

# CRAIG L. ANDERSON

## CURRICULUM VITAE

### Mailing Address

Olin Business School  
Washington University in St. Louis  
Campus Box 1156  
One Brookings Drive  
St. Louis, MO 63130

### Scholarly metrics

[h-index](#): 12  
Total citations: 1,725  
(1,462 since 2016)

### [Job Market Paper](#)

### Email

[craiglanderson@wustl.edu](mailto:craiglanderson@wustl.edu)

### Website

[craiglanderson.com](http://craiglanderson.com)

### Phone

505-235-4522

## ACADEMIC POSITIONS

2019-Current **Postdoctoral Research Scholar in Marketing**, Olin Business School, Washington University in St. Louis

2016-2019 **Postdoctoral Fellow**, University of California, San Francisco, Dept. of Psychiatry

## EDUCATION

2016 **Ph.D. University of California, Berkeley**  
Social-Personality Psychology

2007 **B.A. University of Denver**  
Psychology with honors, Spanish, *Summa Cum Laude*

## RESEARCH INTERESTS

Consumer-brand relationships, Consumer behavior, Affective Science, Judgement and Decision Making

## PUBLICATIONS

Bai, Yang, Joseph Ocampo, Gening Jin, Serena Chen, Veronica Benet-Martinez, Maria Monroy, **Craig L. Anderson**, and Dacher Keltner (2021), "Awe, Daily Stress, and Elevated Life Satisfaction," *Journal of Personality and Social Psychology*, 120 (4), 837–60.

**Anderson, Craig L.**, Dante D. Dixon, Maria Monroy, and Dacher Keltner (2020), "Are Awe-prone People More Curious? The Relationship between Dispositional Awe, Curiosity, and Academic Outcomes," *Journal of Personality*, 88 (4), 762–79.

Stellar, Jennifer E., **Craig L. Anderson**, and A. Gatchpazian (2020), "Profiles in Empathy: Different Empathic Responses to Emotional and Physical Suffering," *Journal of Experimental Psychology: General*, 149 (7), 1398–1416.

**Anderson, Craig L.**, Serena Chen, and Özlem Ayduk (2020), "When does Changing Emotions Harm Authenticity? Distinct Reappraisal Strategies Differentially Impact Subjective and Observer-rated Authenticity," *Self and Identity*, 19 (5), 590–612.

- Dixson, Dante D., **Craig L. Anderson**, and Dacher Keltner (2018), "Measuring Positive Emotions: An Examination of the Reliability and Structural Validity of Scores on the Seven Dispositional Positive Emotions Scales," *Journal of Well-Being Assessment*, 2 (2), 115–33.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), "Awe in Nature Heals: Evidence from Military Veterans, At-risk Youth, and College Students," *Emotion*, 18 (8), 1195–1202.
- Stellar, Jennifer E., Amie Gordon, **Craig L. Anderson**, Paul K. Piff, Galen D. McNeil, and Dacher Keltner (2018), "Awe and Humility," *Journal of Personality and Social Psychology*, 113 (2), 258-269.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), "Emotion in the Wilds of Nature: The Coherence and Contagion of Fear during Threatening Group-based Outdoors Experiences," *Emotion*, 18 (3), 355–68.
- Stellar, Jennifer E., Amie M. Gordon, Paul K. Piff, Daniel Cordaro, **Craig L. Anderson**, Yang Bai, Laura A. Maruskin, and Dacher Keltner (2017), "Self-Transcendent Emotions and Their Social Functions: Compassion, Gratitude, and Awe Bind Us to Others Through Prosociality," *Emotion Review*, 9 (3), 200–207.
- Gordon, Amie M., Jennifer E. Stellar, **Craig L. Anderson**, Galen D. McNeil, Daniel Loew, and Dacher Keltner (2017), "The Dark Side of the Sublime: Distinguishing a Threat-based Variant of Awe," *Journal of Personality and Social Psychology*, 113 (2), 310–28.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Charlotte Johnston, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2017), "Tracking Distraction: The Relationship Between Mind-Wandering, Meta-Awareness, and ADHD Symptomatology," *Journal of Attention Disorders*, 21 (6), 475–86.
- Cordaro, Daniel T., Marc Brackett, Lauren Glass, and **Craig L. Anderson** (2016), "Contentment: Perceived Completeness across Cultures and Traditions," *Review of General Psychology*, 20 (3), 221–35.
- Stellar, Jennifer E., Neha John-Henderson, **Craig L. Anderson**, Amie M. Gordon, Galen D. McNeil, and Dacher Keltner (2015), "Positive Affect and Markers of Inflammation: Discrete Positive Emotions Predict Lower Levels of Inflammatory Cytokines," *Emotion*, 15 (2), 129–33.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2013), "The Silver Lining of a Mind in the Clouds: Interesting Musings are Associated with Positive Mood while Mind-wandering," *Frontiers in Psychology*, 4, 1–5.
- Mauss, Iris B., Nicole S. Savino, **Craig L. Anderson**, Max Weisbuch, Maya Tamir, and Mark L. Laudenslager (2012), "The Pursuit of Happiness can be Lonely," *Emotion*, 12 (5), 908–12.
- Mauss, Iris B., Maya Tamir, **Craig L. Anderson**, and Nicole S. Savino (2011), "Can Seeking Happiness Make People Unhappy? Paradoxical Effects of Valuing Happiness," *Emotion*, 11 (4), 807–15.

