

PAUL K. PIFF

Curriculum Vitae

Department of Psychology and Social Behavior
4324 Social and Behavioral Sciences Gateway
University of California, Irvine
Irvine, CA
92697-7085

Office: 4324 SBSG
Phone: (949) 824-9362
Fax: (949) 824-3002
ppiff@uci.edu
paulpiff.wix.com/paulpiff

ACADEMIC POSITIONS HELD AND EDUCATION

University of California, Irvine	Assistant Professor of Psychology and Social Behavior (July 2014-current)
University of California, Berkeley	Post-doctoral scholar (June 2012-June 2014)
University of California, Berkeley	Ph.D. in Psychology (May 2012) Dissertation: <i>On wealth and wrongdoing: How social class influences unethical behavior</i> (Dacher Keltner, Chair) ***First Prize APA Social Issues Dissertation Award
University of California, Berkeley	M.A. in Psychology (May 2008)
Reed College	B.A. in Psychology (January 2004)

EDITORIAL POSITIONS

Editorial Review Boards
Social Issues and Policy Review (2015-present)

RESEARCH INTERESTS

Social Hierarchy, Inequality, Emotion, Groups, Prosocial Behavior, Morality, Uncertainty

HONORS AND AWARDS

2015	Rising Star, Association for Psychological Science
2015	Emerging Leadership in Psychology, American Psychological Association (APA) Committee on Socioeconomic Status

2012	First Prize, Society for the Psychological Study of Social Issues (SPSSI) Dissertation Award, Division 9 of the American Psychological Association
2011	Outstanding Graduate Student Instructor, UC Berkeley
2010	Society for Personality and Social Psychology (SPSP) Student Travel Award
2008-2011	National Science Foundation (NSF) Graduate Research Fellowship
2008-2010	NSF IGERT Program in Politics, Economics, Psychology and Public Policy Fellowship
2007	Diebold Fellowship, UC Berkeley
2004	Phi Beta Kappa, Reed College
2001-2004	Commendations for Academic Excellence, Reed College
2001-2003	Henry W. Wessinger Scholarship for Outstanding Achievement, Reed College

PEER-REVIEWED JOURNAL ARTICLES

- J1. **Piff, P. K.**, Dietze, P.[†], Feinberg, M., Stancato, D. M.[†], & Keltner, D. (2015). Awe, the small self, and prosocial behavior. *Journal of Personality and Social Psychology*, *108*, 883-899.
- J2. Yearwood, M. H., Cuddy, A., Lamba, N., Youyou, W., van der Lowe, I., **Piff, P. K.**, Gronin, C., Fleming, P., Simon-Thomas, E., Keltner, D., & Kogan, A. (in press). On wealth and the diversity of friendships: High social class people around the world have fewer international friends. *Personality and Individual Differences*.
- J3. **Piff, P. K.** (2014). Wealth and the inflated self: Class, entitlement, and narcissism. *Personality and Social Psychology Bulletin*, *40*, 34-43.
- J4. Keltner, D., Kogan, A., **Piff, P. K.**, & Saturn, S. (2014). The sociocultural appraisals, values, and emotions (SAVE) framework of prosociality: Core processes from gene to meme. *Annual Review of Psychology*, *65*, 425-460.
- J5. Zhang, J. W., **Piff, P. K.**, Keltner, D., Iyer, R., & Koleva, S. (2014). An occasion for unselfing: Beautiful nature leads to prosociality. *Journal of Environmental Psychology*, *37*, 61-72.
- J6. Côté, S., **Piff, P. K.**, & Willer, R. (2013). For whom do the ends justify the means? Social class and utilitarian moral judgment. *Journal of Personality and Social Psychology*, *104*, 490-503.
- J7. Saslow, L. R., John, O. P., **Piff, P. K.**, Willer, R., Wong, E., Impett, E. A., Kogan, A., Antonenko, O., Clark, K., Feinberg, M., Oveis, C., Keltner, D., & Saturn, S. R. (2013). The social significance of spirituality: New perspectives on the compassion-altruism relationship. *Psychology of Religion and Spirituality*, *5*, 201-218.
- J8. **Piff, P. K.**, Stancato, D. M.[†], Martinez, A. G., Kraus, M. W., & Keltner, D. (2012). Class, chaos, and the construction of community. *Journal of Personality and Social Psychology*, *103*, 949-962.
- J9. **Piff, P. K.**, Stancato, D. M.[†], Côté, S., Mendoza-Denton, R., & Keltner, D. (2012). Higher social class predicts increased unethical behavior. *Proceedings of the National Academy of Sciences*, *109*, 4086-4091.

