

# ROBB WILLER

Department of Sociology  
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Stanford, CA 94305  
[Willer@Stanford.edu](mailto:Willer@Stanford.edu)

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## ACADEMIC POSITIONS

Professor, Departments of Sociology, Psychology (*by courtesy*), and Graduate School of Business (*by courtesy*), Stanford University, 2015-present

Director, Polarization and Social Change Lab, 2018-present

Co-Director, Center on Philanthropy and Civil Society, 2019-present

Associate Professor, Departments of Sociology, Psychology (*by courtesy*), and Graduate School of Business (*by courtesy*), Stanford University, 2013-2015

Associate Professor, Departments of Sociology, Psychology (*by courtesy*), and Cognitive Science (*affiliated faculty*), University of California, Berkeley, 2012-2013.

Director, Laboratory for Social Research, University of California, Berkeley, 2006-2013.

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University, 2012-13, 2020-21.

Visiting Professor, Department of Economic and Social Psychology, University of Cologne, Germany, 2011.

Assistant Professor, Departments of Sociology, Psychology (*by courtesy*), and Cognitive Science (*affiliated faculty*), University of California, Berkeley, 2006-2012.

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## EDUCATION

Ph.D.            Cornell University  
Sociology, 2006  
Dissertation: "A Status Theory of Collective Action"

M.A.            Cornell University  
Sociology, 2004

B.A.            University of Iowa  
Sociology, 1999 (with High Distinction)

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**PUBLICATIONS (\* denotes authors contributed equally)**

Yuan Chang Leong, Janice Chen, Robb Willer, and Jamil Zaki. In press. "Conservative and Liberal Attitudes Drive Polarized Neural Responses to Political Content." *Proceedings of the National Academy of Sciences*.

Jay van Bavel, K. Baicker, P.S. Boggio, V. Capraro, A. Cichocka, M. Cikara, M.J. Crockett, A.J. Crum, K.M. Douglas, J.N. Druckman, J. Drury, O. Dube, N. Ellemers, E.J. Finkel, J.H. Fowler, M. Gelfand, S. Han, S.A. Haslam, J. Jetten, S. Kitayama, D. Mobbs, L.E. Napper, D.J. Packer, G. Pennycook, E. Peters, R.E. Petty, D.G. Rand, S.D. Reicher, S. Schnall, A. Shariff, L.J. Skitka, S.S. Smith, C. R., Sunstein, N. Tabri, J.A. Tucker, S. van der Linden, P.A.M. Van Lange, K.A. Weeden, M.J.A. Wohl, J. Zaki, S. Zion, and Robb Willer. 2020. "Using Social and Behavioural Science to Support COVID-19 Pandemic Response." *Nature Human Behaviour*.

Stéphane Côté, Jennifer Stellar, Robb Willer, Rachel Forbes, Sean Martin, & Emily Bianchi. 2020. "The Psychology of Entrenched Privilege: High Socioeconomic Status Individuals from Affluent Backgrounds Are Uniquely High in Entitlement." *Personality and Social Psychology Bulletin*.

Matthew Feinberg, Robb Willer, and Chloe Kovacheff. 2020. "The Activist's Dilemma: Extreme Protest Tactics Reduce Popular Support for Social Movements." *Journal of Personality and Social Psychology*.

Nicholas Heiserman, Brent Simpson, and Robb Willer. 2020. "Judgments of Economic Fairness are Based More on Perceived Economic Mobility than Perceived Inequality." *Socius*.

Matthew Feinberg and Robb Willer. 2019. "Moral Reframing: A Technique for Effective and Persuasive Communication across Political Divides." *Social Psychology and Personality Compass*.

Rachel Wetts and Robb Willer. 2019. "Who is Called by the Dog Whistle? Experimental Evidence that Racial Resentment and Political Ideology Condition Responses to Racially-Encoded Messages." *Socius*. 5:1-20.

Rebecca M. Niemiec, Robb Willer, Nicole M. Ardoin, and Frances K. Brewer. 2019. "Motivating Landowners to Recruit Neighbors for Private Land Conservation." *Conservation Biology*. 33(4):1-12.

Andrew Penner and Robb Willer. 2019. "Men's Over-Persistence and the Gender Gap in Science and Mathematics." *Socius*. 5:1-17.

Rachel Wetts and Robb Willer. 2018. "Privilege on the Precipice: Perceived Racial Status Threats Lead White Americans to Oppose Welfare Programs." *Social Forces*. 97:793-822.

Jennifer Stellar and Robb Willer. 2018. "Unethical and Inept? The Influence of Moral Information on Perceived Competence." *Journal of Personality and Social Psychology*. 114:195-210.

