

**MARGARET ECHELBARGER**

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**ACADEMIC POSITIONS**

2022 – Assistant Professor of Marketing, College of Business, Stony Brook University  
2024 – Department of Psychology, Stony Brook University (*by courtesy*)  
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.

Echelbarger, Margaret, and Michal Maimaran (2024), “Leveraging the Social World: A Recipe for Moving the Study of Children and Food Forward,” *Journal of the Association for Consumer Research*, 9, 155-166. <https://doi.org/10.1086/728647>

Novoa, Gustavo, Margaret Echelbarger, Andrew Gelman, and Susan A. Gelman (2023), “Generically Partisan: Polarization in Political Communication,” *Proceedings of the National Academy of Sciences*, 120, e2309361120. <https://doi.org/10.1073/pnas.2309361120>

Echelbarger, Margaret, and Stephanie M. Tully (2023), “A Cooperative-Competitive Perspective of Ownership Necessitates an Understanding of Ownership Disputes,” *Behavioral and Brain Sciences*, 46, E333. <https://doi.org/10.1017/S0140525X23001486>

Atir, Stav, Xuan Zhao, and Margaret Echelbarger (2023), “Talking to Strangers: Intention, Competence, and Opportunity,” *Current Opinion in Psychology*, 51, 101588. <https://doi.org/10.1016/j.copsyc.2023.101588>

Echelbarger, Margaret, and Nicholas Epley (2023), “Undervaluing the Positive Impact of Kindness Starts Early,” *Journal of Experimental Psychology: General*. Advance online publication. <https://doi.org/10.1037/xge0001433>

Echelbarger, Margaret, and Susan A. Gelman (2023), “Children’s Evaluations of Scarce (and Abundant) Resources: When Does the “Why” Matter?” *Cognitive Development*, 66, 101312.

<https://doi.org/10.1016/j.cogdev.2023.101312>

Epley, Nicholas, Amit Kumar, James Dungan, and Margaret Echelbarger (2023), “A Prosociality Paradox: Miscalibrated Social Cognition Can Inhibit Prosocial Action,” *Current Directions in Psychological Science*, 32 (1), 33-41. <https://doi.org/10.1177/09637214221128016>

Reddy, Rachna, B., Margaret Echelbarger, Natalie Toomajian, Taeah Hammond, and Henry M. Wellman (2023), “Do Children Help Dogs Spontaneously?,” *Human-Animal Interactions*, (2023). <https://doi.org/10.1079/hai.2023.0001>

Ekpo, Akon E., ... Margaret Echelbarger, ... (2022), “The Platformed Money Ecosystem: A Conceptual Framework for Understanding Consumer Well-Being in a Digital Cashless Culture,” *Journal of Consumer Affairs*, 56 (3), 1062-1078. <https://doi.org/10.1111/joca.12458>

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. <https://doi.org/10.1002/icd.2272>

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. <https://doi.org/10.1080/15248372.2021.1956931>

\*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. <https://doi.org/10.1017/S1930297500008160>

Echelbarger, Margaret (2020), “Children and Money,” in H. Montgomery (Ed.), *Oxford Bibliographies in Childhood Studies*. New York: Oxford University Press. <http://doi.org/10.1093/OBO/9780199791231-0233>

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. <https://doi.org/10.1086/709172>

Gelman, Susan A., and Margaret Echelbarger (2019), “Children and Consumer Behavior: Insights, Questions, and New Frontiers,” *Journal of Consumer Psychology*, 29 (2), 309-327. <https://doi.org/10.1002/jcpy.1096>

Gelman, Susan A., and Margaret Echelbarger (2019), “Children, Object Value, and Persuasion,” *Journal of Consumer Psychology*, 29 (2), 344-349. <https://doi.org/10.1002/jcpy.1097>

- 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. <https://doi.org/10.1111/cdev.13088>

Echelbarger, Margaret, Susan A. Gelman, and Charles W. Kalish (2018), “How does ‘Emporiophobia’ Develop?” *Behavioral and Brain Sciences*, 41, e168.  
<https://doi.org/10.1017/S0140525X18000341>

\*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.  
<https://doi.org/10.1002/bdm.2071>

Echelbarger, Margaret, and Susan A. Gelman (2017), “The Value of Variety and Scarcity Across Development,” *Journal of Experimental Child Psychology*, 156, 43-61.  
<https://doi.org/10.1016/j.jecp.2016.11.010>

## SELECTED WORK IN PROGRESS

“An Integrated Field of Developmental Judgment and Decision Making” with Radhika Santhanagopalan, Jane L. Risen, and Katherine D. Kinzler.

