

EVA C. BUECHEL

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EDUCATION

Ph.D., Marketing, University of Miami, 2014 (expected)

M.S., Marketing, Tepper School of Business, Carnegie Mellon University, 2009

B.Sc., *Insigni Cum Laude*, Psychology, University of Basel, Switzerland, 2007

RESEARCH INTERESTS

Consumer Behavior | Judgment and Decision Making | Predicted and Experienced Utility | Affect and Emotions | Effort and Motivation | Social Media | Product Customization

PUBLICATIONS (ABSTRACTS IN APPENDIX)

Journal Articles:

Buechel, Eva C. and Chris Janiszewski* (forthcoming). A lot of work or a work of art: How the structure of a customized assembly task determines the utility derived from assembly effort. *Journal of Consumer Research*.

Buechel, Eva C., Jiao Zhang, Carey K. Morewedge and Joachim Vosgerau (forthcoming). More intense experiences, less intense forecasts: Why affective forecasters overestimate the influence of outcome probability. *Journal of Personality and Social Psychology*.

Morewedge, Carey K. and Eva C. Buechel (forthcoming). Motivated underpinnings of the impact bias in affective forecasts. *Emotion*.

Book Chapter:

Buechel, Eva C. and Carey K. Morewedge (forthcoming). The (relative and absolute) subjective value of money. In Henk Aarts and Erik Bijleveld (Eds.), *The Psychological Science of Money*, New York, NY: Springer.

MANUSCRIPTS UNDER REVIEW/REVISION (ABSTRACTS IN APPENDIX)

Laran, Juliano and Eva C. Buechel* (under revision). Mental energy and preference for hedonic and utilitarian experiences following an initial experience. Invited for 2nd round review at *Journal of Marketing Research*.

Buechel, Eva C. and Jonah Berger (under revision). Why people share self-relevant content via microblogs on Online Social Networks. In preparation for resubmission to the *Journal of Consumer Research*.

*Equal Contribution

RESEARCH IN PROGRESS

Eva Buechel and Jiao Zhang. Misprediction of how effort influences hedonic evaluations.

Eva Buechel, Carey Morewedge and Jiao Zhang. Outcome magnitude and probability determine over- and underestimation of affective responses.

Eva Buechel and Claudia Townsend. Buying beauty for the long run: The misprediction of visual taste.

Eva Buechel, Carey Morewedge and Milica Mormann. An eye-tracking approach to study how emotions alter (visual) attention.

Eva Buechel and Juliano Laran. When and why depletion leads to virtuous consumption.

AWARDS, FELLOWSHIPS & GRANTS

Student Fellow, AMA – Sheth Foundation Doctoral Consortium, 2012, University of Washington, Seattle, WA.

Winner of Best Student Paper Award, Society for Consumer Psychology Winter Conference, 2011, Atlanta, GA.

Dean's Fellowship, University of Miami, 08/09 - present

William Larimer Mellon Fellowship, 08/07- 08/09

Center for Behavioral Decision Research Small Grant (\$1000), *Motivation and Affective Forecasting*, June 2008

Center for Behavioral Decision Research Small Grant (\$500), *Motivation and Affective Forecasting*, October 2007

DISSERTATION

More Intense Affective Experiences, Less Intense Affective Forecasts: Affective Forecasters Overestimate the Influence of Outcome Specifications

Co-Chairs: Carey K. Morewedge and Jiao Zhang

Committee Members: Juliano Laran, Robert J. Meyer, and Claudia Townsend

Proposal Defended on May 6th, 2013

It is generally assumed that hedonic response to an outcome is a joint function of the desirability of the outcome and the likelihood of its occurrence. Losses are almost never pleasurable, but people believe that losses hurt less when they are small and/or expected than when they are large and/or unexpected. Conversely, gains are almost always pleasurable, but are more so when they are large and/or unexpected than when they are small and/or expected. When consumers decide which potential losses to avoid and which potential gains to pursue, their decisions depend on predictions of their hedonic responses to those potential future gains and losses. Thus, an important and yet largely unexplored question is whether affective forecasters are able to accurately predict the extent to which their hedonic responses to an outcome are influenced by the magnitude of the outcome and the probability of its occurrence.

