

Craig R. M. McKenzie

Jerome Katzin Chair in Corporate Governance
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Education

Ph.D., Psychology, The University of Chicago (1994)
B.A., Philosophy, University of California, Irvine (1987)
B.A., Psychology, University of California, Irvine (1985)

Experience

Jerome Katzin Chair in Corporate Governance (2024 - present)
Associate Dean for Faculty Affairs, Rady School of Management (2023 - 2024)
Professor of Management, Rady School of Management, University of
California, San Diego (2006 - present; Adjunct Associate Professor, 2004 - 2006)
Professor, Department of Psychology, University of California, San Diego (2006 -
present; Associate Professor, 2000 - 2006; Assistant Professor, 1994 - 2000)
Affiliated Faculty Member, Department of Political Science, University of California,
San Diego (2012 - present)

Awards

Faculty Early Career Development (CAREER) Award from the National Science
Foundation (1996)
Hillel Einhorn New Investigator Award, sponsored by the Society for Judgment and
Decision Making (1994)
Decision Analysis Student Paper Competition Award, sponsored by the Decision
Analysis Special Interest Group of the Operations Research Society of America
(1992)
University of Chicago Graduate Fellowship (1988 - 1992)
Graduated *cum laude* (1987)
Selected for University of California Education Abroad Program. Studied philosophy at
Lund University, Sweden (1985 - 1986)

Grants

National Science Foundation, "Exploring and Exploiting the Understanding/Acceptance
Assumption" (SES-2049935), 1/1/2021- 12/31/2024, \$583,349
National Science Foundation, "Options as Information" (SES-1062070), 4/15/2011 -
3/31/2015, \$470,814 (Shlomi Sher, Co-PI)
National Science Foundation, "Collaborative Research: SJDM/SMDM Research
Exchange" (SES-0922023; conference grant), 9/1/2009-8/31/2011, \$16,206 (with
Alan Schwartz)

- National Science Foundation, “Conscious Thought and Rational Norms” (SES-0820553), 10/1/2008 - 9/30/2013, \$374,459 (Shlomi Sher, Co-PI)
- National Science Foundation, “Generating and Evaluating Interval Estimates” (SES-0551225), 5/1/2006 - 4/30/2010, \$250,000
- National Science Foundation, “Information Leakage from Logically Equivalent Frames” (SES-0242049), 4/1/2003 - 3/31/2007, \$189,680
- National Science Foundation, “Examining the Rarity Assumption and Its Implications” (SES-0079615), 10/1/2000 - 9/30/2005, \$297,915
- National Science Foundation (CAREER Award), “Consideration of Alternative Hypotheses in Judgment under Uncertainty” (SBR-9515030), 7/1/1996 - 6/30/2001, \$206,314

Publications

- Sher, S., Müller-Trede, J., & McKenzie, C. R. M. (in press). Choices without preferences: Principles of rational arbitrariness. *Psychological Review*.
- Maimone, G., Appel, G., McKenzie, C. R. M., & Gneezy, A. (in press). Citation penalties following sexual versus scientific misconduct allegations. *PLOS One*.
- Sher, S., Müller-Trede, J., & McKenzie, C. R. M. (2024). Risk aversion for qualitative losses. Submitted to *Management Science*.
- Nelkin, D. K., McKenzie, C. R. M., Rickless, S. C., & Ryazanov, A. A. (2023). Trolley problems reimaged: Sensitivity to ratio, risk, and comparisons. In F. Aguiar, H. Viciano, & A. Gaitan (Eds.), *Experiments in moral and political philosophy*. Routledge.
- Ryazanov, A. A., Wang, T., Nelkin, D. K., McKenzie, C. R. M., & Rickless, S. C. (2023). Beyond killing one to save five: Sensitivity to ratio and probability in moral judgment. *Journal of Experimental Social Psychology*, 108.
- Leong, L. M., Müller-Trede, J., & McKenzie, C. R. M. (2023). Is it a judgment of representativeness? Re-examining the birth sequence problem. *Psychonomic Bulletin and Review*, 30, 731–738.
- Sher, S., McKenzie, C. R. M., Müller-Trede, J., & Leong, L. M. (2022). Rational choice in context. *Current Directions in Psychological Science*, 31, 518–525.
- Sher, S., & McKenzie, C. R. M. (2022). Incomplete preferences and rational framing effects. *Behavioral and Brain Sciences*, 45, e220: 40-41.
- Ryazanov, A. A., Wang, S. T., Rickless, S. C., McKenzie, C. R. M., & Nelkin, D. K. (2021). Sensitivity to shifts in probability of harm and benefit in moral dilemmas. *Cognition*, 209.
- McKenzie, C. R. M., Leong, L. M., & Sher, S. (2021). Default sensitivity in attempts at social influence. *Psychonomic Bulletin & Review*, 28, 695-702.
- Leong, L. M., Yin, Y., & McKenzie, C. R. M. (2020). Exploiting asymmetric signals from choices through default selection. *Psychonomic Bulletin & Review*, 27, 162-169.
- McKenzie, C. R. M., & Sher, S. (2020). Gamble evaluation and evoked reference sets: Why adding a small loss to a gamble increases its attractiveness. *Cognition*, 194.
- Donnelly, K., McKenzie, C. R. M., & Müller-Trede, J. (2019). Do publications in low-impact journals help or hurt a CV? *Journal of Experimental Psychology: Applied*, 25, 744-752.

