

JOSHUA M. ACKERMAN

CURRICULUM VITAE

Marketing Group
MIT Sloan School of Management
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ACADEMIC POSITIONS

MIT Sloan School of Management

Assistant Professor of Marketing, 2009 – present
Class of 1957 Career Development Professor, 2011 – 2014

Yale University

Post-doctoral Associate, 2007 – 2009

EDUCATION

Arizona State University

Ph.D. Social Psychology, 2007
M.A. Social Psychology, 2003

Duke University

B.A. Psychology/Biological Anthropology, 1998

RESEARCH INTERESTS

Consumer Behavior
Self-Control

Social Coordination
Communication

Evolutionary Psychology
Motivation & Emotion

HONORS, AWARDS, FELLOWSHIPS

MIT JFRAP Award – \$30,000
Graduate Student Poster Award – 1st place, *Society for Personality and Social Psychology*
Graduate Fellowship, *Arizona State University*
Graduate Academic Scholarship, *Arizona State University*

PUBLICATIONS

1. Griskevicius, V., Tybur, J. M., **Ackerman, J. M.**, Delton, A. W., & Robertson, T. E. (2012). The Financial Consequences of Too Many Men: Sex Ratio Effects on Saving, Borrowing, and Spending. *Journal of Personality and Social Psychology*, 102, 69-80. [lead article: IRGP section]

Media: “For Love and Money: Why Men Spend More When Women Are Few,” *Time*; “The Weird Ways Gender Ratios Affect Dating, Spending, Saving—and the Size of Your Engagement Ring,” *Time*; “Men Spend the Big Bucks When Women Are Scarce,” *Scientific American*; “Scarcity of women causes men to spend more, save less,” *USA Today*; “Study: Do men flash cash to find a mate?” *USA Today*; “Men Save Less When Feeling Female Population is Scarce,” *ABC*; “Fewer females, more male spending,” *Boston Globe*; “Single Chicago men seeking women can get hurt in heart as well as wallet,” *Chicago Sun-Times*; “When women are few, men spend more,” *MSN Money*; “Big Spending in Men More Common When Women Are Scarce,” *Huffington Post*; “Men Willing to Spend More When Women are 'Scarce,' Study Finds,” *Fox Business*; “Men spend more money when women are scarce: study,” *Globe and Mail*; “Hey big spender! Bachelors 'spend more money' to impress potential mates when fewer women are available,” *Daily Mail*; “Is the Gender Ratio in Your Town Making You Broke?” *Men’s Fitness*.

2. Reimann, M., Feye, W., Malter, A. J., **Ackerman, J. M.**, Castaño, R., Garg, N., et al. (in press). Embodiment in judgment and choice. *Journal of Neuroscience, Psychology, and Economics*.
3. Williams, L., & **Ackerman, J.** (December 15, 2011). Please touch the merchandise. *Harvard Business Review* (HBR.org).
http://blogs.hbr.org/cs/2011/12/please_touch_the_merchandise.html
4. Huang, J. Y., Sedlovskaya, A., **Ackerman, J. M.**, & Bargh, J. A. (2011). Immunizing against prejudice: Effects of disease protection on outgroup attitudes. *Psychological Science*, 22, 1550-1556.
Media: “The Anti-Prejudice Shot,” *The Wall Street Journal*; “It's Flu Season -- Watch Your Prejudices,” *Huffington Post*; “Study: Vaccines & Hand-Washing Can Reduce Prejudice Against Immigrants, the Obese & Crack Addicts,” *Discover*; “Foreigners make me sick,” *Boston Globe*; A Vaccination Against Social Prejudice,” *Association for Psychological Science*.
5. Becker, D. V., Mortensen, C. R., **Ackerman, J. M.**, Shapiro, J. R., Anderson, U. S., Sasaki, T., Maner, J. K., Neuberg S. L., & Kenrick, D. T. (2011). Signal detection on the battlefield: Priming self-protection vs. revenge-mindedness differentially modulates the detection of enemies and allies. *PLoS ONE*, 6, e23929.
6. **Ackerman, J. M.**, Griskevicius, V., & Li, N. P. (2011). Let’s get serious: Communicating commitment in romantic relationships. *Journal of Personality and Social Psychology*, 100, 1079-1094.
Media: “Study examines declarations of love in relationships,” *Washington Post*; “Timing, meaning of 'I love you' differs by gender,” *Chicago Tribune*; “In relationships, men are first to profess love, study finds,” *Toronto Star*; “Who says ‘I love you’ first?,” *De Telegraaf*; “Why men say ‘I love you’ first,” *Forbes*; “Dudes say 'I love you' first, study finds,” *msnbc.com*; “The secret language of love,” *Men’s Health*; “When to say ‘I love you’?,” *London Free Press*; “The Science of ‘I Love You’,” *Discovery News*.