- J10. **Piff, P. K.**, Stancato, D. M.[†], Côté, S., Mendoza-Denton, R., & Keltner, D. (2012). Reply to Francis: Cumulative power calculations are faulty when based on observed power and a small sample of studies. *Proceedings of the National Academy of Sciences*, *109*, E1588.
- J11. **Piff, P. K.**, Purcell, A.[†], Gruber, J., Hertenstein, M. J., & Keltner, D. (2012). Contact high: Mania proneness and positive perception of emotional touches. *Cognition and Emotion*, *26*, 1116-1123.
- J12. **Piff, P. K.**, Martinez, A. G., & Keltner, D. (2012). Me against we: Ingroup transgression, collective shame, and ingroup-directed hostility. *Cognition & Emotion*, *26*, 634-649.
- J13. Kraus, M. W., **Piff, P. K.**, Mendoza-Denton, R., Rheinschmidt, M. L., & Keltner, D. (2012). Social class, solipsism, and contextualism: How the rich are different from the poor. *Psychological Review*, *119*, 546-572.
- J14. Saslow, L. R., Willer, R., Feinberg, M., **Piff, P. K.**, Clark, K., Keltner, D., Saturn, S. (2012). My brother's keeper? Compassion predicts generosity more among less religious individuals. *Social Psychological and Personality Science*, *4*, 31-38.
- J15. Kraus, M. W.* , **Piff, P. K.*** , & Keltner, D. (2011). Social class as culture: The convergence of resources and rank in the social realm. *Current Directions in Psychological Science*, *20*, 246-250.
- J16. Martinez, A. G., **Piff, P. K.**, Mendoza-Denton, R., & Hinshaw, S. P. (2011). The power of a label: Mental illness diagnoses, ascribed humanity, and social rejection. *Journal of Social and Clinical Psychology*, *30*, 1-23.
- J17. **Piff, P. K.*** , Kraus, M. W.* , Côté, S., Cheng, B. H., & Keltner, D. (2010). Having less, giving more: The influence of social class on prosocial behavior. *Journal of Personality and Social Psychology*, *99*, 771-784.
- J18. Kraus, M. W., **Piff, P. K.**, & Keltner, D. (2009). Socioeconomic status, the sense of control, and social explanation. *Journal of Personality and Social Psychology*, *97*, 992-1004.
- J19. Neuringer, A., Jensen, G., & **Piff, P. K.** (2007). Stochastic matching and the voluntary nature of choice. *Journal of the Experimental Analysis of Behavior*, *88*, 1-28.

*Indicates that authors contributed equally to the project, †Indicates student mentee

BOOK CHAPTERS

- BC1. **Piff, P. K.**, Stancato, D. M., & Horberg, E. J. (in press). Wealth and wrongdoing: Social class differences in ethical reasoning and behavior. In J.-W. Van Prooijen & P.A.M. van Lange (Eds.), *Cheating, Corruption, and Concealment: The Roots of Dishonest Behavior*. Cambridge, UK: Cambridge University Press.
- BC2. **Piff, P. K.**, Zhang, J. W., & Keltner, D. (in press). On nature and prosocial behavior. In W. Bird & M. van den Bosch (Eds.), *Nature and Public Health: The Role of Nature in Improving the Health of a Population*. Oxford, UK: Oxford University Press.
- BC3. **Piff, P. K.**, & Mendoza-Denton, R. (2012). Mixed signals: Culture and construal in the provision of feedback across group boundaries. In R. M. Sutton, M. J. Hornsey, & K. M. Douglas (Eds.), *Feedback: Handbook of praise, criticism, and advice* (pp. 89-104). New York: Peter Lang.
- BC4. Kraus, M. W., Rheinschmidt, M. L., & **Piff, P. K.** (2012). The intersection of rank and resources: Signaling social class in face-to-face encounters. In S. T. Fiske & H. R. Markus (Eds.), *Facing Social Class* (pp. 152-172). New York: Russell Sage.

