

Melanie Rudd

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Education

Stanford University, Graduate School of Business

Ph.D., Marketing, June 2013 (Expected)

University of Washington, Michael G. Foster School of Business

B.A., Business Administration (Marketing Concentration), Summa Cum Laude, June 2007

Green River Community College (Auburn, WA)

A.A., Highest Honors, June 2005

Research Interests

- Time Perception
- Emotions
- Prosocial Behavior
- Consumer Well-Being
- Consumer Judgment and Decision Making
- Brand Relationship Psychology

Journal Publications (see Appendix for abstracts)

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (forthcoming), "Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being," *Psychological Science*. (Dissertation Essay 3).

- Select Media coverage: *The Wall Street Journal*, *Scientific American*, *The Boston Globe*, *The Huffington Post*, *MIT Sloan Management Review*, *Business Insider*, *Men's Health*, *FITNESS Magazine*, *Men's Journal*, *Gizmodo*, *Yahoo! News*, *Prevention*, *The Telegraph*, *The Atlantic*, *Discovery News*, *NBCNews.com*, *Yahoo! Finance*, *LiveScience*, *msnNOW*, *Yahoo! News India*, *BusinessWire*, *Daily News*, *The Hindu*, *Epoch Times*, *Science Daily*, *Psych Central*, *Medical Xpress*, *Smithsonian.com*, *Medical Daily*, *Daily News*, *The Independent*, *OnePakistan.com*, *Khaleej Times*, *Deliberatism*

Aaker, Jennifer, Melanie Rudd, and Cassie Mogilner (2011), "If Money Does Not Make You Happy, Consider Time," *Journal of Consumer Psychology*, 21 (2), 126-130.

- Select Media coverage: *Forbes India*, *Business Insider*, *aWomansHealth*, *Rotman Magazine*, *Woman's World*

Working Papers and Select Research in Progress (see Appendix for abstracts/descriptions)

- Rudd, Melanie, Jennifer Aaker, and Michael I. Norton, "Leave Them Smiling: How Concretely Framing a Prosocial Goal Creates More Happiness," Under review at *Journal of Experimental Social Psychology*.
- Rudd, Melanie, "Being Present: How Momentary Temporal Focus Influences Consumers' Perceptions of Time Affluence." *Data collection in progress* (Dissertation Essay 1, four studies complete).
- Rudd, Melanie, "Barely Have Time to Breathe? Fortunately, a Breath May Be All You Need: Reduced Breathing Rate Increases Perceived Time Availability and Subjective Well-Being." *Data collection in progress* (Dissertation Essay 2, four studies complete).
- Rudd, Melanie, "Opening the Mind and Shrinking the Self: Exploring How Awe Enhances Social Competence." *Data collection in progress* (3 studies complete).
- Rudd, Melanie and Jennifer Aaker, "Will I Make a Difference? How Publicity and Overall Amount Raised Influence Donations to Corporation-Sponsored Aid Relief Efforts." *Data collection in progress* (2 studies complete).
- Rudd, Melanie, Jennifer Aaker, and Michael I. Norton, "Amplifying Ripples of Happiness by Shifting Expectations about the Power of Small Acts." *Data collection in progress* (1 study complete).
- Rudd, Melanie and Jennifer Aaker, "When Brands Become More Personable: How Hedonic Versus Utilitarian Online Communication Channels Influence Consumers' Willingness to Share Branded Online Content." *Data collection in progress* (1 study complete).

Dissertation

Being Present: Expanding Perceptions of Time through Momentary Temporal Focus

Dissertation Committee:

Jennifer Aaker (Advisor), Kathleen D. Vohs, Baba Shiv, Jeanne L. Tsai, Benoît Monin
(Oral Examination/Defense completed July 20th, 2012)

Consumers today often find themselves struggling to keep up with the hectic pace of everyday life and meet the expectations of a society that currently places an extremely high value on time. Many, in fact, perceive themselves to be victims of a "time famine", feeling that there is too much to do and not enough time to do it (Perlow, 1999). And despite technological innovations that have automated many daily tasks, this time shortage problem has only worsened in recent years. Indeed, a perceived lack of time availability now may be one of the most pervasive experiences in modern society. A recent poll of over 1,000 Americans found that nearly half (47%) felt they lacked enough time in daily life (Carroll, 2008), and the percentage of adult Americans who report feeling "always rushed" has been increasing (Robinson & Godbey, 1997). And unfortunately for consumers, research has indicated that time shortage can negatively impact health and well-being (Menzies, 2005) and have other undesirable effects, such as encouraging greater consumption of fast food and multitasking while driving (Darian & Cohen, 1995; Nationwide Mutual Insurance Company, 2008). So, what can be done to shift consumers' perceptions of how much time is available and make them feel more time affluent?

