

CRAIG L. ANDERSON

CURRICULUM VITAE

Mailing Address

HEC Paris
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Scholarly metrics

[h-index](#): 15
Total citations: 3,401
(2,495 since 2019)

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ACADEMIC POSITIONS

Assistant Professor of Marketing (2023 – present)
HEC Paris

Postdoctoral Research Scholar in Marketing (2019 - 2023)
Olin Business School, Washington University in St. Louis

Postdoctoral Fellow (2016 - 2019)
University of California, San Francisco

EDUCATION

University of California, Berkeley (2016)
Ph.D. in Social-Personality Psychology

University of Denver
B.A. in Psychology (Honors) and Spanish, minor in Business Administration, *Summa Cum Laude*

RESEARCH INTERESTS

Awe, Consumer-Brand Relationships, Affective Science, Sustainable Business, Prosocial Behavior

PUBLICATIONS

Bai, Yang, Joseph Ocampo, Gening Jin, Serena Chen, Veronica Benet-Martinez, Maria Monroy, **Craig L. Anderson**, and Dacher Keltner (2021), “Awe, Daily Stress, and Elevated Life Satisfaction,” *Journal of Personality and Social Psychology*, 120 (4), 837–60.

Anderson, Craig L., Dante D. Dixson, Maria Monroy, and Dacher Keltner (2020), “Are Awe-prone People More Curious? The Relationship between Dispositional Awe, Curiosity, and Academic Outcomes,” *Journal of Personality*, 88 (4), 762–79.

Stellar, Jennifer E., **Craig L. Anderson**, and A. Gatchpazian (2020), “Profiles in Empathy: Different Empathic Responses to Emotional and Physical Suffering,” *Journal of Experimental Psychology: General*, 149 (7), 1398–1416.

- Zhang, Jia W., Ryan T. Howell, Pooya Razavi, Hadi Shaban-Azad, Wen J. Chai, Tamilselvin Ramis, Zena Mello, **Craig L. Anderson**, and Dacher Keltner. (2021). Awe is Associated with Creative Personality, Convergent Creativity, and Everyday Creativity. *Psychology of Aesthetic, Creativity, and the Arts*.
- Anderson, Craig L.**, Serena Chen, and Özlem Ayduk (2020), “When does Changing Emotions Harm Authenticity? Distinct Reappraisal Strategies Differentially Impact Subjective and Observer-rated Authenticity,” *Self and Identity*, 19 (5), 590–612.
- Dixson, Dante D., **Craig L. Anderson**, and Dacher Keltner (2018), “Measuring Positive Emotions: An Examination of the Reliability and Structural Validity of Scores on the Seven Dispositional Positive Emotions Scales,” *Journal of Well-Being Assessment*, 2 (2), 115–33.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), “Awe in Nature Heals: Evidence from Military Veterans, At-risk Youth, and College Students,” *Emotion*, 18 (8), 1195–1202.
- Stellar, Jennifer E., Amie Gordon, **Craig L. Anderson**, Paul K. Piff, Galen D. McNeil, and Dacher Keltner (2018), “Awe and Humility,” *Journal of Personality and Social Psychology*, 113 (2), 258-269.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), “Emotion in the Wilds of Nature: The Coherence and Contagion of Fear during Threatening Group-based Outdoors Experiences,” *Emotion*, 18 (3), 355–68.
- Stellar, Jennifer E., Amie M. Gordon, Paul K. Piff, Daniel Cordaro, **Craig L. Anderson**, Yang Bai, Laura A. Maruskin, and Dacher Keltner (2017), “Self-Transcendent Emotions and Their Social Functions: Compassion, Gratitude, and Awe Bind Us to Others Through Prosociality,” *Emotion Review*, 9 (3), 200–207.
- Gordon, Amie M., Jennifer E. Stellar, **Craig L. Anderson**, Galen D. McNeil, Daniel Loew, and Dacher Keltner (2017), “The Dark Side of the Sublime: Distinguishing a Threat-based Variant of Awe,” *Journal of Personality and Social Psychology*, 113 (2), 310–28.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Charlotte Johnston, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2017), “Tracking Distraction: The Relationship Between Mind-Wandering, Meta-Awareness, and ADHD Symptomatology,” *Journal of Attention Disorders*, 21 (6), 475–86.
- Cordaro, Daniel T., Marc Brackett, Lauren Glass, and **Craig L. Anderson** (2016), “Contentment: Perceived Completeness across Cultures and Traditions,” *Review of General Psychology*, 20 (3), 221–35.
- Stellar, Jennifer E., Neha John-Henderson, **Craig L. Anderson**, Amie M. Gordon, Galen D. McNeil, and Dacher Keltner (2015), “Positive Affect and Markers of Inflammation: Discrete Positive Emotions Predict Lower Levels of Inflammatory Cytokines,” *Emotion*, 15 (2), 129–33.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2013), “The Silver Lining of a Mind in the Clouds: Interesting Musings are Associated with Positive Mood while Mind-wandering,” *Frontiers in Psychology*, 4, 1–5.