My dissertation addresses this central question in consumer research. I propose that affective forecasters overestimate the extent to which their happiness with an outcome depends on its magnitude and its probability of occurring because of differences in the intensity of affective states between affective forecasters and

experiencers. Hedonic experiences typically evoke a more intense hedonic response than does the act of mentally simulating those experiences. Intense experiences capture attentional resources required to consider and incorporate outcome specifications into judgment. Consequently, hedonic experiences are less influenced by outcome specifications than are affective forecasts of those experiences.

The first essay of my dissertation (*Journal of Personality and Social Psychology*, forthcoming) establishes that affective forecasters are more sensitive to probability specifications than experiencers. Furthermore, it provides support for the theorized account that the asymmetry in affective states evoked by making affective forecasts and having the corresponding hedonic experiences leads to different attention to probability specifications, which determines the different sensitivity to those specifications.

The second essay of my dissertation (in progress) tests whether my theory extends to magnitude specifications, and also investigates how probability and magnitude jointly influence affective forecasts and experiences. If forecasters are more sensitive to outcome specifications, then the magnitude and the probability of an outcome will likely determine whether forecasters overestimate or underestimate their emotional response to that outcome. I theorize that high magnitude and low probability beget overestimation of future emotional response, whereas low magnitude and high probability beget underestimation of future emotional responses.

CHAired SYMPOSIA

Buechel, E.C. (2012, October). *Why do people use Online Social Networks and how do they affect us?* Association for Consumer Research, Vancouver, Canada. Speakers: Eva Buechel, Donna Hoffman, Claire Tsai and Keith Wilcox.

Buechel, E.C. (2012, February). *Online Social Networks: Why do people use them and what are their consequences?* Society for Consumer Psychology Winter Conference, Las Vegas, NV. Speakers: Eva Buechel, Donna Hoffman, Rebecca Walker Naylor, and Keith Wilcox.

Buechel, E. C. (2012, February). *On the psychology of mindsets: Antecedents and consequences for choices and switching.* Society for Consumer Psychology Winter Conference, Las Vegas, NV. Speakers: Eva Buechel, Kelly Goldsmith, Eunice Kim, and Tom Meyvis.

PRESENTATIONS

Buechel, E.C.* & Janiszewski, C. (2013, October). *A lot of work or a work of art: How the structure of a customized assembly task determines the utility derived from assembly effort.* Association for Consumer Research, Chicago, IL.

Buechel, E.C.* & Berger, J. (2013, June). *Facebook therapy? Why people share self-relevant content online.* Advertising and Consumer Psychology Conference, San Diego, CA.

Buechel, E.C.* & Janiszewski, C. (2013, May). *A lot of work or a work of art?* Consumer Idea Blitz, Georgetown Institute for Consumer Research, Washington, DC.

- *Invited Presentation.*

Buechel, E.C.* & Janiszewski, C. (2013, February). *Customized assembly: How does effort influence the value of the to-be-assembled products?* Society for Consumer Psychology Winter Conference, San Antonio, TX.

Buechel, E. C.* & Berger, J. (2012, October). *Facebook therapy? Why people share self-relevant content online.* Association for Consumer Research, Vancouver, Canada.

Laran, J. & Buechel, E.C.* (2012, August). *Mental energy and preference for hedonic and utilitarian experiences following an initial experience.* Annual Convention of the American Psychological Association, Orlando, FL.

Buechel, E.C*. Zhang, J. Morewedge, C.K. & Vosgerau J. (2012, June). *Affect-rich experiencers, affect-poor forecasters: Why affective forecasters overestimate the influence of quantitative specifications on hedonic experiences*. Behavioral Decision Research in Management Conference, Boulder, CO.

Buechel, E.C.* & Berger, J. (2012, February). *Facebook therapy: Why people share self-relevant content online*. Society for Consumer Psychology Winter Conference, Las Vegas, NV.

