

RORY M. WAISMAN

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EDUCATION

Ph.D. Marketing (Minor: Psychology), University of Alberta 2024 (expected)
Dissertation: Default Dynamics: How Choice Architecture Affects Downstream Behavior
Committee: Gerald Häubl (Chair), Sarah G. Moore, Kyle Murray, Eric Johnson (External)

B.A. (Hons) Psychology, University of Manitoba 2017
Thesis: Moving the Subject Pool Online: Reliable, Efficient Judgment and Decision Making Research
Supervisor: Randall K. Jamieson

RESEARCH

Primary Areas of Research Interest

Enduring Effects of Choice Architecture, Maladaptive Decision Making, Consumption Appraisal,
Memorial Basis of Preference and Choice

Peer-Reviewed Journal Articles

Li, Johnson C-H., Marcello Nesca, **Rory M. Waisman**, Yongtian Cheng, Virginia Man Chung Tze (2021), “A Robust Effect Size Measure Aw for MANOVA with Non-Normal and Non-Homogenous Data,” *Methodological Innovations*, 14(3), 1-12.

Donkers, Bas, Benedict G.C. Dellaert, **Rory M. Waisman**, and Gerald Häubl (2020), “Preference Dynamics in Sequential Consumer Choice with Defaults,” *Journal of Marketing Research*, 57(6), 1096-1112.

Li, Johnson C-H. and **Rory M. Waisman** (2019), “Probability of Bivariate Superiority: A Non-Parametric Common-Language Statistic for Detecting Bivariate Relationships,” *Behavior Research Methods*. 51(1), 258-279. Canadian Psychological Association 2020 Quantitative Methods Research Award Runner Up

Selected Working Papers and Research in Progress

Waisman, Rory M., Tim Derksen, and Gerald Häubl, “Understanding How Default Choice Architecture Impacts Downstream Behavior: A Scoping Review and Research Agenda,” manuscript in preparation for submission to *Psychological Bulletin*.

Waisman, Rory M., Gerald Häubl, D. Matthew Godfrey, and Benedict G.C. Dellaert, “Default Carryover Effects: The Interplay of Choice Architecture, Prior Preferences, and Experienced Choice Consequences,” manuscript in preparation for submission to *Journal of Consumer Research*.

Waisman, Rory M. and Gerald Häubl, “Cognitive Dynamics in Decision Making with Defaults: Implications for Later Behavior,” manuscript in preparation for submission to *Journal of Consumer Research*.

Waisman, Rory M., Shiri, Amin, Gerald Häubl, and, “Mind Over Body in Games of Chance,” manuscript in preparation for submission to *Journal of Personality and Social Psychology*

Waisman, Rory M., and Gerald Häubl, “How Uncertainty Boosts Confidence in Consumption Decisions,” 3 studies completed, target: *Journal of Consumer Research*.

Waisman, Rory M., Mohammed El Hazzouri, and Kelley Main, “Magically Relieved or Taking Control? The Surprising Influence of Messages Aimed at Debt Distressed Consumers,” 3 studies completed, target: *Journal of Marketing*.

Brigden, Neil, Gerald Häubl, and **Rory M. Waisman**, “Hold’em or Fold’em: The Dynamics of Inaction in the Disposition of Under-Performing Investments,” 4 studies completed, target: *Journal of Consumer Research*.

Ibrahim, Nahid, Gerald Häubl, and **Rory M. Waisman**, “The Rating Effect: Does Rating a Consumption Experience Change Consumers’ Retrospective Evaluation?” 4 studies completed, target: *Journal of Consumer Research*.

Conference Presentations (*presenter)

Default Carryover Effects

with Gerald Häubl, Matthew Godfrey, and Benedict Dellaert

**Southern Ontario Behavioral Decision Research Conference*, Toronto, Canada, 2024 [poster].

**Society for Judgment and Decision Making*, San Diego, California, 2022 [poster].

**Society for Personality and Social Psychology*, JDM Virtual Pre-Conference, 2022. [Video Link](#)

Mind Over Body in Gambling Behavior

with Amin Shiri and Gerald Häubl

Association for Consumer Research, Denver, Colorado, 2022.

