Paul Stillman

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Google Scholar

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EDUCATION AND ACADEMIC EMPLOYMENT

Boston University, Questrom School of Business
Assistant Professor, Department of Marketing, July 2024 – Present

San Diego State University
Assistant Professor, Department of Marketing, August 2023 – June 2024

Yale School of Management
Fellow, Yale Center for Customer Insights, 2023 – Present
Associate Research Scientist, Department of Marketing, 2021 – 2023. Advisor: Ravi Dhar
Post-Doctoral Associate, Department of Marketing, 2018 – 2021. Advisor: Ravi Dhar

Ohio State University
Post-Doctoral Researcher, Data Analytics, 2015 – 2018. Advisors: Zhong-Lin Lu and Skyler Cranmer
Ph.D., Social Psychology, 2015. Advisors: Kentaro Fujita and William Cunningham
M.A., Social Psychology, 2011

Cornell University
B.A. *cum laude,* Psychology, 2009. Advisor: Thomas Gilovich

RESEARCH INTERESTS

Self-Control • Motivation • Goal Pursuit • Judgment and Decision-Making • Sustainable Consumption • Computational Modeling • Data Analytics • Machine Learning • Consumer Neuroscience

PUBLICATIONS

Stillman, P. E. and Kaitlin Woolley. (2023). Undermining desire: Reducing unhealthy choices by highlighting short-term (vs. long-term) costs. *Journal of Consumer Research, 50,* 554-575 [OSF]

Stillman, P. E., Anna Gavrieli, Jane Upritchard, Chavanne Hanson, Treeny Ahmed, Jonathan Kaplan, Ravi Dhar, and Michiel Bakker. (2023). Driving sustainable food choices: How to craft an effective sustainability labeling system. *Journal of the Association for Consumer Research, 8,* 301-313.

Melnikoff, D. E., Ryan Carlson, and **Paul E. Stillman**. (2023). The structure of immersive and engaging activities: Insights from a computational model of flow. In A. Kruglanski, A. Fishbach, & C. Kopetz (Eds.), Goal Systems Theory: Psychological Processes and Applications. New York, New York: Oxford University Press.

Gavrieli, A., Sophie Attwood, Jonathan Wise, Elanor Putnam-Farr, **Paul E. Stillman,** Scott Giambastiani, Jane Upritchard, Chavanne Hanson, and Michiel Bakker, M. (2022). Appealing dish names to nudge diners to more sustainable food choices: A quasi-experimental study. *BMC Public Health, 22,* 2229.

Melnikoff, D. E., Ryan Carlson, and **Paul E. Stillman**. (2022). A computational theory of the subjective experience of flow. *Nature Communications, 13,* 2252. [OSF]

Melnikoff, D. E., Thomas C. Mann, **Paul E. Stillman**, Xi Shen, and Melissa J. Ferguson. (2021). Tracking prejudice: A mouse-tracking measure of evaluative conflict predicts discriminatory behavior. *Social Psychological and Personality Science, 12,* 266-272. [OSF]

Wilson, J. D., Melanie Baybay, Rishi Sankar, **Paul E. Stillman**, and Abbie M. Popa. (2021). Analysis of population functional connectivity data via multilayer network embeddings. *Network Science, 9,* 99-122.

Stillman, P. E., Ian Krajbich, and Melissa J. Ferguson. (2020). Using dynamic monitoring of choices to predict and understand risk preferences. *Proceedings of the National Academy of Sciences, 117*, 31738-31747. [OSF]

Stillman, P. E., Zhong-Lin Lu, and Kentaro Fujita. (2020). Construal level shifts integration and segregation of the brain network. *Journal of Experimental Psychology: General, 149*, 382-390. [OSF]

Stillman, P. E., Hyojin Lee, Xiaoyan Deng, H. Rao Unnava, and Kentaro Fujita. (2020). Examining consumers' sensory experiences with color: A consumer neuroscience approach. *Psychology & Marketing*, 37, 995-1007. *Special issue on color research in marketing*

Stillman, P. E. and Melissa J. Ferguson. (2019). Decisional conflict predicts impatience. *Journal of the Association for Consumer Research, 4,* 47-56. [OSF]

Stillman, P. E., James D. Wilson, Matthew J. Denny, Bruce Desmarais, Skyler J. Cranmer, and Zhong-Lin Lu. (2019). A consistent organizational structure across multiple functional subnetworks of the human brain. *NeuroImage, 197,* 24-36. [OSF]

Stillman, P. E., Kentaro Fujita., Oliver Sheldon, and Yaacov Trope. (2018). From "Me" to "We": The role of construal level in promoting maximized joint outcomes. *Organizational Behavior and Human Decision Processes, 147,* 16-25.