7. **Ackerman, J. M.**, Huang, J. Y., & Bargh, J. A. (in press). Evolutionary perspectives on social cognition. In S. T. Fiske & C. N. Macrae (Eds.), *The Handbook of Social Cognition*. Thousand Oaks, CA: Sage.
8. Griskevicius, V., **Ackerman, J. M.**, Van den Bergh, B., & Li, Y. J. (2011). Fundamental motives and business decisions. In G. Saad (Ed.), *Evolutionary Psychology in the Business Sciences* (pp. 17-40). Springer.
9. Griskevicius, V., **Ackerman, J. M.**, & Redden, J. (2011). Why we buy: Evolution, marketing and consumer behavior (pp. 311-329). In S. C. Roberts (Ed.), *Applied Evolutionary Psychology*. Oxford University Press.
10. Park, J. H., & **Ackerman, J. M.** (2011). Passion and compassion: Psychology of kin relations within and beyond the family. In C. Salmon and T. Shackelford (Eds.), *Oxford Handbook of Evolutionary Family Psychology* (pp. 329-344). Oxford University Press.
11. **Ackerman, J. M.**, Nocera, C. C., & Bargh, J. A. (2010). Incidental haptic sensations influence social judgments and decisions. *Science*, 328, 1712-1715.
Media: "Study: How things feel affects what people do," *Associated Press*; "How the Sense Of Touch Influences The Mind," *National Public Radio*; "Hard chairs help drive hard bargains: study," *CTV*; "Touching Heavy, Hard Objects Makes Us More Serious," *National Geographic*; "Want Someone to Take a Decision Seriously? Hand Them Something Heavy," *Discover Magazine*; "Study: How What You Touch Influences What You Think," *Time*; "Sense of Touch Shapes Snap Judgements," *Wired*; "Hard chairs drive hard bargains: Physical sensations translate to social perceptions," *Scientific American*; "The Psychology of Touch," *New York Times*; "What's behind the human touch," *Washington Post*; "Researchers say sense of touch guides impressions, decisions," *Boston Globe*; "Touch and go," *Los Angeles Times*; "What You Touch May Make You a 'Softie' or Play 'Hard Ball'," *BusinessWeek*; "Something for the weekend," *Financial Times*; "Physical touch affects emotional mood," *Telegraph*; "A hard chair equals a hard heart," *The Independent*; "Who Sits Hard, Negotiates Hard," *Der Spiegel*; "Social Judgments Take Touching Turns," *U.S. News & World Report*; "Touch Affects How People Feel," *Discovery News*; "Study: How things feel affects what people do," *Huffington Post*; "What you touch changes how you think," *Psychology Today*.
12. Anderson, U. S., Perea, E. F., Becker, D. V., **Ackerman, J. M.**, Shapiro, J. R., Neuberg, S. L., & Kenrick, D. T. (2010). I only have eyes for you: Ovulation redirects attention (but not memory) to attractive men. *Journal of Experimental Social Psychology*, 46, 804-808.
Media: "Ovulation: Nature's own beer glasses," *Nature.com*.
13. Bargh, J. A., Williams, L. E., Huang, J. Y., Song, H., & **Ackerman, J. M.** (2010). From the Physical to the Psychological: Mundane Physical Experiences Influence Social Judgment and Interpersonal Behavior. *Behavioral and Brain Sciences*, 33, 267-268.
14. **Ackerman, J. M.**, & Bargh, J. A. (2010). The Purpose-Driven Life. *Perspectives on Psychological Science*, 5, 323-326.
Media: "Maslow's Pyramid Gets a Makeover," *Miller-McCune*.