- Leong, L. M., McKenzie, C. R. M., Sher, S., & Müller-Trede, J. (2019). Illusory inconsistencies in judgment: Stimulus-evoked reference sets and between-subjects designs. *Psychonomic Bulletin and Review*, *26*, 647-653.
- McKenzie, C. R. M., Sher, S., Leong, L. M., & Müller-Trede, J. (2018). Constructed preferences, rationality, and choice architecture. *Review of Behavioral Economics*, *5*, 337-360.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2018). When payoffs look like probabilities: Separating form and content in risky choice. *Journal of Experimental Psychology: General*, *147*, 662-670.
- Leong, L. M., McKenzie, C. R. M., Sher, S., & Müller-Trede, J. (2017). The role of inference in attribute framing effects. *Journal of Behavioral Decision Making*, *30*, 1147-1156.
- McKenzie, C. R. M., Sher, S., Müller-Trede, J., Lin, C., Liersch, M. J., & Rawstron, A. G. (2016). Are longshots only for losers? A new look at the last race effect. *Journal of Behavioral Decision Making*, *29*, 25-36.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2015). Transitivity in context: A rational analysis of intransitive choice and context-sensitive preference. *Decision*, *2*, 280-305.
- Sher, S., & McKenzie, C. R. M. (2014). Options as information: Rational reversals of evaluation and preference. *Journal of Experimental Psychology: General*, *143*, 1127-1143.
- Rusconi, P., & McKenzie, C. R. M. (2013). Insensitivity and oversensitivity to answer diagnosticity in hypothesis testing. *Quarterly Journal of Experimental Psychology*, *66*, 2443-2464.
- McKenzie, C. R. M., & Chase, V. M. (2012). Why rare things are precious: The importance of rarity in lay inference. In P. M. Todd, G. Gigerenzer, & The ABC Research Group (Eds.), *Ecological rationality: Intelligence in the world* (pp. 309-334). Oxford: Oxford University Press.
- McKenzie, C. R. M., & Liersch, M. J. (2011). Misunderstanding savings growth: Implications for retirement savings behavior. *Journal of Marketing Research*, *48*, S1-S13.
- McKenzie, C. R. M., Liersch, M. J., & Sher, S. (2011). Framing effects, default effects, and trust. Published as part of a webconference on "Decision Making for a Social World".
- Sher, S., & McKenzie, C. R. M. (2011). Levels of information: A framing hierarchy. In G. Keren (Ed.), *Perspectives on framing* (pp. 35-63). Psychology Press – Taylor & Francis Group.
- Sher, S., & McKenzie, C. R. M. (2010). Framing effects. In P. Hogan (Ed.), *The Cambridge encyclopedia of the language sciences* (pp. 322-324). Cambridge: Cambridge University Press.
- Schotter, E. R., Berry, R. W., McKenzie, C. R. M., & Rayner, K. (2010). Gaze bias: Selective encoding and liking effects. *Visual Cognition*, *18*, 1113-1132.
- Nelson, J. D., McKenzie, C. R. M., Cottrell, G. W., & Sejnowski, T. J. (2010). Experience matters: Information acquisition optimizes probability gain. *Psychological Science*, *21*, 960-969.
- Nelson, J. D., & McKenzie, C. R. M. (2009). Confirmation bias. In M. W. Kattan

- (Ed.), *Encyclopedia of medical decision making* (pp. 161-171). London: Sage.
- McKenzie, C. R. M. (2009). Business and psychology: The growing trend of judgment and decision making. *Rady Business Journal*, 2, 16-22.
- McKenzie, C. R. M. (2009). Bayes plus environment. *Behavioral and Brain Sciences*, 32, 93-94.
- Liersch, M. J., & McKenzie, C. R. M. (2009). Duration neglect by numbers -- and its elimination by graphs. *Organizational Behavior and Human Decision Processes*, 108, 303-314.
- McKenzie, C. R. M., Liersch, M. J., & Yaniv, I. (2008). Overconfidence in interval estimates: What does expertise buy you? *Organizational Behavior and Human Decision Processes*, 107, 179-191.
- Sher, S., & McKenzie, C. R. M. (2008). Framing effects and rationality. In N. Chater & M. Oaksford & (Eds.), *The probabilistic mind: Prospects for Bayesian cognitive science* (pp. 79-96). Oxford: Oxford University Press.
- McKenzie, C. R. M., & Mikkelsen, L. A. (2007). A Bayesian view of covariation assessment. *Cognitive Psychology*, 54, 33-61.
- Sher, S., & McKenzie, C. R. M. (2006). Information leakage from logically equivalent frames. *Cognition*, 101, 467-494.
- McKenzie, C. R. M. (2006). Increased sensitivity to differentially diagnostic answers using familiar materials: Implications for confirmation bias. *Memory and Cognition*, 34, 577-588.
- McKenzie, C. R. M., Liersch, M. J., & Finkelstein, S. R. (2006). Recommendations implicit in policy defaults. *Psychological Science*, 17, 414-420.
- Roy, M. M., Christenfeld, N. J. S., & McKenzie, C. R. M. (2005). Underestimating the duration of future events: Memory incorrectly utilized or memory bias? *Psychological Bulletin*, 131, 738-756.
- Roy, M. M., Christenfeld, N. J. S., & McKenzie, C. R. M. (2005). The broad applicability of memory bias and its coexistence with the planning fallacy: Reply to Griffin and Buehler (2005). *Psychological Bulletin*, 131, 761-762.
- McKenzie, C. R. M. (2005). Judgment and decision making. In K. Lamberts & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 321-338). London: Sage.
- McKenzie, C. R. M. (2004). Framing effects in inference tasks -- and why they are normatively defensible. *Memory and Cognition*, 32, 874-885.
- McKenzie, C. R. M. (2004). Hypothesis testing and evaluation. In D. J. Koehler & N. Harvey (Eds.), *Blackwell handbook of judgment and decision making* (pp. 200-219). Oxford: Blackwell.
- McKenzie, C. R. M., Wixted, J. T., & Noelle, D. C. (2004). Explaining purportedly irrational behavior by modeling skepticism in task parameters: An example examining confidence in forced-choice tasks. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 947-959.
- McKenzie, C. R. M., & Nelson, J. D. (2003). What a speaker's choice of frame reveals: Reference points, frame selection, and framing effects. *Psychonomic Bulletin and Review*, 10, 596-602.
- McKenzie, C. R. M. (2003). Rational models as theories -- not standards -- of behavior. *Trends in Cognitive Sciences*, 7, 403-406.

