

CHAN JEAN LEE

PhD Candidate in Marketing
Haas School of Business
University of California, Berkeley
Berkeley, CA 94720-1900

Tel.: (510) 225-8991
Fax: (510) 642-4700
Email: c_lee@haas.berkeley.edu
Website: faculty.haas.berkeley.edu/c_lee

EDUCATION

Ph.D. Marketing, 2007 – 2012 (Expected)
Haas School of Business, University of California at Berkeley, CA

M.S. School of Information, 2002
University of California at Berkeley, CA

M.A. Consumer Studies, 1999
Seoul National University, Seoul, Korea

B.A. Consumer Studies, 1997
Seoul National University, Seoul, Korea, Magna Cum Laude

RESEARCH INTERESTS

The Role of Emotion in Judgment and Decision Making

- Financial Decision Making
- Aesthetic Judgment
- Interpersonal Relationships

PUBLICATIONS

Chan Jean Lee and Eduardo B. Andrade, "Fear, Social Projection, and Financial Decision Making," *Journal of Marketing Research*, Forthcoming

Ryan S. Elder, Nilufer Aydinoglu, Victor Barger, Cindy Caldara, HaeEun Helen Chun, Chan Jean Lee, Gina Mohr, and Antonios Stamatogiannakis (2010), "A Sense of Things to Come: Future Research Directions in Sensory Marketing," in Aradhna Krishna (ed.), *Sensory Marketing*. New York: Taylor and Francis

Chan Jean Lee and Kee Choon Rhee, "The Effects of Information Organization on the Costs and Benefits of Purchase Decision-Making, Vol. 4, *Journal of Korean Consumer Society*, December 2000

MANUSCRIPT IN PREPARATION

Chan Jean Lee, Eduardo B. Andrade, and Stephen Palmer, “How Emotions Influence Color Preference,” *To be submitted to the Journal of Consumer Research*

WORK IN PROGRESS

The Power of Synchrony in Interpersonal Interactions (with Eduardo B. Andrade and Dan Ariely) – 2 studies completed

Reappraising the Affective Signal: When Fear Promotes Risk-Taking (with Eduardo B. Andrade) – 1 study completed

The Psychological Value of Online Ratings (with Priya Raghurir) – 4 studies completed

On Being Inspired (with Clayton Critcher) – 1 study completed

Embodied Distance Estimation (with Leif Nelson and Robyn LeBoeuf) – 2 studies completed

CONFERENCE AND SEMINAR PRESENTATIONS

Chan Jean Lee, Eduardo B. Andrade, Stephen Palmer (2011), “How Emotions Influence Color Preference,” Paper presented at the Association for Consumer Research Conference, St. Louis, MO.

Chan Jean Lee and Eduardo B. Andrade (2011), “Fear, Social Projection, and Financial Decision Making,” Paper presented at the Whitebox Advisors Graduate Student Conference, Yale University, New Haven, CT.

Chan Jean Lee and Eduardo B. Andrade (2011), “Impact of Fear on Financial Decision Making,” Paper presented at the Society for Consumer Psychology Conference, Atlanta, GA.

Chan Jean Lee, Eduardo B. Andrade, Stephan Palmer (2009), “Emotion Effects on Color Preferences,” Poster presented at the Association for Consumer Research Conference, Pittsburgh, PA.

Chan Jean Lee (2006), “How consumers weight extreme ratings,” Paper presented at the Society for Consumer Psychology Summer Conference, New Orleans, LA.

HONORS AND AWARDS

Dean's Dissertation Fellowship, Haas School of Business, UC Berkeley, 2011
Coleman Fung Risk Management Research Center Grant, 2010
White Research Fellowship, Haas School of Business, UC Berkeley, 2009
Crawford Research Fellowship, Haas School of Business, UC Berkeley, 2008
Fellowship, Haas School of Business, UC Berkeley, 2007
Fellowship, School of Information, UC Berkeley, 2000
Four year Full scholarship, Seoul National University, 1993-1997

TEACHING INTERESTS

- Marketing
- Consumer Behavior
- Marketing Research

TEACHING EXPERIENCES

- 1997-1999 Statistics, Research Methods, Seoul National University
- 2003-2004 New Product Development Process, Samsung Electronics
- 2011 Fall Marketing

INDUSTRY EXPERIENCES

Associate Researcher, New Product Development Process Team
Samsung Electronics, Korea, 2002-2004