15. **Ackerman, J. M.**, & Bargh, J. A. (2010). Two to tango: Automatic social coordination and the role of felt effort. In B. J. Bruya (Ed.), *Effortless Attention: A New Perspective in the Cognitive Science of Attention and Action* (pp. 335-371). Cambridge: MIT Press.
16. Mortensen, C. R., Becker, D. V., **Ackerman, J. M.**, Neuberg, S. L., & Kenrick, D. T. (2010). Infection breeds reticence: The effects of disease salience on self-perceptions of personality and behavioral avoidance tendencies. *Psychological Science, 21*, 440-447.
Media: "Disease And Xenophobia," *The Atlantic*; "Reminder of disease primes the body and mind to repel other people," *British Psychological Society*; "The Mind of a Misanthrope," *Association for Psychological Science*.
17. Becker, D. V., Neuberg, S. L., Maner, J. K., Shapiro, J. R., **Ackerman, J. M.**, Schaller, M., & Kenrick, D. T. (2010). More Memory Bang for the Attentional Buck: Self-Protection Goals Enhance Encoding Efficiency for Potentially Threatening Males. *Social Psychological and Personality Science, 1*, 182-189.
18. **Ackerman, J. M.**, Shapiro, J. R., & Maner, J. K. (2009). When is it good to believe bad things? *Behavioral and Brain Sciences, 32*, 510-511.
19. **Ackerman, J. M.**, & Kenrick, D. T. (2009). Cooperative Courtship: Helping Friends Raise and Raze Relationship Barriers. *Personality and Social Psychology Bulletin, 35*, 1285-1300.
Media: "Tag-team dating can improve success," *Boston Globe*; "The heart is not a lonely hunter," *CNBC.com*; "I've Got Wings: Cooperation in Courtship," *Psychology Today*.
20. Shapiro, J. R., **Ackerman, J. M.**, Neuberg, S. L., Maner, J. K., Becker, D. V., & Kenrick, D. T. (2009). Following in the Wake of Anger: When not Discriminating is Discriminating. *Personality and Social Psychology Bulletin, 35*, 1356-1367.
21. **Ackerman, J. M.**, Goldstein, N. J., Shapiro, J. R., & Bargh, J. A. (2009). You Wear Me Out: The Vicarious Depletion of Self-Control. *Psychological Science, 20*, 326-332.
Media: "Recession Psychology: We Will Spend Again," *Time*; "Observing Others' Self-Control Can Sap Your Own," *Scientific American*; "Losing It: Why Self-Control Is Not Natural," *Yahoo News*; "You Wear Me Out: Thinking of Others Causes Lapses in Our Self-control," *Science Daily*; "Hey, You're Wearing Me Out!" *Association for Psychological Science*; "Resisting Temptation," *APS Observer*; "You Wear Me Out," *MedicineWorld*.
22. **Ackerman, J. M.**, Becker, D. V., Mortensen, C. R., Sasaki, T., Neuberg, S. L., & Kenrick, D. T. (2009). A pox on the mind: Disjunction of attention and memory in processing physical disfigurement. *Journal of Experimental Social Psychology, 45*, 478-485.
23. **Ackerman, J. M.**, & Kenrick, D. T. (2009). Selfishness and Sex or Cooperativeness and Family Values? *Behavioral and Brain Sciences, 32*, 21.
24. **Ackerman, J. M.**, & Kenrick, D. T. (2008). The costs of benefits: Help-refusals highlight key trade-offs of social life. *Personality and Social Psychology Review, 12*, 118-140.

25. **Ackerman, J. M.**, Kenrick, D. T., & Schaller, M. (2007). Is Friendship Akin to Kinship? *Evolution & Human Behavior*, 28, 365-374.
26. **Ackerman, J. M.**, Shapiro, J. R., Neuberg, S. L., Kenrick, D. T., Becker, D. V., Griskevicius, V., Maner, J. K., & Schaller, M. (2006). They all look the same to me (unless they're angry): From out-group homogeneity to out-group heterogeneity. *Psychological Science*, 17, 836-840.
Media: "Limits to the lineup," *Psychology Today*.
27. **Ackerman, J.**, Barrett, D. W., Killeen, P. R., Maner, J. K., Rennaker, R., Sitomer, M. T., & Sundie, J. (2003). Oughts from Is's [Review of the book Grounded ethics: The empirical bases of normative judgments]. *Behavior and Philosophy*, 31, 195-201.
28. Kenrick, D. T., **Ackerman, J. M.**, & Ledlow, S. (2003). Evolutionary social psychology: Adaptive predispositions and human culture. In J. DeLamater (Ed.), *Handbook of social psychology* (pp. 103-122). New York: Kluwer Academic/Plenum Publishers.
29. Kenrick, D. T., Ledlow, S., & **Ackerman, J. M.** (2003). Mate choice. In J. Ponzetti, et al., (Eds.) *International Encyclopedia of Marriage & Family Relationships*, 2nd edition. New York: Macmillan Reference USA.
30. Taylor, K. L., Shelby, R. A., Schwartz, M. D., **Ackerman, J.**, LaSalle, V. H., Gelmann, E. P., & McGuire, C. (2002). The impact of item order on ratings of cancer risk perception. *Cancer Epidemiology Biomarkers & Prevention*, 11, 654-659.