Insights from a Process Model of Retrospective Evaluation

**Association for Consumer Research*, Virtual Conference, 2020.

How Uncertainty Boosts Confidence in Consumption Decisions

with Gerald Häubl

**Association for Consumer Research*, Virtual Conference, 2020;

**Society for Consumer Psychology*, Huntington Beach, CA, 2020;

**Society for Judgment and Decision Making*, Montreal, Canada, 2019 [poster].

Good Gets Better, Bad Gets Worse: The Polarizing Effect of Rating a Consumption Experience

with Nahid Ibrahim and Gerald Häubl

**Association for Consumer Research*, Dallas, Texas, USA, 2018.

Magically Rescued or Taking Control? An Examination of Messaging Aimed at Debt Distressed Consumers

with Mohammed El Hazzouri and Kelley Main

**Association for Consumer Research*, Virtual Conference, 2020 [poster];

AMA Marketing & Public Policy, Columbus, Ohio, 2018 [poster].

Bootstrapping – Enhancing Successful Replication of Effect Size Estimates

with Yongtian Cheng and Johnson Li

International Meeting of the Psychometric Society, Zurich, Switzerland, 2017.

The Probability of Replicating Effect Size: Can We (partly) Blame Inappropriate Statistical Methods for the Replication Crisis?

with Yongtian Cheng and Johnson C-H. Li

Canadian Psychological Association, Toronto, Canada, 2017.

Bootstrap Confidence Intervals in Meta-Analysis

with Yongtian Cheng and Johnson Li

Canadian Psychological Association, Toronto, Canada, 2017.

Meta-Analysis of Omega Composite Reliability: An Overestimation Problem Revealed?

with Johnson Li

**International Meeting of the Psychometric Society*, Asheville, NC, 2016 [poster].

A Probability-Based Effect Size (A_G) Robust to Multivariate Non-Normality and Heterogeneity of Covariance Matrices in One-Way MANOVA

with Marcelo Nesca, Yongtian Cheng, and Johnson Li

International Meeting of the Psychometric Society, Beijing, China, 2015.

A Precise Computational Description of the Availability Heuristic: Minerva-DM Revised

with Randall K. Jamieson

**Canadian Psychological Association*, Toronto, Canada, 2015, [poster].

Modelling Word-Specific False Recognition Rates in the DRM Test

with Randall K. Jamieson and Brendan T. Johns

**Canadian Society for Brain, Behaviour and Cognitive Science*, Toronto, Canada, 2015, [poster].

Chaired Symposia

New Insights from Computational Models of Cognition in Consumer Research

Association for Consumer Research, Oct. 2020.

Persuasive Uncertainty: Toward Understanding How Uncertainty Influences the Formulation of Beliefs

Association for Consumer Research, Oct. 2020.

On Certain Mechanism of Uncertainty in the Formulation of Beliefs

Society for Consumer Psychology, March 2020.

Invited Talks

Concordia University, John Molson School of Business

2022

University of Guelph, Gordon S. Lang School of Business and Economics

2022

Deakin University, Deakin Business School

2022

Indiana University Indianapolis, Kelley School of Business

2022

Public Presentations

Confidence from Uncertainty. Three Minute Thesis Presentation, University of Alberta, Edmonton, Canada, April 2020. [Video Link](#)

Nudging Sustained Behaviour Change. Three Minute Thesis Presentation, University of Alberta, Edmonton, Canada, April 2018. [Video Link](#)

RESEARCH COLLABORATORS

Neil Brigden, Assistant Professor of Marketing, Mount Royal University

Benedict Dellaert, Professor of Marketing, Erasmus University Rotterdam

Tim Derksen, Ph.D. Student, University of Alberta
 Bas Donkers, Professor of Marketing, Erasmus University Rotterdam
 Mohammed El Hazzouri, Associate Professor of Marketing, Dalhousie University
 Matthew Godfrey, Assistant Professor of Marketing, University of Massachusetts Amherst
 Gerald Häubl, Professor of Marketing, University of Alberta
 Nahid Ibrahim, Assistant Professor of Marketing, University of Leeds
 Johnson Li, Associate Professor of Psychology, University of Manitoba
 Kelley Main, Professor of Marketing, University of Manitoba
 Virginia Man Chung Tze, Assistant Professor of Counselling Psychology, University of Manitoba
 Qiao Liu, Ph.D. Student, University of Alberta
 Amin Shiri, Ph.D. Student, Texas A&M University
 Sarah Wei, Assistant Professor of Marketing, University of Warwick

