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PROFESSIONAL APPOINTMENTS

University of Texas at Austin , Austin, TX Assistant Professor, Marketing	2015-present
University of Colorado , Boulder, CO Post-Doctoral Research Associate, Marketing Senior Research Associate, Center for Research on Consumer Financial Decision Making Post-Doctoral Advisor: John G. Lynch, Jr.	2013-2015

EDUCATION

Harvard University , Cambridge, MA PhD, Psychology MA, Psychology Graduate Advisor: Daniel M. Wegner	2008-2013
Furman University , Greenville, SC BS, Psychology BA, Religion Summa Cum Laude	2004-2008

RESEARCH INTERESTS

Technology and cognition, “offloading” memory and expertise to external sources, consumer financial decision-making, consumer behavior, attention, memory, confidence, information search, motivated moral cognition and behavior, time

RESEARCH: TECHNOLOGY, ATTENTION, AND OFFLOADING EXPERTISE

People often intuitively offload responsibility for memory and decision-making to external sources, both physical (e.g., other people) and digital (e.g., the Internet). In this line of research, I explore how consumers’ interactions with relationship partners, smartphones, and the Internet affect attention, memory, and behavioral outcomes.

DISSERTATION

Ward, Adrian F. “One with the ‘Cloud’: Why People Mistake the Internet’s Knowledge for Their Own.”

PUBLISHED MANUSCRIPTS

Ward, Adrian F. and John G. Lynch, Jr. (2018), “On a Need-to-Know Basis: How the Distribution of Responsibility Between Couples Shapes Financial Literacy and Financial Outcomes,” *Journal of Consumer Research*.

Tamir, Diana I., Emma M. Templeton, **Adrian F. Ward** and Jamil Zaki (2018), “Media Usage Diminishes Memory for Experiences,” *Journal of Experimental Social Psychology*.

Ward, Adrian F., Kristen Duke, Ayelet Gneezy and Maarten W. Bos (2017), “Brain Drain: The Mere Presence of One’s Own Smartphone Reduces Available Cognitive Capacity,” *Journal of the Association for Consumer Research*.

Tamir, Diana and **Adrian F. Ward** (2015), “New Media, Old Desires,” in *The Psychology of Desire*, ed. W. Hofmann and L.F. Nordgren, New York: Guilford Press.

Ward, Adrian F. (2013), “Supernormal: How the Internet is Changing Our Memories and Our Minds,” *Psychological Inquiry*.

Wegner, Daniel M. and **Adrian F. Ward** (2013), “How Google is Changing Your Brain,” *Scientific American* (December).
*Note: Invited feature, not peer-reviewed

Ward, Adrian F. and Daniel M. Wegner (2013), “Mind-Blanking: When the Mind Goes Away,” *Frontiers in Psychology*.

WORKING PAPERS

Sonnier, Garrett P., Oliver J. Rutz and **Adrian F. Ward**, “Measuring the Effect of Beliefs on Attitude Under Attribute Substitution,” under review.

Zheng, Frank, **Adrian F. Ward** and Susan Broniarczyk, “Does Sharing Make You Smarter? Word-of-Mouth Sharing—Even Without Reading—Leads to Increased Subjective Knowledge.”

Mozer, Michael C., Shruthi Sukumar, Camden Elliott-Williams, Shabnam Hakimi and **Adrian F. Ward**, “Overcoming Temptation: Incentive Design for Intertemporal Choice.”
*Working paper available at <http://bit.ly/2yiIqWP>

Ward, Adrian F. and Shane Schwikert, “The Accessibility Liability: Digital Information Undermines Conceptual Understanding.”

Ward, Adrian F., “Google Effects on Perceived Knowledge and Cognitive Self-Esteem.”

Ward, Adrian F. and Daniel M. Wegner, “Ironic Effects in the Mental Control of Mind-Blanking.”