- McKenzie, C. R. M., & Amin, M. B. (2002). When wrong predictions provide more support than right ones. *Psychonomic Bulletin and Review*, 9, 821-828.
- McKenzie, C. R. M., Lee, S. M., & Chen, K. K. (2002). When negative evidence increases confidence: Change in belief after hearing two sides of a dispute. *Journal of Behavioral Decision Making*, 15, 1-18.
- McKenzie, C. R. M., & Wixted, J. T. (2001). Participant skepticism: If you can't beat it, model it. *Behavioral and Brain Sciences*, 24, 424-425.
- McKenzie, C. R. M., Ferreira, V. S., Mikkelsen, L. A., McDermott, K. J., & Skrabble, R. P. (2001). Do conditional hypotheses target rare events? *Organizational Behavior and Human Decision Processes*, 85, 291-309.
- McKenzie, C. R. M., Wixted, J. T., Noelle, D. C., & Gyurjyan, G. (2001). Relation between confidence in yes-no and forced-choice tasks. *Journal of Experimental Psychology: General*, 130, 140-155.
- McKenzie, C. R. M., & Mikkelsen, L. A. (2000). The psychological side of Hempel's paradox of confirmation. *Psychonomic Bulletin and Review*, 7, 360-366.
- McKenzie, C. R. M. (1999). (Non)Complementary updating of belief in two hypotheses. *Memory and Cognition*, 27, 152-165.
- McKenzie, C. R. M. (1998). Taking into account the strength of an alternative hypothesis. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 24, 771-792.
- McKenzie, C. R. M. (1997). Underweighting alternatives and overconfidence. *Organizational Behavior and Human Decision Processes*, 71, 141-160.
- McKenzie, C. R. M., & Soll, J. B. (1996). Which reference class is evoked? *Behavioral and Brain Sciences*, 19, 34-35.
- McKenzie, C. R. M. (1994). The accuracy of intuitive judgment strategies: Covariation assessment and Bayesian inference. *Cognitive Psychology*, 26, 209-239. [1994 Hillel Einhorn New Investigator Award; 1992 Decision Analysis Student Paper Competition Award]
- McKenzie, C. R. M. (1994). Base rates versus prior beliefs in Bayesian inference. *Psychology*, 5(1) base-rate.6.mckenzie.
- McKenzie, C. R. M. (1994). Taking into account the strength of an alternative hypothesis. *Dissertation Abstracts International: Section B: The Sciences & Engineering*, 55, 1694.
- Hartley, A. A., Kieley, J., & McKenzie, C. R. M. (1992). Allocation of visual attention in younger and older adults. *Perception & Psychophysics*, 52, 175-185.
- Hogarth, R. M., Gibbs, B. J., McKenzie, C. R. M., & Marquis, M. A. (1991). Learning from feedback: Exactingness and incentives. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 17, 734-752. [Reprinted in W. M. Goldstein & R. M. Hogarth (Eds.), *Research on judgment and decision making: Currents, connections, and controversies* (pp. 244-284), 1997. Cambridge: Cambridge University Press]
- Hartley, A. A., & McKenzie, C. R. M. (1991). Attentional and perceptual contributions to the identification of extrafoveal stimuli: Adult age comparisons. *Journal of Gerontology: Psychological Sciences*, 46, 202-206.

Conference Presentations

- Maimone, G., & McKenzie, C. R. M. (2024, November). *Whoever is not with me is against me: The 'moderate as out-group' effect*. 45th Annual Conference of the Society for Judgment and Decision Making, New York, NY.
- Kleiman-Lynch, L. J., McKenzie, C. R.M. (2024, November). *Trust mediates intent to opt out of defaults*. 45th Annual Conference of the Society for Judgment and Decision Making, New York, NY.
- Maimone, G., & McKenzie, C. R. M. (2024, October). *Whoever is not with me is against me: The 'moderate as out-group' effect*. Annual conference of the Norms and Behavioral Change (NoBeC) Center at Wharton, Philadelphia, PA.
- Maimone, G., & McKenzie, C. R. M. (2024, September). *Whoever is not with me is against me: The 'moderate as out-group' effect*. 55th annual conference of the Association for Consumer Research, Paris, France.
- Maimone, G., Appel, G., McKenzie, C. R. M., & Gneezy, A. (2024, August). *Citation penalties following sexual versus scientific misconduct allegations*. 7th annual conference of the Reputation Symposium, Oxford, UK.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2024, June). *Risk aversion for qualitative losses*. Behavioral Decision Research in Management (BDRM) Conference, Booth School of Business, University of Chicago.
- Maimone, G., & McKenzie, C. R. M. (2024, April). *Whoever is not with me is against me: The 'moderate as out-group' effect*. 3rd annual California School Conference, San Diego, CA.
- Liu, S., McKenzie, C. R. M., & Sher, S. (2023, November). *Self-nudging self-control*. 44th Annual Conference of the Society for Judgment and Decision Making, San Francisco, CA.
- Kleiman-Lynch, L. J., & McKenzie, C. R. M. (2023, November). *Effects of transparency and domain literacy on opting out of suboptimal defaults*. 44th Annual Conference of the Society for Judgment and Decision Making, San Francisco, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2023, November). *Risk aversion for qualitative losses*. 44th Annual Conference of the Society for Judgment and Decision Making, San Francisco, CA.
- McKenzie, C. R. M., & Erat, S. (2023, August). *Blame the victim? A rational analysis*. 29th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Vienna, Austria.
- Liu, S., McKenzie, C. R. M., Leong, L. M., & Sher (2023, August). *Who accepts description invariance?* 29th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Vienna, Austria.
- Maimone, G., Appel, G., McKenzie, C. R. M., & Gneezy, A. (2023, August). *Citation penalties following sexual misconduct versus scientific fraud allegations*. 29th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Vienna, Austria.
- Kleiman-Lynch, L., McKenzie, C. R. M., & Leong, L. M. (2023, August). *Effects of transparent defaults on decisions and perceptions of the default setter*. 29th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Vienna, Austria.

