

Stephen M. Baum

Washington University in St. Louis
Olin Business School
<http://stephenmbaum.com>
sbaum@wustl.edu

EMPLOYMENT

2023 – present Postdoctoral Scholar in Marketing
Washington University in St. Louis
Olin Business School

EDUCATION

2023 University of California, Berkeley
Haas School of Business
Ph.D., Marketing – Consumer Behavior
Committee: Ellen Evers, Leif Nelson, Clayton Critcher, Stefano DellaVigna

2015 University of Puget Sound
B.A., Psychology (departmental honors); *magna cum laude*

PUBLICATIONS & INVITED REVISIONS

Ryan, W. H., Baum, S. M., & Evers, E. R. K. * Biases in improvement decisions: People focus on the relative reduction in bad outcomes. Revise and resubmit at *Psychological Science*.

* *First two authors contributed equally.*

Wang, Y., Baum, S. M., & Critcher, C. R. (2023). Needing everything (or just one thing) to go right: Myopic preferences for consolidating and spreading risks. Forthcoming at *Journal of Personality and Social Psychology*.

O'Donnell, M., Dev, A. S., Antonoplis, S., Baum, S. M., [and 20 others]. (2021). The psychological consequences of scarcity are less general and less replicable than they seem: An empirical audit and review. *Proceedings of the National Academy of Sciences*, 118(4), e2103313118.

Baum, S. M., & Critcher, C. R. (2020). The costs of not disclosing. *Current Opinion in Psychology*, 31, 72-75.

WORKING PAPERS (DRAFTS AVAILABLE)

Baum, S. M., & Nelson, L. D. The competing preferences illusion.

Cho, K. Y., Baum, S. M., & Evers, E. R. K. Likert scales are broken for probabilistic outcomes.

Baum, S. M., Evers, E. R. K., & Inbar, Y. Perceived exploitation in quality discrimination.

Baum, S. M., Rosenzweig, E., & Critcher, C. R. Same wrong, different restitution? Heightened sensitivity to unequal treatment in the context of apology.

Baum, S. M., & Critcher, C. R. The privileged information effect.

Baum, S. M., Critcher, C. R., Lee, R. T., & Zayas, V. Overcoming inaction: How those caught in the middle of social exclusion should respond.

WORK IN PROGRESS

Ryan, W. H., Baum, S. M., & Evers, E. R. K. Preparing for the best as much as the worst: Consumers ignore the probability of bad outcomes when making backup plans.

CONFERENCE ORAL PRESENTATIONS

Ryan, W. H., Baum, S. M., & Evers, E. R. K. (May, 2023). *Preparing for the best as much as the worst: Consumers ignore the probability of bad outcomes when making backup plans*. California School Conference, Berkeley, CA.

Ryan, W. H., Baum, S. M., & Evers, E. R. K. (October, 2022). *Preparing for the best as much as the worst: Consumers ignore the probability of bad outcomes when making backup plans*. Association for Consumer Research, Denver, CO.

Baum, S. M., & Critcher, C. R. (July, 2022). *The privileged information effect*. International Association for Relationship Research, Virtual Conference.

Baum, S. M., & Nelson, L. D. (May, 2022). *The competing preferences illusion*. California School Conference, Palo Alto, CA.

Baum, S. M., Ryan, W. H., & Evers, E. R. K. (March, 2022). *People behave as if they anticipate regret conditional on bad outcomes*. Society for Consumer Psychology, Virtual Conference.

Baum, S. M., & Nelson, L. D. (March, 2022). *The competing preferences illusion*. Data Blitz Presentation, Society for Consumer Psychology, Virtual Conference.

Baum, S. M., & Nelson, L. D. (February, 2022). *The competing preferences illusion*. Early Career Data Blitz Presentation, Society for Personality and Social Psychology, San Francisco, CA.

Baum, S. M., Ryan, W. H., & Evers, E. R. K. (October, 2021). *People behave as if they anticipate regret conditional on bad outcomes*. Association for Consumer Research, Virtual Conference.

Ryan, W. H., Baum, S. M., & Evers, E. R. K. (August, 2021). *People behave as if they anticipate regret conditional on bad outcomes*. Subjective Probability, Utility, and Decision-Making, Virtual Conference.