I posited that consumers' momentary temporal focus (i.e., the extent to which they are currently focused on the past, present, and future) is capable of altering time perception. Specifically, I examined how a stronger focus on the present expands perceptions of current time availability. Across the three essays of my dissertation, I demonstrate not only that this heightened focus on the present (and the resulting perception of greater time availability) can be attained in a variety of ways, but also that perceived time affluence has important consequences for consumer decision making and well-being.

Essay 1 explores the hypothesis that focusing more strongly on the present expands perceptions of time availability, and builds upon an extant psychological model of time perception in order to illuminate why this effect occurs. Three studies demonstrated that when one's focus on the present moment was amplified (versus muted), consumers perceived time as more plentiful, felt less pressed for time, and felt that time was passing at a more comfortable (and slower) rate. More interestingly, this expanding of perceived time diminished consumers' symptoms of time urgency (i.e., feelings of being rushed and hurried) and altered their decision making. For example, when participants were asked how much they would pay for a software program upgrade that would save them time, they were willing to pay less when they were focused on the present (versus the future). Additionally, participants focused on the present (versus the future), found hedonic product attributes (e.g., "pleasurable", "attractive," "fun," etc.) to be more desirable. Mediating these effects was the perception that time felt more plentiful when in the present-focused condition. Last, a fourth study provided evidence that time perceptually "expands" when one focuses more strongly on the present because the number of contextual changes that one encodes (and later retrieves) increases. When people are focused on the present, they are more likely to note the nuanced emotional, physical, and environmental changes that they experience in the moment, which in turn makes their experiences seem fuller and enhances the perception that time is more plentiful and expansive.

Essay 2 deepens our understanding of the link between time perception and well-being by providing one possible explanation for why prior research (e.g., Brown & Ryan, 2003) has found a positive association between activities that incorporate slow breathing (e.g., yoga and mindful meditation) and subjective well-being. Four studies demonstrated that, by heightening consumers' focus on the present moment, slow and deep (versus fast and shallow) breathing caused consumers to perceive time was more sufficient and that it was passing more slowly. Further, consumers felt they had more hours in the day and reported feeling less impatient. Perhaps more importantly, the results also revealed a boost in life satisfaction that was brought about by breathing slowly (versus quickly). When people breathed more slowly, they perceived greater time availability, which fueled the increase in reported life satisfaction.

Essay 3 (an article based on this essay is forthcoming in *Psychological Science*) calls attention to a relatively underexplored dimension of emotions—the temporal orientation of emotions—by focusing on how experiencing awe brings people into the present and expands perceptions of time. These studies demonstrated that consumers experiencing awe, relative to other emotions (i.e., happiness or a neutral state) felt they were less pressed for time, felt they had more time available, and felt less impatient. The experience of awe (relative to other states) also led consumers to be more willing to volunteer their time to help others, more strongly prefer experiential (versus material) goods, and view their lives as more satisfying. Importantly, mediation analyses revealed that these changes in prosocial decisions, consumer preferences, and subjective well-being were all driven by the greater perceived time affluence elicited by the experience of awe. Moreover, by demonstrating that awe's observed time expansion effects were not simply characteristic of all positive emotions, these results underscored that, although they may share the same valence, discreet positive emotions are capable of educing divergent consequences.

Taken together, these essays highlight the malleability of the subjective experience of time by introducing momentary temporal focus as a factor capable of altering perceived time affluence. Specifically, across various methods of construct activation and across dependent variables, my dissertation shows that a stronger focus on the present is able to alleviate the feelings of time starvation that plague so many consumers in modern life.

Furthermore, by approaching the problem of declining time affluence from a psychological perspective, this research makes a notable contribution to the broader study of time shortage. Indeed, though contributions to the topic of time shortage have come from a wide variety of disciplines—from anthropology, epidemiology, and sociology to economics, occupational health, and medicine—there is a relative paucity of psychological inquiries into this particular aspect of time perception. Thus, my dissertation intends to further emphasize the importance of a psychological study of time affluence by connecting and incorporating time affluence research with research in other domains of consumer psychology, such as consumer judgment and decision making, subjective well-being, and emotions. And in doing so, my dissertation not only sheds light on each of these domains, but also accurately reflects the vigor with which perceived time affluence permeates various aspects of consumers’ lives and influences their thoughts, feelings, and behavior.