## **WORKS IN PROGRESS** (see page 8 for selected project abstracts)

**Anderson, Craig L.**, and Elanor F. Williams, “Brand Backstabbing: Intentional Brand Transgressions Dehumanize and Drive Away Customers,” (Job Market Paper: 16 studies completed), targeted for *Journal of Marketing Research*. Pre-print available at <https://craiglanderson.com/wp-content/uploads/2021/06/Craig-L-Anderson-Job-Market-Paper-Brand-backstabbing.pdf>

**Anderson, Craig L.**, and Robyn LeBoeuf, “Gifts Giving Satisfaction: How Apology Gift-Giving Departs from Costly Signaling Theory,” (5 studies completed), targeted for *Journal of Consumer Research*.

**Anderson, Craig L.**, and Dante D. Dixson, “The Gifted Kids Aren’t Alright: Collective Loss Framing increases Support for Gifted Education,” (6 studies completed), targeted for *Journal of Experimental Psychology: General*. SJDM 2020 poster presentation available at: <https://craiglanderson.com/wp-content/uploads/2021/06/The-Gifted-Kids-Arent-Alright-2020-SJDM.pdf>

**Anderson, Craig L.**, “Awesome Objects: Perceived Vastness in Objects Elicits Awe and increases Curiosity and Willingness to Pay,” (4 studies completed), targeted for *Journal of Marketing Research*.

**Anderson, Craig L.**, and Cindy Cryder, “Awesome Things Open Purse Strings: Awe-inspiring Causes Increase Charitable Giving,” targeted for *Journal of Consumer Research*.

**Anderson, Craig L.**, Maria Monroy, Elia Soler-Pastor, Jennifer E. Stellar, Veronica Benet-Martinez and Dacher Keltner, “On the Genetics of the Sublime: The Effect of the DRD4 VNTR Gene on Emotional Responses to Awe-inspiring Situations,” (4 studies completed), targeted for *Journal of Experimental Psychology; General*. Pre-print available at <https://craiglanderson.com/wp-content/uploads/2018/09/Preprint-On-the-Genetics-of-the-Sublime.pdf>

**Anderson, Craig L.**, Michael W. Kraus, Wendy B. Mendes, Kimberly Sakai, and Joshua D. Woolley, The Effect of Intranasal Oxytocin on Team Performance, (One clinical trial completed), targeted for *Organizational Behavior and Human Decision Processes*.

Zhang, Jia Wei, **Craig L. Anderson**, Zena R. Mello, Pooya Razavi, Hadi Shaban-Azad, Maria Monroy, Ryan T. Howell, and Dacher Keltner, “Trait and State-based Experience of Awe Promote Creativity,” under invited revision for *Emotion*.

## **SELECTED REFEREED CONFERENCE PRESENTATIONS**

**Anderson, Craig L.**, & Elanor F. Williams (2021). Brand Backstabbing: When Intentional, Overt, and Strategic Company Decisions Dehumanize and Drive Away Consumers. Paper presented at the Society for Consumer Psychology annual meeting.

**Anderson, Craig L.**, & Dante D. Dixson (2020). The gifted kids aren’t alright: A JDM approach to understanding low support for gifted education programs. Poster presented at the Society for Judgment and Decision Making annual meeting.