HONORS AND AWARDS

Research Grants

SSHRC, Insight Grant (\$267,135; student co-author of grant application) 2024 to 2028
Interacting with Choice Architecture Over Time: Cognitive Dynamics and their Impact on Consumers Downstream Behavior
 Ranked 2nd out of 40 applications

Alberta Gambling Research Institute, Small Grants Program (\$9,979) 2020 to 2021
The Cognitive Operations of Predictive Agents: How Mental Simulation Generates Cognitive Biases

SSHRC, Insight Development Grant (\$36,639; student co-author of grant application) 2016 to 2019
What Learning Skills are Most Canadian Students Missing? A Cognitive Assessment of the PISA Data
 Ranked 4th out of 53 applications

Research Based Awards, Prizes, and Scholarships

SSHRC Joseph Armand Bombardier Canada Graduate Scholarship-Doctoral (\$105,000) 2019 to 2021
 President's Doctoral Prize of Distinction, University of Alberta (\$21,600) 2019 to 2021
 Andrew Stewart Memorial Graduate Prize, University of Alberta (\$5,000) 2021
 SSHRC Joseph Armand Bombardier Canada Graduate Scholarship-Master's (\$17,500) 2017
 Walter H. Johns Graduate Fellowship, University of Alberta (\$5,800) 2017
 University of Manitoba 2016 Undergraduate Research Poster Competition, 1st Prize (\$500 prize) 2016
 Psychology Undergraduate Research Experience Award, University of Manitoba (\$6,000) 2015
 Psychology Undergraduate Research Experience Award, University of Manitoba (\$6,000) 2014
 Peter Graf Student Research Award, Canadian Psychological Association (\$250 prize) 2015
 NSERC Undergraduate Student Research Award (\$5,625) 2014

Other Scholarships and Fellowships

Graduate Research Assistant Fellowship, University of Alberta (\$133,300) 2017 to 2022
 The Leo LeClerc Memorial Scholarship, University of Alberta (\$1,000) 2019
 University of Manitoba Students Union Scholarship (\$2,850) 2013 to 2016
 University of Manitoba Faculty of Arts Endowment Fund (\$750) 2015
 University of Manitoba Financial Aid & Awards Merit Scholarship (\$500) 2014

Other Awards and Honors

AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Three Minute Thesis Competition, Alberta School of Business, First Place (\$300 prize)	2021
Three Minute Thesis Competition, University of Alberta, Finalist	2020
Three Minute Thesis Competition, Alberta School of Business, First Place (\$300 prize)	2018
Three Minute Thesis Competition, University of Alberta, Finalist	2018
Students' Teacher Recognition Award, Faculty of Arts, University of Manitoba	2017
Dean's Honor List, Faculty of Arts, University of Manitoba	2014

TEACHING

Primary Teaching Interests

Marketing Research and Analytics, Consumer Behavior, Judgment and Decision Making, Principles of Marketing, Marketing Management

Experience as Principal Instructor

Alberta School of Business, University of Alberta	
Marketing Research (USRI Score: 4.4/5)	Winter 2021
Marketing Research (USRI Score: 4.6/5)	Spring 2020

Research Supervision

Alberta School of Business, University of Alberta, Undergraduate Research Initiative	Summer 2021
Student: Tru Hamilton	
Project: The Influence of Pro-Environmental Nudge Interventions on Consumers' Later Sustainability-Relevant Behaviors	

Guest Lectures

Alberta School of Business, University of Alberta	
Research Ethics, Experimental Methods for Behavioral Science	2020 & 2021
Consumer Decision Making, <i>Marketing Research</i>	Fall 2019
Online Data Collection, <i>Marketing Research</i>	Fall 2019
Advertising Strategy and Design, <i>Introduction to Marketing</i>	Fall 2019
Retail Advertising Principles, <i>Retailing and Channel Management</i>	Fall 2017 & 2018

