PAUL KAYHAN PIFF

Curriculum Vitae

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ACADEMIC POSITIONS HELD AND EDUCATION

University of California, Irvine	Associate Professor of Psychological Science (July 2020-present)
University of California, Irvine	Assistant Professor of Psychological Science (July 2014-June 2020)
University of California, Berkeley	Post-doctoral scholar (June 2012-June 2014)
University of California, Berkeley	Ph.D. in Psychology (May 2012) Dissertation: On wealth and wrongdoing: How social class influences unethical behavior (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

Journal of Personality and Social Psychology (Editorial Board Member)	(2018-present)
Journal of Experimental Social Psychology (Guest Associate Editor)	(2021-present)
Emotion (Guest Associate Editor)	(2016-present)
Proceedings of the National Academy of Sciences (Guest Associate Editor)	(2018-present)
Social Issues and Policy Review (Editorial Board)	(2015-2019)

RESEARCH INTERESTS

Hierarchy, Inequality, Class, Emotion, Groups, Prosocial Behavior, Morality, Meaning

HONORS AND AWARDS

2020	Dean's Award for Inclusionary Excellence, School of Social Ecology, UC Irvine
2019	Sage Young Scholar Award, Society for Personality and Social Psychology
2017	Fellow, Society of Experimental Social Psychology
2016	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

PATENTS

- 1. Brill, J. A., Bejar, A., Simon-Thomas, E. R., **Piff, P. K.**, Keltner, D. J., Patent, "Market Specific Reporting Mechanisms for Social Content Objects", 20140317006 A1. (application: April 23, 2013, license: October 23, 2014).
- 2. Bejar, A., Keltner, D. J., **Piff, P. K.**, & Simon-Thomas, E. R., Patent, "Methods and systems for providing customized resolution in response to users' objection to posted content", US20140149887 A1. (application: November 29, 2012, license: May 29, 2014).

PEER-REVIEWED JOURNAL ARTICLES

- J39. Gregory, A. L., Quoidbach, J., Haase, C. M., & Piff, P. K. (in press). Be here now: Perceptions of uncertainty enhance savoring. *Emotion*.
- J38. Park, L. E., Jung, H. Y., Lee, K. S., Ward, D. E., Piff, P. K., Whillans, A. V., & Naragon-Gainey, K. (in press). Psychological pathways linking income inequality in adolescence to wellbeing in adulthood. *Self and Identity*, 1-33.
- J37. Gregory, A. L., & **Piff, P. K.** (2021). Finding uncommon ground: Extremist online forum engagement predicts integrative complexity. *PLOS ONE*, *16*(1), e0245651.
- J36. Wiwad, D., Mercier, B., Piff, P. K., Shariff, A., & Aknin, L. (2021). Recognizing the impact of Covid-19 on the poor alters attitudes towards poverty and inequality. *Journal of Experimental Social Psychology*, 93, 104083.

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- J35. Joye, Y., Bolderdijk, J. W., Köster, M. A., & Piff, P. K. (2020). A diminishment of desire: Exposure to nature relative to urban environments dampens materialism. *Urban Forestry & Urban Greening*, *54*, 126783.
- J34. Keltner, D., & Piff, P. K. (2020). Self-transcendent awe as a moral grounding of wisdom. *Psychological Inquiry*, *31*(2), 160-163.
- J33. **Piff, P. K.**, Wiwad, D., Robinson, A. R., Aknin, L. B., Mercier, B., & Shariff, A. (2020). Shifting attributions for poverty motivates opposition to inequality and enhances egalitarianism. *Nature Human Behaviour*, *4*, 496-505.
- J32. Mercier, B., Wiwad, D., **Piff, P. K.**, Aknin, L. B., Robinson, A. R., Shariff, A. (2020). Does belief in free will increase support for economic inequality? *Collabra: Psychology*, *6*(1), 25.
- J31. Goldy, S. P., & **Piff, P. K.** (2020). Toward a social ecology of prosociality: Why, when, and where nature enhances social connection. *Current Opinion in Psychology* 32, 27-31.
- J30. Martherus, J. L., Martinez, A. G., **Piff, P. K.**, & Theodoridis, A. G. (2019). Party animals? Extreme partisan polarization and dehumanization. *Political Behavior*, 1-24.
- J29. Wiwad, D., Mercier, B., Maraun, M. D., Robinson, A. R., Piff, P. K., Aknin, L. B., & Shariff, A. F. (2019). The support for economic inequality scale: Development and adjudication. *PLOS ONE*, 14(6), e0218685.
- J28. Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., ... & **Piff, P. K.** (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47, 532-550.
- J27. **Piff, P. K.**, & Moskowitz, J. (2018). Wealth, poverty, and happiness: Social class is differentially associated with positive emotions. *Emotion*, *18*, 902-905.
- J26. **Piff, P. K.**, Kraus, M. W., & Keltner, D. (2018). Unpacking the inequality paradox: Psychological roots of inequality and social class. *Advances in Experimental Social Psychology*, 57, 53-124.
- J25. Stellar, J. E., Gordon, A., Anderson, C. L., **Piff, P. K.**, McNeil, G. D., & Keltner, D. (2018). Awe and humility. *Journal of Personality and Social Psychology*, *114*, 258-269.
- J24. Robinson, A. R., & **Piff, P. K.** (2017). Deprived but not depraved: Prosocial behavior is an adaptive response to lower socioeconomic status. *Behavioral and Brain Sciences*, 40.
- J23. **Piff, P. K.**, & Robinson, A. R. (2017). Social class and prosocial behavior: Current evidence, caveats, and questions. *Current Opinion in Psychology*, *18*, 6-10.

