Neal J. Roese

John L. and Helen Kellogg Professor of Marketing
Kellogg School of Management
Professor of Psychology, Weinberg College of Arts & Sciences
Northwestern University
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EXPERTISE:

- Consumer behavior
- Bias in decision making
- Emotion and social judgment

POSITIONS:

2013-	John L. and Helen Kellogg Professor of Marketing, Kellogg School of Management, Northwestern University
2009-	Joint faculty appointment, Department of Psychology, Northwestern University
2009-2013	Professor, Kellogg School of Management, Northwestern University
2005-2009	Professor, University of Illinois at Urbana-Champaign
2002-2005	Associate Professor, University of Illinois at Urbana-Champaign
2000-2002	Associate Professor and Canada Research Chair in Social Psychology, Simon Fraser University, Canada
1994-2000	Assistant Professor, Northwestern University
1993-1994	Postdoctoral Fellow, University of California, Santa Barbara

EDUCATION:

1993	Ph.D., Social Psychology, University of Western Ontario, Canada
1990	M.A., Social Psychology, University of Manitoba, Canada
1987	B.Sc., Psychology, University of British Columbia, Canada

HONORS:

2008-2009	Associate, Center for Advanced Study, University of Illinois at Urbana-Champaign
2007	Fellow, Association for Psychological Science
2004-2008	Teachers Rated as Excellent by Students, Center for Teaching Excellence, University of Illinois at Urbana-Champaign
2000	Canada Research Chair in Social Psychology (the first endowed CRC chair offered to a social psychologist)
1997	First Independent Research Support and Transition Award, National Institute of Mental Health (awarded to "newly independent investigators" for "distinct research endeavor")
1993	Social Sciences and Humanities Research Council of Canada Postdoctoral Research Fellowship (held at University of California, Santa Barbara)
1993	Dissertation Research Award, American Psychological Association

GRANTS:

2008-2011	*National Science Foundation (Decision, Risk and Management Sciences):* "Forensic animation: Hindsight bias and counterfactual thinking in judgments of dynamically unfolding events." Direct cost: $213,674 (PI).

2004-2009 *National Institute of Mental Health*: "A 2-stage model of counterfactual thinking." Direct cost: $756,000 (PI).
2003-2004 *Research Board*, University of Illinois at Urbana-Champaign: "Counterfactual thinking: Relation to other forms of comparative judgment," Award: $25,000 (PI).
2002-2004 *Ford Foundation* / SSRC Information and Communication Technologies Research Grant: "ICTs and global civil society: Security and design of global networks." Direct cost: $150,000 (R. J. Deibert, PI).
2001 *British Columbia Knowledge Development Fund*. Award: $80,000 (PI).
2001 *Canadian Foundation for Innovation*. Award: $350,000 (PI).
2001-2004 *Social Sciences and Humanities Research Council of Canada*, "Sex differences in counterfactual thinking." Award: $91,000 (PI).
2000-2002 *Canada Research Chair*. Award: $200,000 (PI).
1998-1999 *Social Sciences and Humanities Research Council of Canada*: "Decline in public trust." Award: $5000 (PI).
1997-2002 *National Institute of Mental Health*: "A 2-stage model of counterfactual thinking." Direct cost: $306,000 (PI).
1993-1995 *Social Sciences and Humanities Research Council of Canada*, Postdoctoral Fellowship.

EDITING:

2008-2010 Associate Editor, *Social Cognition*
2008 Guest Editor, *Psychology and Marketing*

CURRENT EDITORIAL BOARDS:

2012- *Journal of Experimental Social Psychology*
2011- *Journal of Management*
2000- *Personality and Social Psychology Bulletin*
2005- *Psychology and Marketing*
2002- *Psychological Inquiry*

PAST EDITORIAL BOARDS:

1996-2012 *Journal of Personality and Social Psychology: Attitudes and Social Cognition*
1998-2001 *Organizational Behavior and Human Decision Processes*
2007-2010 *Perspectives on Psychological Science*
2005-2008 *Social Cognition*

PANELS:

2007-2009 *National Science Foundation*, Social psychology advisory panel
2004 *National Science Foundation*, Human and social dynamics competition, cognitive interactions panel

BOOKS:

Roese, N. J. (2005). *If Only*. New York: Broadway Books.
*German translation: Roese, N. J. (2007). *Ach, hätt´ ich doch! Wie man Zweifel in Chancen verwandelt*. Frankfurt, Germany: Eichborn Press.
*Korean translation (2008), Book 21 Publishing.
*Japanese translation (2009), Nakanishiya Shuppan.

Roese, N. J., & Olson, J. M. (Eds.). (1995). *What might have been: The social psychology of counterfactual thinking*. Mahwah, NJ: Erlbaum.

ENCYCLOPEDIA ENTRIES:

Summerville, A., & Roese, N. J. (2009). "Counterfactual" and "Regret" In *Cambridge dictionary of psychology.* New York: Cambridge University Press.

Fessel, F., & Roese, N. J. (2007). Counterfactual thinking. In R. F. Baumeister and K. D. Vohs (Ed.), *Encyclopedia of social psychology* (Vol. 1, pp. 196-198). New York: Sage.

Roese, N. J., & Smallman, R. (2007). Bogus pipeline. In R. F. Baumeister & K. D. Vohs (Ed.), *Encyclopedia of social psychology* (Vol. 1, p. 123). New York: Sage.

Roese, N. J., & Olson, J. M. (2003). Counterfactual thinking. In L. Nadel, D. Chalmers, P. Culicover, B. French, & R. Goldstone (Eds.), *Encyclopedia of cognitive science* (pp. 858-861). New York: Macmillan.

ARTICLES:

Hamilton, R. W., Thompson, D., Arens, Z., Blanchard, S. J., Haubl, G., Kanna, P. K., Khan, U., Lehmann, D. R., Meloy, M., Roese, N. J., & Thomas, M. (in press). Consumer substitution decisions: An integrative framework. *Marketing Letters*.