Brent Simpson, Robb Willer, and Matthew Feinberg. 2018. "Does Violent Protest Backfire? Testing a Theory of Public Reactions to Activist Violence." *Socius*. 4:1-14.

Austin van Loon, Jeremy Bailenson, Jamil Zaki, Joshua Bostick, and Robb Willer. 2018. "Virtual Reality Perspective-Taking Increases Cognitive Empathy for Specific Others." *PLoS ONE*. In press.

Brent Simpson, Robb Willer, and Ashley Harrell. 2017. "The Enforcement of Moral Boundaries Promotes Cooperation and Prosocial Behavior in Groups." *Nature Scientific Reports*.

Kilduff, Gavin, Robb Willer, and Cameron Anderson. 2016. "Hierarchy and its Discontents: Status Disagreement Leads to Withdrawal of Contribution and Lower Group Performance." *Organization Science*.

Andrei Boutyline and Robb Willer. 2016. "The Social Structure of Political Echo Chambers: Ideology and Political Homophily in Online Communication Networks." *Political Psychology*.

Arnout van de Rijt, Idil Afife Akin, Robb Willer, and Matthew Feinberg. 2016. "Success-Breeds-Success in Collective Political Behavior: Evidence from a Field Experiment." *Sociological Science*. 10.15195/v3.a41

Matthew Feinberg and Robb Willer. 2015. "From Gulf to Bridge: When Moral Arguments Facilitate Political Influence." *Personality and Social Psychology Bulletin*.

Stéphane Côté, Julian House, and Robb Willer. 2015. "High Economic Inequality Leads Higher Income Individuals to be Less Generous." *Proceedings of the National Academy of Sciences*.

\*Brent Simpson and \*Robb Willer. 2015 "Beyond Altruism: Sociological Foundations of Cooperation and Prosocial Behavior." *Annual Review of Sociology*. 41:43-63.

Robb Willer, Christopher Wimer, and Lindsay Owens. 2015. "What Drives the Gender Gap in Charitable Giving? Lower Empathy Leads Men to Give Less to Poverty Relief." *Social Science Research*. 52:83-98.

Jojanneke Van der Toorn, Matthew Feinberg, John T. Jost, Aaron C. Kay, Tom Tyler, Robb Willer, and Caroline Wilmuth. 2015. "A Sense of Powerlessness Fosters System Justification: Implications for the Legitimation of Authority, Hierarchy, and Government." *Political Psychology*. 36:93-110.

- *Robert Sigel Junior Scholar Paper Award, International Society of Political Psychology*

Matthew Feinberg, Robb Willer, and Michael Schultz. 2014. "Gossip and Ostracism Solve the Cooperation Problem." *Psychological Science*. 25: 656-664.

Jennifer Stellar and Robb Willer. 2014. "The Corruption of Value: Negative Moral Associations Diminish the Value of Money." *Social Psychological and Personality Science*. 5:60-66.

Cameron Anderson and Robb Willer. 2014. "Do Status Hierarchies Benefit Groups? A Bounded Functionalist Account." Pp. 47-70 in *The Psychology of Social Status* (Eds. J. T. Cheng, J. L. Tracy, & C. Anderson). New York: Springer.

Matthew Feinberg, Olga Antonenko, Robb Willer, E.J. Horberg, and Oliver P. John. 2014. "Gut Check: Reappraisal of Disgust Helps Explain Liberal-Conservative Differences on Issues of Purity." *Emotion*. 14:513-21.

Robb Willer, Christabel Rogalin, Bridget Conlon, and Michael T. Wojnowicz. 2013. "Overdoing Gender: A Test of the Masculine Overcompensation Thesis." *American Journal of Sociology*. 118:980-1022.

- *Outstanding Article Award, ASA Social Psychology Section*

Matthew Feinberg and Robb Willer. 2013. "The Moral Roots of Environmental Attitudes." *Psychological Science*. 24:56-62.

Stéphane Côté, Paul Piff, and Robb Willer. 2013. "For Whom Do the Ends Justify the Means? Social Class and Utilitarian Moral Judgment." *Journal of Personality and Social Psychology*. 104:490-503.

Brent Simpson, Ashley Harrell, and Robb Willer. 2013. "Hidden Paths from Morality to Social Order: Moral Judgments Promote Prosocial Behavior." *Social Forces*. 91:1529-1548.

- *Outstanding Article Award, ASA Altruism, Morality, and Social Solidarity Section*

Laura R. Saslow, Robb Willer, Matthew Feinberg, Paul K. Piff, Katharine Clark, Dacher Keltner, and Sarina Saturn. 2013. "My Brother's Keeper? Compassion Predicts Generosity More Among Less Religious Individuals." *Social Psychological and Personality Science*. 4:31-38.