- J22. Stellar, J. E., Gordon, A. M., **Piff, P. K.**, Cordaro, D., Anderson, C. L., Bai, Y., Maruskin, L., & Keltner, D. (2017). Self-transcendent emotions and their social functions: Compassion, gratitude, and awe bind us to others through prosociality. *Emotion Review*, *9*, 200-207.
- J21. Côté, S., Kraus, M. W., Carpenter, N. C., **Piff, P. K.**, Beermann, U., & Keltner, D. (2017). Social affiliation in same-class and cross-class interactions. *Journal of Experimental Psychology: General*, *146*, 269-285.
- J20. Cardel, M. I., Johnson, S. L., Beck, J., Dhurandhar, E., Keita, A. D., Tomczik, A. C., Pavela, G., Huo, T., Janicke, D. M., Muller, K., Piff, P. K., Peters, J. C., Hill, J. O., & Allison, D. B. (2016). The effects of experimentally manipulated social status on acute eating behavior: A randomized, crossover pilot study. *Physiology & Behavior*, 162, 93–101.
- J19. 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. (2015). On wealth and the diversity of friendships: High social class people around the world have fewer international friends. *Personality and Individual Differences*, 87, 224-229.
- J18. **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.
- J17. **Piff, P. K.** (2014). Wealth and the inflated self: Class, entitlement, and narcissism. *Personality* and Social Psychology Bulletin, 40, 34-43.
- J16. 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.
- J15. 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.
- J14. 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.
- J13. 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.
- J12. **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.
- J11. **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.

- J10. 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.
- J9. **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.
- J8. **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.
- J7. 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.
- J6. 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.
- J5. 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.
- J4. 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.
- J3. 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.
- J2. 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.
- J1. 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.

SELECT MANUSCRIPTS IN PROGRESS/UNDER REVIEW

- 1. **Piff, P. K.**, Robinson, A. R., Horberg, E. J., Monin, B. An embarrassment of riches: The expression of wealth guilt in social interactions. Invited revision at *Journal of Personality and Social Psychology* (first round).
- 2. Hart, E., & **Piff, P. K.** When inequality is good for groups: The moderating role of fairness. *Available at SSRN 3372685*.

PEER-REVIEWED BOOK CHAPTERS

- BC6. Piff, P. K., Zhang, J. W., & Keltner, D. (2018). 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* (pp. 89-94). Oxford, UK: Oxford University Press.
- BC5. **Piff, P. K.**, & Moskowitz, J.^{*} (2017) The class-compassion gap: How socioeconomic factors influence compassion. In Emma Seppala, James Doty, & Emiliana Simon-Thomas (Eds.), *The Oxford Handbook of Compassion Science* (pp. 317-330). Oxford, UK: Oxford University Press.
- BC4. Moskowitz, J.,^{*} & Piff, P. K. (2017). Cooperation. In R. Biswas-Diener & E. Diener (Eds), Noba Textbook Series: *The Science of Social Psychology*. Champaign, IL: DEF Publishers. www.nobaproject.com
- BC3. Piff, P. K., Stancato, D. M.^{*}, & Horberg, E. J. (2016). 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* (pp. 185-207). Cambridge, UK: Cambridge University Press.
- BC2. **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.
- BC1. 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

- OW5. Wiwad, D., **Piff, P. K.**, & Aknin, L. (2020, April 22). Coronavirus crisis may help Americans remember that economic inequality is not fair or just. The Daily Pilot. *The Los Angeles Times*.
- OW4. **Piff, P. K.**, & Robinson, A. R. (2017, May 11). You didn't build that: Why remembering your good fortune can be good for you and others. PBS. *Chasing the Dream: Poverty and opportunity in America*.
- OW3. Robinson, A. R., & **Piff, P.K.** (2016, October 5). Wealth can make us selfish and stingy. *World Economic Forum*. The Global Agenda.
- OW2. **Piff, P. K.**, & Keltner, D. (2015, May 24). Why do we experience awe? *The New York Times*, p. SR10.
- OW1. Keltner, D., & **Piff, P. K.** (2012, March 15). Greed prevents good. *The New York Times*. The Opinion Page.