Stillman, P. E., Xi Shen, and Melissa J. Ferguson. (2018). How mouse-tracking can advance social cognitive theory. *Trends in Cognitive Sciences, 22,* 531-543.

Lopez, R. B., **Paul E. Stillman**, Todd F. Heatherton, and Jonathan B. Freeman. (2018). Minding one's reach (to eat): The promise of computer mouse-tracking to study self-regulation of eating. *Frontiers in Nutrition, 5,* 43.

Stillman, P. E., Danila Medvedev, and Melissa J. Ferguson. (2017). Resisting temptation: Tracking how self-control conflicts are successfully resolved in real-time. *Psychological Science, 28,* 1240-1258. [OSF]

Stillman, P. E., Hyojin Lee, Xiaoyan Deng, H. Rao Unnava, William A. Cunningham, and Kentaro Fujita. (2017). Neurological evidence for the role of construal level in future-directed thought. *Social Cognitive and Affective Neuroscience, 12,* 937-947.

Stillman, P. E., James D. Wilson, Matthew J. Denny, Bruce Desmarais, Shankar Bhamidi, Skyler J. Cranmer, and Zhong-Lin Lu. (2017). Statistical modeling of the default mode brain network reveals a segregated highway structure. *Scientific Reports, 7,* 11694. [OSF]

Luttrell, A., **Paul E. Stillman**, Adam Hasinski, and William A. Cunningham. ([2016](#)). Neural dissociations in attitude strength: Distinct regions of cingulate cortex track ambivalence and certainty. *Journal of Experimental Psychology: General, 145,* 419-433.

Stillman, P. E., Jay J. Van Bavel, and William A. Cunningham. ([2015](#)). Valence asymmetries in the human amygdala: Task relevance modulates amygdala responses to positive more than negative affective cues. *Journal of Cognitive Neuroscience, 4*, 842-851.

Stillman, P. E., Thomas D. Gilovich, and Kentaro Fujita. ([2014](#)). Predicting group outcomes from brief exposures. *Social Cognition, 32,* 71-82.

Cunningham, W. A., Kristen Dunfield, and **Paul E. Stillman.** (2014). Affective dynamics: Iterative reprocessing in the production of emotional responses. In L. F. Barrett and J. A. Russell (Eds.) *Psychological construction of emotion.* New York, NY: Guilford.

Cunningham, W. A., Kristen Dunfield, and **Paul E. Stillman.** ([2013](#)) Emotional states from affective dynamics. *Emotion Review, 5,* 344-355.

TEACHING INTERESTS

Consumer Behavior • Data Analytics • Marketing Analytics • Digital Marketing • Marketing Research • Consumer Insights • Marketing Management • Advanced Statistics • Judgment and Decision-Making • Pricing • Consumer Neuroscience

HONORS, AWARDS, GRANTS & FELLOWSHIPS

2019	Art in Research Award (University-wide competition), Third Place, Yale University
2015	Brewer Research Award, Ohio State University
2014-2015	Thomas M. Ostrom Chair, Ohio State University
2012	Judgment and Decision-Making SPSP Preconference Travel Award
2011	SPSP Student Travel Award
2010-2015	National Science Foundation Graduate Research Fellowship
2008	Einhorn Discovery Grant, Cornell University
2008	Undergraduate Independent Research Grant, Cornell University
2008	National Science Foundation Research Experience for Undergraduates Fellowship, UCLA
2007	National Science Foundation Research Experience for Undergraduates Fellowship, Oklahoma State, 2007

PATENTS

Cranmer, S., Bhamidi, S., Desmarais, B., Denny, M., Lu, Z.-L., Stillman, P., & Wilson, J. US Patent No. 11,062,450, 2021, "Systems and methods for modeling neural architecture", granted on July 13, 2021.