Hershfield, H. E., & Roese, N. J. (in press). Dual payoff scenario warnings on credit card statements elicit suboptimal payment decisions. *Journal of Consumer Psychology*.

Ma, J., & Roese, N. J. (2014). The maximizing mindset. *Journal of Consumer Research, 41,* 71-92.

Smallman, R., Becker, B., & Roese, N. J. (2014). Preferences for expressing preferences: People prefer finer evaluative distinctions for liked than disliked objects. *Journal of Experimental Social Psychology, 52,* 25-31.

Blair, S., & Roese, N. J. (2013). Balancing the basket: The role of shopping basket composition in embarrassment. *Journal of Consumer Research, 40,* 676-691.

Ma, J., & Roese, N. J. (2013). The countability effect: Comparative versus experiential reactions to reward distributions. *Journal of Consumer Research, 39,* 1219-1233.

Ma, J., & Roese, N. J. (2013). The surprising power of (a lack of) numbers. *European Financial Review, Oct-Nov,* 40-42.

Morrison, M., Epstude, K., & Roese, N. J. (2012). Life regrets and the need to belong. *Social Psychological and Personality Science, 3,* 675-681.

Roese, N. J., & Vohs, K. D. (2012). Hindsight bias. *Perspectives on Psychological Science, 7,* 411-426.

Epstude, K., & Roese, N. J. (2011). When goal pursuit fails: The functions of counterfactual thought in goal intention formation. *Social Psychology, 42,* 19-27.

Fessel, F., & Roese, N. J. (2011). Hindsight bias, visual aids, and legal decision making: Timing is everything. *Social Psychology and Personality Compass, 5/4,* 180-193.

Morrison, M., & Roese, N. J. (2011). Regrets of the typical American: Findings from a nationally representative sample. *Social Psychological and Personality Science, 2,* 576-583.

Epstude, K., & Roese, N. J. (2010). Functional aspects of global versus local processing: Relations among the structure and content of goals, counterfactuals, and regrets. *Psychological Inquiry, 21,* 209-212.

Kray, L. J., George, L. H., Liljenquist, K. A., Galinsky, A. D., Tetlock, P. E., & Roese, N. J. (2010). From what might have been to what must have been: Counterfactual thinking creates meaning. *Journal of Personality and Social Psychology, 98,* 106-118.

Roese, N. J., & Vohs, K. D. (2010). The visualization trap. *Harvard Business Review, 88*(5), 26.

Fessel, F., Epstude, K., & Roese, N. J. (2009). Hindsight bias redefined: It's about time. *Organizational Behavior and Human Decision Processes, 110,* 56-64.

Hur, T., Roese, N. J., & Namkoong, J. E. (2009). Regrets in the East and West: Role of intrapersonal versus interpersonal norms. *Asian Journal of Social Psychology, 12,* 151-156.

Kruger, J., Chan, S., & Roese, N. J. (2009). (Not so) positive illusions. *Behavioral and Brain Sciences, 32,* 526.

Roese, N. J., & Amir, E. (2009). Speculations on human-android interaction in the near and distant future. *Perspectives on Psychological Science,4*¸429-434.

Roese, N. J., Epstude, K., Fessel, F., Morrison, M., Smallman, R., Summerville, A., Galinsky, A., & Segerstrom, S. (2009). Repetitive regret, depression, and anxiety: Findings from a nationally representative survey. *Journal of Social and Clinical Psychology, 28,* 671-688.

Roese, N. J., & Morrison, M. (2009). The psychology of counterfactual thinking. *Historical Social Research, 34,* 16-26.

Smallman, R., & Roese, N. J. (2009). Counterfactual thinking facilitates behavioral intentions. *Journal of Experimental Social Psychology, 45,* 845-852.

Smallman, R., & Roese, N. J. (2009). Valence-dependent self-scrutiny in judgments of event impact. *Social Cognition, 27,* 834-846.

Epstude, K., & Roese, N. J. (2008). The functional theory of counterfactual thinking. *Personality and Social Psychology Review, 12,* 168-192.

Roese, N. J., Park, S., Smallman, R., & Gibson, C. (2008). Schizophrenia involves impairment in the activation of intentions by counterfactual thinking. *Schizophrenia Research, 103,* 343-344.

Saffrey, C., Summerville, A., & Roese, N. J. (2008). Praise for regret: People value regret above other negative emotions. *Motivation and Emotion, 32,* 46-54.

Smallman, R., & Roese, N. J. (2008). Preference invites categorization. *Psychological Science, 19,* 1228-1232.

Summerville, A., & Roese, N. J. (2008). Dare to compare: Fact-based versus simulation-based comparison in daily life. *Journal of Experimental Social Psychology, 44,* 664-671.

Summerville, A., & Roese, N. J. (2008). Self-report measures of individual differences in regulatory focus: A cautionary note. *Journal of Research in Personality, 42,* 247-254.

Epstude, K., & Roese, N. J. (2007). Beyond rationality: Counterfactual thinking and behavior regulation. *Behavioral and Brain Sciences, 30,* 457-458.

Roese, N. J. (2007). Hätte ich doch...! Warum Reue ein nützliches Gefühl ist. [If only ...! Why regret is a useful emotion]. *Psychologie Heute* (March), pp. 20-25.

Roese, N. J., & Olson, J. M. (2007). Better, stronger, faster: Self-serving judgment, affect regulation, and the optimal vigilance hypothesis. *Perspectives on Psychological Science, 2,* 124-141.

Roese, N. J., & Sherman, J. W. (2007). Expectancy. In A. W. Kruglanski & E. T. Higgins (Eds.), *Social psychology: A handbook of basic principles* (Vol. 2, pp. 91-115). New York: Guilford Press.