REFEREED CONFERENCES AND MEETINGS ORGANIZED

- 1. **Piff, P.K.** (February, 2020). The psychology of social class and inequality. Pre-conference organized at the 21st Annual Meeting of the Society for Personality and Social Psychology, Atlanta, Georgia. Co-organizers: Michael Kraus.
- 2. **Piff, P.K.** (March, 2018). The psychology of social class and inequality. Pre-conference organized at the *19th Annual Meeting of the Society for Personality and Social Psychology*, Atlanta, Georgia. Co-organizers: Michael Kraus, Jennifer Sheehy-Skeffington

REFEREED CONFERENCE SESSIONS ORGANIZED AND CHAIRED

- 1. **Piff, P. K.** (2020, February). Friend or foe: How loyalty shapes relationships, race, and politics. Symposium organized at the 21st Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA. Co-organizer: Jacqueline M. Chen.
- 2. **Piff, P. K.** (2019, February). Inequality and its discontents: The wealth gap's causes and consequences. Symposium organized at the 20^a Annual Meeting of the Society for Personality and Social Psychology, Portland, OR. Co-organizer: Pia Dietze.
- 3. **Piff, P.K.** (October, 2018). Economic inequality: Why it persists and how it might change. Symposium organized at the *Annual Meeting of the Society for Experimental Social Psychology*, Seattle, WA. Co-organizer: Michael Kraus.

- 4. **Piff, P. K.** (January, 2017). Economic inequality: The emerging science of an era-defining issue. Symposium organized at the 18^a Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX. Co-chair: Azim Shariff
- 5. **Piff, P. K.** (January, 2016). Extreme emotion: Exploring the upper limits of human positivity and prosociality. Symposium organized at the *17^a* Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA. Co-chair: June Gruber
- 6. **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 *16^{*}* Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- 7. **Piff, P.K.** (February, 2015). Data 2.0: Big data insights into emotion, altruism, friendship, happiness, and health. Symposium organized at the *16^{*}* Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- 8. **Piff, P. K.** (May, 2014). Wealth and independence across different periods, populations, people, and psychologies. Symposium organized at the 26^a Annual Convention of the Association for *Psychological Science*, San Francisco, CA.
- 9. **Piff, P. K.** (May, 2014). Toward a psychological science of awe. Symposium organized at the 26^{*} Annual Convention of the Association for Psychological Science, San Francisco, CA.
- 10. **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.
- 11. **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
- 12. **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
- 13. **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. Wiwad, D., **Piff., P. K.**, Robinson, A. R., Mercier, B., Aknin, L. B., & shariff, A. F. (2020, August). Shifting attributions for poverty motivates opposition to inequality and enhances egalitarianism. Paper presented at the *80th Annual Meeting of the Academy of Management*.Vancouver, BC.
- 2. **Piff, P. K.** (2020, February). Social class differences in desires for loyalty. Paper presented at the 21st Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- 3. **Piff, P. K.** (2019, February). Inequality maintenance and the myth of the deserving poor. Paper presented at the *20th Annual Meeting of the Society for Personality and Social Psychology*, Portland, Oregon.
- 4. Whillans, A., Park, L.E., Jung, H.Y., Lee, K.S., Ward, D.E., Naragon-Gainey, K., & **Piff, P.K.** (2019, February). Income inequality in childhood predicts financial contingency of self-worth and well-being in adulthood. Paper presented at the *Annual Meeting of the Society for Consumer Psychology*, Savannah, GA.
- 5. **Piff, P.K.** (2018, October). The self-made poor? Deservingness and the defense of economic inequality. Paper presented at the *Annual Meeting of the Society for Experimental Social Psychology*, Seattle, Washington.
- 6. Parra, D. N., Robinson, A. R., & **Piff, P. K.** (2018, July). Preferences in charitable giving to the poor. Paper presented at the *Annual Meeting of the Society for the Psychological Study of Social Issues*, Pittsburgh, PA.
- Wiwad, D., Mercier, B., Maraun, M. D., Robinson, A. R., Piff, P. K., Aknin, L. B., & Shariff, A. F. (2018, March). Support for economic inequality: Development and Validation of a new scale. Paper presented at the 19th Annual Meeting of the Society for Personality and Social Psychology, Atlanta, GA.
- 8. **Piff, P. K.** (2017, January). Privilege, inequality, and wealth guilt in social interactions. Paper presented at the *18th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
- 9. **Piff, P. K.** (2016, August). An embarrassment of riches: The expression of wealth guilt in social interactions. Paper presented at the *Tobin Conference on Inequality and Decision Making*, Boston, MA.
- 10. Moskowitz, J.P., & **Piff, P.K.** (2016, August). Seeing is believing: Manipulating inequality perceptions with built visual environments. Paper presented at the *Tobin Conference on Inequality and Decision Making*, Boston, MA.