OTHER WRITINGS

- OW1. **Piff, P. K.**, & Keltner, D. (2015, May 24). Why do we experience awe? *The New York Times*, p. SR10.
- OW2. Keltner, D., & **Piff, P. K.** (2012, March 15). Greed prevents good. *The New York Times*. The Opinion Page.

SELECTED MANUSCRIPTS UNDER REVISION/REVIEW

1. Horberg, E. J., **Piff, P. K.**, & Monin, B. An embarrassment of riches: Wealth guilt and the rejection of conspicuous consumption (under review, *Journal of Personality and Social Psychology*).
2. Horberg, E. J., **Piff, P. K.**, & Monin, B. Class differences in contingencies of self-worth: Seeking self-worth where you can get it (under revision, *Personality and Social Psychology Bulletin*).
3. Stellar, J., Gordon, A., **Piff, P. K.**, McNeil, G., Anderson, C., & Keltner, D. Awe promotes a humble self-concept (under revision, *Journal of Personality and Social Psychology*).
4. Keltner, D., McNeil, G., Cordaro, D., **Piff, P. K.**, & Simon-Thomas, E. Darwin's emoticons: The artistic portrayal of 51 emotions (under revision, *Psychological Science*).

SELECTED MANUSCRIPTS IN PREPARATION

1. **Piff, P.K.**, Haase, C., Quoidbach, J., Levari, D., & de Montjoye, Y. *Be here now: Environmental chaos motivates savoring attitudes and behavior.*
2. **Piff, P. K.**, & Keltner, D. *The psychological roots of inequality.*
3. **Piff, P. K.**, Martinez, A. G., & Mendoza-Denton, R. *We are not always human: Ingroup dehumanization and disidentification in response to collective misdeeds.*

REFEREED CONFERENCE SESSIONS ORGANIZED AND CHAIRED

1. **Piff, P. K.** (January, 2016). Extreme emotion: Exploring the upper limits of human positivity and prosociality. Symposium organized at the *17th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA. Co-chair: June Gruber
2. **Piff, P.K.** (February, 2015). More money, more problems? The powerful effects of money on work, generosity, cognition, emotions, and taking care of the world. Symposium organized at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
3. **Piff, P.K.** (February, 2015). Data 2.0: Big data insights into emotion, altruism, friendship, happiness, and health. Symposium organized at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
4. **Piff, P. K.** (May, 2014). Wealth and independence across different periods, populations, people, and psychologies. Symposium organized at the *26th Annual Convention of the Association for Psychological Science*, San Francisco, CA.
5. **Piff, P. K.** (May, 2014). Toward a psychological science of awe. Symposium organized at the *26th Annual Convention of the Association for Psychological Science*, San Francisco, CA.
6. **Piff, P. K.** (February, 2014). Self-transcendence: The latest innovative research in awe, elevation, and admiration. Symposium organized at the *15th Annual Meeting of the Society for Personality and Social Psychology*, Austin, TX.
7. **Piff, P. K.** (January, 2012). The power of uncertainty and the uncertainty of power. Symposium organized at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA. Co-chair: Vladas Griskevicius
8. **Piff, P. K.** (January, 2011). The social class divide: Exploring a new frontier of cultural psychology. Symposium organized at the *12th Annual Meeting of the Society of Personality and Social Psychology*, San Antonio, TX. Co-chair: Michael W. Kraus
9. **Piff, P. K.** (January, 2010). Social psychology for an economic recession: Examining the effects of socioeconomic status on psychological processes. Symposium organized at the *11th Annual*

Meeting of the Society of Personality and Social Psychology, Las Vegas, NV. Co-chair: Natalya Maisel