CONFERENCE PRESENTATIONS

TALKS

Stillman, P. E., Ceylan, G., & Dhar, R. (2023, October). *How bad is your carbon impact? Correcting miscalibration promotes more sustainable food choices.* Talk presented at the annual meeting of the Association for Consumer Research, Seattle, WA.

†Stillman, P. E., Wilson, J. D., & Ferguson, M. J. (2023, April). *The Dynamics of Self-Control.* Talk presented at the annual meeting of the Midwestern Psychological Association, Chicago IL.
†*Denotes invited talk.*

Stillman, P. E., Wilson, J. D., & Ferguson, M. J. (2022, October). *The Dynamics of Self-Control.* Talk presented at the annual meeting of the Association for Consumer Research, Denver, CO.

Stillman, P. E., Ahmed, T., & Dhar, R. (2022, October). *Sustainable Eating: How to Craft an Effective Sustainability Labeling System.* Talk presented at the Climate Change preconference for the annual meeting of the Association for Consumer Research, Denver, CO.

*Stillman, P. E., Wilson, J. D., & Ferguson, M. J. (2022, October). *How We Resist Temptation: Using Functional Trajectory Analysis to Test Competing Models of Self-Control.* Talk presented at the annual meeting of the Society for Experimental Social Psychology, Philadelphia, PA.
* denotes symposium chair

Stillman, P. E., & Woolley, K. (2021, October). *Undermining desire: The persuasive power of short-term (vs. long-term) consequences of indulging.* Talk presented at the annual meeting of the Association for Consumer Research (virtual conference).

Stillman, P. E., & Woolley, K. (2021, October). *Undermining desire: When and why emphasizing short-term costs reduces indulgence.* Talk presented at the annual meeting of the Society for Experimental Social Psychology, Santa Barbara, CA.

*Stillman, P. E., & Woolley, K. (2021, May). *The persuasive power of immediate (vs. delayed) costs of indulging.* Talk presented at the annual meeting of the Society for the Science of Motivation (virtual conference).
* denotes symposium chair

Stillman, P. E., & Woolley, K. (2020, March). *Resisting temptation by highlighting short-term costs.* Talk presented at the annual meeting of the Society for Consumer Psychology, Huntington Beach, CA.

Stillman, P. E., Krajbich, I., & Ferguson, M. J. (2019, November). *Conflict under risk: Using dynamic monitoring of choices to predict and understand risk preferences.* Talk presented at the annual meeting of the Association for Consumer Research, Atlanta, GA.

Stillman, P. E. & Ferguson, M. J. (2019, February). *Reactive versus proactive control: Using mouse-tracking to understand how people resolve self-control conflicts.* Talk presented at the annual meeting of the Society of Personality and Social Psychology, Portland, OR.

Stillman, P. E., Krajbich, I., & Ferguson, M. J. (2018, November). *Harnessing motor conflict to predict and understand choices under risk.* Talk presented at the annual meeting of the Society for Judgment and Decision-Making, New Orleans, LA.

Stillman, P. E. & Ferguson, M. J. (2018, October). *Decisional conflict predicts myopia.* Talk presented at the annual meeting of the Association for Consumer Research, Dallas, TX.

*Stillman, P. E. & Ferguson, M. J. (2018, March). *Using mouse-tracking to probe theories of self-control.* Talk presented at the annual meeting of the Society of Personality and Social Psychology, Atlanta, GA.
  * denotes symposium chair

Stillman, P. E., Wilson, J. D., Denny, M. J., Desmarais, B., Bhamidi, S., Cranmer, S. J., & Lu, Z. (2017, October). *Modeling the default mode network using the correlation generalized exponential random graph model.* Talk presented at the annual Data Institute conference, San Francisco, CA.

Stillman, P. E., Luttrell, A., Cranmer, S. J., & Petty, R. (2017, June). *Investigating the dynamic interplay between political ideology and one's social network: A longitudinal study of college freshmen.* Talk presented at the Political Networks Conference, Columbus, OH.

