

05/2015

DALE W. GRIFFIN
Curriculum Vitae

Contact Information

Dale Griffin, Advisory Council Professor of Marketing and Behavioural Sciences
Sauder School of Business, University of British Columbia
2053 Main Mall, Vancouver, BC CANADA V6T 1Z2
Telephone (office) 604-822-8364

Areas of Expertise

Consumer Decision Making, Risk Assessment and Risk Communication, Managerial Decision Making, Behavioural Finance, Forecasting, Branding and Consumer Satisfaction, Research Methods and Statistics

Employment

2009-2014	Associate Dean, Strategic Communications, Sauder School of Business
2005-2009	Senior Associate Dean, Academic Programs, Sauder School of Business
2003-present	Professor of Marketing and Behavioural Sciences, Sauder School of Business, UBC
2001-2003	Associate Professor, Marketing, Stanford University Graduate School of Business, Stanford, CA, U.S.A.
1999-2001	Associate Professor, Marketing, Faculty of Commerce, UBC
1997-1999	Reader in Psychology, University of Sussex, UK
1994-1997	Senior Lecturer in Psychology, University of Sussex, UK
1993-1994	Associate Professor of Psychology, University of Waterloo
1988-1993	Assistant Professor of Psychology, University of Waterloo
1988-1990	Visiting Assistant Professor of Psychology, Stanford University

Education

1988 Stanford University-- Ph.D. (Psychology: Advisors: Lee Ross & Amos Tversky)
1984 Stanford University-- A.M. (Psychology)
1983 University of British Columbia—B.A. (Psychology) (Advisor Daniel Kahneman)

Academic Awards

2005	Killam Senior Research Prize, Faculty of Arts, University of British Columbia
2005	Senior Faculty Research Prize, Sauder School of Business, UBC
1997-98	Leverhulme National Research Fellowship (UK)
1986	Dean's Award for Service, Stanford University
1984-87	Social Sciences and Humanities Research Council Doctoral Fellowship
1983-84	Stanford University Fellowship
1983	British Columbia Psychological Association Gold Medal
1983	Psychology Essay Prize, University of British Columbia

RESEARCH AREAS

Prediction and Risk Assessment

- Consumer judgment and decision-making.
- The Psychology of Behavioural Finance
- Risk assessment, optimism, risk communication and search for information.
- Optimistic biases in planning and prediction, individual and group planning processes, effect of market interaction on prediction biases.

Research Methods

- Statistical designs for interaction and interdependence.
- Structural equation modelling and multi-level modeling.

TEACHING EXPERIENCE AND INTERESTS

UNDERGRADUATE COURSES TAUGHT

Consumer Behavior
 Introduction to Social Psychology
 Research Methods in Social Psychology
 Research Methods and Statistics
 Social Psychology of Culture
 Unconscious Processes in Social Cognition

GRADUATE AND EXECUTIVE COURSES TAUGHT

Consumer Behavior (MBA at UBC and Stanford Graduate School of Business)
 Business Research Methods (PhD at UBC and Stanford Graduate School of Business)
 Decision Making for Managers (MBA)
 Marketing Research (MBA and MM)
 Consumer Analysis (MBA in Finance course)
 Judgment and Decision Making (PhD course)
 Social Psychology (PhD course)
 Social Psychology for Business Applications (PhD course)
 Structural Equation Modelling (PhD course)
 Multivariate Statistical Methods (PhD course)
 Strategic Marketing Management (Executive)
 Integrated Marketing Management (Executive)
 Strategic Leadership Decision Making (Executive)
 Strategic Decision Making (Executive)

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Prediction and Risk Assessment

These papers are primarily about optimistic predictions about the future, how and why people believe that the future will be better than it actually is, and how and why they are less at risk than others. A specific sub-theme considers the role of culture in financial decision-making.

