

**MARGARET ECHELBARGER**

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**ACADEMIC POSITIONS**

- 2022           Assistant Professor of Marketing  
                  College of Business, Stony Brook University
- 2018 – 2022   Principal Researcher  
                  Booth School of Business, University of Chicago

**EDUCATION**

- 2018           Ph.D. Psychology  
                  University of Michigan
- 2015           M.S. Psychology  
                  University of Michigan
- 2013           M.A. Child Language  
                  University of Kansas
- 2009           B.A. Cognitive and Linguistic Sciences  
                  Wellesley College

**JOURNAL PUBLICATIONS**

\*Indicates shared authorship.

Ekpo, Akon E., ... Margaret Echelbarger, ... (in press), "The Platformed Money Ecosystem: A Conceptual Framework for Understanding Consumer Well-Being in a Digital Cashless Culture," *Journal of Consumer Affairs*.

Camacho, Tissyana C., and Margaret Echelbarger (2022), "Decentering Whiteness: Rethinking the Instruction of Undergraduate Research Methods within Developmental Science," *Infant and Child Development*, 31 (1), e2272.

Echelbarger, Margaret, Steven O. Roberts, and Susan A. Gelman (2022), “Children’s Concerns for Equity and Ownership in Contexts of Individual-Based and Group-Based Inequality,” *Journal of Cognition and Development*, 23 (1), 3-19.

\*Echelbarger, Margaret, \*Kayla Good, and Alex Shaw (2020), “Will She Give You Two Cookies for One Chocolate? Children’s Intuitions about Trades,” *Judgment and Decision Making*, 15 (6), 959-971.

Echelbarger, Margaret (2020), “Children and Money,” in H. Montgomery (Ed.), *Oxford Bibliographies in Childhood Studies*. New York: Oxford University Press.

Echelbarger, Margaret, Michal Maimaran, and Susan A. Gelman (2020), “Children’s Variety Seeking in Food Choices,” *Journal of the Association for Consumer Research*, 5 (3), 322-328.

Gelman, Susan A., and Margaret Echelbarger (2019), “Children and Consumer Behavior: Insights, Questions, and New Frontiers,” *Journal of Consumer Psychology*, 29 (2), 309-327.

Gelman, Susan A., and Margaret Echelbarger (2019), “Children, Object Value, and Persuasion,” *Journal of Consumer Psychology*, 29 (2), 344-349.

- Included In: Consumer Psychology for a Pandemic: Insights into Finances, Scarcity, and Wellbeing (2020), *Journal of Consumer Psychology*.

Echelbarger, Margaret, Susan A. Gelman, and Charles W. Kalish (2019), “Getting What You Pay For: Children’s Use of Market Norms to Regulate Exchanges,” *Child Development*, 90 (6), 2071-2085.

Echelbarger, Margaret, Susan A. Gelman, and Charles W. Kalish (2018), “How does ‘Emporophobia’ Develop?” *Behavioral and Brain Sciences*, 41, e168.

\*Smith, Craig E., \*Margaret Echelbarger, Susan A. Gelman, and Scott I. Rick (2018), “Spendthrifts and Tightwads in Childhood: Feelings about Spending Predict Financial Behavior in Children,” *Journal of Behavioral Decision Making*, 31 (3), 446-460.

- Selected Media Coverage: *Barron’s*, *Charles Schwab’s Financial Decoder Podcast*, *The Wall Street Journal*, *World Economic Forum*

Echelbarger, Margaret, and Susan A. Gelman (2017), “The Value of Variety and Scarcity Across Development,” *Journal of Experimental Child Psychology*, 156, 43-61.

## **MANUSCRIPTS UNDER REVIEW & IN PREPARATION**

Echelbarger, Margaret, and Susan A. Gelman, “Children’s Evaluations of Scarce (and Abundant) Resources: When Does the “Why” Matter?” under review.

Echelbarger, Margaret, and Nicholas Epley, “Undervaluing the Positive Impact of Kindness Starts

Early,” under review.

