

## Adrian R. Camilleri

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Australia

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### Education

- February 2008 - October 2011      PhD (Psychology)  
Masters Psychology (Industrial/Organisational).  
School of Psychology, University of New South Wales, Australia.  
Dissertation topic: Experience-based judgment and choice. [PDF]  
Supervisor: Professor Ben R. Newell.
- February 2004 - November 2007      Bachelor of Psychology (Honours).  
School of Psychology, University of New South Wales, Australia.  
Thesis topic: The role of context in human learning and memory.  
Supervisor: Professor Chris Mitchell.

### Academic Appointments

- July 2014 - Current      Lecturer (i.e., Assistant Professor) in Marketing.  
Royal Melbourne Institute of Technology (RMIT), Australia.
- October 2011 – June 2014      Postdoctoral Research Scientist.  
Fuqua School of Business, Duke University, USA.

### Research Interests

Human judgment and decision-making; decisions made under risk and uncertainty; multi-attribute choice; consumer behavior; behavioral economics; sustainability.

### Fellowships and Grants

- 2014      Awarded a College of Business Research Grant (AUD\$10,000) from RMIT.
- 2014      Awarded a School of Economics, Finance, and Marketing Research Grant (AUD\$5,000) from RMIT.
- 2013-2014      Awarded the Alcoa Foundation Fellowship (US\$40,000) from the American Australian Association.
- 2013-2014      Awarded a Bass Connections grant (US\$25,000) from Duke University with R. P. Larrick, G. Fitzsimons, and D. Patino-Echeverri.

2012                      Awarded an Endeavour Research Fellowship (AUD\$23,000) from the Australian Government.

### **Awards and Achievements**

2010                      Awarded Student Poster Award (\$500) at the Annual Meeting for the Society for Judgment and Decision Making.

2010                      Awarded the Jane Beattie Memorial Scholarship (\$1,400) by the Society for Judgment and Decision Making and the European Association for Decision Making.

2010                      Invited to attend the Summer Institute on Bounded Rationality (€500) organized by the Max Planck Institute for Human Development in Berlin and won a poster prize.

2009                      Awarded a Postgraduate Research Student Support travel scholarship (\$3,000) by the University of New South Wales.

2008-2011              Awarded an Australian Postgraduate Award for “*exceptional research potential*” (\$22,000 p.a.) by the Australian Government.

2008-2011              Awarded a Research Excellence Award for “*outstanding research potential*” (\$10,000 p.a.) by the University of New South Wales.

2007                      Awarded the University Medal in Psychology for “*outstanding academic performance by an undergraduate student across a program within their Bachelor degree*”: I ranked 1<sup>st</sup> across my four year undergraduate degree by the University of New South Wales.

2007                      Awarded the Australian Psychological Society Prize in Psychology, a national prize for “*the best performance in Psychology Stage 4 Honours*” by the Australian Psychological Society.

2006                      Awarded that Tertiary Scholarship for “*outstanding achievement at the tertiary level*” (\$1,500) by Blacktown City Council.

### **Internship History**

September 2010 -      Associate Consultant.  
March 2011              The Gallup Organization, North Sydney.

May 2010 -              Research Assistant.  
August 2010              UNSW Scholarships Office, UNSW.

February 2010 -        Research Assistant.  
June 2010                Australian School of Business, UNSW.

September 2009 - Vocational Assessor and Counselor.  
 December 2009 Career Research & Assessment Service, UNSW.

March 2009 - Associate Consultant.  
 July 2009 Development Dimensions International (DDI), North Sydney.

### **Teaching Experience**

2014-15 Market Research; Melbourne and Singapore Institute of Management.

2011 Cognitive Psychology (5.83/6); Developmental Psychology (4.97/6).

2010-2011 Research Methods (5.39/6); Behaviour in Organisations (5.48/6).

### **Courses Audited / Teaching Assistant**

2014 Marketing Intelligence; Marketing Strategy.

2013 Consumer Behavior; Managerial Decision-making; Behavioral Economics; Business Strategies for Sustainability.

2012 Behavioral Decision Theory; Leadership, Ethics & Organizations; Marketing Management.

### **Student Research Supervision**

2015-current Ashleigh Druce (RMIT PhD student; psychology and marketing).

