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VITA

BARBARA A. MELLERS

Contact Information

Haas School of Business
University of California
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510-642-3811 (work)
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Education

1981 Ph.D. Psychology, University of Illinois
1978 M.A. Psychology, University of Illinois
1974 B.A. Psychology, University of California, Berkeley
 Honors in General Scholarship

Experience

2005-2006 Visiting Scholar, Russell Sage Foundation
2004-present Milton W. Terrill Chair of Business Administration
2001-present Professor of Marketing and Organizational Behavior, UC Berkeley
1996-2001 Professor of Psychology, Ohio State University
1995-1996 Visiting Professor, Ohio State University
1981-1995 Assistant to Full Professor of Psychology, UC Berkeley

Awards and Honors

2007 EAP Faculty Exchange Fellowship, University of Trento, Italy
2005-2006 Russell Sage Visiting Scholarship

2002-2005 "Club 6" Haas Teaching Recognition (also 2003-2004, 2004-2005)
1997-1998 National Research Council: Impacts of Pathological Gambling
1996-1997 President, Judgment and Decision Making Society
1985-1990 Presidential Young Investigator Award
1984-1985 Regents Junior Faculty Fellowship
1978-1979 University Fellow, University of Illinois
1977-1980 NIMH Measurement Traineeship

Professional Service

2006-present Associate Editor, Journal of Judgment and Decision Making
2006-2007 Executive Director, Experimental Social Science Laboratory
2006-2008 Executive Board, Judgment and Decision Making Society
2005-present Scientific Committee, FUR
2004-present Consulting Editor, California Management Review
2003-present Consulting Editor, Psychological Science
2002-2004 Associate Editor, Journal of Mathematical Psychology
2002-present Advisory Council, Decision Education Foundation
2000-2006 Publications Committee, Judgment and Decision Making Society
1999-present Consulting Editor, JEP: Learning, Memory, and Cognition
1999-present Consulting Editor, Psychological Review
1999-2001 NSF Review Panel: Measurement, Methodology, and Statistics
1998-2002 Consulting Editor, Psychological Bulletin
1998-2000 CSR Evaluation Advisory Committee for NIH

- 1997-2000 Executive Board, Federation of Behavioral, Psychological, & Cognitive Sciences
- 1994-present Consulting Editor, Journal of Behavioral Decision Making
- 1992-94 Executive Board, Judgment and Decision Making Society
- 1990-92 Program Committee, Judgment and Decision Making Society
- 1988-92 Consulting Editor, JEP: Human Perception and Performance
- 1988-90 Associate Editor, Journal of Educational Statistics

Grants

- NSF Major Research Instrumentation, 2003-2006, with G. Akerlof, T.Ho, and J. Morgan.
"Development of an Experimental Social Science Laboratory"
- NSF Decision, Risk, and Management Science, 2001-2004, with I. Ritov.
"Investigating Emotion-Based Choice"
- NSF Decision, Risk, and Management Science, 1996 -1998, with I. Ritov.
"What Is, What Was, and What Might Have Been: Emotional Reactions to the Outcomes of Risky Options"
- NSF Decision, Risk, and Management Science, 1994-1997, with M. Birnbaum, W. Edwards, and R.D. Luce. "Risk Aversion and Changing Reference Points in California Lottery Winners"
- NSF Decision, Risk, and Management Science, 1994-1995
"Rational and Emotional Aspects of Risky Decision Making"
- NSF Decision, Risk, and Management Science, 1991-94
"Effects of Similarity on Judgment and Choice"
- NSF Decision, Risk, and Management Science, 1989-91
"Discrepancies Between Judgment and Choice"
- NSF Memory and Cognitive Processes, 1990-91
"MRG: Honorable Mention"
- NSF Memory and Cognitive Processes, 1985-90

"Presidential Young Investigator Award"

Grant from Council on Educational Development, 1983, 1984, 1987

Grant from Committee on Research, 1985.