Experience as Teaching Assistant, Tutor, Grader

Alberta School of Business, University of Alberta	
Teaching Assistant, <i>Marketing Research</i> (Principle Instructor: Kangkang Wang)	Fall 2019
Teaching Assistant, <i>Introduction to Marketing</i> (Principle Instructor: Paul Messinger)	Fall 2019
Teaching Assistant, <i>Retailing and Channel Management</i> (Principle Instructor: Paul Messinger)	Fall 2017
Asper School of Business, University of Manitoba	
Teaching Assistant/Tutor, <i>Indigenous Business Education Partners</i> (calculus, statistics)	2015 to 2017
Department of Psychology University of Manitoba	
Marker/Grader, <i>Cognitive Processes</i> (4 sections)	2014 to 2017
Marker/Grader, Design and Analysis for Psychological Experiments (1 section)	2016

Marker/Grader, Thinking Critically About Psychological Research (1 section)

2016

PROFESSIONAL DEVELOPMENT

Canadian Centre for Diversity and Inclusion (4 Workshops)

2022

Diversity, Equity, and Inclusion Fundamentals

Intersectionality in the Workplace

Neurodiversity: Strategies for Creating a Neurodiverse Organization

Gender Equality Through an Intersectional Lens

Graduate Teaching and Learning Program, University of Alberta (Workshops)

2017 to 2019

Leading Discussions

Ethical Principles in Teaching

Your First Class: How to Make it First Class

Teaching Presentation Skills: Performance Under Pressure

Social Location and Unconscious Bias in the Classroom

Lesson Planning

Copyright and Graduate Studies: What You Need to Know

Applied Improvisation in Teaching

Free and Open Teaching Materials

Active Learning – Creating Excitement in the Classroom

Teaching and Learning: Context Matters

Dealing with Difficult Situations and Students

The Fundamentals of Grading and Assessment

Identifying, Helping, and Referring Students in Distress

The Code of Student Behavior in Teaching

Student Motivation

Learning Objectives and Outcomes

Building Relationships with Students

Multimedia Assessments and Inquiry Based Learning

Transitioning from TA to Principal Instructor

Ontario Consortium for Graduate Professional Skills (Online Courses)

2017 to 2018

Lesson Planning

Teaching Online - Basic Skills for TAs

Teaching Online – Advanced Skills for Graduate Students

Graduate Ethics Training Course, University of Alberta

2018

Constructing the Syllabus, Community Service-Learning, University of Alberta

2017

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Judgment and Decision Making

Society for Consumer Psychology

Society for Personality and Social Psychology

Psychonomic Society

SERVICE

Peer Review

Society for Consumer Psychology Annual Conference
 American Marketing Association, Marketing & Public Policy Conference
 Association for Consumer Research Annual Conference

University of Alberta

Research Server Administrator, Alberta School of Business	2018 to 2024
Planning Committee Chair, Alberta School of Business Doctoral Research Conference	2020
Research Lab Coordinator, Marketing PhD Program, Alberta School of Business	2018 to 2019
Judge, Festival of Undergraduate Research & Creative Activities	2018

University of Manitoba

Student Representative, Executive Committee, Department of Psychology	2016 to 2017
Student Representative, Department Council, Department of Psychology	2015 to 2017
Student Representative, Search Advisory Committee, Department of Psychology	2014 to 2015

GRADUATE COURSEWORK

Buyer Behavior	Gerald Häubl
Marketing Theory	Robert Fisher
Experimental Methods for Behavioral Science	Gerald Häubl
Human Judgment and Decision Making	John Pracejus
Marketing Models	Paul Messinger
Research Methodology in Marketing	Paul Messinger
Advanced Social and Cultural Psychology	Jeff Schimel
Applied Cognitive Psychology	Norman Brown
Design and Analysis in Psychological Research 1	Sandra Wiebe
Design and Analysis in Psychological Research 2	John Lind
Group Processes	David Rast
Topic in Quantitative Methods	Peter Dixon

SELECTED INDUSTRY EXPERIENCE

Marketing & Special Projects Associate, Alcom Electronic Communications	2012 to 2017
Public Safety Communications Specialist, Alcom Electronic Communications	2009 to 2011
Advertising Consultant, DirectWest Canada	2006 to 2008

