

GABRIELE PAOLACCI

Curriculum Vitae
(March 2012)

CONTACT INFORMATION

Department of Marketing Management
Rotterdam School of Management | Erasmus University
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ACADEMIC POSITIONS

- 2012-Present Post-Doctoral Researcher
Department of Marketing Management
Rotterdam School of Management, Erasmus University
- 2012-Present Member
Erasmus Research Institute of Management (ERIM)
- 2011-Present Affiliated Member
Laboratory for Experimental Economics, Ca' Foscari University of Venice

EDUCATION

- 2007-2012 Ph.D. Business, focus on Consumer Decision-Making
Ca' Foscari University of Venice
Advisors: Massimo Warglien (Ca' Foscari), Katherine Burson (U. of Michigan)
Committee: Stijn van Osselaer, Jose Apesteguia, Julia Mundy
- 2009-2010 Visiting Scholar
Marketing Department, Ross School of Business, University of Michigan
- 2004-2007 2nd Level Degree (M.S. equivalent) Marketing and Communication, *Summa cum laude*
Ca' Foscari University of Venice
- 2001-2004 1st Level Degree (B.A. equivalent) Marketing and Management, *Summa cum laude*
Ca' Foscari University of Venice

RESEARCH INTERESTS

Judgment and decision-making: loss aversion, spending behavior, context effects on choice
Experimental Economics: coordination, cooperation
Online experimentation

INTERNATIONAL JOURNAL PUBLICATIONS

Paolacci, G., Burson, K., Rick, S. (2011). The intermediate alternative effect: Considering a small tradeoff increases subsequent willingness to make large tradeoffs. *Journal of Consumer Psychology*, 21 (4), 384-392.

Paolacci, G., Chandler, J., Ipeirotis, P. G. (2010). Running experiments on Amazon Mechanical Turk. *Judgment and Decision Making*, 5 (5), 411-419.

- Press: *Scientific American*
- See also the blog <http://experimentalturk.wordpress.com>

OTHER PUBLICATIONS (CONFERENCE PROCEEDINGS, ITALIAN OUTLETS, ETC.)

Cicali, C., Gravino, P., Loreto, V., Paolacci, G., Servedio, V., Tria, F., Warglien, M. (2011). Experimental tribe: A general platform for web-gaming and social computation. *Computational Social Science and the Wisdom of Crowds (NIPS 2011)* (alphabetical order)

Rigato, G., Paolacci, G. (2011). Sperimentare in azienda: Il caso H-Farm. *Ticonzero – Knowledge and Ideas for Emerging Leaders*, November (in italian).

Paolacci, G. (2011). Inherent, constructed, revealed preferences: Guidelines for marketers. *Mercati & Competitività*, 3, 147-166.

Paolacci, G., Groppi, L. (2011). Contesto di scelta del prodotto e capacità cognitive: Uno studio sperimentale. *Proceedings of the 10th International Congress Marketing Trends, Paris, January 20th-22nd* (in italian).

Battiston, M., Paolacci, G. (2010). Consumo sociale tra significato e significante: Il caso Livestrong. *Ticonzero – Knowledge and Ideas for Emerging Leaders*, Vol. 110 (in italian).

Paolacci, G. (2010). There's a new pillow on the marketer's mattress. A practice-oriented reflection upon inherent preferences. *Proceedings of the 9th International Congress Marketing Trends, Venice, January 21st-23rd*.

Paolacci, G. (2009). Asymmetries in consumer similarity judgments: A test of the Relative Prominence Model. *Proceedings of the 8th International Congress Marketing Trends, Paris, January 16th-17th*.

Vescovi T., Paolacci, G. (2008). Estensioni di marca e accettazione da parte dei consumatori. *Micro & Macro Marketing*, 3, 365-384 (in italian).

WORKING PAPERS

Chandler, Jesse, Pam Mueller, Gabriele Paolacci, "Methodological concerns and advanced uses of crowdsourcing in psychological research"

Dannenber, Astrid, Andreas Löschel, Gabriele Paolacci, Christiane Reif, Alessandro Tavoni,
“Coordination under threshold uncertainty in a public goods game” (alphabetical authorship)

SELECTED WORK IN PROGRESS

“Anticipated regret, regulatory focus, and Direct-To-Consumer-Advertising”
(with Richard Bagozzi and Frank Ascione)

“Same world, different perceptions: Systems of measurement affect judgments”
(with Enrico Rubaltelli and Teresa Gavaruzzi)

“Parting the CV” (with Scott Rick and Katherine Burson)

“Categorization and coordination” (with Massimo Warglien and Paolo Legrenzi)

WORK PRESENTED AT SCIENTIFIC MEETINGS, INVITED TALKS (*Presenter)

Chandler, J., *Mueller, P., Paolacci, G. (2012, January), “Advanced uses of Mechanical Turk crowdsourcing in psychological research,” oral presentation, Society for Personality and Social Psychology Meeting; San Diego, California.

Cicali, C., *Gravino, P., Loreto, V., Paolacci, G., Servedio, V., Tria, F., Warglien, M. (2011, December), “Experimental Tribe: A general platform for web-gaming and social computation,” poster presentation, Second Workshop on Computational Social Science and the Wisdom of Crowds (NIPS 2011); Sierra Nevada, Spain.

*Paolacci, G., Burson, K., Rick, S. (2011, November), “The intermediate alternative effect: Considering a small tradeoff increases subsequent willingness to make large tradeoffs,” oral presentation, Society for Judgment and Decision Making Annual Meeting; Seattle, Washington.