RESEARCH: MORAL DECISION-MAKING

Morality dominates decisions, divides families, and wins elections. Despite the central role morality plays in defining both personal narratives and (inter)national events, moral beliefs and behaviors often seem to be remarkably flexible. In this line of research, I explore the effects of dynamic social systems and motivated cognition on moral decision-making.

PUBLISHED MANUSCRIPTS

Gray, Kurt, **Adrian F. Ward**, and Michael I. Norton (2014), “Paying it Forward: Generalized Reciprocity and the Limits of Generosity,” *Journal of Experimental Psychology: General*.

Gray, Kurt, Chelsea Schein, and **Adrian F. Ward** (2014), “The Myth of Harmless Wrongs in Moral Cognition: Automatic Dyadic Completion from Sin to Suffering,” *Journal of Experimental Psychology: General*.

Leimgruber, Kristi*, **Adrian F. Ward***, Jane Widness, Michael I. Norton, Kristina Olson, Kurt Gray, and Laurie Santos (2014), “Give What You Get: Capuchin Monkeys (*Cebus Apella*) and Four-Year-Old Children Pay Forward Positive and Negative Outcomes to Conspecifics,” *PLoS One*.
*Joint first authorship

Ward, Adrian F., Andrew Olsen, and Daniel M. Wegner (2013), “The Harm-Made Mind: Victimization Augments Perceptions of the Minds of Vegetative Patients, Robots, and the Dead,” *Psychological Science*.

WORKING PAPERS

Vock, Marlene, **Adrian F. Ward**, and Margaret C. Campbell, “When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions,” under review.

Helion, Chelsea, **Adrian F. Ward**, and David A. Pizarro, “Making Molehills Out of Mountains: Removing Moral Meaning from Prior Immoral Actions,” under review.

Ward, Adrian F., Kurt Gray, and Michael I. Norton, “Paying it Forward in Social Context: Your Group Matters, but Mine Does Not.”

Ward, Adrian F., Kristi Leimgruber, Michael I. Norton, Kristina Olson, Kurt Gray, and Laurie Santos, “Paying Forward Prosocial Behavior: People are Selfish, but Only in Secret.”

PRESENTATIONS: CHAIRED SYMPOSIA

- “Paying it Forward: How Greed, Generosity, and (un)Fairness Spread Through Social Networks” (2015), Special Session held at the annual meeting of the *Association of Consumer Research*, New Orleans, LA.
- “Old Systems, New Technology: How Internet Use Affects Basic Social, Cognitive, and Neural Processes” (2013), Symposium held at the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.
- “The Varieties of Conscious Experience” (2012), Symposium held at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA.