Roese, N. J., Summerville, A., & Fessel, F. (2007). Regret and behavior: Comment on Zeelenberg and Pieters. *Journal of Consumer Psychology, 17,* 25-28.

Burrus, J., & Roese, N. J. (2006). Long ago it was meant to be: The interplay between time, construal and fate beliefs. *Personality and Social Psychology Bulletin, 32,* 1050-1058.

Chen, J., Chiu, C. Y., Roese, N. J., Tam, K., & Lau, I. Y. (2006). Culture and counterfactuals: On the importance of life domains. *Journal of Cross-Cultural Psychology, 37,* 75-84.

Roese, N. J., Fessel, F., Summerville, A., Kruger, J., & Dilich, M. A. (2006). The propensity effect: When foresight trumps hindsight. *Psychological Science, 17,* 305-310.
*Editor's Choice (2006). *Science, 311,* 1677.

Roese, N. J., Pennington, G., Coleman, J., Janicki, M., Li, N., & Kenrick, D. T. (2006). Sex differences in regret: All for love or some for lust? *Personality and Social Psychology Bulletin, 32,* 770-780.

Roese, N. J., Sanna, L. J., & Galinsky, A. D. (2005). The mechanics of imagination: Automaticity and control in counterfactual thinking. In R. R. Hassin, J. S. Uleman, & J. A. Bargh (Eds.), *The new unconscious* (pp. 138-170). New York: Oxford University Press.

Roese, N. J., & Summerville, A. (2005). What we regret most … and why. *Personality and Social Psychology Bulletin, 31,* 1273-1285.

Galinsky, A., Liljenquist, K., Kray, L. J., & Roese, N. J. (2005). Finding meaning in mutability: Making sense and deriving significance through counterfactual thinking. In D. R. Mandel, D. J. Hilton, &

P. Catellani (Eds.), *The psychology of counterfactual thinking* (pp. 110-125). London: Routledge.

Roese, N. J. (2004). Twisted pair: Counterfactual thinking and the hindsight bias. In D. Koehler & N. Harvey (Eds.), *Blackwell handbook of judgment and decision making* (pp. 258-273). Oxford: Blackwell.

Pennington, G. L., & Roese, N. J. (2003). Counterfactual thinking and regulatory focus. In Spencer, S. J., Fein, S., Zanna, M. P., & Olson, J. M. (Eds.). *Motivated social perception: The Ontario Symposium* (Vol 9, pp. 277-298). Mahwah, NJ: Erlbaum.

Pennington, G. L., & Roese, N. J. (2003). Regulatory focus and temporal perspective. *Journal of Experimental Social Psychology, 39,* 563-576.

Olson, J. M., & Roese, N. J. (2002). Relative deprivation and counterfactual thinking. In I. Walker & H. J. Smith (Eds.), *Relative deprivation: Specification, development, and integration* (pp. 265-287). New York: Cambridge University Press.

Roese, N. J. (2002). Canadians' shrinking trust in government: Causes and consequences. In N. Nevitte (Ed.), *Value change and governance in Canada* (pp. 149-163). Toronto: University of Toronto Press.

Roese, N. J. (2001). The crossroads of affect and cognition: Counterfactuals as compensatory cognitions. In G. Moskowitz (Ed.), *Cognitive social psychology: The Princeton Symposium on the legacy and future of social cognition* (pp. 307-316). Mahwah, NJ: Erlbaum.

Hooker, C., Roese, N. J., & Park, S. (2000). Impoverished counterfactual thinking is associated with schizophrenia. *Psychiatry, 63,* 326-335.

Olson, J. M., Buhrmann, O., & Roese, N. J. (2000). Comparing comparisons: An integrative perspective on social comparison and counterfactual thinking. In J. Suls & L. Wheeler (Eds.), *Handbook of social comparison: Theory and research* (pp. 379-398). New York: Plenum.

Roese, N. J. (2000). Counterfactual thinking and marketing. *Psychology and Marketing, 17,* 277-280.

Quinn, K. A., Roese, N. J., Pennington, G. L., & Olson, J. M. (1999). The personal/group discrimination discrepancy: The role of informational complexity. *Personality and Social Psychology Bulletin, 25,* 1430-1440.

Roese, N. J. (1999). Counterfactual thinking and decision making. *Psychonomic Bulletin and Review, 6,* 570-578.

Roese, N. J., Hur, T., & Pennington, G. L. (1999). Counterfactual thinking and regulatory focus: Implications for action versus inaction and sufficiency versus necessity. *Journal of Personality and Social Psychology, 77,* 1109-1120.

Roese, N. J., & Morris, M. W. (1999). Impression valence constrains social explanations: The case of discounting versus conjunction effects. *Journal of Personality and Social Psychology, 77,* 437-448.

Roese, N. J., Sherman, J. W., & Hur, T. (1998). Direction of comparison asymmetries in relational judgment: The role of linguistic norms. *Social Cognition, 16,* 353-362.

Roese, N. J. (1997). Counterfactual thinking. *Psychological Bulletin, 121,* 133-148.

Roese, N. J., & Maniar, S. D. (1997). Perceptions of purple: Counterfactual and hindsight judgments at Northwestern Wildcats football games. *Personality and Social Psychology Bulletin, 23,* 1245-1253.

Roese, N. J., & Hur, T. (1997). Affective determinants of counterfactual thinking. *Social Cognition, 15,* 274-290.

Roese, N. J., & Olson, J. M. (1997). Counterfactual thinking: The intersection of affect and function. *Advances in experimental social psychology, 29,* 1-59.

Maio, G. R., Roese, N. J., Seligman, C., & Katz, A. (1996). Rankings, ratings, and the measurement of values: Evidence for the superior validity of ratings. *Basic and Applied Social psychology, 18,* 171-181.