- 11. **Piff, P. K.** (2016, May). Social class, narcissism, and morality. Paper presented at the *Annual Choice Symposium*, Lake Louise, Canada.
- 12. **Piff, P. K.** (2016, January). Awe is an extreme social emotion. Paper presented at the *17th Annual Meeting of the Society for Personality and Social Psychology*, San Diego, CA.
- 13. **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.
- 14. 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.
- 15. 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.
- 16. **Piff, P. K.** (May, 2014). Awe and altruism. Paper presented at the 26th Annual Convention of the Association for Psychological Science, San Francisco, CA.
- 17. **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.
- 18. 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.
- 19. **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.
- 20. 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.
- 21. 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.
- 22. **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.

- 23. 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.
- 24. **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.
- 25. **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.
- 26. **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.
- 27. 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.
- 28. 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.

SELECTED REFEREED CONFERENCE POSTER PRESENTATIONS

- 1. Goldy, S.P., Jones, N.M., & **Piff, P.K.** (2020, February). Awe and meaning: Exploring how the sublime relates to meaning via traits and tweets. Poster presented at the *21st Annual Meeting of the Society for Personality and Social Psychology*, New Orleans, LA.
- 2. Koo, H. J., Kim, P., Hong, M., **Piff, K. P.**, & Shariff, A. F. (2020, February). Wasted work in a land of (no) opportunity: The relation between perceived social mobility and valuation of efficiency over effort. Poster presented at the 21st Annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- 3. Nguyen, V.D., Goldy, S. P., & **Piff, P. K.** (2019, May). Finding purpose in the sublime: Proneness to experiencing awe is associated with greater meaning and purpose in life. Poster presented at the *31^e* Annual Convention of the Association for Psychological Science, Washington, D.C.
- 4. Charime, A., Nguyen, V. D., Goldy, S. P., & **Piff, P.K.** (2019, May). Feeling Awe-ful: The Link Between Dispositional Awe and Psychological Well-Being. Poster presented at the *Undergraduate Research Opportunities Program Symposium* for UC Irvine, Irvine, CA.
- 5. Nguyen, V.D., Grisham, E. L., & Piff, P. K. (2019, May). Effects of counter-stereotype exposure

on self-schema. Poster presented at the Undergraduate Research Opportunities Program Symposium, Irvine, CA.

- 6. Jung, H.Y., Park, L.E., Ward, D.E., Weng, J., & **Piff, P.K.** (2019, February). The bright side of the American Dream: Social mobility beliefs mitigate the negative association between financial contingency of self-worth and well-being. Poster presented at the *Annual Meeting of the Society for Consumer Psychology*, Savannah, GA.
- 7. Parra, D. N., Robinson, A. R., & **Piff, P. K.** (2019, February). At arm's length: Considering the relationship between social distancing preferences and giving to the homeless. Poster presented at the 20th Annual Meeting of the Society for Personality and Social Psychology, Portland, OR.
- 8. Goldy, S.P., & **Piff, P.K.** (2019, February). The impact of a two-week daily intervention on increased and sustained experiences of awe. Poster presented at the *20th Annual Meeting of the Society for Personality and Social Psychology*, Portland, OR.
- 9. Parra, D. N., Robinson, A. R., & **Piff, P. K.** (2018, June). Too close for comfort? Exploring the relationship between social distancing and preferences for giving to the homeless. Poster presented at the *Undergraduate Research Opportunities Program*, Irvine, CA.
- 10. Robinson, A. R., Ettehadieh, A. F., **Piff, P. K.**, & Chen, J. M. (2018, March). Perceived discrimination toward women before and after the 2016 election. Poster presented at the *19*^{*} *Annual Meeting of the Society for Personality and Social Psychology*, Atlanta, GA.
- Steinberger, C. L., Parra, D. N., Robinson, A.R., Chen, J. M., & Piff, P. K. (2018, March). Beyond compassion: Recognizing structural constraints increases willingness to volunteer. Poster presented at the 19th Annual Meeting of the Society for Personality and Social Psychology, Atlanta, GA.
- 12. Parra, D. N., Steinberger, C. L., Robinson, A.R., **Piff, P. K.**, & Chen, J. M. (2018, March). Born that way: The association between social class essentialism and willingness to help. Poster presented at the *19th Annual Meeting of the Society for Personality and Social Psychology*, Atlanta, GA.
- 13. Parra, D. N., & **Piff, P. K.** (2017, May). Political conservatism, explicit racial prejudice, and system-justifying beliefs. Poster presented at the *Undergraduate Research Opportunities Program*, Irvine, CA.
- 14. Robinson, A. R., Chen, J. M., & **Piff, P. K.** (2017, June). Modern and benevolent sexism, perceived discrimination, and support for affirmative action after the 2016 election. Poster presented at the *Annual Meeting of the Society for Psychological Study of Social Issues*, Albuquerque, NM.
- 15. Thorpe, K.M., & **Piff, P.K.** (2017, January). The hardworking poor: Reminders of undeserved economic disadvantage increase support for wealth redistribution. *Poster presented at the 18*th *Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.