“Loosen Up Kid: Parent-Child Conversations about Spending and Saving” with Susan A. Gelman and Scott I. Rick.

“Children’s Understanding of Debt” with Megan Norris and Nicholas S. Noles.

“Exploring Psychological Ownership Origins” with Stephanie M. Tully.

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

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

## AWARDS & HONORS

- 2023 Society for the Improvement of Psychological Science (SIPS) Commendation Award  
*Awarded to Camacho and Echelbarger (2022), a paper supporting the mission of SIPS.*
- 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**

- 2024 Bronx Research Institute for Community Solutions, Fordham University; Addressing Barriers to Financial Equity: Facilitating Caregiver-Child Conversations About Money; P.I., Genevieve O'Connor, Co-P.I., Margaret Echelbarger; \$25,000
- 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**

- 2024 Office of the Vice President for Research Seed Grant, Stony Brook University; \$40,000
- 2023 Butterklee Research Assistantship Award, Stony Brook University; \$2,240
- 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**

- 2024 Marketing Area Symposium, College of Business, Stony Brook University  
Cognitive Science of Learning and Development Brown Bag, Vanderbilt University
- 2023 Developmental Psychology Proseminar, Florida State University  
Social and Health Psychology Seminar, Stony Brook University  
School of Communication and Journalism Research Colloquium, Stony Brook University  
Marketing Research Camp, Questrom School of Business, Boston University  
Cognitive Science Brown Bag, Stony Brook University  
Behavioral Lab, David Eccles School of Business, University of Utah

- 2022 Department of Psychology Seminar Series, University of California San Diego  
Consumer Financial Well-Being Seminar, Fordham University  
Department of Psychology, New York University  
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, PANELS, & SYMPOSIA**

- 2025 Origins of the Social Mind (Preconference). Society for Personality and Social Psychology; Virtual (Co-organized with Rachel Leshin, Julia Marshall, and Vicky Ni).
- 2024 Demystifying the Hidden Curriculum: Addressing and Removing Barriers Experienced by Early Career Scholars (Preconference). Cognitive Development Society; Pasadena, CA (Co-

organized with Tissyana Camacho). *Secured \$3,000 in private foundation money to ensure trainees could attend the preconference at no cost; secured over \$2,500 in grassroots funding to offer networking programming for trainees.*

Empowering Older Women as Consumers. NGO Commission on the Status of Women (NGO CSW68) Parallel Event; Virtual (Co-organized with Jasmine Manalel).

2023 Origins of the Social Mind (Preconference). Society for Personality and Social Psychology; Atlanta, GA (Co-organized with Rachel Leshin, Julia Marshall, and Katherine McAuliffe).

2022 New Insights and New Opportunities: Understanding the Landscape of Child Consumer Behavior. Association for Consumer Research; Denver, CO (Co-organized with Michal Maimaran).

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.

2024 Echelbarger, M., Gelman, S. A., Rick, S. I., "Exploring Relations Between Parent-Child Talk About Money and Child Spending," in R. Ahl (Chair), "Money Talks, and Children Listen: Investigations Into How Developing Minds Think and Talk About Wealth, Social Status, and Money," Cognitive Development Society; Pasadena, CA.

- Echelbarger, M., Gelman, S. A., Rick, S. I., "Saving is Great, But Spending isn't All That Bad Either: Exploring Parent-Child Conversations About Money," Society for Consumer Psychology; Nashville, TN.
- 2023 Echelbarger, M., Gelman, S. A., Rick, S. I., "Loosen Up Kid: An Investigation of Parent-Child Conversations About Spending and Saving," Society for Judgment and Decision Making; San Francisco, CA.
- Echelbarger, M., "Navigating the Contradictions: Understanding the Complexities of Social Media's Effects on Consumers' Well-being," Association for Consumer Research; Seattle, WA. [Panelist]
- Echelbarger, M., "Building Online Support Networks," in G. Freedman and F. Y. H. Kung (Chairs), "Building Professional and Scholarly Communities," Society for Personality and Social Psychology; Atlanta, GA.
- Echelbarger, M., "The Social Power of Money," Society for Personality and Social Psychology Preconference, "Origins of the Social Mind"; Atlanta, GA. [Invited]
- 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"; Madison, WI. [Invited]
- 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.
- 2021 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.
- 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.