Olson, J. M., Roese, N. J., & Deibert, R. J. (1996). Psychological biases in counterfactual thought

experiments. In P. E. Tetlock & A. Belkin (Eds.), *Counterfactual thought experiments in world politics: Logical, methodological, and psychological perspectives* (pp. 296 300). Princeton, NJ: Princeton University Press.

Olson, J. M., Roese, N. J., & Zanna, M. P. (1996). Expectancies. In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (pp. 211-238). New York: Guilford.

Roese, N. J., & Olson, J. M. (1996). Counterfactuals, causal attributions, and the hindsight bias: A conceptual integration. *Journal of Experimental Social Psychology, 32*, 197-227.

Olson, J. M., & Roese, N. J. (1995). The perceived funniness of humorous stimuli. *Personality and Social Psychology Bulletin, 21,* 908-913.

Olson, J. M., Roese, N. J., Meen, J., & Robertson, D. J. (1995). The preconditions and consequences of relative deprivation: Two field studies. *Journal of Applied Social Psychology, 25,* 944-964.

Roese, N. J., & Olson, J. M. (1995). Counterfactual thinking: A critical overview. In N. J. Roese & J. M. Olson (Eds.), *What might have been: The social psychology of counterfactual thinking* (pp. 1-55). Mahwah, NJ: Erlbaum.

Roese, N. J., & Olson, J. M. (1995). Functions of counterfactual thinking. In N. J. Roese & J. M. Olson (Eds.), *What might have been: The social psychology of counterfactual thinking* (pp. 169-197). Mahwah, NJ: Erlbaum.

Roese, N. J., & Olson, J. M. (1995). Outcome controllability and counterfactual thinking. *Personality and Social Psychology Bulletin, 21,* 620-628.

Lanca, M., Alksnis, C., Roese, N. J., & Gardner, R. C. (1994). Effects of language choice on acculturation: A study of Portuguese immigrants in a multicultural setting. *Journal of Language and Social Psychology, 13,* 315-330.

Roese, N. J. (1994). The functional basis of counterfactual thinking. *Journal of Personality and Social Psychology, 66,* 805-818.

Roese, N. J., & Olson, J. M. (1994). Attitude importance as a function of repeated attitude expression. *Journal of Experimental Social Psychology, 30,* 39-51.

Tett, R. P., Meyer, J. P., & Roese, N. J. (1994). Applications of meta-analysis: 1987-1992. In C. L. Cooper & I. T. Robertson (Eds.), *International Review of Industrial and Organizational Psychology* (Vol. 9, pp. 71-112). New York: Wiley.

Roese, N. J., & Jamieson, D. W. (1993). Twenty years of bogus pipeline research: A critical review and meta-analysis. *Psychological Bulletin, 114,* 363-375.
**Reprinted in Title: Roberts, C. & Jowell, R. (Eds.) (2008). *Attitude measurement.* London: Sage.

Roese, N. J., & Olson, J. M. (1993). Self-esteem and counterfactual thinking. *Journal of Personality and Social Psychology, 65,* 199-206.

Roese, N. J., & Olson, J. M. (1993). The structure of counterfactual thought. *Personality and Social Psychology Bulletin, 19,* 312-319.

Roese, N. J., & Sande, G. N. (1993). Backlash effects in attack politics. *Journal of Applied Social Psychology, 23,* 632-653.

Kim, C. K., Pinel, J. P. J., & Roese, N. J. (1992). Bidirectional contingent cross-tolerance between the anticonvulsant effects of pentobarbital and ethanol. *Pharmacology, Biochemistry, and Behavior, 41,* 127-132.

Roese, N. J., Olson, J. M., Borenstein, M. N., Martin, A., & Shores, A. L. (1992). Same-sex touching behavior: The moderating role of homophobic attitudes. *Journal of Nonverbal Behavior, 16,* 249-259.

Sharpe, D., Adair, J. G., & Roese, N. J. (1992). Twenty years of deception research: A decline in subjects' trust? *Personality and Social Psychology Bulletin, 18,* 585-590.

Grabowski, K. L., Roese, N. J., & Thomas, M. R. (1991). The role of expectancy in hypnotic hypermnesia. *International Journal of Clinical and Experimental Hypnosis, 39,* 193-197.

CASES:

Roese, N. J., & Kompella, M. (2013). Harley-Davidson: Chasing a new generation of customers. Kellogg Case 5-113-010.

Roese, N. J., & Meagher, E. (2014). Xbox One. Kellogg Case xx.

OUTSIDE ACTIVITIES:

2012 Consultant: Kerbler v. FAF, Inc. United States District Court, Eastern District of Missouri

2012 Consultant: Suchanek et al. v. Sturm Foods, United States District Court, Southern Illinois

KEYNOTES:

2008, November. "The psychology of counterfactual thinking." International Workshop on Counterfactual Thinking: "Parlor Game" or Analytical Tool? Centre for British Studies, Humboldt-Universität, Berlin, Germany.

ADDRESSES:

1-17-14. Preferences for expressing preferences. Kellogg School of Management, **Northwestern University**.

2-10-14. Maximizing, satisficing, and decisions. Department of Psychology, **University of Illinois at Urbana-Champaign**.

3-21-14. Maximizing, satisficing, and decisions. Sauder School of Business, **University of British Columbia.**

4-2-14. Maximizing, satisficing, and decisions. Department of Psychology, **Loyola University**.

4-3-13. Credit card statement payment warnings: Good or bad for consumers? Booth School of Business, **University of Chicago**.

6-15-13. When does choice substitution lead to regret? 9th Triennial Choice symposium, Noordwijk, Netherlands.

7-19-13. Hindsight bias: Emerging challenges and new solutions. XXXIIIrd International Congress on Law and Mental Health, Amsterdam, Netherlands.

8-1-13. Credit card statement payment warnings: Good or bad for consumers? American Psychological Association annual meeting, Honolulu, HI.