REFEREED CONFERENCE PAPER PRESENTATIONS

1. **Piff, P. K.**, Horberg, E. J., & Monin, B. (2015, February). An embarrassment of riches: Defining, refining, and understanding the novel concept of 'wealth guilt'. Paper presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
2. Stellar, J. E., Gordon, A. M., Anderson, G. L., **Piff, P. K.**, McNeil, G. D., & Keltner, D. (2015, February). Awe promotes a humble self-concept. Paper presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
3. Quoidbach, J., Dunn, E. W., Croft, A., & **Piff, P. K.** (2015, February). When less is more: Money, experiences, and savoring. Paper presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
4. **Piff, P. K.** (May, 2014). Awe and altruism. Paper presented at the *26th Annual Convention of the Association for Psychological Science*, San Francisco, CA.
5. **Piff, P. K.**, & Haase, C. (2013, September). Be here now: Dealing with disorder by savoring the present. Paper presented at the *Annual Conference of the Society of Experimental Social Psychology*, Berkeley, CA.
6. Keltner, D., & **Piff, P. K.** (2013, September). On the ethics of awe and prosociality. Paper presented at the *Annual Conference of the Society of Experimental Social Psychology*, Berkeley, CA.
7. **Piff, P. K.** (2013, May). A different divide: Psychological insights into the class-compassion gap. Paper presented at the *25th Annual Meeting of the Association for Psychological Science*, Washington, DC.
8. Beermann, U., Saslow, L., Saturn, S., **Piff, P. K.**, & Keltner, D. (2013, February). What a laugh reveals: The perception of prosocial traits in the sound of laughter. Paper presented at the *3rd North East Texas Humor Research Conference*, Dallas, Texas.
9. Côté, S., **Piff, P. K.**, & Willer, R. (2013, January). Social class, compassion, and utilitarian moral judgment. Paper presented at the *14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
10. **Piff, P. K.**, & Keltner, D. (2012, January). Turning to others in the face of uncertainty. Paper presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
11. Beermann, U., **Piff, P. K.**, & Keltner, D. (2011, July). Of money and funny: Does social class predict differences in humor style? Paper presented at the *International Society for Humor Studies Conference*, Boston, MA.

12. **Piff, P. K.**, Kraus, M. W., & Keltner, D. (2011, January). Social class, culture, and the convergence of resources and rank. Paper presented at the *12th Annual Meeting of the Society of Personality and Social Psychology*, San Antonio, TX.
13. **Piff, P. K.**, Kraus, M. W., & Keltner, D. (2010, January). To have and have not: Socioeconomic status, contextualism, and the giving gap. Paper presented at the *11th Annual Meeting of the Society of Personality and Social Psychology*, Las Vegas, NV.
14. **Piff, P. K.**, Martinez, A. G., & Keltner, D. (2008, July). “Me” against “We”: Collective emotions and individual reactions to ingroup misdeeds. Paper presented at the *6th Annual Collective Intentionality Conference*, UC Berkeley, CA.
15. Martinez, A. G., **Piff, P. K.**, Mendoza-Denton, R., & Hinshaw, S. P. (2008, May). A different kind of human: Mental illness labels and the attribution of uniquely human emotion. Paper presented at the *Annual Berkeley-Stanford Talks*, Stanford, CA.
16. Neuringer, A., Jensen, G., & **Piff, P. K.** (2006, May). Stochastic matching and the voluntary nature of choice. Paper presented at the meeting of the *Society for Quantitative Analyses of Behavior*, Atlanta, GA.

REFEREED CONFERENCE POSTER PRESENTATIONS

1. Takahashi, K.[†], **Piff, P. K.**, & Keltner, D. (2015, February). Awe and prejudice: The relationship between awe, identification with humanity, and attitudes toward outgroups. Poster presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
2. Chen, T-W. D.[†], Nguyen, K. N.[†], Ng, M. S.[†], Stancato, D. M.[†], & **Piff, P. K.** (2015, February). On class and being classy: Social class moderates the effects of subtle social faux pas on interpersonal liking. Poster presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
3. Müller, S. R., **Piff, P. K.**, Simon-Thomas, E., Gorintin, C., Fleming, P., Keltner, D., & Kogan, A. (2015, February). Birds of a feather flock together and opposites attract: The relationship between cross-national value similarities and Facebook friendship ties. Poster presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
4. Stancato, D. M.[†], & **Piff, P. K.** (2015, February). The more you have, the more (you think) you need: Wealth and perceptions of needs. Poster presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
5. Abbaszadeh, Y.[†], **Piff, P. K.**, & Horberg, E. J. (2015, February). Reminders of societal unfairness decrease conspicuous consumption. Poster presented at the *16th Annual Meeting of the Society for Personality and Social Psychology*, Long Beach, CA.
6. Takahashi, K.[†], **Piff, P. K.**, & Keltner, D. (2014, May). The relationship between awe and attitudes toward outgroups. Poster presented at the *26th Annual Convention of the Association for*

Psychological Sciences, San Francisco, CA.