PRESENTATIONS: TALKS

- Ward, Adrian F.** and Tito Grillo (2018, February), “Google-Induced Decision Confidence Improves Experiences.” Talk accepted for presentation at the annual meeting of the *Society for Personality and Social Psychology*, Atlanta, GA.
- Huang, Li, Frank Zheng and **Adrian F. Ward** (2018, February), “How Broadcasting versus Narrowcasting on Social Media Affects Consumer Memory.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, Dallas, TX.
- Grillo, Tito and **Adrian F. Ward** (2017, October), “Googling for an Experience: Internet-Induced Confidence Improves Experiences.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Berkeley, CA.
- Ward, Adrian F.** and John G. Lynch, Jr. (2017, February), “On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, San Francisco, CA.
- Zheng, Frank, **Adrian F. Ward** and Susan Broniarczyk (2017, February), “‘Sharing Without Reading’ Leads to Inflated Subjective Knowledge.” Talk presented at the annual meeting of the *Society for Consumer Psychology*, San Francisco, CA.
- Tamir, Diana I., Emma M. Templeton, **Adrian F. Ward** and Jamil Zaki (2017, January), “Media Usage Diminishes Engagement and Memory of Events.” Talk presented at the Psychology of Technology preconference of the annual meeting of the *Society for Personality and Social Psychology*, San Antonio, TX.
- Mozer, Michael C., Shruthi Sukumar, Camden Elliott-Williams, Shabnam Hakimi and **Adrian F. Ward** (2016, December), “Overcoming Temptation: Incentive Design for Intertemporal Choice.” Talk presented at the annual meeting of the *Neural Information Processing Systems Foundation*, Barcelona, Spain.
- Also presented at the Third Multi-Disciplinary *Conference on Reinforcement Learning and Decision Making* (2017, June).
- Ward, Adrian F.** and Shane Schwikert (2016, October), “The Accessibility Liability: Digital Information Undermines Conceptual Understanding.” Talk presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.
- Castelo, Noah and **Adrian F. Ward** (2016, October), “Mind Perception and Artificial Intelligence.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Los Angeles, CA.
- Zheng, Frank, **Adrian F. Ward** and Susan Broniarczyk (2016, October), “Sharing Without Reading Leads to Inflated Subjective Knowledge.” Talk presented at the *New Directions in the Psychology of Technology Research Conference*, Los Angeles, CA.
- Hakimi, Shabnam, **Adrian F. Ward**, Shruthi Sukumar, Camden Elliott-Williams and Michael C. Mozer (2016, August), “Optimizing Incentive Design for Intertemporal Choice.” Talk presented at the annual meeting of the *Society for Neuroeconomics*, Los Angeles, CA.
- Ward, Adrian F.** and John G. Lynch, Jr. (2016, June), “On a Need-to-Know Basis: The Distribution of Responsibility in Couples Creates Divergent Trajectories of Financial Expertise and Financial Outcomes.” Talk presented at the biennial meeting of the *Behavioral Decision Research in Management Conference*, Toronto, ON, Canada.

- Ward, Adrian F.** and John G. Lynch, Jr. (2016, May), “Financial Literacy on a ‘Need-to-Know’ Basis.” Talk presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
- Ward, Adrian F.** (2016, May), “IAmA Researcher: Collecting ‘More’ and ‘Different’ Data Through the Internet.” Talk presented at the annual meeting of the *Association for Psychological Science*, Chicago, IL.
- Ward, Adrian F.** (2015, October), “Social and Material Concerns in Paying it Forward: People are Selfish, but Only in Secret.” Talk presented at the annual meeting of the *Association of Consumer Research*, New Orleans, LA.
- Ward, Adrian F.** (2015, May), “Blurred boundaries: Internet Search, Cognitive Self-Esteem, and Confidence in Decision-Making.” Talk presented at the annual meeting of the *Association for Psychological Science*, New York, NY.
- Ward, Adrian F.** and Michael Mozer (2015, April), “Overcoming Temptation: Theory and Practice.” Talk presented at the Institute of Cognitive Science, Boulder, CO.
- Ward, Adrian F.** (2014, February), “In Harm’s Way: How Framing Affects Moral Decision-Making, Political Beliefs, and Donation Behavior.” Talk presented at the Sustainability Psychology preconference of the annual meeting of the *Society for Personality and Social Psychology*, Austin, TX.
- Mather, Jennifer A. and **Adrian F. Ward** (2013, August), “Do Squid Have a Theory of Mind About Potential Predators?” Talk presented at the annual meeting of the *Animal Behavior Society*, Boulder, CO.
- Ward, Adrian F.** (2013, January), “The Third Half of Your Brain: Google Effects on Cognitive Self-Esteem.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.
- Gray, Kurt, **Adrian F. Ward**, and Michael I. Norton (February, 2013), “Paying it Forward: Generalized Reciprocity and the Limits of Generosity.” Talk presented at the *Society for Consumer Psychology*, San Antonio, TX.
- Ward, Adrian F.** (2012, July), “Mind-Blanking: When the Stream of Consciousness Runs Dry.” Talk presented at the *Turing Memorial Summer Institute on the Evolution and Function of Consciousness*, Montreal, Canada.
- Ward, Adrian F.** (2012, April), “Who Needs Friends When You’ve Got Google?” Talk presented at *Nerd Nite Boston*.
- Ward, Adrian F.** (2012, April), “Multidimensional Scaling and Individual Differences.” Talk presented at the *Harvard Advanced Statistical Methods Workshop*, Cambridge, MA.
- Ward, Adrian F.** and Kurt Gray (2012, April), “The Harm Hypothesis.” Talk presented at the *Boston Area Moral Cognition Workshop*, Boston, MA.
- Ward, Adrian F.** & Daniel M. Wegner (2012, January), “When the Mind Goes Away.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA.
- Mason, Malia F. and **Adrian F. Ward** (2012, January), “Fidget to Focus.” Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, CA.
- Ward, Adrian F.**, Kristi Leimgruber, Kurt Gray, Michael I. Norton, Kristina Olson, and Laurie Santos (2011, November), “Who Pays What Forward? Evidence from Monkeys, Children, and Adults.” Talk presented at the annual meeting of the *Society for Judgment and Decision Making*, Seattle, WA.
- Ward, Adrian F.** and Daniel M. Wegner (2011, March), “Mind-Blanking: Implications for Theories of Consciousness and Attention.” Talk presented at Harvard University, Cambridge, MA.
- Ward, Adrian F.** (2010, December), “The Blank Mind.” Talk presented at Harvard Business School, Boston, MA.
- Gray, Kurt, **Adrian F. Ward**, and Michael I. Norton (October, 2010), “Paying it Forward: Greed and Generosity in Indirect Reciprocity.” Talk presented at the *Association for Consumer Research*, Jacksonville, FL.