10-24-13. October. Hindsight bias in financial and managerial decision making. Executive master-class. William J. Clinton Leadership Institute, **Queen's University Belfast**, Northern Ireland.

10-24-13. Regret: Is there a positive side to a negative emotion? Annual psychology public lecture, School of Psychology, **Queen's University Belfast**, Northern Ireland.

2012, January. Hindsight bias. Transportation Lawyers Association annual conference, Chicago, IL.

2012, February. Life regrets and the need to belong. Kellogg School of Management, **Northwestern University**.

2012, May. Life regrets and the need to belong. Society for the Study of Motivation pre-conference, Association for Psychological Science annual meeting, Chicago, IL.

2012, September. Credit card statement payment warnings: Good or bad for consumers? Kellogg School of Management, **Northwestern University**.

2011, March. Hindsight bias. Duane Morris LLP annual meeting, Chicago, IL.

2010, January. How much does it affect me? The role of self-scrutiny in event impact judgments. Kellogg School of Management, **Northwestern University**.

2010, September. Regret and decision making: Bias vs. benefit. Marketing camp, Kellogg School of Management, **Northwestern University**.

2010, November. Regret and decision making: Bias vs. benefit. Fuqua School of Business, **Duke University**.

2009, June. Regret and counterfactual thinking: Bias versus benefit. Canadian Psychological Association

annual meeting, Montreal, Canada.
2009, September. Dare to compare: Fact-based versus simulation-based comparison in daily life. Department of Psychology, **Northwestern University**.
2009, May. Dare to compare: Fact-based versus simulation-based comparison in daily life. Department of Psychology, **University of Illinois at Urbana-Champaign**.
2008, February. Hindsight bias in decision-making: The roles of 'technology' and 'timing.' Marshall School of Business, **University of Southern California**.
2008, March. Hindsight bias in decision-making: The roles of "technology" and "timing." McCombs School of Business, **University of Texas at Austin**.
2008, September. Regret and counterfactual thinking: Bias versus benefit. Department of Psychology, **Ohio State University**.
2008, October. Be careful what you wish for: Pitfalls in prediction. Society of Actuaries annual meeting, Orlando, FL.
2008, October. A behavioral finance perspective on actuarial science. Society of Actuaries annual meeting, Orlando, FL.
2008, December. Preference invites categorization. Kellogg School of Management, **Northwestern University**.
2007, February. Regret and counterfactual thinking: Implications for consumer preference. Graduate School of Business, **Stanford University**.
2007, March. The functional basis of counterfactual thinking. Motivation in Context conference, Ascona, Switzerland.
2007, March. Regret and counterfactual thinking: From "if only" to action. Department of Psychology, **University of Cologne**, Germany.
2007, April. Regret and mental health: Insights from a nationally representative survey. Department of Psychology, **University of Chicago**.
2007, May. Computer animation and the hindsight bias: Judgments of dynamically unfolding events. Booth Graduate School of Business, **University of Chicago**.
2007, May. Regret and counterfactual thinking: Implications for consumer preference. Kellogg School of Management, **Northwestern University**.
2007, September. The propensity effect: When foresight trumps hindsight. Department of Psychology, **University of Western Ontario**, Canada.
2007, September. Preference invites categorization. Department of Psychology, Northwestern University.
2007, November. Hindsight bias in decision-making: The roles of "technology" and "timing." Cox School of Business, **Southern Methodist University**.
2007, November. Preference invites categorization. Haas School of Business, **University of California, Berkeley**.
2007, December. Preference invites categorization. College of Business, **University of Illinois at Urbana-Champaign**.
2006, May. The functional basis of counterfactual thinking. **Max Planck Institute** for Human Development, Berlin, Germany.
2006, September. Regret and mental health: Insights from a nationally representative survey. Department of Psychology, **Northwestern University**.
2006, November. Regret and mental health: Insights from a nationally representative survey. Department of Psychology, **University of Toronto**.
2005, January. What we regret most. Society for Personality and Social Psychology annual meeting, New Orleans, LA.
2005, March. Counterfactual thinking: Implications for mental health. Department of Psychology, **Vanderbilt University**.
2005, April. Forensic animation: Hindsight bias and counterfactual thinking in legal judgment. Haas

School of Business, **University of California, Berkeley**.

2005, April. Hindsight bias in legal decision making. American Law Firm Association Transportation Practice Group annual seminar, Amelia Island, FL.

2005, September. The propensity effect: When foresight trumps hindsight. Department of Psychology, **Northwestern University**.

2004, January. Sex differences in regret: All for love? Society for Personality and Social Psychology annual meeting, Austin, TX.

2004, September. What we regret most. Department of Psychology, **Northwestern University**.

2003, January. An anomalous asymmetry in self-serving judgments of event impact. Social Psychology Winter Conference, Park City, UT.

2003, March. An anomalous asymmetry in self-serving judgments of event impact. Department of Psychology, **Loyola University**.

2003, March. An anomalous asymmetry in self-serving judgments of event impact. Department of Psychology, **University of Chicago**.

2003, April. An anomalous asymmetry in self-serving judgments of event impact. Department of Psychology, **Purdue University**.

2003, September. Sex differences in regret: All for love? Department of Psychology, **Northwestern University**.

2003, October. Sex differences in regret: All for love? Department of Psychology, **University of Illinois at Chicago.**

2002, March. Comparing comparisons: Social, counterfactual, and temporal comparison. Social Psychology Winter Conference, Whistler, BC, Canada.

2002, May. Motivated self-serving judgment: In search of theoretical parsimony. Midwestern Psychological Association conference, Chicago.

2002, September. Festinger's regret: Comparing social, counterfactual, and temporal comparison. Department of Psychology, **Northwestern University**.

2001, January. Counterfactual thinking: Underlying mechanisms and overarching themes. Department of Psychology, **University of Illinois at Urbana-Champaign**.