- McKenzie, C. R. M., Liu, S., Leong, L. M., & Sher, S. (2022, November). *Who accepts description invariance?* 43rd Annual Conference of the Society for Judgment and Decision Making, San Diego, CA.
- Maimone, G., Appel, G., McKenzie, C. R. M., & Gneezy, A. (2022, November). *Sexual misconduct, scientific fraud, and citation penalties.* 43rd Annual Conference of the Society for Judgment and Decision Making, San Diego, CA.
- Kleiman-Lynch, L., & McKenzie, C. R. M. (2022, November). *Defaults are more influential when they are counter to decision makers' expectations.* 43rd Annual Conference of the Society for Judgment and Decision Making, San Diego, CA.
- Maimone, G., Appel, G., McKenzie, C. R. M., & Gneezy, A. (2022, October). *Scientific fraud, sexual misconduct, and citation penalties.* The Association for Consumer Research Conference, Denver, CO.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2022, June). *On risk seeking and risk aversion for qualitative losses.* Advances in Decision Analysis Conference, Rosslyn, VA.
- Liu, S., McKenzie, C. R. M., Leong, L. M., & Sher, S. (2022, February). *Who accepts description invariance?* 42nd Annual Conference of the Society for Judgment and Decision Making.
- Kleiman-Lynch, L., McKenzie, C. R. M., & Leong, L. M. (2022, February). *The effectiveness of transparent defaults depends on the nature of the transparency and how that transparency is revealed.* 42nd Annual Conference of the Society for Judgment and Decision Making.
- Leong, L. M., Muller-Trede, J., & McKenzie, C. R. M. (2021, August). *Is it a judgment of representativeness? Re-examining the birth sequence problem.* Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Warwick, UK.
- Leong, L. M., & McKenzie, C. R. M. (2020, December). *Intentional use of logically irrelevant neuroscience information.* 41st Annual Conference of the Society for Judgment and Decision Making (virtual).
- Leong, L. M., & McKenzie, C. R. M. (2020, November). *Intentional use of logically irrelevant neuroscience information.* 61st Annual Meeting of the Psychonomic Society (virtual).
- Leong, L. M., Yin, Y., & McKenzie, C. R. M. (2019, November). *Exploiting asymmetric signals from choices through default selection.* 40th Annual Meeting of the Society for Judgment and Decision Making, Montreal, Canada.
- Leong, L. M., Yin, Y., & McKenzie, C. R. M. (2019, August). *When defaults backfire: Switching enhances the signaling value of choice.* Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Amsterdam, Netherlands.
- Leong, L. M., Yin, Y., & McKenzie, C. R. M. (2019, February). *When defaults backfire: Switching enhances the signaling value of choice.* Annual Convention of the Society for Personality and Social Psychology, Portland, OR.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2018, November). *Risk attitudes by the numbers: Separating form and content in risky choice.* INFORMS, Phoenix, AZ.
- Leong, L. M. & McKenzie, C. R. M. (2018, November). *Friend or foe? The adaptability of frame selection and frame-based inferences.* 39th Annual Meeting of the Society for Judgment and Decision Making, New Orleans, LA.

- Leong, L. M. & McKenzie, C. R. M. (2018, November). *Friend or foe? The adaptability of frame selection and frame-based inferences*. 59th Annual Meeting of the Psychonomic Society, New Orleans, LA.
- Leong, L. M., Müller-Trede, J., & McKenzie, C. R. M. (2018, May). *Is it a judgment of representativeness? Re-examining the birth sequence problem*. Association for Psychological Science Annual Convention, San Francisco, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2017, November). *When payoffs look like probabilities: Separating form and content in risky choice*. Annual Meeting of the Psychonomic Society, Vancouver, Canada.
- Sher, S., Müller-Trede, J., & McKenzie, C. R. M. (2017, November). *Rational arbitrariness: From incomplete preferences to coherent conservatism*. Annual Meeting of the Society for Judgment and Decision Making, Vancouver, Canada.
- Leong, L. M., Müller-Trede, J., & McKenzie, C. R. M. (2017, November). *Intuitions about randomness: Is it about the process or the product?* Annual Meeting of the Society for Judgment and Decision Making, Vancouver, Canada.
- Leong, L. M., Müller-Trede, J., & McKenzie, C. R. M. (2017, November). *Intuitions about randomness: Is it about the process or the product?* Annual Meeting of the Psychonomic Society, Vancouver, Canada.
- Leong, L. M., McKenzie, C. R. M., Müller-Trede, J., & Sher, S. (2017, January). *What difference does a miss make? The role of inference in attribute framing effects*. Annual Convention of the Society for Personality and Social Psychology, San Antonio, TX.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2016, November). *When payoffs look like probabilities: Novel framing effects in risky choice*. Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Leong, L. M., McKenzie, C. R. M., Müller-Trede, J., & Sher, S. (November, 2016). *How and why is $9 > 221$? Evoked reference sets and rating scale interpretations*. Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Leong, L. M., McKenzie, C. R. M., Müller-Trede, J., & Sher, S. (November, 2016). *How and why is $9 > 221$? Evoked reference sets and rating scale interpretations*. Annual Meeting of the Psychonomic Society, Boston, MA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2016, June). *When payoffs look like probabilities: Novel framing effects in risky choice*. Behavioral Decision Research in Management Conference, Toronto, Canada.
- Leong, L. M., McKenzie, C. R. M., Müller-Trede, J., & Sher, S. (2016, April). *Not only is $9 > 221$, but $9 > 009$ and $-2 > 2$* . 54th Edwards Bayesian Research Conference, Fullerton, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2016, April). *A \$100 chance of winning 50%*. 54th Edwards Bayesian Research Conference, Fullerton, CA.
- Leong, L. M., McKenzie, C. R. M., Müller-Trede, J., & Sher, S. (2016, April). *What difference does a miss make?* 54th Edwards Bayesian Research Conference, Fullerton, CA.
- McKenzie, C. R. M. (2015, November). *Decision making, rationality, and creativity*. Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Leong, L. M., McKenzie, C. R. M., Sher, S., & Müller-Trede, J. (2015, November). *Information leakage is sufficient to account for attribute framing effects*. Annual

- Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Sher, S., Müller-Trede, J., & McKenzie, C. R. M. (2014, November). *A rational analysis of constructed preference*. Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2014, November). *Transitivity in context*. Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2014, November). *When payoffs look like probabilities: reversals of perception and preference*. Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2014, February). *Intransitive cycles and rational choice*. 52nd Edwards Bayesian Research Conference, Fullerton, CA.
- McKenzie, C. R. M., Sher, S., Lin, C., Müller-Trede, J., Liersch, M. J., & Rawstron, A. G. (2013, November). *Are longshots only for losers? A new look at the last race effect*. Annual Meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2013, November). *Intransitive cycles and rational choice*. Annual Meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- McKenzie, C. R. M. (2013, August). *Creativity in judgement and choice*. 24th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM24), Barcelona, Spain.
- McKenzie, C. R. M., & Sher, S. (2013, August). *Gamble evaluation and evoked reference sets*. 24th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM24), Barcelona, Spain.
- Müller-Trede, J., Sher, S., & McKenzie, C. R. M. (2013, August). *Intransitive cycles and rational choice*. 24th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM24), Barcelona, Spain.
- McKenzie, C. R. M., & Sher, S. (2013, January). *Loss perversion*. 51st Edwards Bayesian Research Conference, Fullerton CA.
- Thierman, J., Sher, S., & McKenzie, C. R. M. (2012, November). *Evaluations of double frames: Rethinking the valence-consistent shift*. Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- Sher, S., & McKenzie, C. R. M. (2012, June). *Rational violations of rational norms*. Behavioral Decision Research in Management Conference, Leeds School of Business, Boulder, CO.
- McKenzie, C. R. M., & Liersch, M. J. (2012, June). *Misunderstanding savings growth: Implications for retirement savings behavior*. RAND Behavioral Finance Forum Public Policy Roundtable, Washington, DC.
- Thierman, J., Sher, S., & McKenzie, C. R. M. (2012, January). *Attributing attitude to a writer who has no choice in topic: Revisiting Jones and Harris (1967)*. Judgment and Decision Making Preconference, Society for Personality and Social Psychology, San Diego, CA.
- McKenzie, C. R. M., & Sher, S. (2011, November). *Gambles, affect, and information*

- leakage*. Annual Meeting of the Society for Judgment and Decision Making, Seattle, WA.
- Thierman, J., Sher, S., & McKenzie, C. R. M. (2011, November). *Attributing attitude to a writer who has no choice in topic: Revisiting Jones and Harris (1967)*. 52nd Annual Meeting of the Psychonomic Society, Seattle, WA.
- Liersch, M. J., & McKenzie, C. R. M. (2011, October). *In defaults we trust*. 2011 North America ACR Conference, St. Louis, MO.
- McKenzie, C. R. M., & Gozzi, M. (2011, July). *Illusory correlation between word pairs: Perception or construction?* 16th European Association of Social Psychology General Meeting, Stockholm, Sweden.
- Liersch, M. J., & McKenzie, C. R. M. (2010, August). *Can we put our trust in defaults?* Academy of Management Annual Meeting, Montreal, Canada.
- McKenzie, C. R. M., & Liersch, M. J. (2010, June). *Misunderstanding savings growth: Implications for retirement savings*. First Annual Boulder Summer Conference on Consumers' Financial Decision Making, Boulder, CO.
- Liersch, M. J., & McKenzie, C. R. M. (2009, November). *Choosing to re-experience painful memories: Duration neglect in memory, but not in prospective choice*. Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Rusconi, P., & McKenzie, C. R. M. (2009, November). *Testing different accounts of insensitivity to answer diagnosticity*. Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Schotter, E. R., Berry, R. W., McKenzie, C. R. M., & Rayner, K. (2009, November). *Does looking behavior predict choice?* 50th Annual Meeting of the Psychonomic Society, Boston, MA.
- Liersch, M. J., & McKenzie, C. R. M. (2009, August). *In defaults we trust*. 22nd Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Rovereto, Italy.
- Liersch, M. J., & McKenzie, C. R. M. (2009, August). *When do implausible anchors influence judgment? A 2-stage model of anchoring effects*. Academy of Management Annual Meeting, Chicago, IL.
- McKenzie, C. R. M., & Liersch, M. J. (2009, May). *The role of conversational pragmatics in reporting interval estimates*. Association for Psychological Science Annual Convention, San Francisco, CA.
- Liersch, M. J., & McKenzie, C. R. M. (2008, November). *In defaults we trust*. Annual Meeting of the Society of Judgment and Decision Making, Chicago, IL.
- McKenzie, C. R. M., Liersch, M. J., & Yaniv, I. (2008, April). *Overconfidence in interval estimates: What does expertise buy you?* Academy of Management Annual Meeting, Anaheim, CA.
- McKenzie, C. R. M., Liersch, M. J., & Yaniv, I. (2008, April). *Overconfidence in interval estimates: What does expertise buy you?* Behavioral Decision Research in Management Conference, San Diego, CA.
- Finklea, K. M., Huber, D. E., & McKenzie, C. R. M. (2008, April). *Perceptual differences in the own race bias: A multidimensional scaling analysis*. Western Psychological Association Annual Conference, Irvine, CA.
- Finklea, K. M., Huber, D. E., & McKenzie, C. R. M. (2008, April). *Perceptual differences in the own race bias: A multidimensional scaling analysis*. American

