

Ed O'Brien

Curriculum Vitae (September 2026)

Ohio State University
Fisher College of Business
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Columbus, OH 43210

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Employment

2026 – present	Ohio State University, Fisher College of Business (Columbus, OH) Professor, Marketing and Logistics
2019 – 2020	UCLA, Anderson School of Management (Los Angeles, CA) Visiting Faculty Fellow Morrison Center for Marketing and Data Analytics
2014 – 2026	University of Chicago, Booth School of Business (Chicago, IL) Associate Professor, Behavioral Science (2018 – 2026) Assistant Professor, Behavioral Science (2014 – 2018) Charles E. Merrill Faculty Scholar Willard Graham Faculty Scholar

Education

2009 – 2014	University of Michigan (Ann Arbor, MI) Ph.D., Social Psychology Dissertation: <i>Looking Forward: Time, Change, and the Persistently Positive Future</i> Committee: Phoebe Ellsworth (co-chair), Norbert Schwarz (co-chair), Richard Nisbett, Katherine Burson
2005 – 2009	Saint Joseph's University (Philadelphia, PA) B.S., Psychology, <i>summa cum laude</i> University Scholar (top student of graduating class; > 1,000 students)

Honors and awards

JCP Best Paper Award, honorable mention	2026
SPSP Daniel M. Wegner Theoretical Innovation Prize	2025
SPSP Fellow	2024
APS Fellow	2024
APS Janet Taylor Spence Award for Transformative Early Career Contributions	2023
ISSEP Best Paper Award	2023
SPSP Sage Young Scholar Award	2019
SESP Fellow	2019
Poets & Quants Best 40 Under 40 MBA Professors	2018

ISCON Early Career Award	2017
APS Rising Star	2016
Psychology Today Up-and-Comer	2016
Pacific Standard Top 30 Thinkers Under 30	2015
University of Michigan Pat Gurin Award (best research program)	2014
University of Michigan Philip Brickman Memorial Prize (best paper)	2013
University of Michigan Golden Walnut Award (best talk)	2012
SJDM Hillel Einhorn New Investigator Award, runner-up	2012
SPSP Best Poster Award	2010
SPSP Travel Award	2010
National Science Foundation Graduate Research Fellowship	2010 – 2013

Publications (*denotes current or former supervisee)

51. *Hong, S., & O'Brien, E. (forthcoming). Rating an experience makes people notice how it is changing: Consequences for hedonic adaptation and consumer enjoyment. *Journal of Consumer Research*.
50. *Zaw, S., Wallace, L. E., & O'Brien, E. (forthcoming). Insights into growth mindsets over time: People with growth versus fixed mindsets grow increasingly negative in their reactions to others' repeated failures. *Journal of Personality and Social Psychology*.
49. O'Brien, E. (2026). Hedonic consumption and enjoyment. In S. Sridhar (Ed.), *Oxford Bibliographies in Marketing*. Oxford University Press.
48. O'Brien, E. (2026). One's actions "aging poorly": An integrative egocentric framework for understanding impression management errors and the challenge of temporal impression management. *Personality and Social Psychology Review*, 30(2), 216-246.
47. *Winet, Y. K., & O'Brien, E. (2026). Familiarity seeking: Growing and learning from repeat experiences. In K. E. Vail, D. Van Tongeren, R. J. Schlegel, J. Greenberg, L. A. King, & R. M. Ryan (Eds.), *Handbook of the Science of Existential Psychology* (pp. 923-939). Guilford Press.
46. Hagen, L., & O'Brien, E. (2025). Lost time undermines return behavior. *PNAS Nexus*, 4(6), pgaf156.
45. Hagen, L., & O'Brien, E. (2025). When did they post it? How temporal markers influence the persuasiveness of online reviews. *Psychology & Marketing*, 42(4), 1035-1050.
44. O'Brien, E. (2024). A flexible threshold theory of change perception in self, others, and the world. *Psychological Review*, 131(6), 1435-1458.