Summer Research Grant, Faculty Development Program, 1982

Biomedical Research Funds, 1980, 1981, 1982, 1983, 1989

Research

2007

Mellers, B.A., Haselhuhn, M., Isen, A., Tetlock, P., Silva, J. Positive affect increases cooperation: Incidental positive moods promote fairness and constrain self interest. Under review.

Mellers, B.A., & Ritov, I. The relative magnitude of pleasure and pain. Under review.

Valenzuela, A., Mellers, B.A., & Strebel, J. Cross cultural differences in delight. Under review.

Heyman, J., & Mellers, B.A. (In press). Perceptions of fair pricing. In Haugtvedt, C., Kardes, F., & Herr, P. (Eds.) Handbook of Consumer Psychology. Lawrence Erlbaum, NJ.

Mellers, B.A., & Locke, C. (2007). What can we learn from our mistakes? In R. Miles and D. von Winterfeldt (Eds.) Advances in Decision Analysis. NY: Cambridge University Press, pp 351-374.

Mellers, B.A. (In press). Surprise. In R. Baumeister & K. Vohs (Eds.) Encyclopedia of Social Psychology, Sage.

2006

Rieskamp, J., Busemeyer, J., & Mellers, B.A. (2006.) Extending the bounds of rationality: Evidence and theories of preferential choice. Journal of Economic Literature, 44, 631-661.

2005

Shiv, B., Bechara, A., Levin, I., Alba, J.W., Bettman, J.R., Dube, L., Isen, A., Mellers, B., Smidts, A., Grant, S.J., & McGraw, P. (2005). Decision neuroscience. Marketing Letters, 16, 375-386.

McGraw, A.P., Mellers, B.A., & Tetlock, P.E. (2005). Expectations and emotions of Olympic athletes. Journal of Experimental Social Psychology, *41*, 438-446.

Haselhuhn, M., & Mellers, B.A. (2005). Emotions and cooperation in economic games. Cognitive Brain Research, *23*, 24-33.

2004

McGraw, A.P., Mellers, B.A., & Ritov, I. (2004). The affective costs of overconfidence. Journal of Behavioral Decision Making, *17*, 281-286.

Mellers, B.A., & McGraw, A.P. (2004). Self-serving beliefs and the pleasure of outcomes. In J. Carrillo & I. Brocas (Eds.) The psychology of economic decisions Vol 2: Reasons and choices. New York: Oxford University Press. pp. 31-48.

Mellers, B.A. (2004). Pleasure, utility, and choice. In A.S.R. Manstead, N.H. Fridja, & A.H. Fischer (Eds.) Feelings and Emotions: The Amsterdam Symposium. New York: Cambridge University Press, pp 282-302.

Heyman, J., Mellers, B.A., Tishchenko, S., & Schwartz, A. (2004). I was pleased a moment ago: How pleasure varies with background and foreground reference points. Motivation and Emotion, *28*, 65-83.

Larsen, J., McGraw, A.P., Mellers, B.A., & Cacioppo, J. (2004). The agony of victory and the thrill of defeat: Mixed emotional reactions to disappointing wins and relieving losses. Psychological Science, *15*, 325-330.

2002

Arkes, H.R., & Mellers, B.A. (2002). Do juries meet our expectations? Law and Human Behavior, *26*, 625-639.

Mellers, B.A. (2002). Decision making. In R. Goldstone (Ed.) Encyclopedia of Cognitive Sciences. MacMillan.

Tetlock, P.E., & Mellers, B.A. (2002). The great rationality debate: The impact of Kahneman and Tversky's research program. Psychological Science, *13*, 94-99.