**Anderson, Craig L.** (2019). On the genetics of the sublime: The DRD4 VNTR gene predicts emotional response to awe-inspiring situations. Paper presented at the Bay Area Affective Science meeting, Palo Alto, CA.

**Anderson, Craig L. & Dacher Keltner** (2016). I scream, you scream: Fear vocalizations and cortisol levels converge in groups that went white-water rafting. Paper presented at the Nonverbal behavior preconference at the *Society for Personality and Social Psychology* annual meeting, San Antonio, CA.

**Anderson, Craig L. & Dacher Keltner** (2016). It's all in the genes: The dopamine D4 gene (DRD4) is associated with awe reactivity. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Chicago, IL.

**Anderson, Craig L. Amie M. Gordon, Jennifer E. Stellar & Dacher Keltner** (2016). Awe, curiosity, and downstream social consequences. Paper presented at the Society for Personality and Social Psychology annual meeting, San Diego, CA.

**Anderson, Craig L. & Dacher Keltner** (2015). Lessons from the river: The effects of nature experience on positive emotions. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Oakland, CA.

**Anderson, Craig L. & Dacher Keltner** (2015). Positive emotions during whitewater rafting predict levels of cortisol and DHEA-S. Paper presented at the Social Neuroendocrinology preconference at the Society for Personality and Social Psychology annual meeting, Long Beach, CA.

## TEACHING EXPERIENCE

2020-present **Principles of Marketing (MKT 370)**. Role: Instructor.  
A lecture course designed to introduce students to basic marketing concepts and analytical approaches, which culminated in a group project aimed at addressing a real world marketing problem. This course was typically taken by undergraduate Business majors at Washington University in St. Louis.

*Overall ratings (out of 10): Mean = 8.83, Median = 9, Mode = 10*

2017 **Sense of Power and Affiliative Behavior in Social Contexts**. Role: Thesis supervisor.  
A one-on-one supervisory role that entailed training an undergraduate honors thesis student in the Facial Action Coding System (FACS; see specialized training below) and supervising data collection, analysis, and the writing of a final research report for the fulfillment of Honors Program in the Department of Psychology at UC Berkeley.

2016 **Human Happiness (C162)**. Role: Graduate Student Instructor.  
A lecture course using an interdisciplinary approach to understanding of happiness. The course introduced perspectives from ancient Western and Eastern philosophical traditions and then turned to modern treatments of happiness in the behavioral, evolutionary, and neuroscience sciences. This course was cross-listed and typically taken by both psychology and non-psychology majors at UC Berkeley.

*Overall ratings (out of 7): Mean = 5.95, Median = 6, Mode = 6*

- 2016      **Buddhist Psychology (PSYCH 107).** *Role:* Graduate Student Instructor.  
A lecture course exploring the themes of the self, emotion, suffering, and meaning of life through different Buddhist philosophical traditions. This course included practical components that incorporated different mindfulness and meditative practice. This course was typically taken by psychology majors at UC Berkeley.  
*Overall ratings (out of 7): Mean = 6.09, Median = 6, Mode = 6*

## **SPECIALIZED TRAINING**

**Social Neuroendocrinology** (Summer Institute in Social and Personality Psychology, a competitive two-week intensive training program for graduate students (UC Davis, 2013).

**Facial Action Coding System (FACS) certification** – Methodology for describing facial expressions based on action units, which represent movement that occurs when underlying muscle fibers contract (2012).

## **PROFESSIONAL ACTIVITIES**

Editorial board  
*Affective Science*, 2021-present

Ad hoc reviewing  
*Journal of Personality and Social Psychology*  
*Personality and Social Psychology Bulletin*  
*Emotion*  
*Frontiers in Psychology: Emotion Science*

## **PROFESSIONAL AFFILIATIONS**

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgement and Decision Making  
Society for Personality and Social Psychology  
Society for Affective Science

## **FUNDING AND DISTINCTIONS**

- 2015      **Graduate Student Travel Award** – Society for Personality and Social Psychology (SPSP) Annual meeting, Long Beach, CA.
- 2014      **Quinn Exchange Fellowship Program** – Funding for graduate students to conduct research as a visiting scholar in the Psychology Department at the University of British Columbia, Vancouver, BC.
- 2013      **Greater Good Science Center (GGSC) Graduate Student Fellowship** – Competitive funding program to support graduate students pursuing research related to the biological underpinning of positive emotions.

