceived Efficacy of Interventions (data collecting).

Conference Presentations (+indicates student co-author)

+Naborn, J. & **Perfecto, H.** (2022, November). How Helpful is a Coin Toss? Evaluations of Predictions at Chance Accuracy. Poster accepted for the Society for Judgment and Decision Making Conference, San Diego, CA.

Perfecto, H. (2022, October). Stimulus Sampling is Distorting our Understanding of Consumer Decision Making. Talk accepted for the Association of Consumer Research Conference, Denver, CO.

Perfecto, H. (2022, March). Stimulus Sampling has Distorted our Understanding of Decision Making. Talk accepted for the Society of Consumer Psychology conference, online.

+Park, A., Scott, S.E., & **Perfecto, H.** (February, 2020). *When Do People Obscure Information About Goal Progress?* Poster accepted for the Society for Personality and Social Psychology – JDM Preconference, New Orleans, LA.

Perfecto, H., O'Donnell, M., Gonzalez, F., & Nelson, L.D. (2019, October). *Assessing the Evidential Value of a Decade's Worth of Social Psychology Experiments.* Talk accepted for the Association of Consumer Research Conference, Atlanta, GA.

Perfecto, H., O'Donnell, M., Gonzalez, F., & Nelson, L.D. (2019, May). *Assessing the Evidential Value of a Decade's Worth of Social Psychology Experiments.* Talk accepted for the Summer Decision Making Symposium, San Juan, PR.

Perfecto, H. and Nelson, L.D. (2019, February). *Facilitating Decision Making through Attribute Matching*. Talk accepted for the Society of Personality and Social Psychology Conference, Portland, OR.

Perfecto, H. and Nelson, L.D. (2018, October). *Improving Customer Satisfaction Online through Valence Matching.* Talk accepted for the Association of Consumer Research Conference, Dallas, TX.

Perfecto, H. (2018, June). *Life has no Control Condition: Counterfactual Neglect in Causal Attributions.* Poster accepted for the European Association of Consumer Research Conference, Ghent, Belgium.

Gonzalez, F., O'Donnell, M., ***Perfecto, H.**, and Nelson, L.D. (2018, May). *Assessing the Evidential Value of a Decade's Worth of Social Psychology Experiments*. Talk accepted for the Association of Psychological Science Convention, San Francisco, CA.

Perfecto, H. Galak, J., Nelson, L.D., and Simmons, J.P. (2017, October). *Attribute Matching Increases Confidence.* Talk accepted for the Association of Consumer Research Conference, San Diego, CA.

Perfecto, H. and Nelson, L.D., (2017, April). *Everyday Synesthetes: A Broader Perspective on Number-Personality Associations*. Poster accepted for The Effect of Numerical Markers in Consumer Judgment and Decision Making Conference, Columbia, SC.

Perfecto, H. and Critcher, C. R., (2016, October). *Volume Estimation as Simulated Judgment*. Talk accepted for the Association of Consumer Research Conference, Berlin, Germany.

Perfecto, H. and Critcher, C. R., (2016, May). *Volume Estimation as Simulated Judgment*. Talk accepted for the Association of Psychological Science Convention, Chicago, IL.

Perfecto, H., Galak, J., Nelson, L.D., and Simmons, J.P. (2016, February). *Attribute Matching Increases Confidence.* Talk accepted for the Society of Consumer Psychology Conference, St. Pete's Beach, FL.

Perfecto, H. and Critcher, C.R., (2016, February). *Volume Estimation as Simulated Judgment*. Talk accepted for the Society of Consumer Psychology Conference, St. Pete's Beach, FL.

Perfecto, H., Galak, J., Nelson, L.D., and Simmons, J.P. (2015, November). *Attribute Matching Increases Confidence.* Poster accepted for the Society for Judgment and Decision Making Conference, Chicago, IL.

Jung, M.H., ***Perfecto, H.**, and Nelson, L.D., (2014, November). *Anchoring in Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings.* Talk accepted for the Society for Judgment and Decision Making Conference, Long Beach, CA.

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2014, March). *Anchoring Effects are Much More Elusive in the Field.* Talk accepted for the Conference on Field Experimentation in Marketing Research, San Diego, CA.

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2014, March). *Precision Aversion in Pay-What-You-Want Pricing*. Talk accepted for the Society of Consumer Psychology Conference, Miami, FL.

- Co-chaired symposium, *Number Cognition*

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2013, October). *Default Effects in Pay- What-You-Want Pricing*. Talk accepted for the Association of Consumer Research Conference, Chicago, IL.

Invited Presentations

2022, August	American Psychological Association, Summit on Decision Making
2022, June	Marketing Science Institute, Young Scholars Conference
2021, February	University of California, Berkeley, Reproducibility Seminar
2019, December	Yale University, Marketing Department
2019, July	Washington University in St. Louis, BOLD@Olin
2019, May	Boston University, Marketing Department
2018, May	University of Chicago, Marketing Department
2017, December	University of Pennsylvania, Decision Processes Colloquium
2016, November	Massachusetts Institute of Technology, Marketing Department
2016, October	Stanford University, Marketing Department
2016, October	Washington University in St. Louis, Marketing Department
2016, October	University of Michigan, Marketing Department
2016, September	National University of Singapore, Marketing Department
2016, August	University of California, Berkeley, Marketing Department

Teaching Experience

Instructor, Washington University in St. Louis

"Marketing Research"

BSBA program, 2019-
Mean: 9.39 / 10 Median: 10 / 10
MSc Customer Analytics program, 2020-
Mean: 9.85 / 10 Median: 10 / 10

"Marketing Strategy"

BSBA program, 2017-2019
Mean: 9.79 / 10 Median: 10 / 10

Professional Affiliations

Association for Consumer Research (ACR)
PhD Project - Marketing Doctoral Student Association (MDSA)
Marketing Ethnic Faculty Association (MEFA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

Service

Selected Journal Reviewing:

- Journal of Experimental Psychology: General
- Journal of Marketing Research
- Management Science
- Marketing Science
- Organizational Behavior and Human Decision Processes
- Psychological Science

Conference Reviewing:

- Association for Consumer Research (ACR): ad-hoc conference reviewer since 2015; program committee, 2021
- Behavioral Decision Research in Management (BDRM): ad-hoc conference reviewer since 2018
- Society for Consumer Psychology (SCP): ad-hoc conference reviewer since 2015, program committee, 2021
- Society for Judgment and Decision Making (SJDM): ad-hoc conference reviewer, since 2018

University Service:

- Hiring committee, ad-hoc member since 2018
- PhD admissions, ad-hoc member since 2017
- Undergraduate independent study advising, 2019, 2021, 2022