Epley, Nicholas, Amit Kumar, James Dungan, and Margaret Echelbarger, “A Prosociality Paradox: Miscalibrated Social Cognition Can Inhibit Prosocial Action,” under review.

Reddy, Rachna, B., Margaret Echelbarger, Natalie Toomajian, Taeah Hammond, and Henry M. Wellman, “Cognitive Propensities for Interspecific Care Arise Early in Human Development,” under second-round review.

Echelbarger, Margaret, Susan A. Gelman, and Scott I. Rick, “Children, Parents, and Tightwaddism and Spendthriftiness in Childhood.”

Echelbarger, Margaret, and Abigail B. Sussman, “A Conceptual Framework for Investigating Developmental Consumer Behavior.”

### **SELECTED WORK IN PROGRESS**

Echelbarger, Margaret, and Nicholas Epley, “Not Knowing How to Know You: People Fail to Differentiate Between Effective and Ineffective Strategies of Social Inference.”

Echelbarger, Margaret, Megan Norris, and Nicholas S. Noles, “Children’s Understanding of Debt.”

Leng, Yanyi, Margaret Echelbarger, and Nicholas Epley, “Getting Perspective in Gift Giving: Recipients Prefer Requested Gifts, So Why Don’t Givers Ask?”

### **PUBLIC COMMUNICATIONS**

Camacho, Tissyana C., and Margaret Echelbarger (2021, June), “Knowledge is a Form of Power,” in C. Hinojosa & E. Nesterak, “Special Collection: Examining the Intersection of Behavioral Science and Advocacy,” *Behavioral Scientist*.

Echelbarger, Margaret (2020, December), “A Behavioral Scientist’s Advice for Giving the Perfect Gift,” *Forge* (*Medium*’s publication on personal development).

Echelbarger, Margaret (2020, October), “Kids are Probably More Strategic about Swapping Halloween Candy and Other Stuff than You May Think,” *The Conversation*.

Echelbarger, Margaret (2020, August), “Saving Money is Really Hard to Do,” *Million Bazillion* (*Marketplace* podcast; interview).

Echelbarger, Margaret (2020, July), “Kids can Have their Cake and their Broccoli too,” *Chicago Booth Review*.

## **AWARDS & HONORS**

- 2021 Society for the Improvement of Psychological Science (SIPS) Commendation Award  
*Awarded to Let's Talk Grad School (founder), a project supporting the mission of SIPS.*
- 2019 Beyond the Ivory Tower Writing Workshop (selected participant with honorarium)
- 2018 Rackham One-Term Dissertation Fellowship, University of Michigan
- 2017 Society for Personality and Social Psychology Graduate Student Travel Award
- 2012 Schiefelbusch Child Language Development Scholarship, University of Kansas
- 2011 NIDCD Predoctoral Traineeship, Language Impairment Across the Life Span, University of Kansas

## **EXTERNAL RESEARCH FUNDING**

- 2019 William T. Grant Foundation, Society for Research in Child Development Special Topic Workshop: Addressing and Reducing Inequality through Developmental Science; 190943; P.I., Laura Elenbaas, Co-P.I.s, Margaret Echelbarger, Rashmita S. Mistry, and Matthew A. Diemer; \$17,301

## **INTERNAL RESEARCH FUNDING**

- 2017 Rackham Candidate Research Grant, University of Michigan  
Rackham Conference Travel Grant, University of Michigan  
Rackham Professional Development Grant, University of Michigan  
Rackham Summer Award, University of Michigan  
Pillsbury Graduate Research Award, University of Michigan
- 2016 Rackham Conference Travel Grant, University of Michigan
- 2015 Rackham Pre-Candidate Research Grant, University of Michigan  
Rackham Conference Travel Grant, University of Michigan  
Undergraduate Research Opportunity Program Funding, University of Michigan
- 2014 Rackham Conference Travel Grant, University of Michigan  
Undergraduate Research Opportunity Program Funding, University of Michigan
- 2008 Beth K. Smith Award for Research in the Social Sciences, Wellesley College  
Dean of the College Conference Travel Grant, Wellesley College