Stillman, P. E. & Ferguson, M. J. (2016, January). *(mouse) Tracking self-control: New evidence for how self-control decision processes unfold in real-time.* Talk presented at the Judgment and Decision Making preconference at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

Stillman, P. E. & Ferguson, M. J. (2016, January). *(mouse) Tracking self-control: New evidence for how self-control decision processes unfold in real-time.* Talk presented at the Social Cognition preconference at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

*Stillman, P. E., Fujita, & Sheldon, O. (2015, May). *Maximizing efficiency in goal-conflict decisions: The role of construal level.* Symposium presented at the annual meeting of the Society for Study of Motivation, New York, NY.
  * denotes symposium chair

Stillman, P. E., Fujita, & Sheldon, O. (2014, May). *High-level construal promotes efficient goal pursuit.* Talk presented at the annual meeting of the Midwestern Psychological Association, Chicago IL.

Stillman, P. E., Fujita, K., Smith, P. K., & Sheldon, O. (2013, May). *Power promotes considerations of goal progress.* Talk presented at the annual meeting of the Midwestern Psychological Association, Chicago IL.

Stillman, P. E., Fujita, K., & Sheldon, O. (2012, November). *On the psychology of economic efficiency: How delaying rewards promotes maximizing net gains across parties in mixed-motive settings.* Talk presented at the annual meeting of the Society for Judgment and Decision-Making, Minneapolis, MI.

Stillman, P. E., Fujita, K, & Sheldon, O. (2012, May). *Goal progress and construal level.* Talk presented at the annual meeting of the Midwestern Psychological association, Chicago, IL.

Stillman, P. E., Gilovich, T. D., & Fujita, K. (2011, May). *Thin slicing cohesion: On the accuracy and utility of brief-exposure judgments of group-level characteristics.* Talk presented at the annual meeting of the Midwestern Psychological association, Chicago, IL.

POSTERS

Stillman, P. E., Lu, Z.-L., & Fujita, K. (2017, October). Level of construal shifts functional organization of the brain network. Poster presented at the 6th Consumer Neuroscience Satellite Symposium, Toronto, ON.

Stillman, P. E., Wilson, J. D., Denny, M. J., Desmarais, B., Bhamidi, S., Cranmer, S. J., & Lu, Z. (2017, March). Modeling the default mode network using the correlation generalized exponential random graph model. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.

Stillman, P. E., Lee, H., Deng, X., Unnava, H. R., Cunningham, W. A., & Fujita, K. (2017, January). The neural correlates of temporal distance traversal and level of construal. Poster presented at the Social Cognition preconference at the annual meeting of the Society of Personality and Social Psychology, San Antonio, TX.

Stillman, P. E., Lee, H., Deng, X., Unnava, H. R., Cunningham, W. A., & Fujita, K. (2016, April). The neural correlates of temporal distance traversal and level of construal. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, New York City, NY.

Stillman, P. E, Han, H. A., & Fujita, K. (2015, February). *Low-level construal facilitates behavioral execution of goals*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Long Beach, CA.

Stillman, P. E, Fujita, K., & Sheldon, O. (2015, February). *Maximizing efficiency in goal-conflict situations: The role of construal*. Poster presented at the Social Cognition preconference at the annual meeting of the Society of Personality and Social Psychology, Long Beach, CA.

Stillman, P. E, Fujita, K., & Sheldon, O. (2014, February). *Promoting efficient goal pursuit via high-level construal*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Austin, TX.

Stillman, P. E. & Cunningham, W.A. (2013, April). *Abstraction in affective imagery: A preliminary analysis*. Poster presented at the annual meeting of Social and Affective Neuroscience, San Francisco, CA.

Stillman, P. E, Fujita, K., & Sheldon, O. (2012, June). *On the psychology of economic efficiency: How delaying rewards promotes maximizing net gains across all parties in mixed-motive dilemmas*. Poster presented at the meeting for Behavioral Decision Research in Management, Boulder, CO.