- Li, K., Griffin, D., Yue, H., & Zhao, L. (2013). How does culture influence corporate risk-taking? *Journal of Corporate Finance* 23, 1-22.
- Brenner, L., Griffin, D., & Koehler, D. (2012). A case-based model of probability and pricing judgments: Buying and selling uncertainty. *Management Science*, 58 (1), 159-178.
- Buehler, R., Griffin, D., Lam, K. & Deslauriers, J. (2012). Perspectives on prediction: Does third-person imagery improve completion estimates? *Organizational Behavior and Human Decision Processes*, 117 (1). 138-149.
- Li, K., Griffin, D., Yue, H., & Zhao, L. (2011). National culture and capital structure decisions: Evidence from foreign joint ventures in China. *Journal of International Business Studies*, 42, 477-503.
- Griffin, D.W., & Harris, P.R. (2011). Calibrating the response to health warnings. *Psychological Science*, 22, 572-578.
- Buehler, R., Peetz, J., & Griffin, D. Finishing on time: When do predictions influence completion times? (2010) *Organizational Behavior and Human Decision Processes*, 111, 23-32.
- Harris, P., Griffin, D. W., & Murray, S. (2008). Testing the Limits of Optimistic Bias: Event and Person Moderators in a Multi-Level Framework. *Journal of Personality and Social Psychology*, 95, 1225-1237.
- Griffin, D., Koehler, D. J., & Brenner, L. (2007). Frequency formats are a small part of the base rate story. *Behavioral and Brain Sciences*, 30, 268-269.
- Hayward, M., Shepherd, D.A., & Griffin, D. (2006). A Hubris Theory of Entrepreneurship. *Management Science*, 52, 160-172.
- Griffin, D., & Buehler, R. (2005). Biases and fallacies, memories and predictions. *Psychological Bulletin*, 131, 757-760.

- Griffin, D., Liu, W., & Khan, U. (2005). A new look at constructed choice processes. *Marketing Letters, 16*, 321-333.
- Buehler, R., Messervey, D., & Griffin, D. (2005). Collaborative planning and prediction: Does group discussion affect optimistic biases in time estimation? *Organizational Behavior and Human Decision Processes, 97*, 47-63.
- Brenner, L., Griffin, D., & Koehler, D. (2005). Modeling patterns of probability calibration with random support theory. *Organizational Behavior and Human Decision Processes, 97*, 64-81.
- Buehler, R., & Griffin, D. (2003). Planning, personality, and prediction: The role of future focus in optimistic time predictions. *Organizational Behavior and Human Decision Processes, 92*, 80-90.
- Newby-Clark, I., Ross, M., Buehler, R., Koehler, D., & Griffin, D. W. (2000). People focus on optimistic scenarios and disregard pessimistic scenarios while predicting task completion times. *Journal of Experimental Psychology: Applied, 6*, 171-182.
- Griffin, D. W., & Buehler, R. (1999). Frequency, probability, and prediction: Easy solutions to cognitive illusions? *Cognitive Psychology, 38*, 48-78.
- Buehler, R., Griffin, D.W., & MacDonald, H. (1997). The role of motivated reasoning in task predictions. *Personality and Social Psychology Bulletin, 23*, 238-247.
- Griffin, D. W., & Vary, C. A. (1996). Towards a consensus on overconfidence. *Organizational Behavior and Human Decision Processes, 65*, 227-231.
- Buehler, R., Griffin, D. W., & Ross, M. (1994). Exploring the planning fallacy: Why people underestimate their task completion times. *Journal of Personality and Social Psychology, 67*, 366-381.
- Griffin, D.W., & Tversky, A. (1992). The weighing of evidence and the determinants of confidence. *Cognitive Psychology, 24*, 411-435.
- Dunning, D., Griffin, D.W., Milojkovic, J.H., & Ross, L. (1990). The overconfidence effect in social prediction. *Journal of Personality and Social Psychology, 58*, 568-581.
- Griffin, D.W., Dunning, D., & Ross, L. (1990). The role of construal processes in overconfident predictions about the self and others. *Journal of Personality and Social Psychology, 59*, 1128-1139.
- Vallone, R., Griffin, D.W., Lin, S., & Ross, L. (1990). The overconfident prediction of future actions and outcomes for self and other. *Journal of Personality and Social Psychology, 58*, 582-592.