- Psychology-Law Society Annual Conference, Jacksonville, FL.
- Liersch, M. J., & McKenzie, C. R. M. (2007, November). *When do implausible anchors influence judgment? A 2-stage model of anchoring effects*. Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- McKenzie, C. R. M. (2006, November). *A Bayesian account of some classic learning phenomena*. 47th Annual Meeting of the Psychonomic Society, Houston, TX.
- Nelson, J. D., Cottrell, G. W., Filimon, F., McKenzie, C. R. M., Movellan, J. R., Sejnowski, T. J., & Sereno, M. I. (2006, October). *Using optimal experimental design to uncover human intuition: Probability gain explains information search better than information gain, impact, or Bayesian diagnosticity*. Perceptual Expertise Network (PEN) XIII, University of Arizona, Tucson, AZ.
- Nelson, J. D., Cottrell, G. W., Filimon, F., McKenzie, C. R. M., Movellan, J. R., Sejnowski, T. J., & Sereno, M. I. (2006, October). *Optimal experimental design, probability learning, and information search*. NSF Science of Learning Centers meeting, Washington, DC.
- McKenzie, C. R. M. (2006, June). *Pragmatics and framing effects*. Workshop on The Application of Conversational Pragmatics to Understanding Reasoning and Decision Making, Toulouse, France.
- McKenzie, C. R. M., Sher, S., Liersch, M. J., & Finkelstein, S. R. (2006, June). *Some managerial implications of information leakage*. Behavioral Decision Research in Management Conference, Santa Monica, CA.
- McKenzie, C. R. M., Liersch, M. J., & Finkelstein, S. R. (2005, November). *Recommendations implicit in policy defaults*. Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.
- Liersch, M. J., & McKenzie, C. R. M. (2005, November). *Duration neglect by numbers - - And its elimination by graphs*. Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.
- McKenzie, C. R. M. (2005, November). *Further tests of an information leakage account of attribute framing effects*. 46th Annual Meeting of the Psychonomic Society, Toronto, ON, Canada.
- McKenzie, C. R. M. (2005, August). *Information leakage from logically equivalent frames*. European Society for Philosophy and Psychology, Lund, Sweden.
- McKenzie, C. R. M., Liersch, M. J., & Yaniv, I. (2004, November). *Overconfidence in interval estimates: What does expertise buy you?* Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- McKenzie, C. R. M. (2004, November). *Framing effects in inference tasks -- and why they're normatively defensible*. Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- McKenzie, C. R. M. (2004, November). *Increased sensitivity to differentially diagnostic answers using familiar materials: Implications for confirmation bias*. 45th Annual Meeting of the Psychonomic Society, Minneapolis, MN.
- McKenzie, C. R. M. (2004, July). *Framing effects in inference tasks -- and why they're normatively defensible*. Fifth International Conference on Thinking, Leuven, Belgium.
- McKenzie, C. R. M. (2004, January). *Making the most of your asymmetric posterior*. 42nd Bayesian Research Conference, Fullerton, CA.

- McKenzie, C. R. M., & Sher, S. (2003, November). *Further tests of a Bayesian account of covariation assessment*. 44th Annual Meeting of the Psychonomic Society, Vancouver, Canada.
- McKenzie, C. R. M., & Sher, S. (2003, August). *Information leakage from logically equivalent frames*. 19th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Zurich, Switzerland.
- McKenzie, C. R. M., Wixted, J. T., & Noelle, D. C. (2002, November). *Modeling participant skepticism as a means of explaining purportedly irrational behavior*. 43rd Annual Meeting of the Psychonomic Society, Kansas City, MO.
- Sher, S., & McKenzie, C. R. M. (2002, November). *Information leakage from logically equivalent frames*. Annual Meeting of the Society for Judgment and Decision Making, Kansas City, MO.
- Oppenheimer, D. M., McKenzie, C. R. M., & Le, V. (2002, November). *Elimination of framing effects through explicitly provided reference points*. 43rd Annual Meeting of the Society for Judgment and Decision Making, Kansas City, MO.
- McKenzie, C. R. M., & Sher, S. (2002, May). *Information leakage and framing effects*. Behavioral Decision Research in Management Conference, Chicago, IL.
- McKenzie, C. R. M., & Sher, S. (2002, February). *Framing effects: Is the standard account half right or half wrong?* 40th Annual Bayesian Research Conference, Los Angeles, CA.
- McKenzie, C. R. M., & Nelson, J. D. (2001, November). *What a speaker's choice of frame reveals: Reference points, frame selection, and framing effects*. 42nd Annual Meeting of the Psychonomic Society, Orlando, FL.
- McKenzie, C. R. M., & Mikkelsen, L. A. (2000, November). *A Bayesian view of covariation assessment*. 41st Annual Meeting of the Psychonomic Society, New Orleans, LA.
- McKenzie, C. R. M., & Amin, M. B. (2000, November). *When wrong predictions provide more support than right ones*. Annual Meeting of the Society for Judgment and Decision Making, New Orleans, LA.
- McKenzie, C. R. M., Ferreira, V. S., Mikkelsen, L. A., McDermott, K. J., & Skrabble, R. P. (May, 2000). *Do conditional statements target rare events?* Behavioral Decision Research in Management Conference, Tucson, AZ.
- McKenzie, C. R. M., & Mikkelsen, L. A. (1999, November). *The psychological side of Hempel's paradox of confirmation*. Annual Meeting of the Society for Judgment and Decision Making, Los Angeles, CA.
- Noelle, D. C., Cottrell, G. W., & McKenzie, C. R. M. (1999, November). *Interference effects and individual differences in instructed category learning*. 40th Annual Meeting of the Psychonomic Society, Los Angeles, CA.
- McKenzie, C. R. M., & Mikkelsen, L. A. (1999, August). *The psychological side of Hempel's paradox of confirmation*. The 17th Biannual Conference on Subjective Probability, Utility, and Decision Making (SPUDM), Mannheim, Germany.
- McKenzie, C. R. M., Lee, S. M., & Chen, K. K. (1998, November). *"That's the best you can do?": When negative evidence increases confidence*. Annual Meeting of the Society for Judgment and Decision Making, Dallas, TX.