2001

Mellers, B.A., Erev, I., Fessler, D.M.T., Hemelrijk, C.K., Hertwig, R., Laland, K.N., Scherer, K.R., Seeley, T.D., Selten, R., & Tetlock, P.E. (2001). Effects of emotional and social processes on bounded rationality. In Gigerenzer, G. & Selten, R. (Eds.) Bounded rationality: The adaptive toolbox. Cambridge, MA: MIT Press

Mellers, B.A. (2001). Decision research: Behavioral. In N.J. Smelser and P.J. Baltes (Eds in Chief) & A.A.J. Marley (Section Ed).pp 3318-3323. International Encyclopedia of the Social and Behavioral Sciences. Oxford: Elsevier.

Mellers, B.A. (2001). Utility and subjective probability: Empirical studies. In N.J. Smelser and P.J. Baltes (Eds in Chief) & A.A.J. Marley (Section Ed).pp 16121-16123.International Encyclopedia of the Social and Behavioral Sciences. Oxford: Elsevier.

Mellers, B.A., Hertwig, R., & Kahneman, D. (2001). Do frequency representations eliminate conjunction effects? An exercise in adversarial collaboration. Psychological Science, 12, 269-275.

Mellers, B.A., & McGraw, P. (2001). Anticipated emotions as guides to choice. Current Directions, 6, 210-214.

2000

Mellers, B.A.(2000). Choice and the relative pleasure of consequences. Psychological Bulletin, 126, 910-924.

1999

Mellers, B. A., Schwartz, A., & Ritov, I. (1999). Emotion-based choice. Journal of Experimental Psychology: General, 128, 1-14.

Mellers, B.A., & McGraw, A. P. (1999). How to improve Bayesian reasoning: Comment on Gigerenzer and Hoffrage. Psychological Review, 106, 417-424.

National Research Council (1999). Pathological gambling: A critical review. Committee on the Social and Economic Impact of Pathological Gambling. Washington, D.C.: National Academy Press.

Shanteau, J., Mellers, B.A., & Schum, D. (Eds.) (1999). Decision science and technology: Reflections on the contributions of Ward Edwards. NY, NY: Kluwer Academic Publishers.

Schwartz, A., Mellers, B.A. & Metzger, T. (1999). Manipulating hedonic strategies of choice. In J. Shanteau, B. A. Mellers, & D. Schum. (Eds.) Decision research from Bayesian approaches to normative perspectives: Reflections on the contributions of Ward Edwards. NY, NY:Kluwer Academic Publishers.

Mellers, B. A. (1999). Review of Hammond's "Human Judgment and Social Policy" in Political Psychology, 20, 416-19.

1998

- Mellers, B.A., Schwartz, A., & Cooke, A. (1998). Judgment and decision making. Annual Review of Psychology, 49, 447-77.
- Cooke, A. D. J., & Mellers, B. A. (1998). Multi-attribute judgment: Attribute spacing influences single attributes. Journal of Experimental Psychology: Human Perception and Performance, 24, 496-504.

1997

- Winer, R.S., Deighton, J. Gupta, S., Johnson, E. Mellers, B., Morowitz, V., Guinn, T., Rangaswamy, A., Sawyer, A.G. (1997). Choice in computer-mediated environments. Marketing Letters, 8, 287-296.
- Mellers, B.A., Schwartz, A., Ho, K., & Ritov, I. (1997). Decision affect theory: How we feel about risky options. Psychological Science, 8, 423-429.
- Kuklinski, J. H., Sniderman, P.M., Knight, K. Piazza, T., Tetlock, P.E., Lawrence, G.R., & Mellers, B. A. (1997). Racial prejudice and attitudes toward affirmative action. American Journal of Political Science, 41, 402-419.
- Mellers, B. A., Schwartz, A., & Weber, E. (1997). Do risk attitudes reflect in the eye of the beholder? In A. J. J. Marley (Ed.) Choice, Decision, and Measurement: Essays in Honor of R. Duncan Luce. Mahwah, NJ: Lawrence Erlbaum Associates
- Mellers, B. A. (1997). When many want what only a few can have. Review of Local Justice in America, Journal of Behavioral Decision Making, 10, 360-1.