7. Gheorma, L.[†], **Piff, P.K.**, & Keltner, D. (2014, May). Feeling awe and wanting nothing: The association between awe, materialism, and modesty. Poster presented at the *26th Annual Convention of the Association for Psychological Sciences*, San Francisco, CA.
8. Stancato, D. M.[†], & **Piff, P. K.** (2014, May). Social class, social mindfulness, and attitudes toward wealth redistribution. Poster presented at the *26th Annual Convention of the Association for Psychological Sciences*, San Francisco, CA.
9. Yu, S.[†], Huckabee, M.[†], & **Piff, P.K.** (2014, May). Mirror, mirror: The association between social class and narcissistic tendencies. Poster presented at the *26th Annual Convention of the Association for Psychological Sciences*, San Francisco, CA.
10. Chen, T-W. D.[†], Nguyen, K. N.[†], Li, X.[†], Stancato, D. M.[†], & **Piff, P. K.** (2015, February). On class and couth: Social class moderates the effects of social transgressions on interpersonal liking. Poster presented at the *26th Annual Convention of the Association for Psychological Sciences*, San Francisco, CA.
11. Abbaszadeh, Y.[†], Rosales, O.[†], Gheorma, L.[†], Takahashi, K.[†], Chen, D.[†], Nguyen, K.[†], Tian, N.[†], **Piff, P.K.**, Horberg, E.J. (2014, May). Effect of an unfair wealth prime on status signaling. Poster presented at the *26th Annual Convention of the Association for Psychological Sciences*, San Francisco, CA.
12. Gheorma, L.[†], **Piff, P.K.**, & Keltner, D. (2014, February). Feeling awe and wanting nothing: The association between awe, materialism, and modesty. Poster presented at the *15th Annual Meeting of the Society for Personality and Social Psychology*, Austin, TX.
13. Stancato, D. M.[†], & **Piff, P. K.** (2014, February). Noblesse (non)oblige: Social class and the redistribution of wealth. Poster presented at the *15th Annual Meeting of the Society for Personality and Social Psychology*, Austin, TX.
14. Dietze, P.[†], **Piff, P. K.**, Fuhrmann, D.[†], & Keltner, D. (2013, January). Awe in vivo: A naturalistic examination of awe and the psychological sense of entitlement. Poster presented at the *14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
15. Fuhrmann, D.[†], Dietze, P.[†], **Piff, P. K.**, & Keltner, D. (2013, January). Awe toward equality: Awe-proneness, egalitarianism, and the prosocial temperament. Poster presented at the *14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
16. Molina, J. N.[†], **Piff, P. K.**, & Keltner, D. (2013, January). The experience of awe and its relation to the tendency for curiosity. Poster presented at the *14th annual meeting for the Society of Personality and Social Psychology*, New Orleans, LA.

17. Maknyte, B.[†], **Piff, P. K.**, Keltner, D., (2013, January). Social class, prosocial behavior and the hierarchy-attenuating effects of awe. Poster presented at the *14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
18. Zhang, J. W., **Piff, P. K.**, Keltner, D., Iyer, R., & Koleva, S. (2013, January). An occasion for unselfing: Beautiful nature leads to prosociality. Poster presented at the *14th Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
19. Durant, N.[†], **Piff, P. K.**, Kraus, M. W., Martinez, A. G., & Keltner, D. (2012, January). Situated status: An interactional perspective on status signaling. Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
20. Horberg, E. J., **Piff, P. K.**, & Monin, B. (2012, January). Would you rather be dazzlingly clever or angelically good? It depends on your social class. Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
21. Stancato, D. M.[†], **Piff, P. K.**, & Keltner, D. (2012, January). Are the wealthy more likely to lie, cheat, and steal? Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
22. Beermann, U., **Piff, P. K.**, & Keltner, D. (2012, January). “Money, money, funny?...”: Relations of social class and humor styles. Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
23. Dietze, P.[†], **Piff, P.K.**, Stancato, D. M.[†], & Keltner, D. (2012, January). Rights or privileges: The effects of socioeconomic status on entitlement. Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
24. Lupoli, M., **Piff, P.K.**, Stancato, D. M.[†], & Keltner, D. (2012, January). Nice cars, mean drivers: A naturalistic examination of socioeconomic status and behavior on the road. Poster presented at the *13th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
25. Martinez, A. G., **Piff, P. K.**, & Keltner, D. (2011, January). Wronged by our own: Exploring ingroup transgression and retaliation in the context of collective shame. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
26. Saslow, L. R., **Piff, P. K.**, Wong, E., Willer, R., Kogan, A. Impett, E., Clark, K., Feinberg, M., Oveis, C., Mason, C. E., Keltner, D., & Rodrigues, S. M. (2011, January). A phenomenological, behavioral, and genetic examination of spirituality and religiosity: Implications for prosociality. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
27. Brown, C.[†], Eberhardt, C. S.[†], Martinez, A. G., **Piff, P. K.**, & Keltner, D. (2011, January). Shame on us: Discrete emotions in written responses to ingroup misdeeds. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.