Social Judgment and Decision-making

These papers are about judgment and decision making in social situations and social relationships, with special research methods for measuring diary data over time and measuring the joint effects of relationship partners.

- Murray, S.L., Holmes, J.G., Griffin, D.W., & Derrick, J.L. (2015). The equilibrium model of relationship maintenance. *Journal of Personality and Social Psychology*, *108*, 93-113.
- Murray, S.L., Holmes, J.G., Derrick, J.L., Harris, B., Griffin, D., & Pinkus, R.T. (2012). Cautious to a fault: Self-protection and the trajectory of marital satisfaction. *Journal of Experimental Social Psychology*, *49*, 522-533.
- Murray, S.L., Griffin, D., Derrick, J.L., Harris, B., Aloni, M., & Leder, S. (2011). Tempting fate or inviting happiness? Unrealistic idealization prevents the decline of marital satisfaction. *Psychological Science*, *5*, 619-626.
- Aaker, J., Drolet, A., & Griffin, D. (2008). Recalling mixed emotions. *Journal of Consumer Research*, *35*, 268-278.
- Murray, S. L., Griffin, D., Rose, P., & Bellavia, G. (2006). For better or worse? Self-esteem and the contingencies of acceptance in marriage. *Personality and Social Psychology Bulletin*, *32*, 866-880.
- Murray, S.L., Rose, P., Holmes, J.G., Derrick, J., Podchaski, E.J., Bellavia, G., & Griffin, D. W. (2005). Putting the partner within reach: A dyadic perspective. *Journal of Personality and Social Psychology*, *88*, 327-347.
- Murray, S. L., Holmes, J. G. & Griffin, D. W. (2003). Reflections on the self-fulfilling effects of positive illusions. *Psychological Inquiry*, *14*, 289-295.
- Murray, S.L., Griffin, D. W., & Rose, P. (2003). The relational contingencies of self-esteem. *Journal of Personality and Social Psychology*, *85*, 63-84.
- Murray, S. L., Bellavia, G., Rose, P., & Griffin, D. W., (2003). How perceived regard regulates daily marital interactions. *Journal of Personality and Social Psychology*, *84*, 126-147.
- Murray, S. L., Holmes, J. G., Bellavia, G., Griffin, D. W., & Dolderman, D. (2002). The benefits of egocentrism in close relationships. *Journal of Personality and Social Psychology*, *82*, 563-581.
- Murray, S. L., Holmes, J. G., Griffin, D. W., Bellavia, G., & Rose, P. (2001). The mismeasure of love: How self-doubt contaminates relationship beliefs. *Personality and Social Psychology Bulletin*, *27*, 423-436.

- Murray, S. L., Holmes, J. G., Dolderman, D., & Griffin, D. W. (2000). What the motivated mind sees: Comparing friends' perspectives to married partners' views of each other. *Journal of Experimental Social Psychology, 36*, 600-620.
- Murray, S. L., Holmes, J. G., & Griffin, D. W. (2000). Self-esteem and the quest for felt security: How perceived regard regulates attachment processes. *Journal of Personality and Social Psychology, 78*, 478-498.
- Kunda, Z., Sinclair, L., & Griffin, D.W. (1997). Stereotypes and the construal of traits. *Journal of Personality and Social Psychology, 72*, 720-734.
- Boon, S., & Griffin, D. W. (1996). The construction of risk in relationships: The role of framing in decisions about intimate relationships. *Personal Relationships, 3*, 293-306.
- Murray, S.L., Holmes, J.G., & Griffin, D.W. (1996). The self-fulfilling nature of positive illusions in romantic relationships. *Journal of Personality and Social Psychology, 71*, 1155-1180.
- Murray, S. L., Holmes, J. G., & Griffin, D.W. (1996). The benefits of positive illusions: Idealization and the construction of satisfaction in close relationships. *Journal of Personality and Social Psychology, 70*, 79-98.
- Buehler, R., & Griffin, D. W. (1994). Change of meaning effects in conformity and dissent: Observing construal processes over time. *Journal of Personality and Social Psychology, 67*, 984-996.
- Griffin, D. W., & Bartholomew, K. (1994). Models of the self and other: Fundamental dimensions underlying measures of adult attachment. *Journal of Personality and Social Psychology, 67*, 430-445.
- Griffin, D. W., & Buehler, R. (1993). The role of construal processes in conformity and dissent. *Journal of Personality and Social Psychology, 65*, 657-669.