MANUSCRIPTS IN REVISION OR UNDER REVIEW

1. Ackerman, J. M., Shapiro, J. R., Becker, D. V., Neuberg, S. L., & Kenrick, D. T. *The emotional bystander: Effects of emotional expression on memory for the unexpressive*. In revision.
2. Griskevicius, V., Ackerman, J. M., Cantú, S. M., Simpson, J. A., Thompson, M. E., Delton, A. W., Robertson, T. E., & Tybur, J. M., *Economic recessions release the inner child: Childhood socioeconomic status sensitizes adult responses to resource scarcity*. In revision.
3. Huang, J. Y., Ackerman, J. M., & Bargh, J. A. *Superman to the rescue: Simulating physical invulnerability attenuates exclusion-related interpersonal biases*. Under review.
4. Maner, J. K., & Ackerman, J. M. *Love is a battlefield: Romantic Attraction, Intrasexual Competition, and Conflict between the Sexes*. Under review.
5. Harris, J. L., Earp, B. D., Dill, B., Pierce, M., Ackerman, J. M., & Bargh, J. A. *Anti-smoking Messages Increase Smoking Behavior: The Ironic Effect of Negated Messages on Motivations and Behavior*. Under review.

WORKING PAPERS AND CONTINUING PROJECTS

1. Ackerman, J. M. *Vicarious self-control depletion and persuasive malleability.*
2. Ackerman, J. M. & Shapiro, J. R. *Intergroup emotions modulate working memory capacity.*
3. Ackerman, J. M. & Bargh, J. A. *Automatic social coordination: Extending automaticity research from the intrapersonal to the interpersonal.*
4. Li, Y. J., Ackerman, J. M., White, A. E., Neuberg, S. L., Kenrick, D. T. *We Eat What We Are: Disease Concerns Shift Preferences for (Un)Familiar Foods.*
5. Nocera, C. C., Ackerman, J. M., & Bargh, J. A. *Nonconscious attentional deployment.*

SELECTED CONFERENCE PRESENTATIONS

1. Ackerman, J. M. (2011, June). *Effects of emotional expression on memory for the unemotional.* Paper presented at the Annual Meeting of the Human Behavior and Evolution Society, Marseilles, France.
2. Ackerman, J. M. (2011, May). *Touch as a Scaffold for the Mind.* Invited presentation at the Annual Meeting of the Association for Psychological Science, Washington DC.
3. Li, Y. J., & Ackerman, J. (2011, February). *You eat what you are: Disease concerns and food origin preferences.* Paper presented at the Annual Meeting of the Society for Consumer Psychology, Atlanta, GA.
4. Ackerman, J. M. (2011, January). *Building a social mind from the ground up.* Invited presentation at the Annual Meeting of the Society of Personality and Social Psychology, San Antonio, TX.
5. Ackerman, J. M., Nocera, C. C., & Bargh, J. A. (2010, November). *The magic touch: Nonconscious haptic influences on impressions and decisions.* Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, St. Louis, MO.
6. Huang, J., Ackerman, J., & Bargh, J. (2010, October). *Evolutionary goal scaffolding: Building social motives on a physical foundation.* Paper presented at the Annual Meeting of the Association for Consumer Research, Jacksonville, FL.
7. Ackerman, J., Nocera, C., & Bargh, J. (2010, October). *Haptic experiences: A touching story of impression formation and decision-making.* Paper presented at the Annual Meeting of the Association for Consumer Research, Jacksonville, FL.
8. Ackerman, J. M., Griskevicius, V., & Li, N. (2010, June). *Let's get serious: Communicating commitment in romantic relationship formation.* Paper presented at the Annual Meeting of the Human Behavior and Evolution Society, Eugene, OR.