28. Stancato, D. M.[†], Martinez, A. G., **Piff, P. K.**, & Keltner, D. (2011, January). Exploring the liberalism-conservatism continuum in the context of American aggression. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
29. Harari, G.[†], **Piff, P. K.**, Kraus, M. W., Mendoza-Denton, R. (2011, January). Lower class uncertainty and the formation of unpredictable worldviews. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
30. Eberhardt, C. S.[†], Brown, C.[†], **Piff, P. K.**, Martinez, A. G., Keltner, D. (2011, January). When the news upsets: Analyzing responses to ingroup and outgroup transgressions in a naturalistic setting. Poster presented at the *12th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
31. Harari, G.[†], **Piff, P. K.**, Kraus, M. W., Mendoza-Denton, R. (2010, July). Lower class uncertainty and the formation of unpredictable worldviews. Poster presented at the *UC Berkeley Summer Research Opportunity Program Symposium*, Berkeley, CA.
32. Antonenko, O., **Piff, P. K.**, & Keltner, D. (2010, January). Thou shalt not kill: Religion and utilitarian moral judgments. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
33. Bari, R.[†], **Piff, P. K.**, Martinez, A. G., Purcell, A., & Keltner, D. (2010, January). Unequal opportunity: Social dominance orientation and prosocial resource allocation. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
34. Martinez, A. G., **Piff, P. K.**, & Keltner, D. (2010, January). When ingroup transgressions provoke intragroup retaliation: Distinguishing between collective shame and collective guilt. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
- ***Best Conference Poster Award Finalist**
35. Purcell, A.[†], **Piff, P. K.**, Gruber, J., Hertenstein, M., & Keltner, D. (2010, January). Contact high: Risk for mania and over-attribution of positive emotions to touches. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
36. Rohrbach, J.[†], **Piff, P. K.**, Martinez, A. G., & Keltner, D. (2010, January). When war rewards: Social dominance orientation and reactions to ingroup-perpetrated violence. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
37. Weltfried, O., Martinez, A. G., **Piff, P. K.**, Mendoza-Denton, R., & Hinshaw, S. P. (2010, January). Reflexive rejection: Unconscious dehumanization and implicit threat compound to motivate social distancing. Poster presented at the *11th Annual Meeting of the Society for Personality and Social Psychology*, Las Vegas, NV.
38. **Piff, P. K.**, Martinez, A. G., & Keltner, D. (2009, May). "Shame on us": Ingroup transgressions provoke collective shame and ingroup hostility. Poster presented at the *21st Annual Convention*

of the Association for Psychological Science, San Francisco, CA.