COMMUNITY SERVICE

Judge, Skills Alberta Public Speaking Competition	2018 to 2019
Volunteer Escort for Unsecured Temporary Absences, Correctional Service of Canada	2014 to 2017
Foster Parent and Respite Provider Southeast Child and Family Services	2013 to 2017
Member of the Board of Directors, Pregnancy and Family Support Services	2015
Hospice Volunteer, Hospice & Palliative Care Manitoba	2012/13
Member of the Board of Directors, Manitoba Association of Fire Chiefs	2011/12

REFERENCES

Gerald Häubl, Ronald K. Banister Chair in Business and Professor of Marketing

University of Alberta, Alberta School of Business

Phone: 780 492 6886

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Sarah G. Moore, Professor of Marketing and Thornton A. Graham Chair

Associate Dean (Research and PhD Program)

University of Alberta, Alberta School of Business

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Benedict G.C. Dellaert, Professor of Marketing

Erasmus University Rotterdam, Erasmus School of Economics

Phone: +31 10 4081353

Email: dellaert@ese.eur.nl

ABSTRACTS OF SELECTED PAPERS

Waisman, Rory M., Gerald Häubl, D. Matthew Godfrey, and Benedict G.C. Dellaert, “Default Carryover Effects: The Interplay of Choice Architecture, Prior Preferences, and Experienced Choice Consequences,” under review at *Journal of Marketing Research*.

The premier tool of choice architecture is to make one option the *default*, which is obtained unless the consumer actively selects another option. While the immediate effects of default choice architecture—promoting choice of the default option—are well documented, little is known about potential *downstream* effects. The immediate effects might carry over to future preferences and choices aligned with the default, or they might be nullified by subsequent backfire effects. This research introduces and tests a theory of *default carryover* effects. It posits that a greater shift in downstream preferences and behavior in line with a default occurs when the default is *more inconsistent* with a consumer’s prior preference and when the experience of the initial choice’s consequences is *more immediate*. The intersection of these conditions facilitates preference updating in favor of the default via the experience of expectation-disconfirming choice consequences. Thus, carryover effects are suppressed when the default is preference consistent and/or when the experience of choice consequences is delayed. Evidence from five experiments supports this theorizing. The insights from this research help reconcile seemingly contradictory prior findings and advance our understanding of the nuanced interplay between choice architecture, prior preferences, choices, and consumption experiences over time.

Donkers, Bas, Benedict G.C. Dellaert, **Rory M. Waisman,** and Gerald Häubl (2020), “Preference Dynamics in Sequential Consumer Choice with Defaults,” *Journal of Marketing Research*, 57(6), 1096-1112.

This research examines the impact of defaults on product choice in sequential-decision settings. While prior research has shown that a default can affect what consumers purchase by promoting choice of the preselected option, the influence of defaults is more nuanced when consumers make a *series* of related choices. In such a setting, consumer preferences may evolve across choices due to “spillover” effects from one choice to subsequent choices. The authors hypothesize that defaults systematically *attenuate* choice spillover effects because accepting a default is a more passive process than either choosing a non-default option in the presence of a default or making a choice in the absence of a default. Three experiments and a field study provide compelling evidence for such default-induced changes in choice spillover effects. The findings show that firms’ setting of high-price defaults with the aim of influencing consumers to choose more expensive products can backfire through the attenuation of spillover. In addition to advancing our understanding of the interplay between defaults and preference dynamics, insights from this research have important practical implications for firms applying defaults in sequential choices.

Waisman, Rory M., and Gerald Häubl, “How Uncertainty Boosts Confidence in Consumption Decisions,” 3 studies completed, target: *Journal of Consumer Research*.

Can consumers gain confidence from uncertainty? Three studies reveal that consumers’ confidence in subjective decisions is boosted by incidental uncertainty. However, prior research showed negative effects of uncertainty on confidence. We reconcile these conflicting results in light of different effects of uncertainty on decision processing depending on the subjectivity (vs. objectivity) of the decision. Analysis of unstructured textual data from a thought listing protocol reveals that uncertain decision-makers engage in more structured thinking and they generate thoughts that are more favorable to their chosen alternative when making subjective decisions. Consequently, metacognitive monitoring of decision processing—experienced as faster, more fluent, and less conflicted—signals greater confidence.