- 16. Gregory, A. L., & **Piff, P. K.** (2017, January). Anonymous altruism: The effects of private prosociality on status. *Poster presented at the 18th Annual Meeting of the Society for Personality and Social Psychology*, San Antonio, TX.
- 17. Robinson, A. R., **Piff, P. K.**, & Chen, J. M. (2017, January). Essentialist beliefs about social class lead to lower perceived social mobility of the poor. Poster presented at the *18th* Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Moskowitz, J.P., Wojcik, S.P., Mendoza-Denton, R., O'Connor, A., & Piff, P.K. (2016). Higher social class predicts increased implicit racial preference for White over Black. Poster presented at the 17th Annual Meeting for the Society for Personality and Social Psychology, San Diego, CA.
- 19. De Pace, D., Mesa, N., Salem, R., West, B., Li, C., & **Piff, P. K.** (2016, May). An embarrassment of riches: The expression of wealth guilt in social interactions. Poster presented at the 28th Annual Convention of the Association for Psychological Science, Chicago, IL.

INVITED PROFESSIONAL CONFERENCE PRESENTATIONS

- Keynote speaker, Power and Money in America (2021)
- Keynote speaker, RATIO-DMEP Conference on Social Status, Inequality, and Decision-Making (2019)
- Featured speaker, Tobin Conference on Inequality and Decision Making (2019)
- Featured speaker, Blue Mind Summit (2018)
- Keynote speaker, University of Padua Winter School on Inequality (2018)
- Keynote address, Southwestern Psychological Association Annual Convention (2017)
- Featured speaker, Judgment and Morality Pre-conference at SPSP (2017)
- Keynote address, Wealth, Inequality, and Philanthropy Convening (2016)
- Featured speaker, Psychology of Inequality and Social Class Pre-conference at SPSP (2016)
- Plenary address, American Psychological Association Annual Convention (2015)
- Featured speaker, Power, Status, and Influence (PSI) Conference (2015)
- Featured speaker, CCARE Science of Compassion Conference (2015)
- Featured speaker, Blue Mind Summit (2014)

INVITED ACADEMIC TALKS AND DEPARTMENTAL COLLOQUIA

- University of California, San Diego, Psychology Colloquium (2021)
- Keynote Speaker, Diversity and Inclusion at Google (2021)
- University of Wisconsin, Madison, Marketing Colloquium (2019)
- Northwestern University, Kellogg School of Management's MORS Micro Series (2019)
- Facebook, Inc., Well-Being Roundtable (2018)
- UCLA Anderson School of Management, Behavioral Decision Colloquium (2017)

- Facebook, Inc., Protect and Care Brain Trust (2017)
- AirBnB, Prejudice Alleviation Group (2017)
- Facebook, Inc., Protect and Care Brain Trust (2016)
- Boston University, Inaugural Khodedad Distinguished Lecture (2016)
- UC Berkeley, Art and Science of Awe (2016)
- Reed College, Distinguished Rhodes Lecture (2016)
- University of California, Riverside, Psychology Colloquium (2016)
- University of California, Los Angeles, Social Psychology Colloquium (2015)
- University of California, Irvine, Population, Society, and Inequality Colloquium (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)

GRANTS

- L.L. Bean Competitive Research Grant: The restorative power of awe and the outdoors. (\$152,000, 2021-2024). University of California, Irvine. Role: Principal Investigator.
- United States Forest Service: The physiological, social, and emotional benefits of nature: The role of awe and wonder in promoting well-being and pro-environmentalism (\$69,291, 2018-2021). University of California, Irvine. Role: Principal Investigator.