## **INVITED & DEPARTMENTAL TALKS**

- 2022 Department of Psychology, Cornell University  
BRITE Lab, School of Human Ecology, University of Wisconsin-Madison  
Social Psychology Brown Bag Series, Queen's University  
Marketing Area Seminar, College of Business, Stony Brook University
- 2021 Department of Psychology Seminar Series, Columbia University  
Consumer Financial Decision-Making Seminar, Leeds School of Business, University of Colorado Boulder  
Psychology Brown Bag Series, SWPS University of Social Sciences and Humanities  
Methods Hour, Department of Psychology, University of Michigan  
Social Psychology Brown Bag Series, Loyola University Chicago  
Developmental Psychology Area Colloquium, University of Chicago
- 2020 Developmental Psychology Talk Series, University of Texas at Austin  
Cognitive Science Seminar, University of Michigan  
Cooperation Lab, Department of Psychology and Neuroscience, Boston College  
Developmental Psychology Brown Bag Series, University of Virginia  
Marketing Research Brown Bag Series, Fisher College of Business, Ohio State University  
Consumer Behavior (doctoral course), Wharton School, University of Pennsylvania  
Developmental Research Methods (undergraduate course), California State University, Northridge
- 2019 Social and Personality Psychology Brown Bag Series, University of Illinois at Chicago
- 2018 Behavioral Science Brown Bag Series, Booth School of Business, University of Chicago  
Developmental Psychology Area Colloquium, University of Chicago  
Conceptual Development Undergraduate Seminar, University of Michigan
- 2017 Methods Hour, Department of Psychology, University of Michigan  
Department of Psychology, University of Hawaii  
Ann Arbor Hands-On Museum, Ann Arbor, MI  
Decision Consortium, University of Michigan
- 2016 UM Living Lab Symposium, University of Michigan
- 2015 Developmental Psychology Area Colloquium, University of Michigan

## **ORGANIZED WORKSHOPS & SYMPOSIA**

- 2022 Misunderstanding What's Best for Us. Society for Personality and Social Psychology; San Francisco, CA.
- 2021 Children as Consumers: Past and Future Research Directions. Association for Consumer Research; Virtual (Co-organized with Michal Maimaran).

- Decentering Whiteness within Research Methods Courses. Society for the Improvement of Psychological Science; Virtual (Hackathon; Co-organized with Tissyana C. Camacho).
- From Expectations to Experiences: Understanding Prosociality in Childhood. Society for Research in Child Development; Virtual.
- Finding Your Writing Community In-Person and Online. Society for Research in Child Development; Virtual.
- 2020 Addressing and Reducing Inequality through Developmental Science. Society for Research in Child Development Special Topics Workshop; Virtual (Co-organized with Laura Elenbaas, Matthew A. Diemer, & Rashmita S. Mistry).
- 2019 “The Art of the Deal”: Children Balance Competing Concerns in Exchange Contexts. Society for Research in Child Development; Baltimore, MD.
- 2017 Children and Economic Exchanges: Competing Goals and Balancing Concerns for Others. Society for Research in Child Development; Austin, TX.

## CONFERENCE TALKS

\*Denotes undergraduate mentee.