→ Winner, SPSP Wegner Theoretical Innovation Prize

43. O'Brien, E. (2024). Things change—but when? A top-down approach to understanding how people judge change thresholds. In K. Taku & T. K. Shackelford (Eds.), *The Routledge International Handbook of Changes in Human Perceptions and Behaviors* (pp. 154-167). Taylor & Francis.
 42. O'Brien, E. (2023). Judging change: A flexible threshold theory. In B. Gawronski (Ed.), *Advances in Experimental Social Psychology* (Vol. 68, pp. 223-239). Academic Press.
 41. *Klein, N., & O'Brien, E. (2023). Threshold violations in social judgment. *Journal of Personality and Social Psychology*, 125(2), 284-315.
 40. *Li, X., Hsee, C. K., & O'Brien, E. (2023). “It could be better” can make it worse: When and why people mistakenly communicate upward counterfactual information. *Journal of Marketing Research*, 60(2), 219-236.
 39. *Winet, Y. K., & O'Brien, E. (2023). Ending on a familiar note: Perceived endings motivate repeat consumption. *Journal of Personality and Social Psychology*, 124(4), 707-734.
 38. Weingarten, E., Duke, K. E., Liu, W., Hamilton, R. W., Amir, O., Appel, G., Cerf, M., Goodman, J. K., Morales, A. C., O'Brien, E., Quoidbach, J., & Sun, M. (2023). What makes people happy? Decoupling the experiential-material continuum. *Journal of Consumer Psychology*, 33(1), 97-106.
- Honorable mention, SCP Best Paper Award
37. *Kardas, M., Schroeder, J., & O'Brien, E. (2022). Keep talking: (Mis)understanding the hedonic trajectory of conversation. *Journal of Personality and Social Psychology*, 123(4), 717-740.
 36. O'Brien, E. (2022). Look back, not ahead? Time use and the value of revisiting past experiences. In C. Hoerl, T. McCormack, & A. Fernandes (Eds.), *Temporal Asymmetries in Philosophy and Psychology* (pp. 62-89). Oxford University Press.
 35. *Wald, K. A., & O'Brien, E. (2022). Repeated exposure to success harshens reactions to failure. *Journal of Experimental Social Psychology*, 103(1), 1-18.
 34. O'Brien, E. (2022). Losing sight of piecemeal progress: People lump and dismiss improvement efforts that fall short of categorical change—despite improving. *Psychological Science*, 33(8), 1278-1299.
 33. O'Brien, E. (2022). The “next” effect: When a better future worsens the present. *Social Psychological and Personality Science*, 13(2), 456-465.
 32. O'Brien, E. (2021). A mind stretched: The psychology of repeat consumption. *Consumer Psychology Review*, 4(1), 42-58.

→ Winner, ISSEP Best Paper Award

31. O'Brien, E. (2020). When small signs of change add up: The psychology of tipping points. *Current Directions in Psychological Science*, 29(1), 55-62.
30. *Kristal, A. C., O'Brien, E., & Caruso, E. M. (2019). Yesterday's news: A temporal discontinuity in the sting of inferiority. *Psychological Science*, 30(5), 643-656.
29. O'Brien, E. (2019). Enjoy it again: Repeat experiences are less repetitive than people think. *Journal of Personality and Social Psychology*, 116(4), 519-540.
28. O'Brien, E., & *Kassirer, S. (2019). People are slow to adapt to the warm glow of giving. *Psychological Science*, 30(2), 193-204.
27. *Roberts, A. R., & O'Brien, E. (2019). Work well-being. In D. S. Dunn (Ed.), *Oxford Bibliographies in Psychology*. Oxford University Press.
26. O'Brien, E., & Smith, R. W. (2019). Unconventional consumption methods and enjoying things consumed: Recapturing the "first time" experience. *Personality and Social Psychology Bulletin*, 45(1), 67-80.
25. *Klein, N., & O'Brien, E. (2018). People use less information than they think to make up their minds. *Proceedings of the National Academy of Sciences*, 115(52), 13222-13227.
24. *Kardas, M., & O'Brien, E. (2018). Easier seen than done: Merely watching others perform can foster an illusion of skill acquisition. *Psychological Science*, 29(4), 521-536.
23. O'Brien, E., *Kristal, A. C., Ellsworth, P. C., & Schwarz, N. (2018). (Mis)imagining the good life and the bad life: Envy and pity as a function of the focusing illusion. *Journal of Experimental Social Psychology*, 75(1), 41-53.
22. O'Brien, E., & *Roney, E. (2017). Worth the wait? Leisure can be just as enjoyable with work left undone. *Psychological Science*, 28(7), 1000-1015.
21. *Klein, N., & O'Brien, E. (2017). The power and limits of personal change: When a bad past does (and does not) inspire in the present. *Journal of Personality and Social Psychology*, 113(2), 210-229.
20. O'Brien, E., & *Klein, N. (2017). The tipping point of perceived change: Asymmetric thresholds in diagnosing improvement versus decline. *Journal of Personality and Social Psychology*, 112(2), 161-185.
19. Chopik, W. J., O'Brien, E., & Konrath, S. H. (2017). Differences in empathic concern and perspective taking across 63 countries. *Journal of Cross-Cultural Psychology*, 48(1), 23-38.

