

March 2025

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Academic Positions

Stern School of Business, New York University

Assistant Professor of Marketing

July 2020 – present

Education

The Wharton School, University of Pennsylvania

Ph.D. Operations, Information, and Decisions

Dissertation Title: The Psychology of Improvements

Dissertation Committee: Joseph Simmons (advisor), Deborah Small, Alice Moon

University of Warwick

First Class BSc (Hons) in Economics

Research Interests

Consumer Behavior; Consumer Judgment Under Uncertainty; Global Catastrophic Risk

Publications (most recent first)

Klusowski, Joowon and **Joshua Lewis**, “Typical Ranges as Scale-Specific Benchmarks: When and Why Percentages Amplify Relative Magnitudes and Their Differences.” Forthcoming at *Management Science*.

Schoenegger, Philipp, Spencer Greenberg, Alexander Grishin, **Joshua Lewis**, and Lucius Caviola. “AI Can Outperform Humans in Predicting Correlations Between Personality Items.” Forthcoming at *Nature Communications Psychology*.

Lewis, Joshua and Deborah Small (2024), “Hitting the Target but Missing the Point: How Donors Use Impact Information.” *Journal of Consumer Research*.

Moore, Alexander K., **Joshua Lewis**, Emma E. Levine, and Maurice E. Schweitzer (2023). Benevolent Friends and High Integrity Leaders: How Preferences for Benevolence and Integrity Change Across Relationships. *Organizational Behavior and Human Decision Processes*, 177, 104252.

Lewis, Joshua, Daniel Feiler, and Ron R. Adner (2023). The Worst-First Heuristic: How Decision Makers Manage Conjunctive Risk. *Management Science*, 69(3), 1575-1596.

Lewis, Joshua and Joseph P. Simmons (2020), “Prospective Outcome Bias: Incurring (Unnecessary) Costs to Achieve Outcomes That Are Already Likely,” *Journal of Experimental Psychology: General*, 149(5), 870–888.

- **Winner, Hillel-Einhorn New Investigator Award, 2019**

Lewis, Joshua, Celia Gaertig, and Joseph P. Simmons (2019), “Extremeness Aversion Is a Cause of Anchoring,” *Psychological Science*, 30(2), 159–173.

Papers Invited for Revision (alphabetical order)

Lewis, Joshua, Shalena Srna, Erin Morrissey, Matti Wilks, Christoph Winter, and Lucius Caviola, “The Collective-Action Bias: Misjudgment Exacerbates Collective-Action Problems.” Invited for revision at *Journal of Experimental Psychology: General*.

Neto, M. Leonor, **Joshua Lewis**, and Lucius Caviola, “Communicating Tail-Risk Credibly.” Invited for revision at *Nature Climate Change*.

Segal, Shoshana and **Joshua Lewis**, “Choosing Uncertain Gains: Perceived Stakes Determine How Decision Integration Increases Risk Tolerance.” Invited for revision at *Journal of Marketing Research*.

Working Papers (alphabetical order)

Gao, Randy, **Joshua Lewis**, and Lucius Caviola, “The Hedging Paradox: When Reducing Risk Feels Risky.”

Green, Etan A. and **Joshua Lewis**, “The Forgone-Option Fallacy.”

Lewis, Joshua, Alex Rees-Jones, Uri Simonsohn, and Joseph P. Simmons, “Diminishing Sensitivity to Outcomes: What Prospect Theory Gets Wrong About Diminishing Sensitivity to Price.”

Lewis, Joshua and Beidi Hu, “People Think Off the Margin: Preferentially Improving Outcomes That Are Already More Valuable.”

- **Winner, Franco Nicosia Best Paper Award at the 2020 Virtual ACR Conference**

Lewis, Joshua, Carter Allen, Christoph Winter, and Lucius Caviola, “It Only Takes One: The Psychology of Unilateral Decisions.”

Lewis, Joshua, Carter Allen, Johanna Salu, Erin Morrissey, and Lucius Caviola, “Predictability Bias: Neglecting Consequences of Significant but Unpredictable Value.”

Lewis, Joshua, Johanna Salu, and Lucius Caviola, “Chance-Magnitude Conflation: When People Are Less Willing to Pursue Equal Reductions in Low Versus High Risk Probabilities.”

Mehr, Katie and **Joshua Lewis**, “How Perceived Diagnosticity Affects Consumers’ Response to Rater Disagreement.”

Selected Research in Progress (alphabetical order)

Gao, Randy, **Joshua Lewis**, and Minah Jung, “Free Is Not So Special: When Small Prices Work Better Than Free.”

Lewis, Joshua and Joseph P. Simmons, “Anchors Alter the *Direction* of Adjustment – Not Just the Magnitude.” [Click for video.](#)

Yoon, Heeyoung, **Joshua Lewis**, and Minah Jung, “Context Effects in Accept and Reject.”

Presentations (including only presentations that I delivered)

Invited Presentations

University of Chicago, Booth School of Business (February 2025)

Carnegie Mellon University, The Center for Behavioral and Decision Research (March 2025)

UT Austin, McCombs School of Business, (April 2024)

Columbia University, Columbia Business School, Four School, (April 2023)

University of Pennsylvania, Wharton School, (February 2023)

Temple University, (October 2022)

Washington University, Olin School of Business, St. Louis (February 2022)

Cornell University, (February 2022)

Data Colada Seminar (April 2021, [video](#))

Erasmus University, Rotterdam School of Management (November 2019)

Northwestern University, Kellogg School of Management, (November 2019)

Harvard University, Harvard Business School, (October 2019)

Yale University, Yale School of Management (October 2019)

New York University, Stern School of Business (October 2019)

University of Toronto, Rotman School of Management (October 2019)

University of California, Berkeley, Haas School of Business (September 2019)

University of Southern California, Marshall School of Business (September 2019)

London Business School (September 2019)

Conference presentations

2024

Winter JDM Symposium

Association for Consumer Research

Global Priorities Conference, Oxford University

Most Good Conference

2023

Association for Consumer Research
Summer JDM Symposium
Global Priorities Conference, Oxford University

2020

Association for Consumer Research (Best Paper Award winner)
Society of Judgment & Decision Making

2019

Society of Judgment & Decision Making, Einhorn Award Talk
Society for Consumer Psychology

2018

Society for Judgment & Decision Making
Association for Consumer Research
Behavioral Decision Research in Management Conference
Society for Consumer Psychology
Whitebox Advisors Doctoral Student Conference, Yale

2017

Society for Judgment & Decision Making

Honors and Grants

\$45,000 Grant from the The Centre for Effective Altruism, 2021
The Franco Nicosia Best Paper Award, Association for Consumer Research, 2020
Hillel-Einhorn New Investigator Award, Society for Judgment & Decision Making, 2019

Professional Service

Reviewer for:

Cognition

Journal of Consumer Research

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Marketing Research

Management Science

Marketing Science

Organization Science

Organizational Behavioral and Human Decision Processes

Psychological Review

Psychological Science

Social Psychological and Personality Science

Teaching

Introduction to Marketing, Undergraduate Students, NYU Stern

2020 – present

Professional Affiliations

Association for Consumer Research; Society for Consumer Psychology; Society for Judgment & Decision Making