Search Engine Consultant
Google, CA 2001

ABSTRACTS OF SELECTED MANUSCRIPTS

Chan Jean Lee and Eduardo B. Andrade, "Fear, Social Projection, and Financial Decision Making,"
Journal of Marketing Research, Forthcoming

The number of individual investors who trade stocks online has significantly increased in recent years. Surprisingly, consumer researchers have paid little attention to how emotions influence individual investors' stock-trading decisions. In a series of three experiments, the authors investigate the impact of incidental fear on the decision to sell in a stock market simulation. The results show that fearful (vs. control) participants sell their stock earlier (Experiments 1–3). This effect, however, is contingent on particular features of the market. Fear leads to early sell-off

when the value of the stock is peer generated but not when the value of the stock is computer generated (Experiment 2). Early sell-off as a result of incidental fear also occurs when participants believe their risk attitude is common in the market but not when they believe their risk attitude is unique (Experiment 3). Social projection—that is, people’s tendency to rely on their current state of mind to estimate other people’s actions—explains the phenomenon.

Chan Jean Lee, Eduardo B. Andrade, and Stephen Palmer, “How Emotions Influence Color Preference,”
To be submitted to the Journal of Consumer Research

This paper examines how an individual’s emotional state influences his or her preferences for colors that have either congruent or incongruent emotional tones. Based on the emotion literature, three alternative hypotheses are contrasted: emotion-judgment congruence, emotion-target congruence, and emotion-target incongruence. Evidence of emotion-target congruence is observed (Experiments 1 and 2). This effect, however, is moderated by emotion specificity and the type of colored object. Attitudinal commitment is proposed as the key underlying mechanism. When the negative emotional reaction reflects a committed (vs. not-committed) attitude toward the situation, the emotion-target congruence (vs. incongruence) effect occurs (Experiment 3). Similarly, emotion-target congruence takes place (vs. disappears) when the colored object signals (vs. does not signal) people’s attitudes and tastes (Experiment 4). The paper concludes with a discussion on how the proposed mechanism can explain part of the inconsistencies previously observed in the emotion and aesthetics literature.

The Power of Synchrony in Interpersonal Interactions (with Eduardo B. Andrade, and Dan Ariely)

Information technology allows asynchronous interactions between people (e.g., respond to an email later, posting a comment online, etc.). To examine how people make interpersonal decisions in asynchronous environments, we relied on a dictator game where a sender splits a pie and makes an offer to a receiver. To examine how technology affects interpersonal decisions, participants could see one another through a webcam. Asynchrony was manipulated by varying the timing of webcam exposure (during vs. before the sender’s decision time; Experiment 1) or the webcam interactivity (one-way vs. two-way webcam; Experiment 2). Results so far show that as synchrony reduces so does the sender’s size of the offer to the receiver. Senders offered less to receivers when they had seen (vs. were seeing) the receiver at the time of the decision (Experiment 1). Likewise, after all participants had seen their partners for a brief period of time (to control for reputation effects), senders made higher offers to receivers when, at the time of the decision, they were seeing their partner and knew they were being observed (two-way webcam) than when they were seeing their partner and knew they were not being observed (one-way webcam, Experiment 2). Together, the results show that people care less about others without synchrony in the interaction.

SELECTED COURSEWORK

Consumer Behavior
Behavioral Decision Theory
Emotion on Decision Making
Marketing Strategy
Choice Modeling
Affective Science
Aesthetics
Social Psychology
Cultural Psychology
Concept and Categorization
Data Analysis I
Data Analysis II
Hierarchical Analysis

Jennifer Aaker
Barbara Mellers
Eduardo Andrade
Miguel Villas-Boas
Hai Che
Dacher Keltner
Stephen Palmer
John Kihlstrom, Serena Chen
Kaiping Peng
Tania Lombrozo
Tom Wickens
Tom Wickens
Tom Wickens

REFERENCES

Professor Eduardo B. Andrade
Associate Professor in Marketing
Haas School of Business
University of California, Berkeley
eandrade@haas.berkeley.edu
(510) 642-4376

Professor Leif Nelson
Associate Professor in Marketing
Haas School of Business
University of California, Berkeley
leif_nelson@haas.berkeley.edu
(510) 643-8918

Professor Priya Raghubir
Professor in Marketing
Mary C. Jacoby Faculty Fellow
Stern School of Business
New York University
raghubir@stern.nyu.edu
(212) 998-0727