18. Chopik, W. J., & O'Brien, E. (2017). Happy you, healthy me? Having a happy partner is independently associated with better health in oneself. *Health Psychology*, 36(1), 21-30.
17. O'Brien, E., & *Kardas, M. (2016). The implicit meaning of (my) change. *Journal of Personality and Social Psychology*, 111(6), 882-894.
16. *Klein, N., & O'Brien, E. (2016). The tipping point of moral change: When do good and bad acts make good and bad actors? *Social Cognition*, 34(2), 149-166.
15. O'Brien, E. (2015). Mapping out past versus future minds: The perceived trajectory of rationality versus emotionality over time. *Journal of Experimental Psychology: General*, 144(3), 624-628.

→ Runner-up, SJDM Einhorn Award

14. O'Brien, E. (2015). Feeling connected to younger versus older selves: The asymmetric impact of life stage orientation. *Cognition and Emotion*, 29(4), 678-686.
13. Chopik, W. J., O'Brien, E., Konrath, S. H., & Schwarz, N. (2015). MLK day and attitude change: Liking the group more but its members less. *Political Psychology*, 36(5), 559-567.
12. Konrath, S. H., Chopik, W. J., Hsing, C., & O'Brien, E. (2014). Changes in adult attachment styles in American college students over time: A meta-analysis. *Personality and Social Psychology Review*, 18(4), 326-348.
11. Campbell, T., O'Brien, E., Van Boven, L., Schwarz, N., & Ubel, P. A. (2014). Too much experience: A desensitization bias in emotional perspective taking. *Journal of Personality and Social Psychology*, 106(2), 272-285.
10. O'Brien, E., & Hagen, L. (2013). The thrill of (absolute) victory: Success among many enhances emotional payoffs. *Emotion*, 13(3), 366-374.
9. O'Brien, E. (2013). Easy to retrieve but hard to believe: Metacognitive discounting of the unpleasantly possible. *Psychological Science*, 24(6), 844-851.
8. O'Brien, E., Konrath, S. H., Grühn, D., & Hagen, L. (2013). Empathic concern and perspective taking: Linear and quadratic effects of age across the adult lifespan. *Journal of Gerontology: Psychological Sciences*, 68(2), 168-175.
7. O'Brien, E., Ellsworth, P. C., & Schwarz, N. (2012). Today's misery and yesterday's happiness: Differential effects of current life events on perceptions of past well-being. *Journal of Experimental Social Psychology*, 48(4), 968-972.
6. O'Brien, E., & Ellsworth, P. C. (2012). More than skin deep: Visceral states are not projected onto dissimilar others. *Psychological Science*, 23(4), 391-396.

5. O'Brien, E., & Ellsworth, P. C. (2012). Saving the last for best: A positivity bias for end experiences. *Psychological Science*, 23(2), 163-165.
4. Bushman, B. J., & O'Brien, E. (2012). Aggression. In V. S. Ramachandran (Ed.), *Encyclopedia of Human Behavior* (2nd ed., pp. 37-43). Academic Press.
3. O'Brien, E., Anastasio, P. A., & Bushman, B. J. (2011). Time crawls when you're not having fun: Feeling entitled makes dull tasks drag on. *Personality and Social Psychology Bulletin*, 37(10), 1287-1296.
2. Konrath, S. H., O'Brien, E., & Hsing, C. (2011). Changes in dispositional empathy in American college students over time: A meta-analysis. *Personality and Social Psychology Review*, 15(2), 180-198.
1. Anderson, M. A., Williams, S. A., & O'Brien, E. (2009). Individual differences in the preferred neck-resting position of Caribbean flamingos (*Phoenicopterus ruber*). *Laterality: Asymmetries of Body, Brain and Cognition*, 14(1), 66-78.