2013-2014 Gabriel Goffman (Duke graduate; environmental management).  
 Shajuti Hossain (Duke undergraduate; economics and public policy).  
 Marie Komori (Duke undergraduate; psychology and marketing).

### **Professional Service**

Affiliations American Marketing Association; Association for Consumer Research; Association for Psychological Science; Psychonomic Society; Society for Judgment and Decision Making.

Ad Hoc Reviewer Acta Psychologica; Cognition; Emotion & Cognition; Frontiers in Cognitive Science; Journal of Behavioral Decision-making; Judgment & Decision-making; Journal of Experimental Psychology – Applied; Journal of Experimental Psychology - Learning, Memory, & Cognition; Journal of Economic Behavior and Organization; Management Science; Memory & Cognition; Thinking & Reasoning.

- Conference Organization      Led in the coordination of the invitational workshop “Beyond Nudges: Topics in Choice Architecture” on May 7<sup>th</sup>-8<sup>th</sup> 2013 at Columbia University.
- Aided in the organization and reporting of the invitational workshop “Evaluating the Energy Efficiency Gap” on October 24<sup>th</sup>-25<sup>th</sup> 2013 at Harvard University.
- Workshop Organization      Led in the coordination and presented at the workshop “Experimental Research Methods” on September 3<sup>rd</sup> 2014 at RMIT University.

## Publications

### *Refereed Journal Publications*

- Camilleri, A. R. & Larrick, R. P. (2014). Scale and metric design as choice architecture tools. *Journal of Public Policy & Marketing*, 33, 108-125 (SJR, subject category “marketing”: Q1; 26/158). [PDF]
- Camilleri, A. R. & Newell, B. R. (2013). The long and short of it: Closing the description-experience “gap” by taking the long run view. *Cognition*, 126, 54-71 (SJR, subject category “experimental and cognitive psychology”: Q1, 4/119). [PDF]
- Camilleri, A. R. & Newell, B. R. (2011). When and why rare events are underweighted: A direct comparison of the sampling, partial feedback, full feedback and description choice paradigms. *Psychonomic Bulletin & Review*, 18, 377-384 (SJR, subject category “experimental and cognitive psychology”: Q1, 16/119). [PDF]
- Camilleri, A. R. & Newell, B. R. (2011). Description- and experience-based choice: Do equivalent samples equal equivalent choice? *Acta Psychologica*, 136, 276-284 (SJR, subject category “experimental and cognitive psychology”: Q1, 29/119). [PDF]
- Camilleri, A. R. & Newell, B. R. (2009). The role of representations in experience-based choice. *Judgment & Decision Making*, 4, 518–529 (SJR, subject category “applied psychology”: Q1, 21/181). [PDF]

### *Refereed Book Chapters*

- Camilleri, A. R. & Larrick, R. P. (2015). Choice architecture. In R. Scott & S. Kosslyn (Eds.), *Emerging Trends in the Social and Behavioral Sciences*. Hoboken, NJ: John Wiley and Sons.
- Camilleri, A. R. & Newell, B. R. (2013) Mind the gap? Description, experience, and the continuum of uncertainty in risky choice. In N. Srinivasan and P. Chandrasekhar (Eds.) *Progress in Brain Research: Decision Making: Neural and Behavioral Approaches*. Elsevier: Oxford, UK.

*Refereed Conference Proceedings - Papers*

- Hawkins, G., Camilleri, A. R., Heathcote, A., Newell, B. R., & Brown, S. (2014). Modeling probability knowledge and choice in decisions from experience. *Proceedings of the 36th Annual Conference of the Cognitive Science Society* (pp. 595-600). Austin, TX: Cognitive Science Society.
- Camilleri, A. R. & Newell, B. R. (2011). The relevance of a probabilistic mindset in risky choice. In L. Carlson, C. Hölscher, & T. Shipley (Eds.), *Proceedings of the 33rd Annual Conference of the Cognitive Science Society* (pp. 2794-2799). Austin, TX: Cognitive Science Society.
- Camilleri, A. R. & Newell, B. R. (2009). Within-subject preference reversals in description- and experience-based choice. In N. Taatgen, J. van Rijn, J. Nerbonne & L. Schomaker (Eds.), *Proceedings of the 31st Annual Conference of the Cognitive Science Society* (pp. 449-454). Austin, TX: Cognitive Science Society.