Research Methods

These papers are about statistical methods for testing hypotheses about multiple individuals in multivariate or group interaction settings.

- Griffin, D., & Gonzalez, R. (2003). Models of dyadic social interaction. *Philosophical transactions of the Royal Society: Biological Sciences, 358*, 573-582.
- Gonzalez, R., & Griffin, D. W. (2002). Modeling the personality of dyads and groups. *Journal of Personality, 23*, 901-924.

- Gonzalez, R. & Griffin, D. (2001). Testing parameters in structural equation modeling: Every "one" matters. *Psychological Methods*, 6, 258-269.
- Gonzalez, R., & Griffin, D.W. (1999). The correlational analysis of dyad-level data in the distinguishable case. *Personal Relationships*, 6, 449-469.
- Griffin, D.W., Murray, S. L, & Gonzalez, R. (1999). Difference score correlations in relationship research: A conceptual primer. *Personal Relationships*, 6, 505-518.
- Griffin, D. W., & Gonzalez, R. (1995). The correlational analysis of dyad-level data for the exchangeable case. *Psychological Bulletin*, 118, 430-439.

BOOKS AND BOOK CHAPTERS

- The Planning Fallacy: When Plans Lead to Optimistic Forecasts. Buehler, R., & Griffin, D. *Planning in organizations: The Psychology of performance*, ed., M. Mumford & M. Frese. (in press)
- Griffin, D., & Gonzalez, R. (2013). The endowment-contrast model: A lens for happiness research. In I. Boniwell, S.A. David, & A. Conley Ayers (Eds.), *Oxford Handbook of Happiness*, Oxford University Press.
- Gonzalez, R. & Griffin, D. (2012). Deriving estimators and their standard errors in dyadic data analysis: Examples using a symbolic computation program. In M. Edwards & R. MacCallum (Eds.), *Current Topics in the Theory and Application of Latent Variable Models*, Routledge, 24-41.
- Gonzalez, R., & Griffin, D. (2012). Dyadic data analysis. In H. Cooper (Ed.), *The Handbook of Research Methods in Psychology (Vol 3)*. 439-450. New York: American Psychological Association.
- Griffin, D. W., Gonzalez, R., Koehler, D., & Gilovich, T.D. (2012). Heuristics and biases: A historical overview. In Holyoak, K., & Morrison, R.G. (Eds.), *The Cambridge handbook of thinking and reasoning*. 322-345. New York, Cambridge University Press.
- Buehler, R., Griffin, D., & Peetz, J. (2010). The Planning Fallacy : Cognitive, Motivational, and Social Origins. *Advances in Experimental Social Psychology*, 43, 1-62.
- Gilovich, T. D., & Griffin, D. W. (2010). Judgment and decision making. In D. Gilbert, S. Fiske, & G. Lindzey (Eds). *Handbook of Social Psychology* (5th Edition). Hoboken: John Wiley and Sons.