Mauss, Iris B., Nicole S. Savino, **Craig L. Anderson**, Max Weisbuch, Maya Tamir, and Mark L. Laudenslager (2012), “The Pursuit of Happiness can be Lonely,” *Emotion*, 12 (5), 908–12.

Mauss, Iris B., Maya Tamir, **Craig L. Anderson**, and Nicole S. Savino (2011), “Can Seeking Happiness Make People Unhappy? Paradoxical Effects of Valuing Happiness,” *Emotion*, 11 (4), 807–15.

WORKS IN PROGRESS

Anderson, Craig L., and Elanor F. Williams, “Cold-Blooded Business Decisions Dehumanize and Drive Away Customers,” (Job Market Paper: 16 studies completed), targeted for *Journal of Marketing*.

Anderson, Craig L., and Cindy Cryder, “Awesome Analogies Enhance Consumer Response to Large-Scale Sustainability Initiatives,” targeted for *Journal of Marketing Research* (5 studies completed).

Anderson, Craig L., Maria Monroy, Elia Soler-Pastor, Jennifer E. Stellar, Veronica Benet-Martinez and Dacher Keltner, “On the Genetics of the Sublime: The Effect of the DRD4 VNTR Gene on Emotional Responses to Awe-inspiring Situations,” targeted for *Journal of Experimental Psychology; General* (4 studies completed). Pre-print available at <https://craiglanderson.com/wp-content/uploads/2018/09/Preprint-On-the-Genetics-of-the-Sublime.pdf>

REFEREED CONFERENCE PRESENTATIONS

Anderson, Craig L., & Elanor F. Williams (2021). Brand Backstabbing: When Intentional, Overt, and Strategic Company Decisions Dehumanize and Drive Away Consumers. Paper presented at the Society for Consumer Psychology annual meeting.

Anderson, Craig L., & Dante D. Dixson (2020). The gifted kids aren’t alright: A JDM approach to understanding low support for gifted education programs. Poster presented at the Society for Judgment and Decision Making annual meeting.

Anderson, Craig L. (2019). On the genetics of the sublime: The DRD4 VNTR gene predicts emotional response to awe-inspiring situations. Paper presented at the Bay Area Affective Science meeting, Palo Alto, CA.

Anderson, Craig L., & Dacher Keltner (2016). It’s all in the genes: The dopamine D4 gene (DRD4) is associated with awe reactivity. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Chicago, IL.

Anderson, Craig L., Amie M. Gordon, Jennifer E. Stellar & Dacher Keltner (2016). Awe, curiosity, and downstream social consequences. Paper presented at the Society for Personality and Social Psychology annual meeting, San Diego, CA.

Anderson, Craig L., & Dacher Keltner (2015). Lessons from the river: The effects of nature experience on positive emotions. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Oakland, CA.

Anderson, Craig L., & Dacher Keltner (2015). Positive emotions during whitewater rafting predict levels of cortisol and DHEA-S. Paper presented at the Social Neuroendocrinology preconference at the Society for Personality and Social Psychology annual meeting, Long Beach, CA.

