MARGARET ECHELBARGER
University of Wisconsin–Madison, School of Human Ecology
echelbarger@wisc.edu | www.mechelbarger.com

ACADEMIC POSITIONS

2026 –	University of Wisconsin–Madison, School of Human Ecology Assistant Professor of Consumer Science Kohl's THRIVE Faculty Fellow
2022 – 2026	Stony Brook University, College of Business Assistant Professor of Marketing
2018 – 2022	University of Chicago, Booth School of Business Principal Researcher

OTHER AFFILITATIONS

2026 –	University of Wisconsin–Madison, Human Development and Family Studies
2024 – 2026	Stony Brook University, Department of Psychology

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.

Chaplin, Lan Nguyen, Margaret Echelbarger, and Michal Maimaran (in press), "Children's Consumer Values and Well-Being," in S. Sridhar (Ed.), *Oxford Bibliographies in Marketing*. New York: Oxford University Press.

Santhanagopalan, Radhika, Margaret Echelbarger, Jane L. Risen, and Katherine D. Kinzler (2026), "The Origins of Judgment and Decision-Making in Childhood," *Psychological Inquiry*, *37* (2), 93-111. https://doi.org/10.1080/1047840X.2026.2677450

Santhanagopalan, Radhika, Margaret Echelbarger, Jane L. Risen, and Katherine D. Kinzler (2026), "Advancing Research on the Origins of Judgment and Decision-Making," *Psychological Inquiry*, *37* (2), 157-168. https://doi.org/10.1080/1047840X.2026.2724090 [response to commentaries]

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*, *152* (10), 2989-2994. 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, 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*.

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 [response to commentaries]

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

"Understanding the Nature and Origins of Psychological Ownership" with Stephanie M. Tully, Eesha Sharma, and Suzanne B. Shu.

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

"Children's Sensitivity to Variety: Early Roots of Inconspicuous Consumption and Consumer

Meaning-Making" with Selin Gülgöz.

"Parenting in the Digital Age: Navigating Social Media Use Among Tweens" with Michal Maimaran.

"Addressing Barriers to Financial Equity: Facilitating Caregiver-Child Conversations About Money" with Genevieve E. O'Connor.

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

AWARDS & HONORS

2025 Poets & Quants 50 Best Undergrad Professors of 2025
2025 Excellence in Innovative Teaching, Center for Excellence in Learning and Teaching, Stony Brook University; $1,000
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
Homecoming Logistics Committee, Stony Brook University; $500 *to host a "money basics" workshop for young children and their families*

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

2026 London School of Economics and Political Science, University of Wisconsin–Madison, Gustavus Adolphus

2025 University of Göttingen, Princeton University

2024 Stony Brook University, Vanderbilt University

2023 Boston University, Florida State University, Stony Brook University, University of Utah

2022 Cornell University, Fordham University, New York University, Queen's University, Stony Brook University, University of California San Diego, University of Wisconsin-Madison

2021 Columbia University, Loyola University Chicago, SWPS University of Social Sciences and Humanities, University of Chicago, University of Colorado Boulder, University of Michigan Department of Psychology Seminar Series, Columbia University

2020 Boston College, California State University Northridge, Ohio State University, University of Michigan, University of Pennsylvania, University of Texas at Austin, University of Virginia, Developmental Psychology Talk Series, University of Texas at Austin

2019 University of Illinois at Chicago

2018 University of Chicago, University of Michigan

2017 University of Hawaii, University of Michigan

2016 University of Michigan

2015 University of Michigan

ORGANIZED WORKSHOPS, PANELS, & SYMPOSIA

2025 Consumer Behavior Across the Lifespan: Centering the Consumption Experiences of Younger and Older Consumers. Society for Consumer Psychology; Las Vegas, NV (Co-organized with Michal Maimaran).

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.

2027 Echelbarger, M., Gelman, S. A., and Rick, S. I., "The Compromise Effect in Parent-Child Conversations," Society for Consumer Psychology; Cancún, Mexico.

2026 Echelbarger, M., Tully, S. M., Sharma, E., and Shu, S., "Understanding the Nature and Origins of Psychological Ownership," Society for Consumer Psychology; San Diego, CA.

2025 Echelbarger, M., and Maimaran, M., "Parenting in the Digital Age: Navigating Social Media Use Among Tweens," in S. Finkelstein (Chair), "Dimensions of Consumer Vulnerability," American Marketing Association; Chicago, IL.

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.

2025 *Radsvick, T., and Echelbarger M., "Signaling Commitment: Social Normative Evaluations Contribute to the Sunk Cost Effect," Society for Judgment and Decision Making; Denver, CO.

2024 *Radsvick, T., and Echelbarger M., "Is Escalation Socially Rational? Exploring Social Influence in Sunk Cost Decisions," Society for Judgment and Decision Making; New York City, NY.

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.

SELECTED 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), "Children, Like Adults, Tend to Underestimate How Welcome Their Random Acts of Kindness Will Be," *The Conversation*. [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

University of Wisconsin–Madison
Assistant Professor
Consuming Happiness (Undergraduate Course)

Stony Brook University
Assistant Professor
Social Media Marketing (Undergraduate Course)

University of Chicago
Principal Researcher
Designing a Good Life (MBA & EMBA Courses)

University of Michigan
Doctoral Student
Research Methods in Developmental Psychology (Undergraduate Course)
Introduction to Developmental Psychology (Undergraduate Course)
Directed Early Research for Psychology (Undergraduate Course)

Northwestern University
Graduate Teaching Assistant
Marketing Research and Analytics (MBA Course)
Launching New Products and Services (MBA Course)

SERVICE & MENTORSHIP

Editorial Review Board
Journal of Business Research
Journal of Public Policy & Marketing

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 Review, 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 Consumer Research, 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, Proceedings of the National Academy of Sciences, 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), National Science Foundation (SBIR/STTR), 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

2026 – Household Finance Seminar Series, Co-Coordinator, School of Human Ecology, University of Wisconsin–Madison

2023 – 2026 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

Service to the Field

2024 – 2026 Virtual Doctoral Colloquium Committee, Society for Judgment and Decision Making (Chair, 2025)

2023 Society for Personality and Social Psychology, Student Mentoring Event: Navigating

the Hidden Curriculum of Graduate School and Academia

2022 – 2024 Diversity & Inclusion Committee, Society for Judgment and Decision Making

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 – 2025 International Association of Gerontology and Geriatrics, Additional Representative to the United Nations

Dissertation Mentorship

2026 – 2026 Committee Member: Darya Likhacheva, Psychology, Stony Brook University

2025 – 2026 Committee Member: Yanyi Leng, Marketing, Washington University in St. Louis

2024 – 2025 Dissertation Advisor: Tracy Radsvick, Psychology, Stony Brook University

Additional Graduate Mentorship

2026 – Advisor (Field Paper): Sihyun Lee, Human Ecology, University of Wisconsin–Madison

Research Mentorship

2026 Youth Research Seminar, Stony Brook University: 4 high school students

2024 – 2026 Business Honors Program, Stony Brook University
2025 – 2026: Shania Squires
2024 – 2025: Sher May Hue, Eva Genovese

2022 – 2026 Stony Brook University: 15 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 ArticuLab, 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)