Ward, Adrian F. and Daniel M. Wegner (2009, May), "I'm a Soul Man: Religious Beliefs and End-of-Life Decisions." Talk presented at Harvard University, Cambridge, MA.

PRESENTATIONS: POSTERS

Ward, Adrian F., Noah Castelo and Kurt Gray (2017, October), "Truncated Text, Truncated Thought." Poster accepted for presentation at the annual meeting of the *Association for Consumer Research*, San Diego, California.

Grillo, Tito L.H., Cristiane Pizzutti and **Adrian F. Ward** (2017, October), "Googled Experiences: Internet-Induced Confidence in Decision Abilities Increases Enjoyment." Poster accepted for presentation at the annual meeting of the *Association for Consumer Research*, San Diego, California.

Huang, Li, Frank Zheng and **Adrian F. Ward** (2017, October), "How Broadcasting vs. Narrowcasting on Social Media Affects Consumer Memories." Poster accepted for presentation at the annual meeting of the *Association for Consumer Research*, San Diego, California.

Castelo, Noah and **Adrian F. Ward** (2016, October), "Political Affiliation Moderates Attitudes Towards Artificial Intelligence." Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.

Grillo, Tito L.H., **Adrian F. Ward** and Cristiane Pizzutti dos Santos (2016, October), "Head in the 'Cloud': Online Information Search Inflates Consumers' Self-Confidence in Personal Decision-Making Ability." Poster presented at the annual meeting of the *Association for Consumer Research*, Berlin, Germany.

Schwikert, Shane and **Adrian F. Ward** (2016, January), "Digital Information, Superficial Education: Recorded Lectures Reduce Depth-of-Processing and Undermine Conceptual Knowledge." Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, San Diego, California.

Leimgruber, Kristi, **Adrian F. Ward**, Michael I. Norton, Kristina Olson, Kurt Gray, and Laurie Santos (2011, October), "Four-Year-Old Children and Capuchins (*Cebus paella*) Pay Forward Generous and Spiteful Allocations in a Non-Anonymous Donation Task." Poster presented at the annual meeting of the *Cognitive Development Society*, Philadelphia, PA.

Ward, Adrian F. and Daniel M. Wegner (2011, January), "Thinking About Not Thinking: Ironic Effects of Demand on the Experience of Mind-Blanking." Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, San Antonio, TX.

Ward, Adrian F. and Daniel M. Wegner (2010, January), "Mapping the Self: A Multidimensional Scaling Analysis of Self and Identity." Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Las Vegas, NV.