*Paolacci, G., Burson, K., Rick, S. (2011, October), “The intermediate alternative effect: Considering a small tradeoff increases subsequent willingness to make large tradeoffs,” oral presentation, ACR North American Conference; St. Louis, Missouri.

Dannenber, A., Löschel, A., Paolacci, G., Reif, C., *Tavoni, A., (2011, September), “Coordination under threshold uncertainty in a public goods game,” oral presentation, Belpasso International Summer School; Belpasso, Italy.

*Paolacci, G., Chandler, J., Mueller, P. (2011, August), “Crowdsourcing empirical research: Amazon Mechanical Turk,” oral presentation, Subjective Probability, Utility and Decision Making conference (SPUDM 23); Kingston upon Thames, UK.

Paolacci, G., Rubaltelli, E., *Gavaruzzi, T. (2011, August), “Same world, different perceptions: Effects of measurement units on judgments,” poster, Subjective Probability, Utility and Decision Making conference (SPUDM 23); Kingston upon Thames, UK.

*Paolacci, G., Burson, K., Rick, S. (2011, July), “The intermediate alternative effect: Considering a small tradeoff increases subsequent willingness to make large tradeoffs,” invited talk, Rotterdam School of Management, Erasmus University; Rotterdam, Netherlands.

*Paolacci, G., Burson, K., Rick, S. (2011, May), “The intermediate alternative effect: Considering a small tradeoff increases subsequent willingness to make large tradeoffs,” oral presentation, Doctoral Colloquium, 2011 EMAC Conference; Ljubljana, Slovenia.

*Paolacci, G. (2011, May), “Online labor markets: Crowdsourcing empirical research”, invited talk; Ca’ Foscari Digital Week, Venice, Italy.

*Antonova, L., Paolacci, G., Warglien, M. (2011, April), “Coordination within natural and goal-derived categories,” oral presentation, Florence Workshop on Behavioural and Experimental Economics; Florence, Italy.

*Paolacci, G. (2011, January), “Online experimentation: Amazon Mechanical Turk,” invited talk; Sapienza University of Rome, Italy.

Paolacci, G., *Groppi, L. (2011, January), “Contesto di scelta del prodotto e capacità cognitive: Uno studio sperimentale,” oral presentation, 10th International Congress Marketing Trends; Paris, France.

Paolacci, G., Rubaltelli, E., *Gavaruzzi, T. (2010, November), “Same world, different perceptions: Effects of measurement units on judgments,” poster, Society for Judgment and Decision Making Annual Meeting; St. Louis, Missouri.

*Paolacci, G., Burson, K., Rick, S. (2010, August), “Reducing reluctance to trade with intermediate options,” oral presentation, 9th TIBER Symposium on Psychology and Economics, Tilburg University, Netherlands.

*Paolacci, G. (2010, February), “Running experiments on the web using Amazon Mechanical Turk,” invited talk; Department of Management, Ca’ Foscari University of Venice, Italy.

*Paolacci, G. (2010, January), “There's a new pillow on the marketer's mattress. A practice-oriented reflection upon inherent preferences,” oral presentation, 9th International Congress Marketing Trends; Venice, Italy.

*Paolacci, G., Burson, K. (2010, January), “Intermediate options reduce reluctance to trade: adaptation processes and the boiled frog effect,” oral presentation, Doctoral Colloquium, 9th International Congress Marketing Trends; Venice, Italy.

*Paolacci, G., Burson, K. (2009, November), “Intermediate options reduce reluctance to trade: adaptation processes and the boiled frog effect,” poster, Society for Judgment and Decision Making Annual Meeting; Boston, Massachusetts.

2011 Research Grant (€19,000), Department of Management, Ca' Foscari University of Venice
2011 EMAC Doctoral Colloquium Fellow
2011 Small Research Grant (€3,000), Department of Economics, Ca' Foscari University of Venice
2010 Research Grant (\$7,000), College of Pharmacy, University of Michigan
2007 Runner-up (€1,500), Turin Chamber of Commerce "Intellectual Property" Thesis Award
2007 Doctoral scholarship (€36,000), Fondazione Coin
2007 Graduated Summa Cum Laude, 2nd Level Degree, Ca' Foscari University of Venice
2004 Graduated Summa Cum Laude, 1st Level Degree, Ca' Foscari University of Venice
2001 Graduated 100/100, Liceo Scientifico "G. Bruno", Venice

ACADEMIC SERVICE

Program Committee:

2011 Computational Social Science and the Wisdom of Crowds, Sierra Nevada
2010 Human Computation Workshop 2010, Washington D.C.

Ad-Hoc Reviewer:

ACR North American Conference
U.S. Army Research Office

Trainee reviewer:

Journal of Consumer Research

Volunteer:

2010 International Congress Marketing Trends, Venice
2009 INFORMS Marketing Science Conference, Ann Arbor

Undergrads Tutor:

2006-2007 Ca' Foscari University of Venice

TEACHING EXPERIENCE

2011/2012 Managerial Decision-Making and Negotiation (M.Sc.), Erasmus University Rotterdam
Teaching Evaluations: 4.7 out of 5
2009/2010 Behavioral Economics (Ph.D.), Teaching Assistant, Ca' Foscari University of Venice

INDUSTRY EXPERIENCE

2011– External collaborator, Benetton Group Spa

- 2006 Sales Analysis, Stefanel Spa (international textile company)
2005 Interviewer, National Italian Institute of Statistics
2004 Customer Relationship Management, Rizzato srl (car distribution company)
2003 Interviewer, Abacus (marketing research company)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Judgment and Decision Making
European Association for Decision Making

REFERENCES

Richard P. Bagozzi
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University of Michigan
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Ann Arbor, MI 48109-1234
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