Laran, J. & Buechel, E.C.* (2012, February). *Mental energy and preference for hedonic and utilitarian experiences following an initial experience*. Society for Consumer Psychology Winter Conference, Las Vegas, NV.

Buechel, E.C.*. Zhang, J. Morewedge, C. K. & Vosgerau J. (2011, November). *Affect-rich experiencers, affect-poor forecasters: Overweighting the influence of outcome magnitude and outcome probability on future affect*. Society for Judgment and Decision Making, Seattle, WA.

Buechel, E. C.*, Zhang, J. Morewedge & C.K. & Vosgerau J. (2011, October). *Affect-rich experiencers, affect-poor forecasters: Mispredicting the influence of outcome magnitude and outcome probability on experienced affect*. Association for Consumer Research, St. Louis, MO.

Buechel, E.C.* & Zhang, J. (2011, February). *Mispredicting the sensitivity of affective reactions to outcome characteristics*. Society for Consumer Psychology Winter Conference, Atlanta, GA.

- Winner of Best Student Paper Award

Morewedge, C.K*. Buechel, E.C., & Vosgerau, J. (2011, January). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Personality and Social Psychology, San Antonio, TX.

Buechel, E.C.*, Morewedge C.K., & Vosgerau, J. (2010, October). *Motivated underpinnings of the impact bias in affective forecasting*. Association for Consumer Research, Jacksonville, FL.

Buechel, E.C.*, Morewedge C.K., & Vosgerau, J. (2010, February). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Consumer Psychology Winter Conference, St.Pete, FL.

Morewedge, C.K*. Buechel, E.C., & Vosgerau, J. (2009, November). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Judgment and Decision Making, Boston, MA.

Florack, A.*, Bircher, P. & Buechel, E.C. (2007, September). *Regulatorischer Fokus und linguistische Abstraktheit* [Regulatory focus and linguistic abstractness]. 11. Tagung der Fachgruppe für Sozialpsychologie, Freiburg, Germany.

*Presenter

POSTER PRESENTATIONS

Buechel, E.C. & Zhang, J. (2010, November). *Affect-rich experiencers, affect-poor forecasters: Why forecasters are more sensitive to outcome characteristics than experiencers*. Poster presented at Society for Judgment and Decision Making, St. Louis, MO.

Buechel, E.C., Morewedge C.K., & Vosgerau, J. (2010, June). *Motivated underpinnings of the impact bias in affective forecasting*. Poster presented at Behavioral Decision Research in Management Conference, Pittsburgh, PA.

Buechel, E.C., Morewedge, C. K., & Vosgerau, J. (2009, October). *Motivated components of the impact bias in affective forecasting*. Poster presented at Association for Consumer Research, Pittsburgh, PA.

Buechel, E.C., Morewedge, C. K., & Vosgerau, J. (2008, November). *Motivated bias in affective forecasting*. Poster presented at Society for Judgment and Decision Making, Chicago, IL.

Florack, A., & Buechel, E.C. (2007, February). *How to retain credibility in the case of product recalls: The role of linguistic abstractness in Press Releases*. Poster presented at Society for Consumer Psychology Winter Conference, Las Vegas, NV.

TEACHING EXPERIENCE AND INTERESTS

Instructor, Marketing Principles, Spring 2014 (*scheduled*), University of Miami

Guest Lecturer, Consumer Behavior, Fall 2012, University of Miami

Guest Lecturer, Marketing Principles, Spring 2012, University of Miami

Teaching Assistant, Marketing Principles, Spring 2012, University of Miami

Teaching Assistant, Business Ethics, Fall 2008; Spring 2009, Carnegie Mellon University

Teaching Interests: Marketing Principles, Consumer Behavior, Judgment and Decision Making, Marketing Research, Marketing Strategy, Internet Marketing and Advertising

PROFESSIONAL ACTIVITIES AND UNIVERSITY SERVICE

Lab-Manager, Canes Behavioral Lab, University of Miami, 2010-2011

Initiation and Organization of Summer Participant Pool, University of Miami, 2009-2011

Board Member (Ph.D. Student Representative), Society for Consumer Psychology, 2013-present