*Refereed Conference Proceedings - Abstracts*

- Camilleri, A. R. (2014). Judgment and decision-making in word of mouth communication, *ANZMAC 2014 Conference Program & Papers* (pp. ?), Brisbane, QLD, Australia.
- Camilleri, A. R. & Larrick, R. P. (2014). Aggregating potential collective action as a marketing tool, *ANZMAC 2014 Conference Program & Papers* (pp. ?), Brisbane, QLD, Australia.
- Camilleri, A. R. & Larrick, R. P. (2014). Aggregating potential collective action to alleviate drop-in-the-bucket despair. In L. Miller, G. Milne, & E. Iyer (Eds.), *Marketing and Public Policy Conference Proceedings 2014*, (pp. 78), Chicago, IL: American Marketing Association.
- Camilleri, A. R. & Larrick, R. P. (2013). Scale and metric design as choice architecture tools. In L. Salisbury & K. Seiders (Eds.), *Marketing and Public Policy Conference Proceedings 2013* (pp. 62-63), Chicago, IL: American Marketing Association.
- Camilleri, A. R., Ungemach, C., Larrick, R. P., Johnson, E. J., & Weber, E. U. (2013). Translated attributes as a choice architecture tool: Trick and treat. In L. Salisbury & K. Seiders (Eds.), *Marketing and Public Policy Conference Proceedings 2013* (pp. 15-16), Chicago, IL: American Marketing Association.

**Presentations**

*Invited Talks*

- Camilleri, A. R. (September, 2014). The Illusion of Typicality: When and why do people overlook rare outcomes? *University of Melbourne*, Melbourne, VIC, Australia.
- Camilleri, A. R., Ungemach, C., Larrick, R. P., Johnson, E. J., & Weber, E. U. (September, 2013). How Information On The Fuel Economy Label Can Affect Consumer Choice. Talk given to the *EPA Office of Transportation and Air Quality*, Washington DC, USA.
- Camilleri, A. R. (July, 2013). Translated attributes as choice architecture. Talk given to the *Behavioural Insights Team, NSW Department of Premier and Cabinet*, Sydney, NSW, Australia.
- Camilleri, A. R. (February, 2013). Translated attributes as choice architecture. Talk given to the University of New South Wales' psychology and marketing schools, the University of Sydney's psychology and marketing schools, and the University of Technology, Sydney's Centre for the Study of Choice, Sydney, NSW, Australia.
- Camilleri, A. R. (July, 2009). The description-experience 'gap': Psychological or statistical phenomenon? Talk given at the *UCL Learning, Judgment and Decision Making Seminar*, London, UK.

#### *Conference Talks*

- Camilleri, A. R., & Larrick, R. P. (June, 2014). Aggregating Potential Collective Action To Alleviate Drop-In-The-Bucket Despair. Talk given at the *2014 Marketing & Public Policy Conference*, Boston, MA, USA.
- Camilleri, A. R., Ungemach, C., (May, 2014). New Studies Related to Translated Attributes. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.
- Camilleri, A. R., & Larrick, R. P. (May, 2014). Redesigning the Fuel Economy Label Affects Intention to Purchase Efficient Vehicles. Talk given at the *2014 Duke University Energy Research Collaboration Workshop*, Durham, NC, USA.
- Camilleri, A. R., & Larrick, R. P. (November, 2013). Scale and Metric Design as Choice Architecture Tools. Talk given at the *2013 Behavior, Energy, and Climate Change Conference*, Sacramento, CA, USA.
- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (July, 2013). The Choice Architecture of Translated Attributes. Talk given at the *2013 World Marketing Congress Conference*, Melbourne, VIC, Australia.
- Camilleri, A. R., & Larrick, R. P. (May, 2013). Scale and Metric Design as Choice Architecture Tools. Talk given at the *2013 Marketing & Public Policy Conference*, Washington, DC, USA.

- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (May, 2013). Translated Attributes as a Choice Architecture Tool: Trick & Treat. Talk given at the *2013 Marketing & Public Policy Conference*, Washington, DC, USA.
- Camilleri, A. R., & Larrick, R. P. (May, 2013). Environmental Consumer Labels: Scale effects. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.
- Camilleri, A. R., Ungemach, C., (May, 2013). Signposts as Choice Architecture. Talk given at the *Columbia University Choice Architecture Workshop*, New York City, NY, USA.
- Camilleri, A. R. & Larrick, R. P. (November, 2012). The Impact of Scale and Metric Changes on Choice. Talk given at the *Annual Society for Judgment and Decision Making*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2012). The Role of Number of Choices and Outcomes in Experience-based Decisions Talk given at the *Annual Meeting of the Psychonomic Society*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (May, 2012). Does the description-experience choice "gap" occur in the long-run? Talk given at the *Duke Center for Interdisciplinary Decision Science Regional Conference*, Durham, NC, USA.
- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (May, 2012). Choice architecture and fuel economy labels. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.
- Camilleri, A. R. & Newell, B. R. (July, 2011). Within-subject preference reversals in description- and experience-based choice. Talk given at the *Annual Meeting of the Cognitive Science Society*, Boston, MA, USA.
- Camilleri, A. R. & Newell, B. R. (July, 2010). When and why rare events are underweighted in choice. Poster and talk presented at the *Summer Institute on Bounded Rationality organized by the Max Planck Institute for Human Development*, Berlin, Germany.
- Camilleri, A. R. & Newell, B. R. (December, 2009). Exploring the differences between description- and experienced-based choices. Talk given at the *Sydney Postgraduate Psychology Conference*, Sydney, NSW, Australia.
- Camilleri, A. R. & Newell, B. R. (February, 2009). Differences between description- and experienced-based decision-making. Talk given at the *Annual Australian Mathematical Psychology Conference*, Newcastle, NSW, Australia.
- Camilleri, A. R. & Newell, B. R. (December, 2008). How does mode of information acquisition affect our decision-making? Talk given at the *Annual Sydney Postgraduate Psychology Conference*, Sydney, NSW, Australia.

*Conference Posters*

- Camilleri, A. R. (November, 2014) The illusion of typicality: When and why do people feel invulnerable to rare events? Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, Long Beach, CA, USA.
- Camilleri, A. R. & McCarrey, C. A. (May, 2013). The description-experience gap is attenuated in older adults. Poster presented at the *Annual Convention of the Association for Psychological Science*, Washington, DC, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2012). Does the description-experience choice “gap” occur in the long-run? Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (June, 2012). Does the description-experience choice “gap” occur in the long-run? Poster presented at the *Biannual Behavioral Decision Research in Management conference*, Boulder, CO, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2011). The long and short of it: Decisions made from description and from experience. Poster presented at the *Annual Meeting of the Psychonomic Society*, Seattle, WA, USA.
- Camilleri, A. R., Hawkins, G., Dodds, P., Brown, S., & Newell, B. R. (November, 2010). Estimation and choice in a sequential sampling paradigm. Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, St Louis, MO, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2010). When and why rare events are underweighted in choice. Poster presented at the *Annual Meeting of the Psychonomic Society*, St Louis, MO, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2009). The Long and Short of It: Decisions made from Description and from Experience. Poster prepared for the *Annual Meeting of the Society for Judgment and Decision Making*, Boston, MA, USA.
- Camilleri, A. R. & Newell, B. R. (July, 2009). Mind the gap: Within-subject preference reversals in description and experience-based choice. Poster presented at the *Annual Meeting of the Cognitive Science Society*, Amsterdam, Netherlands.
- Camilleri, A. R. & Newell, B. R. (April, 2009). Mind the gap: Does choice depend on the mode of information acquisition? Poster presented at the *Annual Experimental Psychology Conference*, Wollongong, NSW, Australia.



**Media Appearances**

November 2011      Featured on the Australian Broadcasting Corporation's *The Science Show* [listen].

May 2014            My JPPM paper was covered several online media sources including [Time](#) and [Scientific American](#).