- ILTI Grant to develop "The Science and Practice of Compassion" (\$110,000, 2017-2022). University of California, Irvine. Role: Instructor.
- United States Forest Service: A pilot study on the impact of the Sequoia tree experience on social values, meaning, and physio-emotional states (\$4,500, 2017-2018). University of California, Irvine. Role: Principal Investigator.
- Tobin Research Grant: Environmental cues and social-cognitive consequences of economic inequality (\$5,000, 2016-2017). University of California, Irvine. Role: Principal Investigator.
- ADVANCE Inclusive Excellence Spirit Grant: Reducing anxiety in interclass interactions through cross-class friendship and improving psychological educational outreach (\$5,000, 2016-2017). University of California, Irvine. Role: Principal Investigator.
- The psychology of economic privilege: How rich people feel about their wealth matters for reducing inequality (\$218,000, under revision). Russell Sage Foundation. Role: Principal Investigator.

TEACHING AND MENTORING

Courses Taught

- Science and Practice of Compassion (Undergraduate) Mean Rating: 6.33
- Advanced Social Psychology (PhD) Mean Rating: 6.84/7.0
- Cooperation and Helping (PhD) Mean Rating: 6.91/7.0
- Field Study (Undergraduate) Mean Rating: 6.64/7.0
- **Psychology of Inequality (Undergraduate)** Mean Rating: 6.89/7.0
- Research Seminar (Undergraduate) Mean Rating: 6.93/7.0
- Social Animal (Undergraduate) Mean Rating: 6.58/7.0

Graduate Student Mentoring

- Rudy Medina (UCI, 2020-present)
- Hyunjin Koo (UCI, 2017-present)
- Sean Goldy (UCI, 2016-present)
- Andrew Gregory (UCI, 2015-2021)
- Angela Robinson (UCI, 2015-2020)
- Jake Moskowitz (UCI, 2014-2018)

• Emma Grisham (UCI, 2016-2018)

PhD Committees

- Hyunjin Koo chair (Psychological Science, 2021)
- Sean Goldy chair (Psychological Science, 2020)
- Jacob Rode member (Psychological Science, 2020)
- Jared Celniker member (Psychological Science, 2020)
- John Michael Kelly member (Psychological Science, 2020)
- Brett Mercier member (Psychological Science, 2020)
- Pasha Dashtgard member (Psychological Science, 2020)
- Lily Zhu member (Organization & Management, 2020)
- Angela Robinson chair (Psychological Science, 2019)
- Andrew Gregory chair (Psychological Science, 2019)
- Samantha Gailey member (Social Ecology, 2019)
- Emily Shaw member (Psychological Science, 2019)
- John Hunter member (Psychological Science, 2019)
- Meg Ringel member (Psychological Science, 2018)
- Nickolas Jones member (Psychological Science, 2017)
- Rylan Simpson member (Criminology, Law, and Society, 2017)
- Eric Chen member (Psychological Science, 2016)
- Nora Davis member (Social Ecology, 2016)
- Neil Young member (Education, 2016)
- Ashley Jo Thomas member (Cognitive Science, 2016)
- Emily Hooker member (Psychological Science, 2016)

Master's Committees

- Gary Xia reader (Psychological Science, 2019)
- Hyunjin Koo chair (Psychological Science, 2019)
- Jared Celniker reader (Psychological Science, 2018)
- Daniel Relihan reader (Psychological Science, 2018)
- Jake Moskowitz chair (Psychological Science, 2018)
- Emma Grisham chair (Psychological Science, 2018)
- Sean Goldy chair (Psychological Science, 2018)
- Cristian Rodriguez reader (Psychological Science, 2018)
- Andrew Gregory chair (Psychological Science, 2017)
- Angela Robinson chair (Psychological Science, 2017)
- Jasmine Norman reader (University of Utah, Psychology 2017)
- John Hunter reader (Psychological Science, 2016)
- Meg Ringel reader (Psychological Science, 2016)
- Jacob Rode reader (Psychological Science, 2016)

- Jake Moskowitz chair (Psychological Science, 2016)
- Frank Deryck reader (Psychological Science, 2015)
- Lauren Reiser reader (Psychological Science, 2015)
- Kelli Dickerson reader (Psychological Science, 2015)