Ad-hoc Reviewer ACR Conference 2009; 2013

Ad-hoc Reviewer SCP Conference 2010-present

Trainee Reviewer, Journal of Consumer Research, 2010; 2012

Ad-hoc Reviewer, Journal of Marketing Research

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

American Psychological Association (APA)

COURSEWORK AND TRAINING

<i>Marketing</i>	Special Topics in Marketing	Robert Meyer
	Behavioral Decision Theory in Consumer Research	Jiao Zhang
	Marketing Strategy	Joseph Johnson
	Seminar in Consumer Behavior (Audit)	Chris Janiszewski
	Behavioral Foundations of Marketing	Joachim Vosgerau
	Foundations of Consumer Behavior	Cait Lamberton
	Survey of Marketing Literature	Peter Boatwright
	Structural Equation Modeling	Alan Montgomery
<i>Related Fields</i>	Behavioral Economics	George Loewenstein
	Seminar on Experimental Economics	Roberto Weber
	Desires and Decisions	Carey Morewedge
	Seminar in Negotiation and Decision Making	Don Moore
	Seminar in Organizational Behavior (Micro)	Mark Fichman/Carrie Leana
	Cognitive Neuroscience	Phillip McCabe
	Social Psychology	Michael McCullough
	Cognition and Emotion	Ray Winters
Neuroscience for Business, Economics, and Law (Audit)	Milica Mormann	
<i>Statistics and Methods</i>	Applied Econometrics (Regression)	Mel Stephens
	Statistics 2: Analysis of Variance	Feifei Ye
	Psychological Statistics, Research Methods and Design	Rod Gillis

REFERENCES

Carey K. Morewedge (Co-Chair)

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Carnegie Mellon University
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APPENDIX: SELECTED ABSTRACTS

Motivated underpinnings of the impact bias in affective forecasts. (With Carey K. Morewedge, forthcoming, *Emotion*).

Affective forecasters often exhibit an impact bias, overestimating the intensity and duration of their emotional reaction to future events. Researchers have long wondered whether this bias might confer some benefit. We suggest that affective forecasters may strategically overestimate the hedonic impact of events to motivate themselves to produce them. We report the results of four experiments providing the first support for this hypothesis. The impact bias was greater for forecasters who had chosen which of two events to attempt to produce than for participants who had yet to choose (Experiment 1). The impact bias was greater when forecasts were made while forecasters could (or perceived they could) influence whether an event was produced than when its production had been determined but was not known to forecasters (Experiments 2A and 2B). Finally, experimentally manipulating the extremity of affective forecasts for an event influenced the amount of effort forecasters expended to produce it (Experiment 3). The results suggest that the impact bias may not be solely cognitive in origin, but have a motivated component as well.

A lot of work or a work of art: How the structure of a customized assembly task determines the utility derived from assembly effort. (With Chris Janiszewski, forthcoming, *JCR*).

Customized assembly occurs when a consumer makes customization decisions and participates in the construction or modification of a product. While customization increases satisfaction with the end-product, less is known about the utility derived from the assembly effort. Three studies show that the structure of the customized assembly task determines whether consumers derive negative or positive utility from the assembly effort. When customization decisions and assembly processes are segregated, consumers find the assembly process disagreeable. Consequently, more assembly effort leads to a lesser appreciation for the assembly experience. When customization decisions and assembly processes are integrated, consumers become engaged in the assembly process. Consequently, more assembly effort leads to a greater appreciation for the assembly experience. In each case, the assembly experience influences the value of the materials that afforded the experience (i.e., the to-be-assembled product). The results have implications for repeat purchasing in product categories that allow for co-production.

More intense affective experiences, less intense affective forecasts: Why affective forecasters overestimate the Influence of outcome probability. (With Jiao Zhang, Carey K. Morewedge and Joachim Vosgerau, forthcoming, *JPSP*).