Selected research in progress (*denotes current or former supervisee)

*Wang, J., & O'Brien, E. (revise and resubmit). Perceiving permanence in an evolving marketplace. *Journal of Consumer Research*.

*Roberts, A. R., & O'Brien, E. (revise and resubmit). I should work, you can play: A self-other asymmetry in advised time use. *Journal of Consumer Psychology*.

*Zaw, S., Kirgios, E. L., & O'Brien, E. (revise and resubmit). Evaluators devalue overcoming adversity when stakes increase. *Organization Science*.

*Hong, S., & O'Brien, E. (revise and resubmit). Simply looking to learn boosts enjoyment and slows hedonic adaptation. *Journal of Experimental Social Psychology*.

*Hong, S., Venkatraman, V., Smith, S. M., & O'Brien, E. (data collection ongoing). Biometric vs. self-report measures of hedonic adaptation.

*Winet, Y. K., & O'Brien, E. (data collection ongoing). The use of callbacks in designing enjoyable experiences over time: When and why referencing the past can enrich the present.

Selected public scholarship and media engagement (*denotes current or former supervisee)

Practitioner articles (authored):

*Yoon, J., Whillans, A. V., & O'Brien, E. (2019, July). How to make even the most mundane tasks more motivating. *Harvard Business Review*.

O'Brien, E. (2019, March). We use less information to make decisions than we think. *Harvard Business Review*.

*Kardas, M., & O'Brien, E. (2018, May). Watching an expert do something makes you think you can do it too. *Harvard Business Review*.

O'Brien, E. (2017, July). Stop putting off fun for after you finish all your work. *Harvard Business Review*.

O'Brien, E., & Ellsworth, P. C. (2012, July). Polar opposites: Empathy does not extend across the political aisle. *The Jury Expert*.

Writing for general audiences (authored):

O'Brien, E. (2026, January). Bored? Think your way out of hedonic adaptation. *ISSEP Features*.

*Wald, K. A., & O'Brien, E. (2023, January). The perils of watching success. *SPSP Character & Context*.

O'Brien, E. (2021, May). Humans are hard-wired to expect the worst. *Washington Post*.

O'Brien, E. (2020, June). As businesses open and life normalizes, will we? *Los Angeles Times*.

Smith, R. W., & O'Brien, E. (2018, June). Why you should eat popcorn with chopsticks—and other psychological tricks to make life more enjoyable. *The Conversation*.

O'Brien, E., & *Klein, N. (2016, July). It's hard to shake a bad reputation. *Fortune*.

O'Brien, E. (2015, November). Partitioned perspectives. *New America*.

Podcast/media appearances (interviewed as guest):

"Why the Best Chocolate Is the One You Eat Last," *NPR All Things Considered*.

"Finding Joy in Repeat Experiences, Even During a Pandemic," *NPR Ideas Network*.

"Close Enough: The Lure of Living Through Others," *NPR Hidden Brain*.

"Time Perception," *APS Under the Cortex*.

"Why We Procrastinate on Joy," *SiriusXM Doctor Radio*.

"How to Make Boring Work Feel New Again," *Fast Company*.

"Confidence: Why It Misleads Us," *BBC Why Factor*.

"It's Getting Worse! The Science of Negativity Bias," *Canvas8*.

"YouTube Isn't as Good a Teacher as You Think," *Chicago Booth Review*.

"You're Underestimating the Pleasure of Talking to Strangers," *Chicago Booth Review*.

"How Managers Can Set Smarter Performance Benchmarks," *Chicago Booth Review*.