39. Martinez, A. G., **Piff, P. K.**, Mendoza-Denton, R., & Hinshaw, S. P. (2009, May). Mental illness labels are automatically associated with threat. Poster presented at the *21st Annual Convention of the Association for Psychological Science, San Francisco, CA.*
40. **Piff, P. K.**, Martinez, A. G., & Keltner, D. (2009, February). Species shame: Individual responses to the wrongdoings of fellow humans. Poster presented at the *10th Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.*
41. Martinez, A. G., **Piff, P. K.**, Mendoza-Denton, R., & Hinshaw, S. P. (2009, February). The power of a label: Chronic mental illness and dehumanization. Poster presented at the *10th Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.*
42. **Piff, P. K.**, Van Kleef, G., & Keltner, D. (2008, February). Putting shame into context: Effects of situational ambiguity on attributions following displays of shame. Poster presented at the *9th Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.*
43. Oleson, K. C., Bellet, M. J., Brockmyer, B. I., Clark, J. A., Kinsey, J. L. C., Masinovsky, S. M., Parks, A. C., Pierson, R. M., **Piff, P. K.**, Tanner, N. B., Waichunas, D. E., & Weingarten, E. (2003, January). Overachievers', Self-handicappers', and Defensive Pessimists' achievement goals. Poster presented at the *4th Annual Meeting of the Society for Personality and Social Psychology, Los Angeles, CA.*

INVITED PROFESSIONAL CONFERENCE PRESENTATIONS

- Plenary Address, American Psychological Association Annual Convention (2015)
- Power, Status, and Influence (PSI) Conference (2015)
- CCARE Science of Compassion Conference (2014)
- Blue Mind Summit (2014)
- Plenary Address (declined), Annual Meeting of the Human Behavior and Evolution Society (2014)

INVITED TALKS AND DEPARTMENTAL COLLOQUIA

- University of California, Irvine, Leadership Council, School of Social Ecology (2015)
- Claremont Graduate University, Psychology Department (2015)
- Northwestern University, Department of Human Development and Social Policy (2015)
- University of California, Irvine, Department of Psychology and Social Behavior (2015)
- Facebook, Inc., 5th Compassion Research Day (2015)
- Yale University, School of Management (2013)
- University of Michigan, Psychology Department (2013)
- Facebook, Inc., 4th Compassion Research Day (2013)
- University of California, Irvine, Department of Psychology and Social Behavior (2013)

- Cornell University, Psychology Department (2013)
- The New York Times Dealbook Conference (2013)
- Uncharted Festival of Ideas (2013)
- TEDx Marin (2013)
- University of Texas at Dallas, Southwestern Medical Center (2013)
- Facebook, Inc., 3rd Compassion Research Day (2013)
- University of Chicago, Booth School of Business (2012)
- Harvard University, Psychology Department (2012)
- Facebook, Inc., 2nd Compassion Research Day (2012)
- Presidio Graduate school, Public Administration Master's Seminar (2012)
- University of California at Berkeley, Fundraising Council (2011)
- University of California at Berkeley, Cognitive Science Students Association (2011)
- University of California at Berkeley, IPSR Colloquium Series (2008)
- Reed College, Psychology Department (2008)

TEACHING

Courses Taught

Advanced Social Psychology (PhD)

Mean Rating: 6.87/7.0

Social Animal (Undergraduate)

Mean Rating: 6.41/7.0

Field Study (Undergraduate)

Mean Rating: 6.23/7.0

Research Seminar (Undergraduate)

Mean Rating: 7.0/7.0

PhD Committees

- Nora Davis – member (Social Ecology 2016)
- Neil Young – member (Education 2016)
- Ashley Jo Thomas – member (Psychology 2016)
- Emily Hooker – member (Psychology and Social Behavior 2016)

Master's Committees

- Meg Ringel – reader (Psychology and Social Behavior 2016)
- Jacob Rode – reader (Psychology and Social Behavior 2016)
- Jake Moskowitz – chair (Psychology and Social Behavior 2016)
- Frank Deryck – reader (Psychology and Social Behavior 2015)

- Lauren Reiser – reader (Psychology and Social Behavior 2015)
- Kelli Dickerson – reader (Psychology and Social Behavior 2015)

Undergraduate Students Supervised

- Desiree DePace (2015-current)
- Ariana Castro (2015-current)
- Veronica Gonzalez (2015-current)
- Rod Hejazifar (2015-current)
- Fausto Aramburo (2015-current)
- Christian Vasquez (2015-current)
- Nicole Mesa (2015-current)
- Madeleine Hart (2015-current)

Post-Baccalaureate Students Supervised

- Christian Koeu (2015-current)
- Dana Joudi (2015-current)

SERVICE

Department Service

- Website and External Relations Committee (2014-present)
- Steven Pinker Visit Organizing Committee (2015)

Professional Service

Editorial Review Boards

- Social Issues and Policy Review (2015-current)