- 2012      **Best research proposal, International Summer School for Affective Science** – Distinction awarded by the faculty instructors of the summer institute on the theme of aesthetic emotions, Bogis-Bossey, Switzerland.
- 2011      **National Science Foundation (NSF) Graduate Research Fellowship** – Competitive program that recognizes and supports outstanding graduate students in science disciplines for three years.

## **INVITED TALKS**

Annual Resilience Symposium hosted by Columbia University Department of Psychiatry and the New York Police Department (2021, May).

State Farm Sales Leadership Group (2020, July, September, October).

Washington University in St. Louis Psychology Department (2020, April).

Annual Bay Area Open Space Conference (BAOSC), Richmond, CA (2017, June).

White House Roundtable: The Health Benefits of the Outdoors, Eisenhower Executive Office Building, Washington D.C (2016, October).

Greater Good Science Center (GGSC), the Art and Science of Awe, Berkeley, CA (2016, June).

Institute of Personality and Social Research (IPSR) brown bag series, Berkeley, CA (2015, April).

Outdoors Industry Association (OIA) Rendezvous, Seattle, WA (2015, October).

Wonderfest lecture series, San Francisco, CA (2015, July).

## **OTHER SERVICE**

2012-2018      Member of Colloquium Committee for Institute of Personality and Social Research (IPSR), UC Berkeley

2012-2014      Fundraising and Social Chair for Graduate Association of Students of Psychology (GASP), UC Berkeley

## **OTHER DISTINCTIONS**

2000      Awarded rank of Eagle Scout, Boys Scouts of America, Albuquerque, New Mexico

## REFERENCES

Elanor F. Williams  
Associate Professor of Marketing  
Olin Business School  
Washington University in St. Louis  
Campus Box 1156  
St. Louis, MO 63130  
[elanorfwilliams@wustl.edu](mailto:elanorfwilliams@wustl.edu)

Cynthia Cryder  
Associate Professor of Marketing  
Olin Business School  
Washington University in St. Louis  
Campus Box 1156  
St. Louis, MO 63130  
[cryder@wustl.edu](mailto:cryder@wustl.edu)

Robyn A. LeBoeuf  
Professor of Marketing  
Olin Business School  
Washington University in St. Louis  
Campus Box 1156  
St. Louis, MO 63130  
[leboeuf@wustl.edu](mailto:leboeuf@wustl.edu)

Dacher Keltner  
Professor of Psychology  
University of California, Berkeley  
3422 Berkeley Way West  
Berkeley, CA 94720-1650  
[keltner@berkeley.edu](mailto:keltner@berkeley.edu)

## SELECTED PROJECTS ABSTRACTS

**Anderson, Craig L.**, and Elanor F. Williams, “Brand Backstabbing: Intentional Brand Transgressions Dehumanize and Drive Away Customers,” targeted for *Journal of Marketing Research*.

To remain competitive in the market, brands sometimes have to do things that benefit themselves to the detriment of their customers, a type of brand transgression that we call *brand backstabbing*. Common examples of brand backstabbing includes leaving a market, changing products in ways that consumers feel are for the worse, or discontinuing product lines. We theorize that brand backstabbing signals to consumers that they are being treated as a means to generate profit rather than as people, which makes them feel dehumanized. In this work, we distinguish dehumanization as a novel mechanism that explains why consumer backlash is severe in response to brand backstabbing. Findings show that consumers’ feelings of dehumanization in response to real-life experiences of brand backstabbing predict brand disengagement behaviors such as brand relationship termination. For example, in a sample of St. Louis sports fans, we found that the more dehumanized they felt by the Rams NFL franchise leaving St. Louis for Los Angeles, the less they currently support the team and the NFL as a whole, as evidenced by consequential choice of sports merchandise. In studies 2a-b, we used a situation sampling approach to examine consumers’ own experiences of brand backstabbing. Across these studies, consumers reported more severe backlash to brand backstabbing than unintentional brand transgressions, and we found that dehumanization fully mediated this effect. Moreover, dehumanization predicted consumer disengagement in response to brand backstabbing more strongly than existing explanations of how consumers respond to brand transgressions, such as negative affect and Attribution Theory. The current work also provides evidence supporting two practical strategies for attenuating consumer feelings of dehumanization. Giving consumers advance notice of brand backstabbing and helping consumers cope with hardships caused by brand backstabbing both reduce consumer feelings of dehumanization and impacted consequential consumer choices. Taken together, this work expands the taxonomy of brand transgressions in the literature, distinguishes a new mechanism for how consumers react to brand transgressions, and offers practical solutions for how consumer dehumanization can be mitigated.