Baum, S. M., & Critcher, C. R. (March, 2021). *The privileged information effect*. Society for Consumer Psychology, Virtual Conference.

Baum, S. M., & Nelson, L. D. (February, 2021). *The competing preferences illusion*. Judgment and Decision Making Preconference, Society for Personality and Social Psychology, Virtual Conference.

Baum, S. M., & Nelson, L. D. (November, 2020). *The competing preferences illusion*. Society for Judgment and Decision Making, Virtual Conference.

Baum, S. M., Ryan, W. H., & Evers, E. R. K. (June, 2020). *Biases in anticipated regret*. International Association for Research in Economic Psychology, Kristiansand, Norway. [Cancelled - COVID-19]

Baum, S. M., Ryan, W. H., & Evers, E. R. K. (July, 2020). *Biases in anticipated regret*. Cognitive Economics, Virtual Conference.

Baum, S. M., Evers, E. R. K., & Inbar, Y. (March, 2020). *Perceived exploitation in quality discrimination*. Society for Consumer Psychology, Huntington Beach, CA.

Baum, S. M., & Critcher, C. R. (February, 2020). *Overcoming inaction: How those caught in the middle of social exclusion should respond*. Society for Personality and Social Psychology, New Orleans, LA.

Ryan, W. H., Baum, S. M., & Evers, E. R. K. (February, 2020). *Biases in anticipated regret*. Judgment and Decision Making Preconference, Society for Personality and Social Psychology, New Orleans, LA.

Baum, S. M., Evers, E. R. K., & Inbar, Y. (August, 2019). *Perceived exploitation in quality discrimination*. Experimental Social Science Conference, Berkeley, CA.

Baum, S. M., & Evers, E. R. K. (February, 2019). *Obsolescence aversion*. Society for Consumer Psychology, Savannah, GA.

INVITED PRESENTATIONS

2023 Washington University in St. Louis, Olin Business School
Cal Poly San Luis Obispo, Orfalea College of Business

2022 University of Michigan, Ross School of Business
University of Southern California, Marshall School of Business
University of Florida, Warrington College of Business
National University of Singapore

AWARDS & HONORS

2021 Outstanding Graduate Student Instructor Award, University of California, Berkeley

2020, 2021 Student Paper Presentation Award, JDM Preconference, SPSP

2018 - 2023 XLab Research Grant, University of California, Berkeley

2020 Institute for Personality and Social Research Grant, University of California, Berkeley

2019 SPSP Graduate Student Travel Award

2017 – 2020; 2023 Behavioral Laboratory Research Grant, University of California, Berkeley

2015 Phi Beta Kappa

2015 Outstanding Contribution to the Psychology Department, University of Puget Sound

2015 Academic Engagement in Psychology Award, University of Puget Sound

2015 Academic Achievement in Psychology Award, University of Puget Sound

2015 UEC Student Travel Award, University of Puget Sound

2015 ASUPS Student Travel Award, University of Puget Sound

2015 National Finalist, Henry Luce Scholarship

2014, 2015 UEC Independent Research Award, University of Puget Sound

2014 AHSS Summer Research Grant, University of Puget Sound

2012 - 2015 Dean's List, University of Puget Sound

2011 - 2015 Presidential Scholarship, University of Puget Sound

TEACHING EXPERIENCE

2019 - 2023 Graduate Student Instructor, Marketing Research, University of California, Berkeley
2021 - 2022 Instructor, Marketing Research (B-BAY Program), University of California, Berkeley
2020 - 2021 Reader, Customer Insights, University of California, Berkeley
2018 - 2021 Reader, Introductory Marketing, University of California, Berkeley
2018 - 2020 Reader, Influencing People, University of California, Berkeley
2019 - 2020 Reader, Judgment and Decision-Making, University of California, Berkeley
2015 - 2017 SAT Tutor, Varsity Tutors LLC, Greater Boston Area
2014 - 2015 Statistics Tutor, Center for Writing, Learning and Teaching, University of Puget Sound
2014 - 2015 Writing Advisor, Center for Writing, Learning and Teaching, University of Puget Sound
2013 - 2014 Tutor, Access Programs, University of Puget Sound