2001, February. Counterfactual thinking: Underlying mechanisms and overarching themes. Department of Psychology, **University of Missouri**.

2001, February. Counterfactual thinking: Underlying mechanisms and overarching themes. Department of Psychology, **University of Maryland**.

2001, May. Counterfactuals as entertainment. European Association for Experimental Social Psychology Small Group Meeting on Counterfactual Thinking, Aix en Provence, France.

2001, October. An asymmetry in self-serving impact judgments reflects valence-dependent processing of self-relevant information. Person Memory pre-conference, Society of Experimental Social Psychology annual meeting, Spokane, WA.

2000, January. Affect and counterfactual thinking: An overview of theoretical developments. Social Psychology Winter Conference, Park City, UT.

2000, January. Affect and counterfactual thinking: An overview of theoretical developments. Department of Psychology, **Dartmouth College**.

2000, May. Counterfactual thinking and regulatory focus. The Ontario Symposium on Personality and Social Psychology: Motivated Social Perception, **University of Waterloo**, Canada.

2000, November. Affect and counterfactual thinking: An overview of theoretical developments. **Instituto Superior de Psicologia Aplicada**, Lisbon, Portugal.

2000, November. Affect and counterfactual thinking: An overview of theoretical developments. **Universidad de Malaga**, Malaga, Spain.

1999, February. Counterfactual thinking and the hindsight bias. Department of Psychology, **Harvard University**.

1999, July. Counterfactual thinking: Implications for comparison and attribution. European Association of Experimental Social Psychology meeting, **Oxford University**, Oxford, UK.
1999, August. Counterfactual thinking and decision-making. Sauder School of Business, **University of British Columbia**, Canada.
1999, September. Affect and counterfactual thinking: An overview of theoretical developments. Department of Psychology, **University of Illinois at Urbana-Champaign**.
1999, October. Affect and counterfactual thinking: An overview of theoretical developments. Department of Psychology, **Indiana University**.
1999, November. Affect and counterfactual thinking: An overview of theoretical developments. Department of Psychology, **University of Wisconsin**.
1999, December. Affect and counterfactual thinking: An overview of theoretical developments. Department of Psychology, **Simon Fraser University**, Canada.
1998, January. The crossroads of affect and cognition: Counterfactuals, attributions, plans, and social functioning. Future Directions in Social Cognition conference, **Princeton University**.
1998, April. Motivational underpinnings of the person-group judgmental discrepancy. Social Psychologists of Chicago meeting, **Loyola University**.
1998, June. The grand unification of theories of self-other judgmental discrepancy. Duck Conference on Social Cognition, Duck, NC.
1997, May. Counterfactual thinking and the hindsight bias. Midwestern Psychological Association conference, Chicago, IL.
1997, November. Counterfactual thinking: The roles of affect and function. Presented at the Graduate School of Business, **University of Chicago**.
1997, December. Impact of affect on social judgment: Current research and new directions. New Ideas in Decision Making conference, Kellogg School of Management, **Northwestern University**.
1996, January. Counterfactual thinking: The intersection of affect and function. Department of Psychology, **University of British Columbia**, Canada.
1996, February. Counterfactual thinking: The intersection of affect and function. Department of Psychology, **University of Illinois at Chicago**.
1996, August. From what might have been to what may be: Inference and learning from counterfactual thinking. Academy of Management conference, Cincinnati, OH.
1995, October. Counterfactual thinking: The intersection of affect and function. Department of Psychology, **Purdue University**.
1994, January. The functional basis of counterfactual thinking. Department of Social and Decision Sciences, **Carnegie-Mellon University**.
1994, January. The functional basis of counterfactual thinking. Department of Psychology, **Yale University**.
1994, January. The functional basis of counterfactual thinking. Department of Psychology, **Northwestern University**.
1994, February. The functional basis of counterfactual thinking. Department of Psychology, **University of Minnesota**.
1993, March. The functional basis of counterfactual thinking. Department of Psychology, **University of California, Santa Barbara**.
1993, May. Outcome controllability and counterfactual thinking. Brendan Rule prize address, Canadian Psychological Association convention, Montreal, Canada.
1993, August. The functionality of counterfactual thinking. American Psychological Association convention, Toronto, Canada.
1991, June. Self-esteem and counterfactual thinking. Brendan Rule prize address, Canadian Psychological Association convention, Calgary, Canada.

CONFERENCE PRESENTATIONS:

Hershfield, H., Galinsky, A. D., & Roese, N. J. (2013, October). Wanting what almost wasn't: Counterfactual reflection heightens valuation of branded products. Presented at the annual meeting of the Association for Consumer Research, Chicago, IL.

Ma, J., & Roese, N. J. (2013, October). The maximizing mindset. Presented at the annual meeting of the Association for Consumer Research, Chicago, IL.

Becker, B., Smallman, R. & Roese, N. J. (2013, May). Evaluative categorization: Finer discernment of preferred objects. Symposium paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Blair, S., & Roese, N. J. (2013, April). Loss of control as an antecedent to investor optimism. Kellogg-Booth Symposium, Chicago, IL.

Blair, S., & Roese, N. J. (2013, February). When less is more: Threats to personal control increase investor optimism. Society for Consumer Psychology Annual Conference. San Antonio, TX.

Blair, S., & Roese, N. (2012, October). Balancing the basket: The role of shopping basket composition in embarrassment. Symposium presentation at Association for Consumer Research annual meeting, Vancouver, Canada. Also presented: the Society for Judgment and Decision Making annual conference, Minneapolis, MN (2012, November), Society for Consumer Psychology annual conference, San Antonio, TX (2013, February), 12th Annual Trans-Atlantic Doctoral Conference, London Business School (2012, May), and 42nd Annual Haring Symposium for Doctoral Research in Marketing, Indiana University (2012, April).