Olga Antonenko Young, Robb Willer, and Dacher Keltner. 2013. "'Thou Shalt Not Kill:' Fundamentalism, Conservatism, and Rule-Based Moral Processing." *Psychology of Religion and Spirituality*.

Robb Willer, Francis J. Flynn, and Sonya Zak. 2012. "Structure, Identity and Solidarity: A Comparative Field Study of Generalized and Direct Exchange." *Administrative Science Quarterly*. 57:119-155.

- *Outstanding Article Award, Honorable Mention, ASA Altruism, Morality, and Social Solidarity Section*

Brent Simpson, Robb Willer, and Cecilia Ridgeway. 2012. "Status Hierarchies and the Organization of Collective Action." *Sociological Theory*. 30: 149-166.

Matthew Feinberg, Robb Willer, Jennifer Stellar, and Dacher Keltner. 2012. "The Virtues of Gossip: Reputational Information Sharing as Prosocial Behavior." *Journal of Personality and Social Psychology*. 102:1015-1030.

Cameron Anderson, Robb Willer, Gavin J. Kilduff, and Courtney Brown. 2012. "The Origins of Deference: When Do People Prefer Lower Status?" *Journal of Personality and Social Psychology*. 102:1077-1088.

Matthew Feinberg, Robb Willer, Olga Antonenko, and Oliver John. 2012. "Liberating Reason from the Passions: Overriding Intuitionist Moral Judgments through Emotional Reappraisal." *Psychological Science*. 23:788-795

Matthew Feinberg, Robb Willer, and Dacher Keltner. 2012. "Flustered and Faithful: Embarrassment as a Signal of Prosocial Behavior." *Journal of Personality and Social Psychology*. 102:81-97.

Robb Willer, Reef Youngren, Lisa Troyer, and Michael Lovaglia. 2012. "How Do the Powerful Attain Status? The Roots of Legitimate Power Inequalities." *Managerial and Decision Economics*. 33:355-367.

Robb Willer, Amanda J. Sharkey, and Seth Frey. 2012. "Reciprocity on the Hardwood: Passing Patterns Among Professional Basketball Players." *PLoS ONE*. 7(12): e49807.

Christin Munsch and Robb Willer. 2012. "The Role of Gender Identity Threat in Perceptions of Date Rape and Sexual Coercion." *Violence Against Women*. 18: 1125-1146.

Matthew Feinberg, Joey Cheng, and Robb Willer. 2012. "Gossip as an Effective and Low Cost Form of Sanctioning." *Behavioral and Brain Sciences*. 35:25.

Matthew Feinberg and Robb Willer. 2011. "Apocalypse Soon? Dire Messages Reduce Belief in Global Warming by Contradicting Just World Beliefs." *Psychological Science*. 22:34-38.

Andrew Penner and Robb Willer. 2011. "Stigma and Glucose Levels: Testing Ego Depletion and Arousal Explanations of Stereotype Threat Effects." *Current Research in Social Psychology*. 16:1-15.

Michael Macy, \*Damon Centola, \*Andreas Flache, \*Arnout van de Rijt, and \*Robb Willer. 2011. "Social Mechanisms and Generative Explanations: Computational Models with Double Agents." Pp. 250-65 in *Analytic Sociology and Social Mechanisms*. Ed. Pierre Demeulenaere. Cambridge University.

Robb Willer, Matthew Feinberg, Kyle Irwin, Michael Schultz, and Brent Simpson. 2010. "The Trouble with Invisible Men: How Reputational Concerns Motivate Generosity." Pp. 315-330 in *The Handbook of the Sociology of Morality*. Eds. Steve Hitlin and Stephen Vaisey. New York: Springer.

Robb Willer, Ko Kuwabara, and Michael W. Macy. 2009. "The False Enforcement of Unpopular Norms." *American Journal of Sociology*. 115:451-90.

- *Outstanding Article Award, ASA Rationality and Society Section*

Robb Willer. 2009. "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem." *American Sociological Review*. 74:23-43.

- *Outstanding Article Award, Honorable Mention, ASA Altruism, Morality, and Social Solidarity Section*

Robb Willer. 2009. "A Status Theory of Collective Action." Pp. 133-163 in *Advances in Group Processes, Vol. 26*. Eds. Shane R. Thye and Edward J. Lawler. London: Emerald.