Conference Presentations

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012, May). “Awe Expands People’s Perception of Time, Alters Decision Making, and Enhances Well-Being,” *Bay Area Marketing Symposium*, Santa Clara, CA.

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2012, February). “Awe Expands People’s Perception of Time, Alters Decision Making, and Enhances Well-Being,” *Society for Consumer Psychology Conference*, Las Vegas, NV.

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (2011, October). “Awe Expands People’s Perception of Time, Alters Decision Making, and Enhances Well-Being,” *Association of Consumer Research North American Conference*, St. Louis, MO.

- Session Chair: “It Shrinks, Stretches, Contracts, and Expands: Exploring the Remarkable Malleability of Time”

Rudd, Melanie and Jennifer Aaker (2010, October). “Expanding Time: Altering Consumers’ Experience of Time through Temporal Perspective,” *Association for Consumer Research North American Conference*, Jacksonville, FL.

Teaching

Interests:

Marketing Management, Consumer Behavior, Brand Management, Marketing Research, Strategic Marketing Communication, Behavioral Decision Making, Designing Happiness

Experience:

Designing Happiness, Teaching Assistant and Guest Lecturer 2010, 2012
Prof. Jennifer Aaker, Stanford Graduate School of Business

Social Brands, Teaching Assistant 2012
Prof. Jennifer Aaker, Stanford Graduate School of Business

Consumer Behavior, Teaching Assistant 2010-2011
Prof. Zakary Tormala, Stanford Graduate School of Business

Marketing Management, Course Assistant/Grader 2009, 2012
Prof. S. Christian Wheeler, Stanford Graduate School of Business

Honors and Awards

AMA-Sheth Foundation Doctoral Consortium Fellow	2012
Robert E. Gross/Lockheed Fellowship Graduate School of Business, Stanford University	2008-2012
Gustav H. Eli Benkendorf Fellowship Graduate School of Business, Stanford University	2011
Jere J. Santry, Jr. Fellowship Graduate School of Business, Stanford University	2011
Marilyn E. Jaedicke Memorial Fellowship Graduate School of Business, Stanford University	2010
James Doris McNamara Fellowship Graduate School of Business, Stanford University	2010
Milton L. Roberts Fellowship Graduate School of Business, Stanford University	2009
Gerald L. and Linda J. Katell Fellowship Graduate School of Business, Stanford University	2008
Lily M. and Henry J. Budde Fellowship Graduate School of Business, Stanford University	2008
Stanford Frederick Zimet Fellowship Graduate School of Business, Stanford University	2008
Summa Cum Laude Graduate University of Washington	2007
President's Transfer Medal Finalist University of Washington <ul style="list-style-type: none">Awarded annually to the top transfer student in the university-wide graduating class	2007
Annual Dean's List University of Washington	2005-2007
Edna Benson Memorial Scholarship Michael G. Foster School of Business, University of Washington	2006
Evert McCabe Endowed Scholarship Michael G. Foster School of Business, University of Washington	2005
Freshman Admission Program (FRAP) Invitee Michael G. Foster School of Business, University of Washington	2005

University of Washington Undergraduate Scholar Award University of Washington	2005
Washington Scholars Scholarship Washington Higher Education Coordinating Board	2005-2007
Highest Honors Graduate Green River Community College	2005

Memberships

- Association for Consumer Research
- Society for Consumer Psychology
- Beta Gamma Sigma
- Golden Key National Honor Society

Professional Service and Activities

Reviewer Service:

Journal of Consumer Research 2011
Trainee Reviewer

Association for Consumer Research Conference 2010-2011
Working Paper Reviewer

Research Assistantships:

Jennifer Aaker, S. Christian Wheeler, and Baba Shiv 2008-2012
Stanford Graduate School of Business

Marcus Cunha, Jr. 2007
Michael G. Foster School of Business, University of Washington

Relevant Coursework

Marketing	Behavioral Decision Theory	<i>Itamar Simonson</i>
	Behavioral Research in Marketing II: Conceptual Foundations	<i>Baba Shiv</i>
	Attitudes and Persuasion	<i>S. Christian Wheeler</i>
	Quantitative Research in Marketing: Strategic Models and Methods	<i>Wesley Hartmann</i>
Psychology	Cognitive Neuroscience	<i>Samuel M. McClure</i>
	Topics and Methods Related to Culture and Emotion	<i>Jeanne L. Tsai</i>
	Human Motivation	<i>Carol S. Dweck &</i>
	Social Psychology	<i>Mark R. Lepper &</i> <i>Lee D. Ross</i>
Methods	Behavioral Research in Marketing I: Methodology	<i>S. Christian Wheeler</i>
	Statistical Theory, Models, and Methodology	<i>Ewart Thomas</i>