- Griffin, D., & Brenner, L. (2004). Probability judgment calibration. In N. Harvey & D. Koehler (Eds.), *Blackwell Handbook of Judgment and Decision Making*. Chichester: Blackwell.
- Gonzalez, R., & Griffin, D. (2004). Measuring individuals in a social environment. In C. Sansone, C. Morf, & A. Panter (Eds.), *Sage Handbook of Methods in Social Psychology*. Los Angeles: Sage.
- Gilovich, T., Griffin, D., & Kahneman, D. (2002). *Heuristics and Biases: The Psychology of Intuitive Judgment*. (2002). Cambridge: Cambridge University Press.
- Gilovich, T., & Griffin, D. (2002). Heuristics then and now (Introduction). In Gilovich, T., Griffin, D. W., & Kahneman, D., (Eds.) *Heuristics and Biases: The Psychology of Intuitive Judgment*. Cambridge: Cambridge University Press.
- Buehler, R., Griffin, D.W., & Ross, M. (2002). The Triumph of Hope over Experience: Exploring the Planning Fallacy. In Gilovich, T., Griffin, D. W., & Kahneman, D., (Eds.) *Heuristics and Biases: The Psychology of Intuitive Judgment*. Cambridge: Cambridge University Press.
- Koehler, D., Brenner, L., & Griffin, D. W. (2002). The calibration of probability judgments in theory and practice. In Gilovich, T., Griffin, D. W., & Kahneman, D., (Eds.) *Heuristics and Biases: The Psychology of Intuitive Judgment*. Cambridge: Cambridge University Press.
- Griffin, D. W., & Kahneman, D. (2003). Judgmental Heuristics: Human strengths or human weakness?. In L. Aspinwall and U. Staudinger (Eds.) *A psychology of human strengths: Perspectives on an emerging field*. New York: APA Books.
- Griffin, D.W., Gonzalez, R., & Varey, C. A. (2001). The heuristics and biases approach to judgment under uncertainty. Ch. 10 in N. Schwarz & A. Tesser (Eds.) *Blackwell Handbook of Social Psychology: Intrapersonal Processes*.
- Gonzalez, R. & Griffin, D.W. (2001). Conceptualizing and analyzing group-level phenomena. Ch. 19 in G. Fletcher and M. Clark (Eds.) *Blackwell Handbook of Social Psychology: Interpersonal Processes*
- Gonzalez, R., & Griffin, D. (1996). Dyadic data analysis: New statistical tools for analyzing relationship data. *Bulletin of the International Society for the Study of Personal Relationships*, 12, 7-9.
- Gonzalez, R., & Griffin, D. W. (1996). The statistics of interdependence. In S. Duck (Ed.) *Handbook of Personal Relationships*. Chichester: Wiley.
- Buehler, R., Griffin, D. W., & Ross, M. (1995). It's about time: Optimistic predictions in love and work. In W. Stroebe and M. Hewstone (Eds.) *European Review of Social Psychology*, 6. Chichester: Wiley.

- Thompson, M., Zanna, M. P., & Griffin, D. W. (1995). Let's not be indifferent about attitudinal ambivalence. In R. E. Petty & A. J. Krosnick (Eds.), *Attitude Strength: Antecedents and Consequences*. Hillsdale, NJ: Erlbaum.
- Griffin, D. W., & Bartholomew, K. (1994). The metaphysics of measurement: The case of adult attachment. In K. Bartholomew & D. Perlman (Eds.), *Advances in Personal Relationships Vol. 5: Adult Attachment Relationships*, London: Jessica Kingsley.
- Griffin, D.W., & Ross, L. (1991). Subjective construal, social inference and human misunderstanding. In M.P. Zanna (Ed.). *Advances in Experimental Social Psychology, Vol. 21.*, New York: Academic Press.
- Slovic, P., Griffin, D.W., & Tversky, A. (1990). Compatibility effects in judgment and choice. In R.M. Hogarth (Ed.). *Insights in Decision Making: Theory and Applications* (pp. 5-27). Chicago: University of Chicago Press.
- Tversky, A., & Griffin, D.W. (1990). Endowment and contrast in judgments of well-being. In F. Strack, M. Argyle, & N. Schwarz (Eds.) *Subjective Well-being* (pp. 101-118). New York: Pergamon.