Robb Willer. 2009. "No Atheists in Foxholes: Motivated Reasoning and Religious Ideology." Pp. 241-266 in *Social and Psychological Bases of Ideology and System Justification*. Eds. John T. Jost, Aaron C. Kay, and Hulda Thorisdottir. Oxford, UK: Oxford University Press.

Robb Willer and Nick Adams. 2008. "The Threat of Terrorism and Support for the 2008 Presidential Candidates: Results of a National Field Experiment." *Current Research in Social Psychology*. 14:1-22.

Brent Simpson and Robb Willer. 2008. "Altruism and Indirect Reciprocity: The Interaction of Person and Situation in Prosocial Behavior." *Social Psychology Quarterly*. 71: 37-52.

Will Kalkhoff and Robb Willer. 2008. "Deterring Deviance: Rationality and Self-Control." Pp. 39-62 in *Experiments in Criminology and Law*. Eds. Christine Horne and Michael J. Lovaglia. New York: Rowan and Littlefield.

Pat Barclay and Robb Willer. 2007. "Partner Choice Creates Competitive Altruism in Humans." *Proceedings of the Royal Society B: Biological Sciences*. 274: 749-753.

Ko Kuwabara, Robb Willer, Michael W. Macy, Rie Mashima, Shigeru Terai, and Toshio Yamagishi. 2007. "Culture, Identity, and Structure in Social Exchange: A Web-Based Trust Experiment in the U.S. and Japan." *Social Psychology Quarterly*. 70:461-479.

Robb Willer. 2007. "The Role of Metanetworks in Network Evolution." *Journal of Mathematical Sociology*. 31:101-119.

- *Outstanding Graduate Student Paper Award, ASA Mathematical Sociology Section*

Stephen Benard and Robb Willer. 2007. "A Wealth and Status-Based Model of Residential Segregation." *Journal of Mathematical Sociology*. 31:149-174.

- *Outstanding Graduate Student Paper Award, ASA Mathematical Sociology Section*

Damon Centola, Robb Willer, and Michael W. Macy. 2005. "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms." *American Journal of Sociology*. 110(4):1009-40.

- *Outstanding Article Award, ASA Mathematical Sociology Section*

Robb Willer, Lisa Troyer, and Michael J. Lovaglia. 2005. "Influence Over Observers of Structural Power: An Experimental Investigation." *The Sociological Quarterly*. 46:263-77.

Robb Willer. 2004. "The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings." *Current Research in Social Psychology*. 10(1): 1-12.

Michael J. Lovaglia, Robb Willer, and Lisa Troyer. 2003. "Power, Status, and Collective Action: Developing Fundamental Theories to Address a Substantive Problem." Pp. 105-132 in *Advances in Group Processes, Volume 20*. Eds. Shane R. Thye and John Skvoretz. New York: Elsevier.

Michael W. Macy and Robb Willer. 2002. "From Factors to Actors: Computational Sociology and Agent-Based Modeling." *Annual Review of Sociology*. 28:143-66.

Michael J. Lovaglia and Robb Willer. 2002. "Theory, Simulation and Research: The New Synthesis." Pp. 247-262 in *The Growth of Social Knowledge: Theory, Simulation and Empirical Research in Group Processes*. Eds. Jacek Szymanski, Michael Lovaglia, and Kinga Wysienska. Westport, CT: Praeger.

David Willer, Casey Borch, and Robb Willer. 2002. "Games, Norms and Status: A Theoretical Model of Solidarity and Cohesion." Pp. 67-108 in *Advances in Group Processes, Volume 19*. Eds. Shane R. Thye and Edward J. Lawler. New York: Elsevier.

David Willer, Barry Markovsky, Henry Walker, Robb Willer, Brent Simpson, Michael Lovaglia, and Shane Thye. 2002. "Network Exchange Theory." Pp. 109-144 in *New Directions in Sociological Theory: The Growth of Contemporary Theories*. Eds. Joe Berger and Morris E. Zelditch. Rowan and Littlefield.

Robb Willer and David Willer. 2000. "Exploring Dynamic Networks: Hypotheses and Conjectures." *Social Networks*. 22:251-272.

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## **SELECTED WORKS IN PROGRESS**

Robb Willer, Matthew Feinberg, and Rachel Wetts. "The Declining Status of White Americans and the Rise of the Tea Party."