Statistical Methods for Behavioral and Social Sciences

*Benoit Monin &
Ewart Thomas*

Economics Managerial Economics
Incentives and Productivity

*Michael Ostronsky
Edward Lazear*

**Teaching &
Presenting** Communication Strategies for Scholars

John David Schramm

References

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Appendix: Research Abstracts and Descriptions of Work in Progress

Rudd, Melanie, Kathleen D. Vohs, and Jennifer Aaker (forthcoming), “Awe Expands People’s Perception of Time, Alters Decision Making, and Enhances Well-Being,” *Psychological Science*. (Dissertation Essay 3).

When do people feel as if they are rich in time? Not often, research and daily experience suggest. However, three experiments showed that participants who felt awe, relative to other emotions, felt they had more time available (Experiments 1 and 3) and were less impatient (Experiment 2). Participants who experienced awe also were more willing to volunteer their time to help other people (Experiment 2), more strongly preferred experiences over material products (Experiment 3), and experienced greater life satisfaction (Experiment 3). Mediation analyses revealed that these changes in decision making and well-being were due to awe’s ability to alter the subjective experience of time. Experiences of awe bring people into the present moment, and being in the present moment underlies awe’s capacity to adjust time perception, influence decisions, and make life feel more satisfying than it would otherwise.

Aaker, Jennifer, Melanie Rudd, and Cassie Mogilner (2011), “If Money Does Not Make You Happy, Consider Time,” *Journal of Consumer Psychology*, 21 (2), 126-130.

Although a substantial amount of research has examined the link between money and happiness, far less has examined the link between time and happiness. This paper argues, however, that time plays a critical role in understanding happiness, and it complements the money-spending happiness principles in Dunn, Gilbert, and Wilson (2011-this issue) by offering five time-spending happiness principles: 1) Spend time with the right people; 2) Spend time on the right activities; 3) Enjoy the experience without spending the time; 4) Expand your time; and 5) Be aware that happiness changes over time.

Rudd, Melanie, Jennifer Aaker, and Michael I. Norton, “Leave Them Smiling: How Concretely Framing a Prosocial Goal Creates More Happiness,” Under review at *Journal of Experimental Social Psychology*.

Across a series of experiments, participants assigned the more concretely framed goal of making someone smile reported a greater increase in personal happiness after performing an act of kindness than did those who were assigned the functionally similar, but more abstractly framed, goal of making someone happy. This effect was driven by differences in the size of the gap between participants’ expectations and reality, as demonstrated in both field experiments and a dyad study conducted with pairs of friends. The efforts of those assigned to make someone happy fell short of expectations—leading to less personal happiness—whereas the efforts of those assigned to make someone smile more accurately matched expectations—boosting their happiness. Further, participants were unable to accurately predict this effect: They erroneously believed that efforts to make others happy (versus smile) would have either an equal or greater positive impact on their own happiness.

Rudd, Melanie, “Being Present: How Momentary Temporal Focus Influences Consumers’ Perceptions of Time Affluence.” *Data collection in progress* (Dissertation Essay 1, four studies complete).

What can be done to alleviate the problem of time shortage that plagues so many consumers in modern society? Approaching this issue from a psychological perspective, this research examines the influence of momentary temporal focus on consumers' perception of time. Three experiments reveal that a heightened focus on the present (versus the future) expands consumers' perceptions of current time affluence—time seems more plentiful, feelings of time pressure are reduced, and time appears to pass at a more comfortable (and slower) rate. Mediation analyses demonstrate that this greater perceived time affluence diminishes consumers' symptoms of time urgency and alters decision making. A fourth study provides evidence that this time expansion effect is driven by an increase in the number of contextual changes one encodes (and later retrieves)—when consumers focus more strongly on the present, they are more likely to note the nuanced emotional, physical, or environmental changes that they experience in the moment.

Rudd, Melanie, “Barely Have Time to Breathe? Fortunately, a Breath May Be All You Need: Reduced Breathing Rate Increases Perceived Time Availability and Subjective Well-Being.” *Data collection in progress* (Dissertation Essay 2, four studies complete).