PROFESSIONAL SERVICE

- Occasional reviewer: Journal of Consumer Research; Management Science; Organizational Behavior and Human Decision Processes; Journal of Marketing Research; Journal of Personality and Social Psychology; Personality and Social Psychology Bulletin; Journal of Applied Social Psychology; Journal of Experimental Psychology: Learning, Memory, and Cognition; Psychological Bulletin; Psychological Review. British Journal of Social Psychology; European Journal of Social Psychology; Journal of Economic Psychology; Memory and Cognition; Journal of Behavioral Decision Making; Personal Relationships.
- Member of national review committee (sole Marketing representative) for SSHRC research grants, Business Administration Committee.
- Member of review board: UBC Wall Center for Advanced Research.
- Review board member for doctoral fellowship applications to The Social Sciences and Humanities Research Council of Canada, 1993.
- Occasional research grant reviewer: The Social Sciences and Humanities Research Council of Canada, National Science Foundation, U.S., Economic and Social Research Council (U.K.), Leverhulme Charitable Fund (U.K.).

GRANT SUPPORT

- 1988-89 Griffin, D.W. --University of Waterloo Faculty of Arts Research Grant: "The Determinants of Confidence."
- 1988-89 Griffin, D.W. --Social Sciences and Humanities Research Council of Canada/University of Waterloo: "The Role of Construal Processes in Conformity Behavior."
- 1989-91 Griffin, D.W. --Social Sciences and Humanities Research Council of Canada: "The Role of Construal Processes in Conformity and Dissent."
- 1991-94 Griffin, D.W. --National Science and Engineering Research Council of Canada: "Weighing the Evidence in Judgments of Confidence."
- 1992-95 Griffin, D.W. --Social Sciences and Humanities Research Council of Canada: "Subjective Construal and Unconscious Prejudice."
- 1995-96 Griffin, D.W. --University of Sussex Research Development Fund: "Judgments in Couples."
- 1997-98 Griffin, D.W. --Leverhulme Trust Research Fellowship: "Dyadic Data Analysis."
- 1999-2000 Griffin, D.W. --UBC/Social Sciences and Humanities Research Council: "Identifying the characteristics of persuasive risk-related web sites".
- 2000-2003 Griffin, D.W. -Social Sciences and Humanities Research Council of Canada: "Consumer search for risk-related information on the world-wide web"
- 2000-2003 Buehler, R., & Griffin, D. W.
-Social Sciences and Humanities Research Council of Canada: "Prediction biases in group decision-making"
- 2004-2006 Griffin, D. W.
-Social Sciences and Humanities Research Council of Canada: "Debiasing forecasts through market feedback"
- 2004-2006 Buehler, R., & Griffin, D. W.
-Social Sciences and Humanities Research Council of Canada: "The role of first and third-person perspective in planning biases"

- 2007-2008 Griffin, D., & Harris, P.
-Hampton Research Grant: “Communicating health risks and benefits”
- 2008-2010 Griffin, D., & Harris, P.
-Social Sciences and Humanities Research Council of Canada: “Consumer processing of risk-related information”
- 2008-2011 Buehler, R., & Griffin, D.

-Social Sciences and Humanities Research Council of Canada: “Planning Biases in forecasting household spending”
- 2011-2015 Griffin, D., & Harris, P.

-Social Sciences and Humanities Research Council of Canada: “Communicating risk”
- 2013-2017 Buehler, R., & Griffin, D.

-Social Sciences and Humanities Research Council of Canada: “Backwards planning”
- 2015-2019 Griffin, D. & Harris, D.

-Social Sciences and Humanities Research Council of Canada: “Sources of resistance to values-based appeals”

Consulting Areas

- Marketing Research Methods
- Optimism, Risk Taking and Consumer Risk Communication
- Branding and Customer Satisfaction Research and Analysis
- Marketing and Advertising for Public Health Warnings
- Behavioral Finance