- McKenzie, C. R. M., Lee, S. M., & Chen, K. K. (1997, November). *“That’s the best you can do?”: When negative evidence increases confidence*. 38th Annual Meeting of the Psychonomic Society, Philadelphia, PA.
- McKenzie, C. R. M. (1996, November). *Dependent versus independent confidence in two hypotheses: Implications for (non)additivity of subjective probability*. Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- McKenzie, C. R. M., & Mills, J. S. (1996, November). *Judgment versus choice based on frequency information in a Bayesian task*. Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- McKenzie, C. R. M. (1994, May). *Taking into account the strength of an alternative hypothesis*. Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- McKenzie, C. R. M. (1993, November). *Cognitive representation affects consideration of an alternative hypothesis*. Annual Meeting of the Society for Judgment and Decision Making, Washington, DC.
- McKenzie, C. R. M. (1993, June). *Environmental effects on the accuracy of intuitive judgment strategies*. American Psychological Society Convention, Chicago, IL.
- McKenzie, C. R. M. (1992, May). *Causal thinking affects the perceived informativeness of covariation data*. Behavioral Decision Research in Management Conference, University of California at Berkeley, The Haas School of Business.
- McKenzie, C. R. M. (1992, May). *The role of causal direction in the perceived informativeness of covariation data*. Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- McKenzie, C. R. M. (1991, November). *The accuracy of judgmental heuristics: Covariation assessment, Bayesian inference, and hypothesis testing*. Annual Meeting of the Society for Judgment and Decision Making, San Francisco, CA.
- Hogarth, R. M., Gibbs, B. J., McKenzie, C. R. M., & Marquis, M. A. (1990, June). *Learning from feedback: Exactness and incentives*. Behavioral Decision Research in Management Conference, University of Pennsylvania, The Wharton School.
- Hartley, A. A., Kieley, J. M., & McKenzie, C. R. M. (1987, November). *Allocation and reallocation of attention in young and elderly adults*. Annual Meeting of the Psychonomic Society, Seattle, WA.
- Hartley, A. A., Kieley, J. M., & McKenzie, C. R. M. (1987, November). *Aging and the allocation of attention*. National Institute on Aging Workshop on the Aging of Attention, Washington, DC.

Invited Talks, Panels, and Workshops

- Shansby Research Seminar in Marketing, Haas School of Business, UC Berkeley (2024)
- Conference on Behavioral Economics and New Paternalism, NYU Law School (2018)
- University of Chicago, Booth School of Business (2017)
- UCLA, Department of Psychology (2017)
- UCLA, Anderson School of Management (2015)
- UC San Diego, Continuous Innovation Series (2015)
- Small Group Meeting on Between the Lines: Contextual Communication and Decision Making, Heidelberg, Germany (2015)

2nd International Symposium of Decision Making and Brain Research, Beijing, China
(2014; Keynote talk)
UC San Diego Orthopaedic Surgery Research Conference (2013)
UC San Diego Social Sciences Supper Club (2013)
Claremont Graduate University (2012)
UC Berkeley, Institute of Cognitive and Brain Sciences (2012)
Small Group Meeting on What is Adaptable Behavior?, Heidelberg, Germany (2011)
Second Annual Boulder Summer Conference on Consumers' Financial Decision Making,
Boulder, CO (2011; Discussant)
Northwestern Law School, NSF-sponsored workshop on Cognitive Bias and Forensic
Science (2010; Panel Member)
UC Riverside, Anderson Graduate School of Management (2010)
Workshop on Perspectives on Framing, Tilburg, Netherlands (2009)
Association for Psychological Science Annual Convention, San Francisco, CA (2009)
UC Merced, Mind, Technology, and Society Series (2009)
University of Milan-Bicocca, Italy, Department of Psychology (2009)
UC San Diego, Global Financial Crisis Panel Discussion (2009; Panel Member)
Annual Cognitive Science Conference, Amsterdam, Netherlands (2009; Discussant)
Duke University, Fuqua School of Business (2008)
UT Austin, McCombs School of Business (2008)
UC San Diego, Social, Behavioral, and Computer Sciences Seminar Series (2007)
University of Mannheim, Germany, Business School (2007)
Summer Institute for Informed Patient Choice, Dartmouth Medical School (2007)
Workshop on The Probabilistic Mind: Prospects for Rational Models of Cognition,
London, UK (2006)
University of Milan-Bicocca, Italy, Department of Psychology (2006)
INSEAD, Fontainebleau, France (2006)
UCLA, Center for Evolution, Behavior, and Culture (2005)
UCLA, Anderson School of Management (2004)
UC San Diego, Department of Philosophy (2004)
UC Irvine, Individual Decisions Conference (2004)
University of Chicago, Graduate School of Business (2003)
University of Arizona, Eller College of Business and Public Administration (2003)
Max Planck Institute for Human Development, Berlin, Center for Adaptive Behavior and
Cognition (2001, 2002)
UCLA, Cognitive Science Seminar (1999)
NSF CAREER Program P.I. Meeting, Washington, DC
UC Irvine, Institute for Mathematical Behavioral Sciences and Operations and Decision
Technologies in the Graduate School of Management (1998)
VA Medical Center, UC San Diego, Health Services Research Seminar (1998)
California Institute of Technology, Learning Week Seminar (1997)
UC San Diego, Department of Psychology (1994)
University of Georgia, Department of Psychology (1994)
Cornell University, Johnson Graduate School of Management (1994)
MIT, Department of Brain and Cognitive Sciences (1994)
Carnegie-Mellon University, Department of Social and Decision Sciences (1994)