Why has prior research found a positive association between well-being and activities that incorporate slow breathing (e.g., mindful meditation and yoga)? The present research provides one possible explanation for this link, while also deepening our understanding of the role time perception plays in influencing consumer well-being. The results of four experiments reveal that, by heightening consumers' focus on the present moment, slow and deep (versus fast and shallow) breathing increases perceptions of current time availability. Slow and deep (versus fast and shallow) breathing leads consumers to feel less impatient, that they have more hours the day, that time is more sufficient, and that time is passing more slowly. Importantly, the results also reveal a boost in life satisfaction brought about by breathing slowly and deeply (versus quickly and shallowly)—when consumers breathe more slowly, their perceptions of time availability are amplified, which fuels the increase in reported life satisfaction.

Rudd, Melanie, “Opening the Mind and Shrinking the Self: Exploring How Awe Enhances Social Competence.” *Data collection in progress* (3 studies complete).

Much research has investigated the social consequences of positive (versus negative) emotions. But considerably less is known about the specific (and potentially divergent) effects of discrete positive emotions, such as awe. Three laboratory experiments sought to advance our understanding of awe by examining the social consequences of this particular emotion. The results reveal that awe (versus happiness or a neutral emotional state) enhances consumers' social competence and facilitates interpersonal connections by reducing narcissism and increasing social awareness (e.g., emotional contagion). Mediation analyses demonstrate that these effects are driven by awe's abilities to shrink perceptions of the self and to open the mind to new possibilities and knowledge, respectively. The ways in which these social consequences of awe impact consumer decision making (e.g., the extent to which a salesperson could influence a purchase decision) are also examined.

Rudd, Melanie and Jennifer Aaker, “Will I Make a Difference? How Publicity and Overall Amount Raised Influence Donations to Corporation-Sponsored Aid Relief Efforts.” *Data collection in progress* (2 studies complete).

In some cases, a humanitarian crisis may receive a tremendous amount of publicity, whereas in other cases a crisis (although equally devastating) may go relatively unnoticed by the general public. The purpose of this research is to gain an understanding of how the perceived level of public awareness of a humanitarian crisis affects the amount of money consumers are willing to give to a corporation-sponsored aid relief campaign and the size of the impact that consumers believe their donations would have. Preliminary findings suggest that consumers are willing to donate more and believe that their donation's impact will be bigger when there is a "mismatch" between the amount of perceived public awareness and the amount of money that has already been raised by the aid relief campaign: When public awareness is perceived to be high [low] and the amount already raised is low [high]. Under these conditions, the greater donations and perceived impact appear to be driven by consumers' stronger beliefs that small acts can have big consequences and their perceptions that giving to the cause would be more meaningful and satisfying.

Rudd, Melanie, Jennifer Aaker, and Michael I. Norton, "Amplifying Ripples of Happiness by Shifting Expectations about the Power of Small Acts." *Data collection in progress* (1 study complete).

Recent findings demonstrate that because people are motivated to see the world as predictable, they often hold "cause-consequence" matching beliefs—they believe that small consequences are linked to small events and that big consequences are linked to big events. However, small events are capable of having large and lasting consequences. In this research, we examine how people's intuitive theories about the power of small acts (e.g., within the domain of prosocial behavior) can at times lead them to make less than optimal decisions regarding their happiness. We also investigate how activating alternative causal schemas (e.g., activating "butterfly effect" beliefs—beliefs that small acts can lead to big consequences) can correct these perceptions and lead consumers to recognize the benefits that small acts can have for their personal happiness and the happiness of others.

Rudd, Melanie and Jennifer Aaker, "When Brands Become More Personable: How Hedonic Versus Utilitarian Online Communication Channels Influence Consumers' Willingness to Share Branded Online Content." *Data collection in progress* (1 study complete).

Due to the advancements in technology that have occurred in recent years, companies are able to communicate with consumers through a wider range of channels than ever before. In the present research, we explore how the type of online communication channel (i.e., hedonic versus utilitarian) can alter consumers' perceptions of and connection with a brand, and the implications this can have for consumers' willingness to share branded online content with others. Preliminary results suggest that when consumers receive branded online content from a person (e.g., a stranger or an employee serving as a brand spokesperson), whether the type of online communication channel is more hedonic (e.g., Facebook) or more utilitarian (e.g., Email) does not appear to influence willingness to share the content with other consumers. However, when consumers receive branded online content directly from the brand itself, they are more likely to share the content when the communication channel is hedonic (versus utilitarian)—an effect that appears to be driven by consumers seeing the brand as more personable, authentic, caring, and warm under these conditions.