- 2022 Echelbarger, M., Roberts, S. O., Gelman, S. A., “Children’s Concern for Equity and Ownership in Contexts of Individual-Based and Group-Based Inequality,” in L. Elenbaas and R. Mistry (Chairs), “Constructing and Deconstructing Inequality: Group, Family, and Neighborhood Factors Inform Children’s Thinking about Economic “Others,” Society for Research in Child Development Special Topic Meeting; San Juan, Puerto Rico.
- Echelbarger, M., “Show Me the Money: Hidden Costs of Pursuing a PhD,” Cognitive Development Society Preconference, “Working Toward a More Diverse, Equitable, and Inclusive Cognitive Developmental Science; Invited; Madison, WI.
- Echelbarger, M., and Sussman, A., “A Conceptual Framework for Investigating Developmental Consumer Behavior,” Society for Consumer Psychology; Virtual.
- Echelbarger, M., and Epley, N., “Knowing How to Know Others is Surprisingly Difficult,” in M. Echelbarger (Chair), “Misunderstanding What’s Best for Us,” Society for Personality and Social Psychology; San Francisco, CA.
- Echelbarger, M., Gelman, S. A., Rick, S. I., “Pennies, Nickels, and Dimes, Oh My!: Understanding Saving and Spending in Childhood,” Society for Judgment and Decision Making; Virtual.
- 2021 Echelbarger., M., and Epley, N., “Undervaluing the Positive Impact Prosocial Acts Have on Others Starts Early,” in M. Echelbarger (Chair), “From Expectations to Experiences: Understanding Prosociality in Childhood,” Society for Research in Child Development;

Virtual.

Echelbarger, M., Norris, M., Noles, N. S., “Older Children Expect Debts to be Repaid,” in J. Dunlea (Chair), “Clarifying Links between Children’s Sociomoral Reasoning and Reasoning about Money,” Society for Personality and Social Psychology; Virtual.

2020 Echelbarger, M., Gelman, S. A., Rick, S. I., “Measuring and Testing whether Children’s Emotional Responses to Spending and Saving Money Predict Spending Behavior,” Society for Consumer Psychology; Huntington Beach, CA.

2019 Echelbarger, M., Gelman, S. A., Rick, S. I. “Show Them the Money: Children’s Affective Responses to Spending and Saving Predict their Spending Behavior,” in M. Maimaran & S. Huang (Chairs), “Children as Consumers: Children’s Affective and Cognitive Processes for Financial and Health Decisions,” Association for Consumer Research; Atlanta, GA.

Echelbarger, M., Roberts, S. O., Gelman, S. A., “The Robin Hood Phenomenon: Children Believe it’s Acceptable for Poor Groups to Take from Rich Groups (but not vice versa),” Science of Philanthropy Initiative Conference; Chicago, IL.

Echelbarger, M., Gelman, S. A., Kalish, C. W., “Equality, Equity, and Market Forces: Children Use Money to Guide Distribution Decisions,” in A. Gasiorowska & T. Zaleskiewicz (Chairs), “The Psychological Consequences of the Market-Mode Mentality.” Association for Psychological Science; Washington DC.

Echelbarger, M., Good, K., Shaw, A., “She’ll Give You Two Cookies for One Chocolate: Children’s Intuitions about Trade,” in M. Echelbarger (Chair), “The Art of the Deal: Children Balance Competing Concerns in Exchange Contexts,” Society for Research in Child Development; Baltimore, MD.

Echelbarger, M., \*Khoury, Z., Smith, C. E., Rick, S. I., Gelman, S. A., “Rich Man, Poor Man: Children’s and Parents’ Wealth Essentialist Reasoning,” Society for Personality and Social Psychology; Portland, OR.

2017 Echelbarger, M., Gelman, S. A., Kalish, C. W., “The Influence of Money on Children’s Distributions of Items,” in M. Echelbarger (Chair), “Children and economic exchanges: Competing goals and balancing concerns for others,” Society for Research in Child Development; Austin, TX.

2016 Smith, C. E., Echelbarger, M., Rick, S. I., Gelman, S. A., “The Development and Measurement of Tightwad-Spendthrift Tendencies in Childhood,” Society for Consumer Psychology; St. Pete Beach, FL.

2015 Smith, C. E., Rick, S. I., Gelman, S. A., Echelbarger, M., “Affective Links to Spending and Saving Tendencies in Childhood,” in C. E. Smith (Chair), “How Children Behave with Money: Spending, Saving, and Market Mode Behavior,” Society for Research in Child Development; Philadelphia, PA.

## CONFERENCE POSTERS

\*Denotes undergraduate/graduate mentee.