**Anderson, Craig L.**, and Robyn LeBoeuf, “Gifts Giving Satisfaction: How Apology Gift-Giving Departs from Costly Signaling Theory,” targeted for *Journal of Consumer Research*.

The gift-giving literature has focused largely on positive (e.g., birthdays and holidays) and symmetrical (e.g., both parties give and receive at some point) gift-giving contexts. In this project, we examine gift-giving in the context of apologies, a negative and asymmetric (e.g., one giver, and one receiver) context. Currently costly signaling, the idea based in evolutionary theory that costly signals are more believable because they are harder to fake, is the dominant theoretical framework used to explain apology gift-giving. However, in a series of experiments we have shown ways in which gift-giving in apology contexts departs from costly signaling theory. For example, we find that a cash gift accompanying an apology note is judged as less believable than a gift card of equivalent value. In planned follow-up studies, we will test if cash is perceived as more of an attempt to buy forgiveness than other gifts of equivalent value. In another line of inquiry, we demonstrate that in an apology (versus birthday) gift-giving context both givers and receivers’ preference for an inferior gift increases when the superior gift would be bought at a discount. For example, people’s preference for a regular sized box of chocolates being sold for \$30 (versus a large box of chocolate offered at a discounted price of \$30) is higher in an apology (versus birthday) gift-giving context.



**Anderson, Craig L.**, and Dante D. Dixson, “The Gifted Kids Aren’t Alright: Collective Loss Framing Increases Support for Gifted Education,” targeted for *Journal of Experimental Psychology: General*.

Gifted individuals make disproportionate material contributions to society, but gifted education programs in the US are seriously undersupported. This is a problem because without additional specialized educational services gifted students are more likely to experience adverse educational outcomes such as dropping out, behavioral problems, and not meeting their academic potential. In this work, we use a judgement and decision making approach to better understand how people think about gifted education and finds ways to increase support for gifted education programs. In studies 1a-c our aim was to establish people’s low support of gifted education. We used special education students as a comparison because they too need additional educational services to reach their full potential, which lends to tightly controlled scenario stimuli. We found that people were less likely to vote for tax increases, make donations, and allocate resources to fund gifted education than special education. In study 2 we examined people’s attitudes about the consequences of gifted students not receiving the services they need. Participants rated how likely they thought a number of outcomes were, both positive (e.g., eventually go to college) and negative (e.g., disrupt classroom instruction), if gifted students did not receive the specialized services. Participants generally expected many positive outcomes if gifted students did not receive additional services, such as helping the teacher and other students in class. However, one negative consequence that participants rated more highly is that society might miss out on important innovations if gifted students did not reach their full potential. This finding suggests that while people do not view funding gifted education as a potential loss for individual students, they do see the potential for loss at the societal level. In study 3 we tested if framing low support for gifted education as a potential societal loss would increase support. When compared to standard messaging used by the National Association for Gifted Children in its charitable appeals, we found that a societal loss framing increased people’s willingness to donate to gifted education. We are currently designing a field study in which we will work with community partners to test if societal loss framing increases donations in real charitable appeals.

**Anderson, Craig L.**, “Awesome Objects: Perceived Vastness in Objects Elicits Awe and increases Curiosity and Willingness to Pay,” targeted for *Journal of Marketing Research*.

Perceived vastness has been thought to be a key appraisal that leads to experiences of awe. Previous research has almost exclusively used *experiences* of vast stimuli to elicit awe, such as in-person experiences of nature or film clips depicting the vastness of the universe. The current project is the first to our knowledge to systematically examine how vastness represented by *material objects* can elicit awe. We tested the hypothesis that objects will elicit more awe when they represent vastness in four studies that manipulated different dimensions of vastness: time, social power, skill, and physical distance. Across all four studies we found converging evidence that objects elicited more awe when they represented vastness on some dimension. For example, a ring belonging to the emperor of an ancient empire elicited more awe when the emperor was described as ruling during the height (versus nadir) of the empire’s power. We additionally found that awe was related to higher ratings of curiosity and willingness to pay. We are planning future studies to test if manipulating vastness to elicit awe in turn impacts incentive compatible consumer choices.