Undergraduate Students Supervised

- Erin Cox (2021-present)
- Rui Wang (2021-present)
- Tiffany Chin (2021-present)
- Malaak Alkhuder (2019-2021)
- Stacey Le (2019-2021)
- Shawnie Leaf (2019-2021)
- Jo Roque (2019-2020)
- Nadine Abdellatif (2018-2020)
- Kaixia Hu (2019-2020)
- Hipolito Ruiz (2019-2020)
- Eileen Dai (2019-2020)
- Abigail Charime (2018-2020)
- Kevin Khuu (2018-2020)
- Manyin Zhou (2018-2020)
- Samentha Carpio (2018-2020)
- Rebecca Arreola (2019-2020)
- Skyler Helms (2019-2020)
- Rebecca Corona (2018-2019)
- Jonathan Casian (2017-2018)
- Rebecca Wilder (2017-2018)
- Gina Philbrick (2017-2018)
- Desiree DePace (2015-2016)
- Ariana Castro (2015-2016)
- Veronica Gonzalez (2015-2016)
- Rod Hejazifar (2015-2016)
- Eleni Richards (2015-2016)
- Fausto Aramburo (2015-2016)
- Christian Vasquez (2015-2016)

Honors Students Supervised

- Daniel Milton (2019-2020)
- Vivian Keorhagian (2018-2019)
- Valerie Nguyen (2018-2019)

- Nicole Mesa (2015-2017)
- Madeleine Hart (2015-2017)
- Kenneth Camaclang (2016-2018)
- Jerimi Vindua (2016-2018)
- Paul Peng (2016-2018)
- Manoshak Masoumi (2017-2017)
- Vivian Mitchell (2017-2018)
- Charlie Su (2017-2018)
- Erick Ruelas (2017-2019)
- Jennifer Cho (2017-2018)
- Brittney Bayardo (2017-2018)
- Joyce Noh (2017-2020)
- Marley Cote (2017-2018)
- Stephen Mamiit (2017-2018)
- Isias Contreras (2017-2019)
- Alexandra Ettehadieh (2017-2019)
- Jose Miguel Jr. Bejar (2017-2019)
- Katreen Botros (2017-2018)
- Ivanna Danielle Munoz (2017-2018)
- Jeanine Edralin (2016-2018)
- Ariana Leon (2017-2018)
- Christopher Li (2016-2017)
- Karina Rodriguez (2017-2018)
- Steven Schwartz (2016-2017)
- Liangchen Qu (2016-2017)
- Shuo Zhang (2016-2017)
- Christian Cortez (2016-2018)

- Quinton Delgadillo (2017-2018) ***Awarded Exceptional Achievement in Undergraduate Research, and Outstanding Contribution to the School of Social Ecology
- Rodolfo Medina (2017-2018) ***Awarded Exceptional Achievement in Undergraduate Research, and Outstanding Contribution to the School of Social Ecology

Post-Baccalaureate Students Supervised

- Rachel Reyes (2020-present)
- Maria Garcia (2020-present)
- Elaine Tannouz (2020-present)
- Yoselin Pearce (2019-2020)
- Daniel Brosnahan (2018-2020)
- Danielle Parra (2017-2019)

- Joseph Tavernier (2016-2018)
- Rammy Salem (2016-2017)
- Bryan West (2016-2017)
- Katie Thorpe (2016-2017)
- Christian Koeu (2015-2016)
- Dana Joudi (2015-2016)

SERVICE

Professional Service

<u>Editorial Review Boards</u>

- Journal of Personality and Social Psychology (Editorial Board Member) (2018-present)
- Journal of Experimental Social Psychology (guest associate editor) (2021-present)
- Proceedings of the National Academy of Sciences (guess associate editor) (2018-present)
- Emotion (guest associate editor) (2016-present)
- Social Issues and Policy Review (2015-2019)

Grant Reviewing

- National Science Foundation (2019-present)
- Israel Science Foundation (2015-present)
- Time-sharing Experiments for the Social Sciences (2014-present)

Ad-hoc Journal Reviewing

- Aggressive Behavior (2016-present)
- American Journal of Political Science (2015-present)
- American Journal of Sociology (2015-present)
- American Psychologist (2016-present)
- Behavioral and Brain Sciences (2017-present)

- British Journal of Social Psychology (2014-present)
- Cognition & Emotion (2013-present)
- Emotion (2013-present)
- European Journal of Personality (2015-present)
- European Journal of Social Psychology (2011-present)
- Frontiers in Behavioral Neuroscience (2014-present)
- Human Dimensions of Wildlife (2015-present)
- Journal of Applied Social Psychology (2013-present)
- Journal of Business Ethics (2013-present)
- Journal of Experimental Psychology: General (2012-present)
- Journal of Experimental Social Psychology (2012-present)
- Journal of Marketing Research (2014-present)
- Journal of Pacific Rim Psychology (2016-present)
- Journal of Personality and Social Psychology (2011-present)
- Journal of Research in Personality (2018-present)
- Nature Human Behavior (2019-present)
- Organizational Behavior and Human Decision Processes (2020-present)
- Personality and Social Psychology Bulletin (2013-present)
- Personality and Social Psychology Review (2016-present)
- Perspectives on Psychological Science (2012-present)
- PLOS ONE (2012-present)
- Proceedings of the National Academy of Sciences (2012-present)
- Psychological Bulletin (2013-present)
- Psychological Science (2012-present)
- Science Advances (2020-present)
- Social Cognition (2017-present)
- Social Cognitive and Affective Neuroscience (2014-present)
- Social Behavior and Personality (2013-present)
- Social Justice Research (2018-present)
- Social Neuroscience (2015-present)
- Social Psychology (2013-present)
- Social Psychological and Personality Science (2012-present)
- Sociological Forum (2015-present)

