About the Authors

Kathleen D. Vohs is the McKnight Land-Grant Professor of the University of Minnesota and assistant professor at the Carlson School of Management, University of Minnesota.

Roy F. Baumeister is the Francis Eppes Eminent Scholar and Professor of Psychology at Florida State University.

George Loewenstein is the Herbert A. Simon Professor of Economics and Psychology at Carnegie Mellon University.

Christopher J. Anderson is assistant professor psychology at Temple University.

Eduardo B. Andrade is assistant professor of marketing at the Haas School of Business, University of California, Berkeley.

Jennifer S. Beer is an assistant professor in psychology at the University of Texas at Austin.

Joel B. Cohen is professor of marketing and director of the Center for Consumer Research at the Warrington College of Business Administration, University of Florida.

C. Nathan DeWall is an assistant professor in the Department of Psychology at the University of Kentucky.
Matthew T. Gailliot is assistant professor of psychology at the University of Amsterdam.

Karen Gasper is an associate professor of psychology at the Pennsylvania State University, and has received the Nancy Hirschberg Award for Outstanding Scholarship and Research and her university's Psi Chi's Professor of the Year Award.

Lorenz Goette is a senior economist at the Federal Reserve Bank of Boston and visiting assistant professor of economics at the Massachusetts Institute of Technology.

David Huffman is a senior research associate at the Institute for the Study of Labor in Bonn, Germany.

Linda M. Isbell is an associate professor in the Department of Psychology at the University of Massachusetts at Amherst.

Quinn Kennedy is a research affiliate at the Department of Psychiatry and behavioral sciences, Stanford University School of Medicine.

Peter Kerkhof is associate professor at the Department of Communication science, VU University, Amsterdam.

Jonathan Levav is an associate professor of business at the Columbia Business School.

Debra Lieberman is an assistant professor of psychology at the University of Hawai‘i.

Mara Mather is associate professor of psychology at University of California, Santa Cruz and is the associate editor of *Journal of Experimental Psychology: General*.

Nicole L. Mead is a graduate student in the Department of Psychology at Florida State University.

Benoît Monin is an assistant professor in psychology at Stanford University.

Robert Oum is a doctoral candidate at the Department of Psychology, University of Hawai‘i.

David A. Pizarro is assistant professor of psychology at Cornell University.
Catherine D. Rawn is a Ph.D. student in the department of psychology at the University of British Columbia.

Dianne M. Tice is professor of psychology at Florida State University.

Jennifer L. Trujillo is a doctoral student in the Department of Psychology at the University of California, San Diego.

Piotr Winkielman is professor of psychology, University of California, San Diego.

John M. Zelenski is associate professor of psychology at Carleton University in Ottawa, Canada.

Liqing Zhang is an assistant professor of psychology at Peking University in Beijing, China.