Annual Meeting of the Society for Judgment and Decision Making, St. Louis, MO (1994; Hillel Einhorn New Investigator Award)
ORSA/TIMS Joint National Meeting, San Francisco, CA (1992; Annual Student Paper Competition Award)

Affiliations

Member

Association for Psychological Science
European Association for Decision Making
Psychonomic Society
Society for Judgment and Decision Making

Activities

Associate Editor

Quarterly Journal of Experimental Psychology (2009 - 2011)

Guest Associate Editor

Journal of Marketing Research (2010; Special issue on consumers' financial decision making)

Editorial Boards

Journal of Behavioral Decision Making (2002 - present)

Journal of Experimental Psychology: Learning, Memory, and Cognition (2002 - 2006)

Organizational Behavior and Human Decision Processes (2004 – 2007; 2010 – 2013)

Psychological Science (2003 – 2007; 2012 - 2020)

Psychonomic Bulletin and Review (1998 - 2020)

Advisory Panel

National Science Foundation (Decision, Risk, and Management Sciences) (2003 - 2004)

Program Committee Member, Society for Judgment and Decision Making (2007-2010; Chair, 2009)

Program Committee Co-Chair, Behavioral Decision Research in Management Conference (BDRM XI), Rady School of Management, UC San Diego (2008)

Program Committee Member, Behavioral Decision Research in Management Conference Leeds School of Business, University of Colorado, Boulder (2012)

Program Committee Member, Behavioral Decision Research in Management Conference London School of Business, London, UK (2014)

Program Committee Member, Behavioral Decision Research in Management Conference University of Toronto, Toronto, CA (2016)

Program Committee Member, 24th Annual Conference of the Cognitive Science Society (2002)

Program Committee Member, 37th Annual Conference of the Cognitive Science Society (2015)

Program Committee Member, 43rd Annual Conference of the Cognitive Science Society (2021)

Committee Member, Hillel Einhorn New Investigator Award, sponsored by the Society for Judgment and Decision Making (2002 - 2007; Chair 2007)

Scientific Editor, *Encyclopedia of Cognitive Science* (2001)

Co-organizer (with Denis Hilton and Laura Macchi) of a workshop on The Application of Conversational Pragmatics to Understanding Reasoning and Decision Making, June 22-24, 2006, Toulouse, France

Member, Interdisciplinary Ph.D. Program, UCSD (2007 - present)

Ad Hoc Reviewer

Journals

Acta Psychologica; Annals of Behavioral Medicine; Behavioral Science and Policy; Behavioural Public Policy; British Journal of Psychology; Cognition; Cognitive Psychology; Cognitive Research: Principles and Implications; Cognitive Science; Current Directions in Psychological Science; Current Psychology of Cognition; Decision; Decision Support Systems; Emotion; Evolution & Human Behavior; Frontiers in Psychology; International Journal of Forecasting; Journal of Consumer Research; Journal of Economic Psychology; Journal of Experimental Psychology: General; Journal of Experimental Psychology: Learning, Memory, and Cognition; Journal of Experimental Social Psychology; Journal of Marketing Research; Journal of Memory and Language; Journal of Pragmatics; Judgment and Decision Making; Management Science; Memory & Cognition; Nature Human Behaviour; Organizational Behavior and Human Decision Processes; Personality and Social Psychology Bulletin; Perspectives on Psychological Science; Proceedings of the National Academy of Sciences; Proceedings of the Royal Society; Psychological Bulletin; Psychological Review; Psychological Science; Psychonomic Bulletin and Review; Psycology; Quarterly Journal of Experimental Psychology; Science; Social Cognition; Synthese; Thinking and Reasoning; Trends in Cognitive Sciences

Government Agencies, Conferences, and Publishing Companies

APA Books; Behavioral Decision Research in Management Conference; Cognitive Science Society; Israel Science Foundation; Lawrence Erlbaum Associates; National Science Foundation (Decision, Risk, & Management Sciences; Human Cognition & Perception; Developmental and Learning Sciences); National Sciences and Engineering Research Council of Canada; Sage Publications; Society for Judgment and Decision Making; Subjective Probability, Utility, and Decision Making (SPUDM)

Notable University Service

Associate Dean for Faculty Affairs, Rady School of Management (2023 - 2024)

Chair and member, Committee for Limited Submissions in the Social Sciences, Arts and Humanities, Professions, and Applied Sciences (LSSHP) (2018 - 2023)

Chair, Quinquennial Review Committee for the Center for Human Development (2022 - 2023)

Chair, search committee for Dean of Social Sciences (2014)

Member, Executive Council for developing new School of Public Health (now Herbert Wertheim School of Public Health) (2017 - 2018)
Member, Workgroup on Faculty Workload (2018 - 2020)
Member, Undergraduate Council (2012 - 2015)

Courses Taught

Undergraduate

General Psychology: Cognitive Foundations (PSYC 3)
Introduction to Cognitive Psychology (PSYC 105)
Psychology of Judgment and Decision Making (PSYC 148)
Creativity (PSYC 176)
Creativity in Individuals, Teams, and Organizations (MGT 119)

Graduate Seminars

Topics in Judgment and Decision Making (PSYC 209)
Human Rationality (PSYC 237)
Selected Topics: Artifacts in Psychological Research (PSYC 272)
Current Directions in Cognitive Psychology (PSYC 275)
Psychology and Decision Making (MGT 255)
Behavior in Organizations (MGT 257; co-taught)

MBA

Organizational Strategy and Human Resource Management (MGT 409)
Creativity and Innovation (MGT 422)

Executive Development

Harnessing the Creative Power of Teams
Cultivating Creativity in Individuals, Groups, and Organizations
Cultivating Creativity in Individuals and Teams
Creativity and Innovation: Where Do New Ideas Come From?