Ad-hoc Reviewing for an Academic Press

- University of California Press (2017-present)
- Oxford University Press (2012-present)

University Service

• Faculty Representative at UCI Illuminations (visiting student event) (2020)

- Faculty Liaison for the Subcommittee on International Education (SCIE) (2016-2019)
- Faculty Representative at UCI Illuminations (visiting student event) (2018)
- Focus group on experiences with diversity and discrimination at UCI (2017)
- Faculty representative at the UCI CEO Roundtable (2017)
- Faculty Director of Student Social Climate Survey, Division of Undergraduate Education (2017present)

School and Departmental Service

- Department of Psychological Science Graduate Adviser (2021-current)
- Chair of the Department of Psychological Science Public Relations Committee (2021-current)
- Department of Psychological Science Weekly Colloquium Organizer (2017-2020)
- Associate Director of the Blum Center for Poverty Alleviation (2021-present)
- Lead, Blum Compassion Initiative (2020-present)
- Graduate admissions committee member (2020-2021)
- Research Lead, Blum/Living Peace Science & Practice of Compassion Program, School of Social Ecology, UCI (2016-2020)
- Comprehensive exams steering committee for Social-Personality area, PS, UCI (2019)
- Search committee member for social psychology faculty, PS, UCI (2018-2019)
- Graduate admissions committee member (2018-2019)
- Graduate admissions committee member (2017-2018)
- Featured speaker at UCI School of Social Ecology's 25th anniversary (2042) event
- Graduate school information panel (2018)
- Department of Psychological Science Weekly Colloquium Organizer (2017-present)
- Graduate school information panel (2017)
- Post-baccalaureate program admissions committee member (2017)
- Graduate admissions committee member (2016-2017)
- Research Presentation to Prospective Ph.D. Students, PS, UCI (2016)
- Graduate admissions committee member (2015-2016)
- Search committee member for social psychology faculty, PS, UCI (2015-2016)
- Spoke to leadership council, School of Social Ecology, UCI (2015)
- Website and External Relations Committee (2014-present)
- Steven Pinker Visit Organizing Committee (2015)

Community

- Gave talk on inequality and health to Optum healthcare provider (2021)
- Gave talk on science of awe to outdoor recreation collective (2021)
- Led a mentor luncheon at SPSP, Portland (2019)
- Lead instructor of University of Padua's 2018 Winter School, Padua, Italy (2018)
- Gave talk on science of awe at St. Margaret's Episcopal School, San Juan Capistrano (2018)
- Gave talk on awe at the Golden West College Peace Conference, Huntington Beach (2018)

- Gave talk on wealth and compassion at Laguna Woods Speaker Series, Laguna Woods (2018)
- Led a mentor luncheon at SPSP, Atlanta (2018)
- Gave talk on science of awe at University Synagogue, Irvine (2017)
- Gave research talk on science of awe at the University Club Forum, UCI (2017)
- Organized community outreach event at the Friendship Shelter in Laguna Beach (2017)
- Founding member of Protect and Care Brain Trust at Facebook, Inc., incorporating the science of empathy into social media (2016-present)
- Organized graduate school panel for first-generation college students, SWPA (2017)
- Contributed research to AirBnB on applying psychological principles to reduce prejudice (2017)
- Co-creator of the American Dream Score calculator (a psychological tool to raise awareness of economic advantage and disadvantage) with the Galewill foundation (2017)
- Gave research talk on Money-Empathy Gap at the University Club Forum, UCI (2016)
- Gave community outreach talk on Social Class and Compassion at the Mill Valley Public Library Arts and Lectures Series (2016)

PROFESSIONAL MEMBERSHIPS

Academy of Management (AoM) American Psychological Association (APA) Association for Psychological Science (APS) Society for Experimental Social Psychology (SESP) Society for Personality and Social Psychology (SPSP) Society for the Psychological Study of Social Issues (SPSSI) Southwestern Psychological Association (SWPA)