## **PUBLIC COMMUNICATIONS**

Echelbarger, Margaret (2023, November), “How Online Currency is Changing the Way Kids Spend Money,” *WSJ Your Money Briefing* (podcast; interview). [[link](#)]

Echelbarger, Margaret (2023, July), *Overnights* (Australian Broadcasting Corporation; interview). [[link](#)]

Echelbarger, Margaret (2023, July), “Children, Like Adults, Tend to Underestimate How Welcome Their Random Acts of Kindness Will Be,” *The Conversation*. [[link](#)]

Echelbarger, Margaret, and Rosalia Rojas (2023, May), “Kids and Money / Niños y Dinero,” *The Representation and Research Ethics (RARE) Project* (webinar, presenter).

Echelbarger, Margaret (2023, January), “The Sunday 7 – ... Altruistic Kids and Dogs...,” *The Smart 7* (podcast; interview). [[link](#)]

Echelbarger, Margaret (2022, October), “The Living Lab; Engaging Kids in Conversations About Money,” *Emotional Balance Sheet with Paul Fenner* (podcast; interview). [[link](#)]

Echelbarger, Margaret (2022, August), “Perhaps Money can Buy (Some) Happiness: Understanding the (Hidden) Costs of Pursuing a PhD,” *Psychonomic Society #WeNeedEDI digital event*. [[link](#)]

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*. [[link](#)]

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

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

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

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

## **TEACHING EXPERIENCE**

### Courses

- 2022 – Social Media Marketing (Undergraduate Course), Stony Brook University  
Instructor
- 2019 – 2022 Designing a Good Life (MBA & EMBA Courses), University of Chicago  
Teaching Assistant
- 2018 Research Methods in Developmental Psychology (Undergraduate Course),  
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 (Undergraduate Course), University of  
Michigan  
Graduate Student Instructor
- 2015 – 2018 Directed Early Research for Psychology (Undergraduate Course), University of  
Michigan  
Lead Research Mentor
- 2014 – 2016 Research Methods in Developmental Psychology (Undergraduate Course),  
University of Michigan  
Graduate Student Instructor

Award

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

Certificate

- 2017 Graduate Teacher Certificate, University of Michigan

**SERVICE & MENTORSHIP**

Editorial Review Board

*Journal of Business Research*

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, International Journal of Research in Marketing, Journal of the Association for Consumer Research, Journal of Business Research, Journal of Cognition and Development, Journal of Experimental Child Psychology, Journal of*

*Experimental Psychology: General, Journal of Marketing, Journal of Marketing Management, Journal of Public Policy & Marketing, Personality and Social Psychology Bulletin, Scientific Reports*

Conference Reviewing

Association for Consumer Research, Cognitive Development Society, Cognitive Science Society, Society for Consumer Psychology, Society for Judgment and Decision Making, Society for Personality and Social Psychology, Society for Research in Child Development

Grant Reviewing

Inside the Grant Panel (Society for Personality and Social Psychology), Natural Sciences and Engineering Research Council of Canada, Social Sciences and Humanities Research Council of Canada

Other Reviewing

*Cambridge University Press*

Department and University Service

- 2023 – Diversity, Equity, and Inclusion Committee, Member, College of Business, Stony Brook University
- 2023 – 2024 Marketing Area Hiring Committee, Member, College of Business, Stony Brook University
- 2023 Marketing Area Seminar Series, Coordinator, College of Business, Stony Brook University (Spring)
- 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

Service to the Field

- 2024 Virtual Doctoral Colloquium Committee, Society for Judgment and Decision Making
- 2023 Society for Personality and Social Psychology, Student Mentoring Event: Navigating the Hidden Curriculum of Graduate School and Academia
- 2022 – Diversity & Inclusion Committee, Society for Judgment and Decision Making
- 2022 Developmental Discovery Days, Department of Psychology, Columbia University (mentor & panelist)
- 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: Initiative to demystify the PhD hidden curriculum (founder)
- 2019 – #100DaysOfWriting: Online writing group for 300+ university students, staff, and faculty (founder)

Service to Society

- 2023 – International Association of Gerontology and Geriatrics, Additional Representative to the United Nations

Dissertation Mentorship

- 2024 – Dissertation Advisor: Tracy Radvick, Psychology, Stony Brook University

Research Mentorship

- 2024 – Business Honors Program, Stony Brook University  
Sher May Hue, Eva Genovese
- 2022 – Stony Brook University: 8 undergraduate students
- 2020 – 2021 University of Chicago: Master’s thesis mentor (Yin Li)
- 2019 – 2020 University of Chicago: Master’s thesis mentor (Yanyi Leng)
- 2018 – 2022 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

**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* [[link](#)]
- 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 Judgment and Decision Making (SJDM), Society for Research in Child Development (SRCD)