1996

- Mellers, B.A., & Cooke, A. D.J. (1996). The role of task and context in preference measurement. Psychological Science, 7, 76-82.
- Welch, R.B., Blackmon, T.T., Liu, A., Mellers, B.A., & Stark, L.W. (1996). The effects of pictorial realism, delay of visual feedback, and observer interactivity on the subjective sense of presence. Presence, 5, 263-273.

1995

- Cooke, A.D.J., & Mellers, B.A. (1995). Attribute range and response range: Limits of compatibility in multiattribute judgment. Organizational Behavior and Human Decision Processes, 63, 187-194.

Ordóñez, L.D., Mellers, B.A., Chang, S., & Roberts, J. (1995). Are preference reversals reduced when made explicit? Journal of Behavioral Decision Making, 8, 265-277.

Mellers, B.A., Berretty, P.M., & Birnbaum, M. (1995). Dominance violations in judged prices of two- and three-outcome gambles. Journal of Behavioral Decision Making, 8, 201-216.

Mellers, B.A., Weber, E.U., Ordóñez, L.D., & Cooke, A. (1995). Utility invariance despite labile preferences. In J.R. Busemeyer, R. Hastie, & D.M. Medin (Eds.) Decision Making from a Cognitive Perspective. The Psychology of Learning and Motivation, Vol. 32 (pp. 33-82). New York: Academic Press.

Mellers, B.A. (1995). Review of "Choosing Justice" in Ethics, 105, 702.

1994

Mellers, B.A., & Biagini, K. (1994). Similarity and choice. Psychological Review, 101, 505-518.

Mellers, B.A., & Cooke, A. (1994). Tradeoffs depend on attribute range. Journal of Experimental Psychology: Human Perception and Performance, 20, 1055-1067.

Mellers, B.A. & Chang, S. (1994). Representations of risk judgments. Organizational Behavior and Human Decision Processes, 57, 167-184.

1993

Mellers, B.A. & Baron, J. (Eds.) (1993). Psychological perspectives on justice: Theory and applications. New York: Cambridge University Press.

Mitchell, G., Tetlock, P., Mellers, B.A., & Ordóñez, L. (1993). Judgments of social justice: Compromise between equality and efficiency. Journal of Personality and Social Psychology, 65, 629-639.

Ordóñez, L. & Mellers, B.A. (1993). Tradeoffs in fairness and preference judgments. In Mellers, B.A. and Baron, J. (Eds.) Psychological Perspectives on Justice: Theory and Applications. New York: Cambridge University Press.

1992

Luce, R.D., Mellers, B.A., Chang, S. (1992). Is choice the correct primitive? On using certainty equivalents and reference levels to predict choices among gambles. Journal of Risk and Uncertainty, 6, 115-43.

- Mellers, B.A., Ordóñez, L., & Birnbaum, M.H. (1992). A change-of-process theory for contextual effects and preference reversals in risky decision making. Organizational Behavior and Human Decision Processes, 52, 319-330.
- Mellers, B.A., Richards, V., & Birnbaum, M.H. (1992). A distribution theory of impression formation. Organizational Behavior and Human Decision Processes, 51, 313-343.
- Mellers, B.A., Chang, S., Birnbaum, N.H., & Ordóñez, L. (1992). Preferences, prices, and ratings in risky decision making. Journal of Experimental Psychology: Human Perception and Performance, 18, 347-361.
- Birnbaum, M.H., Coffey, G., Mellers, B. A., & Weiss, R. (1992). Utility measurement: Configural-weight theory and the judge's point of view. Journal of Experimental Psychology: Human Perception and Performance, 2, 337-346.
- Mellers, B.A., Weiss, R., & Birnbaum, M.H. (1992). Violations of dominance in pricing judgments. Journal of Risk and Uncertainty, 5, 73-90.