We propose that affective forecasters overestimate the extent to which their happiness with an outcome depends on its probability of occurring because of differences in the intensity of affect evoked by the act of making an affective forecast about an experience and having the actual corresponding hedonic experience. Hedonic experiences typically evoke a more intense affective response than do mental simulations of those experiences. We suggest that the greater intensity of hedonic experiences captures a larger share of attention than do simulations of the forecasted experience. Consequently, probability specifications of an outcome receive less attention and therefore receive less weight in hedonic evaluations of experiences than in affective forecasts. The results of six experiments provide support for our theory. Affective forecasters overestimated how sensitive experiencers would be to probability specifications when making forecasts for both positive and negative experiences (Experiments 1 and 2). In line with our attentional account, differences in sensitivity to probability specifications were eliminated when affective forecasters were subject to attentional resource constraints reducing their ability to attend to probability specifications, whereas the same constraints did not affect the sensitivity of experiencers (Experiment 3). Experiencers became more sensitive to probability specifications when their attention was explicitly drawn to such specifications (Experiment 4). Providing evidence that differences in attention and sensitivity to probability specifications are due to differences in the intensity of affect elicited between the act of making an affective forecast and having an experience, differences in sensitivity to probability specifications were eliminated when the forecasted outcome evoked intense affect (i.e., was affect-rich) and when forecasts were made while having an intense hedonic experience (Experiments 5 and 6).

Mental energy and preference for hedonic and utilitarian experiences following an initial experience. (With Juliano Laran, 2nd round, *JMR*).

After having a utilitarian experience, consumers may prefer to have another utilitarian experience or, alternatively, a hedonic experience. Similarly, after having a hedonic experience, consumers may prefer to have another hedonic experience or, alternatively, a utilitarian experience. We propose that the cognitive processes involved in analyzing the benefits of an experience that differs on the hedonic/utilitarian dimension are effortful and require mental energy. As a result, consumers who have a high amount of mental energy are better able to analyze the benefits of a dissimilar experience than consumers who do not have a high amount of mental energy. Being able to analyze the benefits of an experience (vs. not) should result in higher preference for this experience. In a series of field and laboratory studies, we demonstrate that consumers prefer a dissimilar subsequent experience when they have the necessary amount of energy to analyze its benefits, but prefer a similar experience when they do not have the necessary amount of mental energy. These findings have implications for how consumers combine multiple experiences and for our understanding of consumer pleasure seeking and self-control. We discuss these implications, as well as how marketers may use the findings to influence consumer preference in the market place.

Why people share self-relevant content via microblogs on Online Social Networks. (With Jonah Berger, 1st round, *JCR*).

Microblogs on Online Social Networks have become a popular channel of communication. The current research investigates when and why consumers use this type of communication channel. We argue that the use of the microblogging feature is driven by the experience of negative emotions, coupled with social apprehension. Negative emotions evoke the need for social support and comfort. However, seeking such support offline is not easy for everyone. Socially apprehensive individuals have difficulty expressing themselves to others in person or in a directed communication. Consequently, we suggest that they use the microblogging feature on Online Social Networks (e.g., Tweets or Facebook status updates) because it allows for undirected communication with multiple online friends, without having to burden a single individual. Accordingly, we find that socially apprehensive individuals who are experiencing negative emotions are more likely to express themselves through microblogs than they are to express themselves in person or in a direct message. These findings shed light on one reason people use Online Social Networks and demonstrate how social transmission affects consumer welfare.

The (relative and absolute) subjective value of money. (With Carey K. Morewedge, forthcoming, book chapter in *The Psychological Science of Money*).

Money is often used as a proxy for utility in economic and psychological research. Monetary sums are easily calculated and compared, and money is a stimulus with which almost all people are familiar. Even so, hedonic responses to monetary gains and losses are relatively insensitive to the absolute size of those gains and losses, and the subjective utility of gains and losses is surprisingly labile. We propose that the difficulty of evaluating the value of money stems from the abstract nature of its value and nearly infinite range. As a result, money is not evaluated on a single monetary scale, but instead on subscales composed of comparison standards that are generated at the time of judgment. Using a dual-process account, we describe how such monetary subscales are generated and when they result in more or less sensitivity to its absolute value. We identify factors that influence sensitivity to the value of money and bias its evaluation. We close with a discussion of implications for science and practice.