Conference talks

ACR (Association for Consumer Research):
2024, 2023, 2022, 2020, 2017, 2016, 2015, 2014, 2012

AOM (Academy of Management):
2026, 2025, 2023, 2019

APS (Association for Psychological Science):
2022, 2017, 2016
Chaired symposia 2017, 2016

BDRM (Behavioral Decision Research in Management):
2026, 2024, 2018, 2014

Choice Symposium:
2026, 2019

IACM (International Association for Conflict Management):
2026, 2025, 2023

INFORMS Marketing Science:
2021

SCP (Society for Consumer Psychology):
2026, 2025, 2024, 2013

SESP (Society of Experimental Social Psychology):
2024, 2022, 2021, 2017, 2016, 2012, 2011
Chaired symposia 2022, 2021, 2016, 2012, 2011

SJDM (Society for Judgment and Decision Making):
2025, 2023, 2022, 2021, 2020, 2019, 2017, 2016, 2015, 2011, 2010

SPSP (Society for Personality and Social Psychology):
2023, 2022, 2021, 2020, 2018, 2016, 2015, 2013, 2012
Chaired symposia 2022, 2021, 2016, 2012

Invited talks

INSEAD, Fontainebleau (2026), Marketing
Wayne State University (2026), Psychology
University of Hawaii at Manoa, Shidler (2025), Marketing
Ohio State, Fisher (2025), Marketing
Duke, Fuqua (2025), Management
Boston University, Questrom (2025), Marketing
Yale University (2025), Psychology
UPenn, Annenberg (2024), Social Action Lab

UT Austin, McCombs (2024), Marketing
Dartmouth, Tuck (2024), Marketing
Cornell, Johnson (2024), Marketing
Yale SOM (2023), Marketing
University of Illinois Urbana-Champaign, Gies (2022), Organizational Behavior
UCSD, Rady (2021), Marketing
Simon Fraser, Beedie (2021), Marketing
Data Colada panelist (2021)
Stanford GSB (2020), Marketing
Zoom U Behavioral Lab (2020)
UPenn, Wharton (invited; cancelled due to pandemic), Marketing
UCLA, Anderson (2019), Marketing
UC Berkeley, Haas (2019), Management
UCLA, Anderson (2019), Marketing
UToronto, Rotman (2019), Marketing
Cornell, BEDR (2019)
Duke, Fuqua (2019), Marketing
Harvard Business School (2018), NOM
Michigan State University (2017), Psychology
University of Waterloo (2016), Psychology
University of Illinois Chicago (2015), Psychology
UCLA, Anderson (2013), Marketing
Cornell, Johnson (2013), Marketing
Yale SOM (2013), Marketing
Indiana University (2013), Psychology
Minnesota, Carlson (2013), Marketing
New York University (2013), Psychology
Chicago Booth (2013), Behavioral Science
Stanford GSB (2013), Organizational Behavior
Harvard University (2013), Psychology

Teaching

MBA: Managing in Organizations (Chicago Booth, BUSN 38001)

Every year from 2015 – 2026

Full time program, evening program, weekend program

Evaluations: Mean = 4.9/5, Median = 5/5, Mode = 5/5

PhD: Current Topics in Behavioral Science (Chicago Booth, BUSN 38903)

2025, 2023, 2020, 2018, 2016

Evaluations: Mean = 5/5, Median = 5/5, Mode = 5/5

Undergraduate TA (University of Michigan)

Introduction to Psychology (PSYCH 111)

Introduction to Social Psychology (PSYCH 280)

Social Cognition: Thinking About Your Life (PSYCH 487)

Research lab & advising

Lab website:

eoblabs.com

Current PhD students:

Stephanie Hong

Jiabi Wang

Samantha Zaw

Lab alumni (academic placements):

Cora Baron (former research assistant)—Psychology PhD Student, UC Santa Barbara

Kate Christensen (former PhD student)—Marketing Faculty, Indiana University (Kelley)

Mike Kardas (former PhD student & dissertation committee)—Management Faculty, Madison

Samantha Kassirer (former Master's student)—Marketing Faculty, Michigan (Ross)

Nadav Klein (former Postdoc)—Management Faculty, INSEAD

Alex Kristal (former lab manager)—Marketing PhD Student, London Business School

Xilin Li (former PhD student & dissertation committee)—Marketing Faculty, CEIBS

Lauren Lutzke (former research assistant)—Marketing Postdoc, UPenn (Kleinman Center)

Annabelle Roberts (former PhD student)—Marketing Faculty, UT Austin (McCombs)