1990

- Varey, C., Mellers, B.A., & Birnbaum, M.H. (1990). Judgments of proportions. Journal of Experimental Psychology: Human Perception and Performance, 16, 613-625.
- Mellers, B.A. (1990). A psychophysical theory of equity. In Hans-Georg Geissler (Ed.), Psychophysical Explorations of Mental Structures. Toronto: Hogrefe & Huber.
- Mellers, B.A. (1990). Review of "Decision Making: Descriptive, Normative, and Prescriptive Interactions" in Journal of Mathematical Psychology, 34, 242-243.
- Mellers, B.A. (1990). Review of "Advances in Social Cognition: Vol 1," Thomas Scrull & Robert Wyer (Eds.) in American Journal of Psychology, 103, 124-127.
- Mellers, B.A. (1990). Review of "Rational Choice in an Uncertain World" by Robyn Dawes in Journal of Mathematical Psychology, 34, 332-335.

1989

- Mellers, B.A., & Hartka, E. (1989). Test of a subtractive theory of "fair" allocations. Journal of Personality and Social Psychology, 56, 691-697.
- Birnbaum, M.H., & Mellers, B.A. (1989). Mediated models for the analysis of confounded variables and self-selected samples. Journal of Educational Statistics, 14, 146-158.

1988

Mellers, B.A., & Hartka, E. (1988). "Fair" selection decisions. Journal of Experimental Psychology: Human Perception and Performance, 14, 572-581.

1986

Mellers, B.A. (1986). "Fair" allocations of salaries and taxes. Journal of Experimental Psychology: Human Perception and Performance, 12, 80-91.

Mellers, B.A. (1986). Test of a distributional theory of intuitive numerical prediction. Organizational Behavior and Human Decision Processes, 38, 279-294.

1985

Mellers, B.A. (1985). A reconsideration of two-person inequity judgments: Reply to Anderson. Journal of Experimental Psychology: General, 114, 514-520.

1984

Mellers, B.A., Davis, D.M., & Birnbaum, M.H. (1984). The weight of evidence supports one operation for "ratios" and "differences" of heaviness. Journal of Experimental Psychology: Human Perception and Performance, 10, 216-230.

1983

Mellers, B.A., & Birnbaum, M.H. (1983). Contextual effects in social judgment. Journal of Experimental Social Psychology, 19, 157-171.

Birnbaum, M.H., & Mellers, B.A. (1983). Bayesian inference: Combining base rates with opinions of sources who vary in credibility. Journal of Personality and Social Psychology, 45, 792-804.

Mellers, B.A. (1983). Evidence against absolute scaling. Perception & Psychophysics, 34, 405-408.

Mellers, B.A. (1983). Reply to Zwislocki's views on "absolute" scaling. Perception & Psychophysics, 34, 405-408.

1982

Mellers, B.A. (1982). Equity judgment: A revision of Aristotelian views. Journal of Experimental Psychology: General, 111, 242-270.

Mellers, B.A., & Birnbaum, M.H. (1982). Loci of contextual effects in judgment. Journal of Experimental Psychology: Human Perception and Performance, 8, 582-601.

1981

Mellers, B.A. (1981). More feeling than thinking. American Psychologist, 36, 802-803.

Mellers, B.A. (1981). Configurality in multiple cue probability learning. American Journal of Psychology, 93, 429-443.

1979

Birnbaum, M.H., & Mellers, B.A. (1979). Stimulus recognition may mediate exposure effects. Journal of Personality and Social Psychology, 37, 391-394.

Birnbaum, M.H., & Mellers, B.A. (1979). One mediator model of exposure effects is still viable. Journal of Personality and Social Psychology, 37, 1090-1096.

1978

Birnbaum, M.H., & Mellers, B.A. (1978). Measurement and the mental map. Perception and Psychophysics, 23, 403-408.

1977

Ryeta, Ima Göst (1977). Nihm's law only perfect on the average. American Psychologist, 32, 372.