Ward, Adrian F. and Daniel M. Wegner (2009, November), "Earthly Sins and Heavenly Rewards: The Effect of Afterlife Beliefs and Morality on End-of-Life Decisions." Poster presented at the annual meeting of the *Society for Judgment and Decision Making*, Boston, MA.

Ward, Adrian F., Steven M. Graham, Margaret S. Clark, and Beth A. Pontari (2008, February), "Integration of Positive and Negative Thoughts About Others and the Self: Susceptibility to Contextual Cues." Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Albuquerque, NM.

Ward, Adrian F., Margaret S. Clark, and Steven M. Graham (2007, January), "Expression of Positive and Negative Emotion, Communal Orientation, and Interpersonal Liking." Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Memphis, TN.

Ward, Adrian F., Margaret S. Clark, and Steven M. Graham (2006, November), "When 'Bad' is 'Good:' Expression of Positive and Negative Emotion, Communal Orientation, and Interpersonal Liking." Poster presented at the annual meeting of the *Society for Southeastern Social Psychologists*, Knoxville, TN.

PRESENTATIONS: INVITED TALKS

University of Arizona , Tucson, AZ	Duke University , Durham, NC
Dimensional Fund Advisors , Austin, TX	University of California, Berkeley , Berkeley, CA
Trinity University , San Antonio, TX	University of Chicago , Chicago, IL
Massachusetts Institute of Technology , Cambridge, MA	Harvard Business School , Boston, MA
University of Florida , Gainesville, FL	University of Colorado Boulder , Boulder, CO
INSEAD , Fontainebleau, France	University of Richmond , Richmond, VA

PUBLICATIONS: POPULAR PRESS

Duke, Kristen, **Adrian F. Ward**, Ayelet Gneezy and Maarten W. Bos (2018), "Having Your Smartphone Nearby Takes a Toll on Your Thinking," *Harvard Business Review* (March).

Ward, Adrian F. (2013), "The Neuroscience of Everybody's Favorite Topic," *Scientific American* (July).

Ward, Adrian F. (2013), "What Boston Showed About Human Nature," *Scientific American* (April).

Ward, Adrian F. (2013), "Winter Wakes Up Your Mind—And Warm Weather Makes it Harder to Think Straight," *Scientific American* (February).

Ward, Adrian F. (2012), "Scientists Probe Human Nature—And Discover We Are Good, After All," *Scientific American* (November).

Ward, Adrian F. (2012), "Men and Women Can't Be 'Just Friends,'" *Scientific American* (October).

*Note: #1 most read *Scientific American* article of 2012
(<http://www.scientificamerican.com/article/most-popular-science-stories-2012/>)

Ward, Adrian F. and Piercarlo Valdesolo (2012). "What Internet Habits Say About Mental Health," *Scientific American* (August).

RESEARCH GRANTS

Institute of Cognitive Science (\$5,000) "Optimizing financial decision making via reinforcement learning models." With John G. Lynch, Jr., Michael Mozer, and Ian Smith	2014
Learning Disabilities Foundation of America (\$40,000) "The functional significance of fidgeting and its implications for Attention Deficit Hyperactivity Disorder." With Malia F. Mason	2013
Harvard Mind/Brain/Behavior Initiative (\$10,000) "Cultivating cooperation and control: The effects of meditation on moral judgment, prosocial behavior, and mental control." With Alek Chakroff, Gordon Kraft-Todd, Julia Lee, and Alea Skwara	2013