Ma, J., & Roese, N. J. (2012, October). The countability effect: Comparative vs. experiential reactions to reward distributions. Also presented at: Society for Judgment and Decision Making annual conference, Minneapolis, MN (2012, November), and the Haring Symposium on Marketing, Indiana University, Bloomington, IN (2013, April).

Morrison, M., Preston, J. L., & Roese, N. J. (2012, January). The relationship between counterfactual thinking, behavior, and time. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Ma, J., & Roese, N. J. (2011, October). The effect of countability on satisfaction. Presented at the Society for Judgment and Decision Making annual conference, Seattle, WA. (Best Student Poster Award, 2nd Place).

Dilich, M., Fessel, F., Goebelbecker, J., & Roese, N. J. (2011, September). Computer animation of traffic accidents: Hindsight bias and judgments of blame. Presented at 3rd International Conference on Road Safety and Simulation, Indianapolis, IN.

Morrison, M. & Roese, N. (2011, May). Regret regulation: A two year longitudinal study. Presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

Epstude, K., Roese, N. J., & Forster, J. (2011, January). How love and sex influence the structure of counterfactual thoughts. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Morrison, M. & Roese, N. J. (2011, January). Regrets of the typical American: Findings from a nationally representative sample. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Morrison, M., & Roese, N. J. (2010, May). Regrets and the need to belong. Presented at the of the Midwestern Psychological Association meeting, Chicago, IL.

Deckert, P. J., & Roese, N. J. (2010, January). Personnel selection, Facebook, and the dilution effect: Is more information really better? Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Epstude, K., Forster, J., & Roese, N. J. (2010, January). Bidirectional links between counterfactual thoughts and information processing styles. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Morrison, M. & Roese, N. J. (2010, January). Hindsight bias and affect regulation: A longitudinal study of the 2008 presidential election. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Smallman, R., & Roese, N. J. (2010, January). When "if only" predicts "what will I do?": The role of specificity in functional counterfactual thinking. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Fessel, F., Epstude, K., & Roese, N. J. (2009, February). The effects of temporal distance and construal level on minimal and maximal goals. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

Fessel, F., Epstude, K., & Roese, N. J. (2009, February). Hindsight bias redefined: It's about time. Poster presented at the Judgment and Decision Making preconference, Society for Personality and Social Psychology annual meeting, Tampa, FL.

Morrison, M. & Roese, N. J. (2009, February). The temporal pattern of regret: A longitudinal study. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

Smallman, R. & Roese, N. J. (2009, February). Negative affect as a trigger of counterfactual thinking. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

Roy, M., Benjamin, A., & Roese, N. J. (2008, March). Regulatory fit, cognitive flexibility and the mirror effect. Paper presented at the Eastern Psychological Association, Boston, MA.

Morrison, M., Smallman, R., & Roese, N. J. (2008, February). Hindsight bias and retroactive pessimism: The affective benefits of uncertainty reduction. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Smallman, R., & Roese, N. J. (2008, February). Preference invites categorization. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Summerville, A., & Roese, N. J. (2008, February). There are worse things than regret: Reducing uncertainty versus avoiding regret in decision-making. Poster presented at the Judgment and Decision Making preconference, annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Smallman, R., & Roese, N. J. (2007, January). The functional basis of counterfactual thinking: The implementation intention mechanism. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.

Summerville, A. & Roese, N. J. (2007, January). Dare to compare: Frequencies of comparative judgments in daily life. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.

Essex, B., Gibson, C., Roese, N. J., & Park. S. (2006, June). Neural correlates of counterfactual thinking: A near infrared optical imaging study. Poster presented at the 12th annual Organization for Human Brain Mapping, Florence, Italy.

Fessel, F., Hur T., & Roese, N. J. (2006, May). The interplay between regulatory focus and counterfactual direction of comparison. Poster presented at the Association for Psychological Science annual meeting, New York.

Roese, N. J., Fessel, F., Summerville, A., Kruger, J., & Dilich, M. A. (2006, January). The propensity effect: When foresight trumps hindsight. Poster presented at the Judgment and Decision Making preconference, Society for Personality and Social Psychology annual meeting, Palm Springs, CA.

Smallman, R., & Roese, N. J. (2006, January). Judgment of the impact of life events: Evidence for valence-dependent self-scrutiny. Poster presented at the Society for Personality and Social Psychology annual meeting, Palm Springs, CA.

Smallman, R., & Roese, N.J. (2006, May). Judgment of the impact of life events. Symposium lecture (given by Smallman), Midwestern Psychological Association conference, Chicago.

Summerville, A., & Roese, N. J. (2006, January). Individual differences in regulatory focus: A comparative assessment of currently available self-report scales, and a proposal for a new scale. Poster presented at the Society for Personality and Social Psychology annual meeting, Palm Springs, CA.

Summerville, A. & Roese, N. J. (2006, May). A tale of two theories: Regulatory focus theory and approach/avoidance motivation. Symposium lecture (given by Summerville), Midwestern Psychological Association conference, Chicago.

Burrus, J., & Roese, N. J. (2005, January). The lightness (and heaviness) of being: Fate, counterfactual possibility, and construal level. Poster presented at the Society for Personality and Social Psychology annual meeting, Savannah, GA.

Dilich, M. A., Goebelbecker, J., & Roese, N. J. (2005, January). A distorted perception of foreseeability. Paper presented at the annual meeting of the Transportation Research Board, Washington DC.

Cantone, J., & Roese, N. J. (2005, March). Stop and think about it: A look at counterfactual thinking and impulsivity. Poster presented at the American Psychology and Law Society Annual Conference, La Jolla, CA.

Janicki, M. G. & Roese, N. (2005, June). Sex differences in counterfactual thinking: Romantic vs. academic regrets. Poster presented at the Human Behavior and Evolution Society Annual Meeting, Austin, TX.