Anderson, Craig L., & Dacher Keltner (2015). Diary of an awe-struck kid: Investigating the effect of the emotion of awe on curiosity using diary methodology. Poster presented at the Society for Affective Science annual meeting, Oakland, CA.

Anderson, Craig L. & Dacher Keltner (2015). The dopamine D4 (DRD4) gene is associated with awe reactivity. Poster presented at the Society for Personality and Social Psychology Annual meeting, Long Beach, CA.

Anderson, Craig L. & Dacher Keltner (2014). Puzzle me this: The emotion of awe promotes curious engagement with difficult puzzles. Poster presented at the Society for Personality and Social Psychology Annual meeting, Austin, TX.

Anderson, Craig L. & Dacher Keltner (2013). Awe Yeah! The emotion of awe promotes curiosity. Poster presented at the Society for Personality and Social Psychology Annual meeting, New Orleans, LA.

Anderson, Craig L. & Iris B. Mauss (2012). Whoever desires is always poor: Highly valuing happiness predicts depression symptoms six months later. Poster presented at the Society for Personality and Social Psychology Annual meeting, San Diego, CA.

Anderson, Craig L., Durwin Foster, Linda E. Carlson, Jonathan M. Smallwood, & Jonathan W. Schooler (2008). Reducing mind-wandering through the development of mindfulness and meta-awareness. Poster presented at the Mind and Life Summer Research Institute, Garrison, New York.

SPECIALIZED TRAINING

Social Neuroendocrinology (Summer Institute in Social and Personality Psychology, a competitive two-week intensive training program for graduate students (UC Davis, 2013).

Facial Action Coding System (FACS) certification – Methodology for describing facial expressions based on action units, which represent movement that occurs when underlying muscle fibers contract (2012).

PROFESSIONAL ACTIVITIES

Editorial board

Affective Science, 2021-present

Ad hoc reviewing

Journal of Personality and Social Psychology

Scientific Reports

Personality and Social Psychology Bulletin

Emotion

Frontiers in Psychology: Emotion Science

FUNDING AND DISTINCTIONS

- 2015 **Graduate Student Travel Award** – Society for Personality and Social Psychology (SPSP) Annual meeting, Long Beach, CA.
- 2014 **Quinn Exchange Fellowship Program** – Funding for graduate students to conduct research as a visiting scholar in the Psychology Department at the University of British Columbia, Vancouver, BC.
- 2013 **Greater Good Science Center (GGSC) Graduate Student Fellowship** – Competitive funding program to support graduate students pursuing research related to the biological underpinning of positive emotions.
- 2011 **National Science Foundation (NSF) Graduate Research Fellowship** – Competitive program that recognizes and supports outstanding graduate students in science disciplines for three years.

INVITED TALKS

- Annual Resilience Symposium hosted by Columbia University Department of Psychiatry and the New York Police Department (2021, May).
- State Farm Sales Leadership Group (2020, July, September, October).
- Washington University in St. Louis Psychology Department (2020, April).
- Annual Bay Area Open Space Conference (BAOSC), Richmond, CA (2017, June).
- White House Roundtable: The Health Benefits of the Outdoors, Eisenhower Executive Office Building, Washington D.C (2016, October).
- Greater Good Science Center (GGSC), the Art and Science of Awe, Berkeley, CA (2016, June).
- Outdoors Industry Association (OIA) Rendezvous, Seattle, WA (2015, October).
- Wonderfest lecture series, San Francisco, CA (2015, July).

OTHER SERVICE

- 2012-2018 Member of Colloquium Committee for Institute of Personality and Social Research (IPSR), UC Berkeley
- 2012-2014 Fundraising and Social Chair for Graduate Association of Students of Psychology (GASP), UC Berkeley

OTHER DISTINCTIONS

- 2024 Scientific advisor for National Geographic documentary *Operation Arctic Cure*
- 2000 Awarded rank of Eagle Scout, Boys Scouts of America, Albuquerque, New Mexico