Stillman, P. E, Fujita, K., & Sheldon, O. (2012, January). *Biggest bang for the buck: Higher-level construals promote maximizing reward efficiency in mixed-motive dilemmas*. Poster presented at the Judgment and Decision-Making preconference at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA. *JDM preconference travel award winner

Stillman, P. E, Fujita, K., & Sheldon, O. (2011, November). *High-level construals promote efficiency maximization*. Poster presented at the annual meeting of the Society of Judgment and Decision Making, Seattle, WA.

Stillman, P. E. & Cunningham, W. A. (2011, March). A *meta-analysis of the orbitofrontal cortex*. Poster presented at the "Opportunities and Challenges in Social Neuroscience" conference, Utrecht, The Netherlands.

Stillman, P. E, Fujita, K., & Sheldon, O. (2011, January). *Taking one for the team or ignoring the group: A construal level take on social dilemmas*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, San Antonio, TX.
*SPSP student travel award.

Stillman, P. E., Gilovich, T. D., & Fujita, K. (2010, November). *Thin slicing cohesion: On the accuracy and utility of brief-exposure judgments of group-level characteristics*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, St. Louis, MO.

Stillman, P. E. (2010, January). *Thin slicing the group*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Las Vegas, NV.

TEACHING & MENTORING

Teaching Assistant
    Negotiations (MGT 887), Assisting: Dr. Ayelet Fishbach, Yale School of Management (1 semester)

Course Instructor of Record
>Social Psychology with Writing Component (Psych 2367.01), Ohio State University (2 semesters)
>Social Psychology (Psych 3325), Ohio State University (1 semester)

Mentoring

2015 – 2016	Graduate advisor (with M. Ferguson) for the senior honors thesis project of Danila Medvedev
2014 – 2015	Graduate advisor (with K. Fujita) for the senior honors thesis project of Megan Middleton
2013 – 2014	Graduate advisor (with K. Fujita) for the senior honors thesis project of John Entingh

PROFESSIONAL SERVICE

2020-2023	Founding member: Racial Justice Subcommittee (subcommittee of the Yale Postdoc Association) – Started an annual 5K run for Brionna Taylor (which we have put on two years running, raising over $7000 total for local organizations), organized a discussion series on anti-Asian racism in the wake of the Atlanta shootings, and organized a keynote symposium on integrating activism with research. Currently leading the effort to conduct our first ever climate survey of post-docs.
2014-2015	Ostrom Athenaeum Chair – Managed the Ostrom Athenaeum lab space for the social psychology program, in addition to creating a new webpage for the social psychology program
2012-2014	Recruitment Coordinator (Chair) – Managed and organized the weekend for prospective students
2010-2015	Mobile Laptop Lab manager – managed a cluster of six laptops used by researchers to collect data in the field

ADDITIONAL TRAINING

2015	Summer Institute in Social and Personality Psychology (SISPP), conducted at Northeastern University, Boston, MA
2013	Summer training course in fMRI, conducted at University of Michigan, Ann Arbor, MI
2010	Teaching of Psychology summer seminar, Columbus, OH
2009	Carnegie Mellon Center for Behavioral Decision Research summer internship, Pittsburgh, PA

Programming Expertise
>R, Python, Shell, MATLAB, Java, C++

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision-Making (SJDM)
Society for Study of Motivation (SSM)
Society for Personality and Social Psychology (SPSP)

SELECTED PUBLIC OUTREACH

Radio Interview: [Interview with KPBS, the NPR Station of San Diego](), January 17, 2024
Op-ed: "[To Resist Temptation, Think Short-Term]()" *Washington Post*, January 2, 2024
Essay: "[Devil versus angel: When do they shift into action in the face of temptation]()?" *The Conversation*, August 21, 2017.

Radio Coverage: [Interview with Claudia Hammond of BBC World Service Radio](). July 22, 2017.

REFERENCES

Ravi Dhar, Ph.D. – Professor, Marketing, Yale School of Management
      Email – [ravi.dhar@yale.edu]()

Melissa Ferguson, Ph.D. – Professor, Psychology, Yale University
      Email – [melissa.ferguson@yale.edu]()

Kentaro Fujita, Ph.D. – Professor, Psychology, Ohio State University
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