- 2022 \*Leng, Y., Echelbarger, M., Epley, N., “The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, So Why are Givers Reluctant to Ask?” Society for Judgment and Decision Making; Virtual.
- 2020 Echelbarger, M., and Epley, N., “Not Knowing How to Know: Adults Underestimate the Efficacy of Getting Perspective,” Society for Judgment and Decision Making; Virtual.
- Echelbarger, M., and Epley, N., “Undervaluing the Positive Impact of Prosociality Starts Early,” Society for Personality and Social Psychology; New Orleans, LA.
- Echelbarger, M., Gelman, S. A., Rick, S. I., “Children’s Affective Responses to Spending and Saving Predict their Spending Behavior,” Society for Personality and Social Psychology JDM Preconference; New Orleans, LA.
- 2019 Echelbarger, M., and Epley, N., “Children, Like Adults, Underestimate the Positive Impact of their Random Acts of Kindness,” Society for Judgment and Decision Making; Montréal, QC.
- Echelbarger, M., Good, K., Shaw, A., “Cookies, Chocolates, and Children’s Intuitions about Trade,” Society for Personality and Social Psychology JDM Preconference; Portland, OR.
- 2018 Echelbarger, M., Maimaran, M., Gelman, S., “The Developmental Origins of Variety Seeking in Childhood,” Society for Judgment and Decision Making; New Orleans, LA.
- Echelbarger, M., Roberts, S. O., Gelman, S. A., “Robin Hood was Wrong: Preschoolers Believe it’s Not Okay to Take from the Rich When You are Poor,” Society for Personality and Social Psychology; Atlanta, GA.
- Echelbarger, M., Smith, C. E., Gelman, S. A., Rick, S. I., “Spendthrifts and Tightwads in Childhood: Feelings about Spending Predict Children’s Financial Decision-Making,” Society for Personality and Social Psychology JDM Preconference; Atlanta, GA.
- 2017 Echelbarger, M., Gelman, S. A., Kalish, C. W., “You Get What You Give: Children Forego Equality and Equity Concerns in a Market Context,” Society for Judgment and Decision Making; Vancouver, BC, Canada.
- Echelbarger, M., Roberts, S. O., Gelman, S. A., “Robbing from the Rich Because You are Poor: Children Attend to Resource Availability When Judging the Permissibility of Behaviors,” Cognitive Development Society; Portland, OR.
- 2016 Echelbarger, M., and Gelman, S. A., “Children’s Developing Use of Different Market Forces,” Association for Psychological Science; Chicago, IL.
- 2015 Echelbarger, M., Gülgöz, S., Gelman, S. A., “Access to Variety as a Cue to Social Power,”



Cognitive Development Society; Columbus, OH.

Echelbarger, M., and Gelman, S. A., “Young Children Value Variety (and they think you’ll pay more for it too),” Cognitive Development Society; Columbus, OH.

Echelbarger, M., and Gelman, S. A., “Children Prefer Variety and (maybe) Scarce Items,” Society for Research in Child Development; Philadelphia, PA.

2013 Echelbarger, M., \*Rodriguez, K., \*Geiger, J., Gergle, D., “Understanding Collaborative Reference in Children,” Society for Research in Child Development; Seattle, WA.

## TEACHING EXPERIENCE

### Award

2018 Rackham Outstanding Graduate Student Instructor Award (*departmental nominee*)

### Certificate

2017 Graduate Teacher Certificate, University of Michigan

### Courses

2019 – 2022 Designing a Good Life (MBA & EMBA courses; 7 terms), University of Chicago  
Teaching Assistant

2018 Research Methods in Developmental Psychology, University of Michigan  
Instructor

2017 Marketing Research and Analytics (MBA Course), Northwestern University  
Graduate Teaching Assistant

2016, 2018 Launching New Products and Services (MBA Course), Northwestern University  
Graduate Teaching Assistant

2016 Introduction to Developmental Psychology, University of Michigan  
Graduate Student Instructor

2015 – 2018 Directed Early Research for Psychology, University of Michigan  
Lead Research Mentor