Grant Reviewing

- Israel Science Foundation (2015-current)
- Time-sharing Experiments for the Social Sciences (2014-current)

Ad-hoc Journal Reviewing

- American Journal of Political Science (2015-current)
- American Journal of Sociology (2015-current)
- British Journal of Social Psychology (2014-current)
- Cognition & Emotion (2013-current)
- Emotion (2013-current)
- European Journal of Personality (2015-current)
- European Journal of Social Psychology (2011-current)
- Frontiers in Behavioral Neuroscience (2014-current)
- Human Dimensions of Wildlife (2015-current)
- Journal of Applied Social Psychology (2013-current)
- Journal of Business Ethics (2013-current)
- Journal of Experimental Psychology: General (2012-current)
- Journal of Experimental Social Psychology (2012-current)
- Journal of Marketing Research (2014-current)
- Journal of Personality and Social Psychology (2011-current)
- Personality and Social Psychology Bulletin (2013-current)
- Perspectives on Psychological Science (2012-current)
- PLOS ONE (2012-current)
- Proceedings of the National Academy of Sciences (2012-current)
- Psychological Bulletin (2013-current)
- Psychological Science (2012-current)
- Social Cognitive and Affective Neuroscience (2014-current)
- Social Behavior and Personality (2013-current)
- Social Neuroscience (2015-current)
- Social Psychology (2013-current)
- Social Psychological and Personality Science (2012-current)
- Sociological Forum (2015-current)

Ad-hoc Reviewing for an Academic Press

- Oxford University Press (2012-current)

Miscellaneous Graduate School Service

2010-2012	<i>Summer Research Opportunity Program</i> , Research Mentor, UC Berkeley
2009	<i>Poster Review Committee</i> , Society for Personality and Social Psychology
2008-2009	<i>Gordon Allport Society</i> , Co-President, UC Berkeley
2008-2009	<i>Institute of Personality and Social Research</i> , Colloquium Committee, UC Berkeley
2008	<i>Graduate Admissions Committee</i> , UC Berkeley
2007-2008	<i>Institute of Personality and Social Research Poster Committee</i> , UC Berkeley
2007-2009	<i>Diversity Student Alliance</i> , Co-President, UC Berkeley
2007	<i>Warner Brown Organizing Committee</i> , UC Berkeley

PROFESSIONAL MEMBERSHIPS

Academy of Management (AoM)

American Psychological Association (APA)

Association for Psychological Science (APS)

New York Academy of Sciences (NYAS)

Society for Personality and Social Psychology (SPSP)

Society for the Psychological Study of Social Issues (SPSSI)

SELECTED MEDIA COVERAGE

2015

The New York Times, BBC, Wall Street Journal, NPR Marketplace, ABC News, Yahoo News, Huffington Post, Today, New Scientist, The Atlantic, Forbes, The Guardian, The Globe and Mail

2014

The New York Times, NPR, Slate, Salon, NBC, FOX News, The Atlantic, ABC News, Forbes, Wired, The Guardian, The New Republic, New York Magazine

2013

The New York Times, PBS Newshour, New York Magazine, CBC, BBC News, MSN News, Yahoo, TIME, NBC, Marketplace, The Atlantic, Salon, Business Insider, The Washington Post, Barron's, Business Review Weekly, Financial Times, Fast Company, BuzzFeed, Psychology Today, Huffington Post

2012

The New York Times, The Los Angeles Times, TIME, CNN, Fox News, Yahoo! News, MSNBC News, BBC News, CBS News, Morning Edition (NPR), American Public Media's Marketplace, Harper's, The Boston Globe, The Wall Street Journal, New York Magazine, Vanity Fair, The Toronto Star, Wired, Science Magazine, Bloomberg, The Guardian, The Washington Post, The Atlantic, The San Francisco Chronicle, Scientific American, Forbes, Men's Health, New York Observer, Financial Times

2011

TIME, The Wall Street Journal, The Vancouver Sun, Salon, MSNBC News, CNN, NPR, Harper's, Yahoo! News, Discover Magazine, The Business Times, The Daily Mail

2010 and Earlier

The New York Times, The Economist, All Things Considered (NPR), The Wall Street Journal, The Guardian, Bloomberg, The Chronicle of Higher Education, MSN Money, US News & World Report, The Vancouver Sun