Janina Steinmetz (former Postdoc)—Marketing Faculty, City University London (Bayes)

Kristina Wald (former PhD student)—Postdoc, UPenn (Wharton OID)

Mike White (former research assistant)—Management PhD Student, Columbia Business School

Yuji Winet (former PhD student & dissertation chair)—Marketing Faculty, Duke (Fuqua)

Xuan Zhao (former Postdoc)—Research Scientist, Stanford (SPARQ)

Haotian Zhou (former Postdoc)—Management Faculty, ShanghaiTech University

Lab alumni (industry placements):

Mick Adkins (former research assistant)—Product Director, Primordial Labs

Shinhae Bang (former research assistant)—User Experience Researcher, Zoom

Allison Endres (former research assistant)—Service Operations Specialist, KEEN Footwear

Sarah Lee (former research assistant)—Marketing Manager, Barti Eyewear

Radhika Menon (former research assistant)—Associate Director (Digital), Horizon Media

Miguel Ortega (former research assistant)—Technology Consultant, Accenture

Craig Sanders (former research assistant)—Research Engineer (Human Perception), Meta

Tong Su (former PhD student)—Data Scientist, Meta

Jaewon Yoon (former research assistant & honors thesis advisor)—Senior Data Scientist, Meta

Additional lab personnel:

Danielle Brace, Ali Breeding, Julia Briskin, Danielle Brodsky, Tanya Burgess, Alvin Chan, Anum Chaudhry, Anne Derrenberger, Jonathan Fischell, Yara Ganem, Ethan Goldsmith, Curtis Grayer III, Melody Haxton, Danielle Hicks, Nick Johnson, Kaleah Mabin, Kathryn Mitchell, Hannah Noah, Adam Parada, Matt Pilon, Harry Reibman, Ellen Roney, Taylor Rothman, Matt Thomas, Nick Thomas, Shun Wang, Colin Zaporski

Service (internal)

Dissertation committee chair (Chicago Booth):

Yuji Winet (placement: Assistant Professor of Marketing, Duke Fuqua)

Dissertation committee member (Chicago Booth):

Melissa Beswick, Mike Kardas, Xilin Li, Sarah Molouki, Natalie Wheeler

Curriculum paper committee chair (Chicago Booth):

Stephanie Hong, Yuji Winet, Samantha Zaw

Curriculum paper advisor (Chicago Booth):

Melissa Beswick, Xilin Li

Master's thesis advisor (UChicago MAPSS):

Samantha Kassirer, Shun Wang

Undergraduate honors thesis chair (UChicago):

Yara Ganem, Hannah Noah, Ellen Roney, Taylor Rothman, Jaewon Yoon

Committee member and faculty mentor (UChicago chapter):

National Leadership Alliance

Rising Scholars Program

Regular participation from 2015 – 2026 (Chicago Booth):

PhD admissions committee member

Post-doc hiring committee member

Faculty representative at MBA events

Workshop organizer (Chicago Booth, Center for Decision Research):

2023, 2019, 2016

Faculty representative (Booth-Kellogg student symposium):

2015

Service (external)

Associate Editor:

Social Cognition (2023 – present)

Editorial Review Board:

Journal of Personality and Social Psychology (2021 – 2023)

Editorial Review Board (invited for special issue on Experiential Consumption):

Journal of the Association for Consumer Research (2025)

Conference reviewer (recent/recurring examples):
ACR, BDRM, SCP, SJDM, SPSP

Grant/award reviewer (recent/recurring examples):
Marsden Fund
National Science Foundation
SPSP Single Contribution Award (Cialdini Prize and Wegner Theoretical Innovation Prize)
APS Janet Taylor Spence Award for Transformative Early Career Contributions

Ad-hoc reviewer (recent/recurring examples):
Journal of Behavioral Decision Making
Journal of Consumer Psychology
Journal of the Association for Consumer Research
Journal of Consumer Research
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Management Science
Nature Human Behaviour
Organizational Behavior and Human Decision Processes
Perspectives on Psychological Science
Proceedings of the National Academy of Sciences
Psychological Review
Psychological Science

Faculty mentor, Job Market Buddy Program of SCP

Personal

U.S. Citizen
Born 1986 (Camden, NJ)
Married 2015 (1 child, born 2022)