2014 – 2016 Research Methods in Developmental Psychology, University of Michigan  
Graduate Student Instructor

## SERVICE & MENTORSHIP

### Ad Hoc Reviewing

*Annals of the New York Academy of Sciences, Appetite, Brain and Behavioral Sciences, British Journal of Developmental Psychology, Child Development, Cognition, Cognitive Development,*

*Current Directions in Psychological Science, Developmental Psychology, Developmental Science, Frontiers in Communication, Frontiers in Psychology, Journal of Cognition and Development, Journal of Experimental Child Psychology, Journal of Experimental Psychology: General, Journal of Marketing, Journal of Marketing Management, Scientific Reports*

Conference Reviewing

Cognitive Development Society, Cognitive Science Society, Society for Consumer Psychology, Society for Personality and Social Psychology, Society for Research in Child Development

Department and University Service

2016 – 2018 Developmental Psychology Admissions Committee, Student Member, University of Michigan

2014 – 2016 Undergraduate Research Opportunity Program, Mentor, University of Michigan

2012 – 2013 Child Language Proseminar, Coordinator, University of Kansas

Research Mentorship

2020 – 2021 University of Chicago: Master's thesis mentor (Yin Li)

2019 – 2020 University of Chicago: Master's thesis mentor (Yanyi Leng)

2018 – University of Chicago: Center for Decision Research assistants

2018 – 2019 University of Michigan: Undergraduate honor's thesis mentor (Zaina Khoury)

2014 – 2020 University of Michigan: 58 undergraduate students and recent graduates

2010 – 2011 Northwestern University: 3 undergraduate students

Academic Community

2021, 2022 Society for Personality and Social Psychology, Student Mentoring Event: Acing Your Applications: Tips for Navigating the Grad School Application Process (for Undergrads)

2021 Society for Personality and Social Psychology, #SPSPchat 37: Financial Challenges in Academia

2020 – Let's Talk Grad School: Group for BIPOC students applying to PhD programs (founder)

2019 – #100DaysOfWriting: Online writing group for 300+ university students, staff, and faculty (founder)

**OTHER RELEVANT EXPERIENCE**

2021 Behavioral Science Club (BS Zone), Instructor

The FORGE at Von Steuben Metropolitan High School, Chicago Public Schools

- 2020 – 2021 Opt4STEM, Advisory Team  
Von Steuben Metropolitan High School, Chicago Public Schools
- 2019 University of Michigan Living Lab Program, Consultant  
Center for Human Growth and Development, University of Michigan
- 2018 – 2019 Jeff Kennedy Associates, Consultant  
*Thinking Money for Kids*
- 2015 – 2018 University of Michigan Living Lab Program, Coordinator  
Center for Human Growth and Development, University of Michigan
- 2012 – 2013 Jayhawk Consulting, Graduate Student Consultant  
School of Business, University of Kansas
- 2011 – 2013 Language Acquisition Studies Lab, Graduate Research Assistant  
University of Kansas, Lawrence, KS (PI: Mabel L. Rice, Ph.D.)
- 2010 – 2011 CollabLab, Research Associate  
Northwestern University (PI: Darren Gergle, Ph.D.)
- 2010 Articulation Lab, Research Associate and Project Manager  
Northwestern University (PI: Justine Cassell, Ph.D.)
- 2009 – 2010 Language Development Project, Research Assistant  
University of Chicago (PI: Susan Goldin-Meadow, Ph.D.)

## PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR), Cognitive Development Society (CDS), Society for Consumer Psychology (SCP), Society for the Improvement of Psychological Science (SIPS), Society for Judgment and Decision Making (SJDM), Society for Personality and Social Psychology (SPSP), Society for Research in Child Development (SRCD)

## REFERENCES

Nicholas Epley  
John Templeton Keller Professor of Behavioral Science and Neubauer Family Faculty Fellow  
University of Chicago Booth School of Business  
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