Pennington, G. L., Aaker, J., & Roese, N. J. (2003, February). "Desiring the best" versus "not settling for less": The role of purchase timing and level of construal in determining the effectiveness of promotion- versus prevention-focused appeals. Paper presented at the Society for Consumer Psychology Winter Meeting, New Orleans, LA.

Pennington, G. L., Aaker, J., & Roese, N. J. (2003, October). When does "not so bad" seem awfully good?: Purchase proximity, temporal construal and the persuasiveness of prevention-framed information. Presented at the Association for Consumer Research annual meeting, Toronto, Canada.

Pennington, G. L., Roese, N. J., & Gardner, W. L. (2002, February). The production of additive and subtractive counterfactual thoughts as a function of self-construal salience. Poster presented at the Society for Personality and Social Psychology annual meeting, Savannah, GA.

Pennington, G. L., & Roese, N. J. (2001, October). Regulatory focus and temporal perspective. Paper presented at the Association for Consumer Research Annual Meeting, Austin, TX.

Pennington, G., Hur, T., & Roese, N. J. (2000). Regulatory focus and counterfactual thinking. Poster presented at the convention of Society for Personality and Social Psychology, Nashville, TN.

Pennington, G., & Roese, N. J. (1999, May). Self-serving judgments of event impact: The person/group discrimination discrepancy and beyond. Poster presented at the Midwestern Psychological Association conference, Chicago, IL.

Hur, T., & Roese, N. J. (1998, May). Cross-cultural differences in the effect of norm violation on regret. Poster presented at the American Psychological Society convention, Washington, DC.

Maniar, S., Roese, N. J., & Curry, L. (1997, September). After-the-fact predictions of sport outcomes: Counterfactual and hindsight judgments of basketball and football performance. Paper presented at the annual conference of the Association for the Advancement of Applied Sport Psychology, San Diego, CA.

Hur, T., & Roese, N. J. (1996, June). Affect and counterfactual thinking. Paper presented at the Korean Psychological Association convention, Seoul, Korea.

Roese, N. J., & Hur, T. (1996, July). Affective determinants of counterfactual thinking. Paper presented at the American Psychological Society convention, San Francisco.

Roese, N. J., Olson, J. M., Grabowski, K. L., & Sherman, J. W. (1996, August). The most popular person in the class: In search of the trait structure of charisma. Paper presented at the annual conference of the International Society for the Study of Personal Relationships, Banff, Canada.

Olson, J. M., Roese, N. J., & Deibert, R. J. (1995, January). Naturally occurring counterfactual thoughts. Paper presented at the conference on Counterfactual Thought Experiments in World Politics, University of California at Berkeley.

Roese, N. J. (1995, August). Control and counterfactual thinking: Implications for functionalist perspectives. Poster presented at the American Psychological Association convention, New York.

Olson, J. M., Roese, N. J., Meen, J., & Robertson, D. J. (1994, October). The preconditions and consequences of relative deprivation: Two field studies. Paper presented at the annual meeting of the Society for Experimental Social Psychology, Lake Tahoe.

Roese, N. J., & Olson, J. M. (1993, May). Outcome controllability and counterfactual thinking. Paper presented at the Canadian Psychological Association convention, Montreal, Canada.

Roese, N. J., & Olson, J. M. (1992, June). The structural basis of counterfactual thought. Paper presented at the Canadian Psychological Association convention, Quebec City PQ, Canada.

Lanca, M., Roese, N. J., Alksnis, C., & Gardner, R. C. (1992, June). Acculturation in a multicultural context. Paper presented at the Canadian Psychological Association convention, Quebec City, Canada.

Roese, N. J., & Jamieson, D. W. (1991, August). Twenty years of bogus pipeline research: Review and meta-analysis. Paper presented at the American Psychological Association convention, San Francisco, CA.

Roese, N. J., & Olson, J. M. (1991, June). Motivation, self-esteem, and counterfactual thinking. Paper presented at the Canadian Psychological Association convention, Calgary, Canada.

Roese, N. J., & Sande, G. N. (1990, June). Negative campaigning: Effects of rhetorical insults on voters' impressions of political candidates. Paper presented at the Canadian Psychological Association convention, Ottawa, Canada.

CONFERENCES and SYMPOSIA:

2012	Symposium: "In pursuit of happiness," organized for Association for Consumer Research annual meeting, Vancouver, Canada (co-organized with Jingjing Ma and Haiyang Yang).
2008	Symposium: "When goal pursuit fails: A functional approach," organized for European Association for Experimental Social Psychology meeting, Opatija, Croatia (co-organized with Kai Epstude).
2005-2010	Judgment and Decision-Making pre-conference, Society for Personality and Social Psychology annual meeting (co-organized at various times with: Justin Kruger, Peter McGraw, Carey Morewedge, Rebecca Ratner, Kelly See).
2005	Symposium: "The experience and regulation of regret," organized for Society for Personality and Social Psychology conference, New Orleans, LA (co-organized with Marcel Zeelenberg).
2004	Symposium: "Loves lost, games botched, and exams blown: Counterfactual thinking in everyday life," organized for Society for Personality and Social Psychology conference, Austin, TX (co-organized with Justin Kruger).
2003	Social Psychologists Around the Midwest (SPAM). University of Illinois at Urbana-Champaign (co-organized with social psychology group, University of Illinois).
2002	Social Psychology Winter Conference, Whistler, Canada (co-organized with Steve Heine).
2001	The Vancouver Symposium on Motivation and Social Cognition, Simon Fraser University, Vancouver, Canada.
1995,1999	Social Psychologists of Chicago (SPOC), founding organizer of first conference (held March 1995), held annually to present.
1993	Symposium: "Counterfactual thinking: Current issues and recent research," organized for American Psychological Association conference, Toronto, Canada. (co-organized with

James Olson).