9. Ackerman, J. M. (2010, May). *The mating game is a team sport*. Paper presented at the Annual Meeting of the Association for Psychological Science, Boston, MA.
10. Ackerman, J. M. (2010, February). *Mental simulation and the vicarious experience of self-control*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, St. Pete Beach, FL.
11. Ackerman, J. M., Shapiro, J. R., Becker, D. V., Neuberg, S.L., & Kenrick, D. T. (2008, January). *An Evolutionary Perspective on Intergroup Threat Detection*. Paper presented at the Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
12. Ackerman, J. M., Shapiro, J. R., Kenrick, D. T., & Neuberg, S. L. (2007, June). *Making faces erases races: The effects of emotional expression on memory for group members*. Paper presented at the Annual Meeting of the Human Behavior and Evolution Society, Williamsburg, VA.
13. Ackerman, J. M., Shapiro, J. R., Neuberg, S. L., & Kenrick, D. T. (2007, January). *When do they and when do we all look the same to me? Understanding heterogeneity and homogeneity effects*. Poster presented at the Annual Meeting of the Society for Personality and Social Psychology, Memphis, TN.
*** Received Society for Personality and Social Psychology 1st place Poster Award.**
14. Ackerman, J. M., & Kenrick, D. T. (2005, June). *Cooperative courtship: Facilitating flirtation with friends*. Paper presented at the Annual Meeting of the Human Behavior and Evolution Society, Austin, TX.
15. Ackerman, J. M. (2003, May). *Self-serving biases and closer relationships*. Paper presented at the Annual Meeting of the Western Psychological Association. Vancouver, BC Canada.
16. Ackerman, J. (2002, April). *Kinship and Interdependence in Individualism and Collectivism*. Western Psychological Association symposium. Irvine, CA.

ADDITIONAL MEDIA EXPOSURE

- “Coordination Games,” online blog for *Psychology Today*.
- “That’s Cold: How Exclusion Can Leave You Chilly,” *ABC News*, September 2008.
- “Thinking Literally: The Surprising Ways that Metaphors Shape Your World,” *The Boston Globe*, September 2009.
- “Kathleen Dunn Show,” *Wisconsin Public Radio*, October 2009.
- “Bad Decisions May Be Contagious,” *ScienceNow*, November 2009.
- “Top 10 Psychology Studies of 2010,” *Psychology Today*, December 2010.
- “Elephants & Donkeys Sit Together, But Can They Play Nice?,” *MSNBC*, January 2011.
- “The World’s Best 40 B-School Profs Under the Age of 40,” *Poets & Quants*, February 2011.
- “How, and When, to Make a Decision,” *Intelligent Life*, June 2011.

“How Much Are Our Everyday Decisions Affected by External Factors?” *Science + Religion Today*, June 2011.

“5 Natural Energy Boosters,” *ABC News*, October 2011.

“Primed by expectations – why a classic psychology experiment isn’t what it seemed,” *Discover Magazine*, January 2012.

TEACHING

- Consumer Behavior, MBA (MIT, 2010)
- Seminar on Consumer Behavior, PhD (MIT, 2010, 2011)
- Introduction to Social Psychology, undergraduate (ASU, 2003)
- Research Methods, undergraduate (ASU, 2002-2003)

PROFESSIONAL SERVICE

Editorial Board:

Journal of Experimental Social Psychology

Ad hoc Reviewer:

Journal of Personality and Social Psychology

Psychological Science

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Personality and Social Psychology Bulletin

Personality and Social Psychology Review

Emotion

Research in Consumer Behavior

Health Psychology

European Journal of Social Psychology

Personality and Individual Differences

Basic and Applied Social Psychology

Evolutionary Psychology

Human Nature

European Psychologist

Group Dynamics: Theory, Research, and Practice

Grant Reviewer:

National Science Foundation

Professional Memberships:

Association for Consumer Research (ACR)

Association for Psychological Science (APS)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDMM)

Society for Personality and Social Psychology (SPSP)