Conferences

Invited Talks

Cognitive Psychology Seminar, UCB 2007

University of Pennsylvania, 2007

University of Trento, Italy, 2006, 2007

Symposium and Summer Institute on Psychology and Economics, Munich, Germany, 2006

Russell Sage Foundation, NY, 2005

NYU Marketing, 2005

NYU Psychology Department, NY, 2005

Carnegie Mellon University, Pittsburgh, PA, 2005

Decision Analysis Seminar, Stanford University, CA, 2005, 2007

Helen Willis Neuroscience Institute, UCB, 2005
Rady School of Management, UCSD, 2005
Columbia University, New York., 2004
Choice Symposium, Boulder, Colorado, 2004.
San Francisco State University, San Francisco, CA, 2004
Duke University, Raleigh, N.C., 2004
Center for Mind and Brain, Davis, CA, 2004.
Judgment and Decision Processes, Heidelberg, Germany, 2004.
Information Aggregation Workshop, Baltimore, MD, 2003.
SQAB, San Francisco, CA, 2003.
Marketing Dept, Stanford University, CA, 2003.
Agricultural Economics Seminar, UCB, 2003.
University of California, Irvine, 2003.
Psychology and Economics Seminar, UCB, 2003
Marketing Consortium, Santa Clara, CA, 2003
Institute for Personality and Social Psychology, UCB. 2003.
Haas School of Business, UCB, 2001
CEPR Conference on Psychology and Economics. Brussels, Belgium, 2001.
The Amsterdam Symposium, Amsterdam, The Netherlands, 2001
Pre-Conference with the Association for Consumer Research, Columbus, OH, 1999
Festschrift for Bill Meredith, Psychology, Dept, Berkeley, CA, 1999
American Psychological Association, San Francisco, CA, 1998
The May Conference, Ann Arbor, Michigan, 1998
CORS/INFORMS. Montreal, Canada, 1998.
University of Washington, Seattle, 1997
Presidential Address, Judgment and Decision Making Society, Chicago, 1996.
IFORS, Vancouver, B.C., Canada, 1996
Psychology Dept, Ohio State University, Columbus, 1996
University of Arizona, Tucson, 1996.
Association for Consumer Research, Tucson, 1996
Psychometric Society Meetings, Berkeley, 1993
Psychology Dept, Johns Hopkins University, Baltimore, 1993.
Psychology Dept, Kansas State University, Lawrence, 1992.
Nags Head South, Palm Beach, Florida, 1992
Psychology Department, California State University at Fullerton, 1991.
International Conference on Preference, Risk, and Social Choice, Irvine, 1991.
SOBRAPO-TIMS International Meeting, Rio de Janeiro, Brazil, 1991.
Conference in Decision Theory, U. C. Irvine, 1990
Nags Head, North Carolina, 1990.
Center for Decision Research, Chicago, 1990.
Measurement Colloquium Series, Center for Advanced Study, Stanford, 1988.
Fechner Centennial, Leipzig, East Germany, 1987
Psychology Dept, University of Wyoming, Laramie, 1986.

Neyman Seminar, Department of Statistics, UCB, 1986
Berkeley-Stanford Quantitative Methods Colloquium, Stanford, 1984.
Psychology Department, University of California, Santa Barbara, 1982.

Presentations

Judgment and Decision Making Society, 2005, 2000, 1999, 1997, 1985, 1982,
Association for Consumer Research, Columbus, OH, 1999
Mathematical Psychology Meetings, Santa Cruz, CA., 1999, 1993, 1992, 1991, 1989, 1988,
1986, 1982,
Bayesian Research Meetings, Los Angeles, 1997, 1993, 1990, 1989, 1988, 1987
ORSA-TIMS, Chicago, 1993.
Psychonomic Meetings, St Louis, 1992, 1991, 1989, 1988, 1987, 1984, 1981
FUR, Durham, North Carolina, 1990.
Midwestern Psychological Association, Chicago, 1978

Discussant

ACR Symposium on Neuroscience, San Antonio, TX, 2005