HONORS AND AWARDS

Faculty Honor Roll, University of Texas at Austin	2016, 2017
Dissertation Completion Fellowship, Harvard University	2012-2013
Gordon W. Allport Fund Research Grant, Harvard University	2012
Stimson Fund Travel Grant, Harvard University	2012
Ernest Frederick Slater Scholarship Award, Harvard University (3 times)	2010, 2011, 2012
Derek Bok Award for Distinction in Teaching, Harvard University (4 times)	2010, 2011, 2012
Norman Anderson Fund Research Grant, Harvard University	2010-2011
George W. Goethals Award for Excellence in Teaching, Harvard University	2011
Summer Institute for Social Psychology, Princeton University	2011
Graduate Student Travel Award, Society for Personality and Social Psychology	2010
McMasters Fund Research Grant, Harvard University	2009
Stimson Fund Research Grant, Harvard University	2008
Gordon W. Allport Award, Furman University (awarded to top Psychology major)	2008
Religion Scholarship Award, Furman University (awarded to top Religion major)	2008
National Merit Scholarship	2004-2008

TEACHING

MARKETING

University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (Masters) Teacher evaluation: 4.9/5	2017
University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (Undergraduate) * Average teacher evaluation: 4.9/5	2016-present
University of Texas at Austin , Austin, TX Consumer Behavior in a Digital World (MBA) Average teacher evaluation: 4.6/5	2016-present
University of Colorado , Boulder, CO Guest Lecturer, Marketing Research (Undergraduate): "Marketing Research with Social Media" Guest Lecturer, Buyer Behavior (Undergraduate): "Memory and Consumer Choice"	2014, 2015
University of Colorado , Boulder, CO Post-Doctoral Assistant, Market Intelligence (MBA)	2014

STATISTICS AND EXPERIMENTAL METHODS

University of Texas at Austin , Austin, TX Independent Research Advisor (Undergraduate)	2016
Harvard University , Cambridge, MA Head Teaching Fellow: Multivariate Analysis in Psychology (Graduate-level statistics) ** Teacher evaluation: 4.63/5	2012
Harvard University , Cambridge, MA Instructor and Creator: Identity, Attention, and Decision-Making (Undergraduate research seminar) *** Instructor evaluation: 4.67/5	2011
Harvard University , Cambridge, MA Senior Thesis Advisor Teacher evaluation: 5/5	2011-2012

PSYCHOLOGY AND DECISION-MAKING

Harvard University , Cambridge, MA Teaching Fellow: Psychological Science ** Teacher evaluation: 4.81/5	2011
Harvard University , Cambridge, MA Teaching Fellow: Social Psychology ** Average teacher evaluation (two years): 4.53/5	2010-2011
Harvard University , Cambridge, MA Head Teaching Fellow: Psychology of Morality ** Teacher evaluation: 4.64/5	2010

* Named to Faculty Honor Roll (University of Texas at Austin) (2x)

** Received the Derek Bok Award for Distinction in Teaching by a Teaching Fellow (Harvard University)

*** Received the George W. Goethals Award for Excellence in Teaching by a Course Instructor (Harvard University)

TRAINING

Market Intelligence (post-doctoral assistant / teacher training), University of Colorado (Boulder, CO)	2014
Advanced Statistical Methods , Harvard University (Cambridge, MA)	2012
Power Analysis: Intensive Workshop , Harvard Business School (Cambridge, MA)	2012
Summer Institute in Social Psychology , Princeton University (Princeton, NJ)	2011

PROFESSIONAL AFFILIATIONS

Association for Consumer Research	(ACR)
Society for Consumer Psychology	(SCP)
American Economic Association	(AEA)
Society for Judgment and Decision Making	(SJDM)
American Psychological Association	(APA)
Association for Psychological Science	(APS)
Society for Personality and Social Psychology	(SPSP)

PROFESSIONAL SERVICE

Senior Program Committee APA Technology, Mind, and Society	2017-present
Ad-Hoc Reviewer Journal of Consumer Research Journal of Marketing Research Motivation Cognition Cortex Applied Cognitive Psychology Nature: Scientific Reports Frontiers in Psychology Journal of Experimental Social Psychology Personality and Social Psychology Bulletin	2012-present
Conference Reviewer Association for Consumer Research North American Conference Boulder Summer Conference on Consumer Financial Decision Making	2013-present