Siyu Yu and Robb Willer. "The Wages of Deference: Compensating Differentials Motivate Acceptance of Low Status in Local Hierarchies"

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## **GRANTS AND FELLOWSHIPS**

Fellow, Society for Personality and Social Psychology and APA Division 8, 2020

"Representing Change," Changing Human Experience Grant, Stanford University, 2020-21

"An AI 'Time Machine' for Investigating the History of Concepts," Hoffman-Yee Grant, Human-Centered Artificial Intelligence, Stanford University, (with Dan Jurafsky and eight co-PIs), 2020-21, \$460,000



UPS Endowment Fund, Stanford University, 2018-20, \$50,000

John S. and James L. Knight Foundation, 2017-18, "Democracy and the Internet."  
(with Nathaniel Persily) \$40,000

Resident Faculty Fellow, 2017-18, Institute for Research in the Social Sciences,  
Stanford University.

Defense Advanced research Projects Agency, 2016-17. "Virtual Reality  
Perspective Taking and Cooperation." (with Jeremy Bailenson and Jamil Zaki)  
\$380,000

California Environmental Protection Agency Air Resources Board, 2011-13.  
"Cool California Carbon Challenge: A Pilot Intra- and Inter-Community Carbon  
Footprint Reduction Challenge." (with Daniel M. Kammen) \$300,004

National Science Foundation Dissertation Improvement Grant, 2010-2012.  
"Cultural Resources and the Transition to First-time Motherhood." (with Sarah  
Garrett) \$10,000

Time-Sharing Experiments in the Social Sciences. "Testing the Effects of  
Message Framing on Support for Poverty Relief." (co-Principal Investigator with  
Chris Wimer). 2010.

Invited to the Institute for Advanced Study, Princeton, NJ. 2008. (Declined)

Center on the Economics and Demography of Aging. University of California,  
Berkeley. 2008-9. "Genetic Bases of Altruistic Behavior in Humans." \$20,000.

National Science Foundation. 2007-2009. "Status and the Organization of  
Collective Action." (with Brent Simpson) \$99,000

Lester Center for Entrepreneurship and Innovation, Ewing Marion Kauffman  
Foundation. 2007-2009. "The Role of Entrepreneurship in "Freecycle:" An On-  
Line, Altruistic Community." \$25,000.

Committee on Research Grants, University of California, Berkeley. 2006-7, 2007-  
8, 2008-9, 2009-10, 2010-11. \$2,400, \$3,000, \$7,500, \$5,000.

Time-Sharing Experiments in the Social Sciences. "Experimental Study of the  
Effects of Government Terror Warnings on Political Attitudes" (Principal  
Investigator). 2008.

University of California Regents' Junior Faculty Fellowship. 2007. \$5,000.

National Science Foundation Dissertation Improvement Grant, 2004-2006.  
“Testing a Status Theory of Collective Action.” SES 0405352 (with Michael W. Macy) \$7,500

National Science Foundation, 2003-2005, “Popular Enforcement of Unpopular Norms.” (with Michael W. Macy) \$130,000

Jacob K. Javits Graduate Fellowship, U.S. Department of Education, 2001-2005

Russell Sage Research Grant, Cornell University, 2001-2006, \$13,500

Research Grant, Center for the Study of Inequality, Cornell University, 2000, \$2,000

Russell Sage Fellowship, Cornell University, 2000-2001, 2005-6

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### **HONORS AND AWARDS (RESEARCH)**

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award for “Hidden Paths from Morality to Social Order: Moral Judgments Promote Prosocial Behavior,” 2015

American Sociological Association, Social Psychology Section Outstanding Article Award for “Overdoing Gender: A Test of the Masculine Overcompensation Thesis,” 2014

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention, for “Structure, Identity and Solidarity: A Comparative Field Study of Generalized and Direct Exchange,” 2013

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University, 2012-13.

Society for Experimental Social Psychology, Elected 2012

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention, for “Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem,” 2012

American Sociological Association, Rationality and Society Section Paper Award for “The False Enforcement of Unpopular Norms,” (with Ko Kuwabara and Michael W. Macy) 2011

Robert and Clarissa Rees Memorial Distinguished Alumni Lecturer, Department of Sociology, University of Iowa, 2011

Invited Fellow, Institute for Advanced Study, Princeton, NJ, 2008.

Distinguished Graduate Alumnus Speaker, Department of Sociology, Cornell University, Annual Graduate Student Miniconference, 2008.

American Sociological Association, Mathematical Sociology Section Paper Award for “The Emperor’s Dilemma: A Computational Model of Self-Enforcing Norms,” (with Damon Centola and Michael W. Macy) 2006

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for “A Wealth and Status-Based Model of Residential Segregation,” (with Stephen Benard) 2006

American Sociological Association, Peace, War, and Social Conflict Section Elise M. Boulding Best Graduate Student Paper Award, 3<sup>rd</sup> place, for “The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings,” 2005

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for “Metanetworks: A Factor in Structural Change,” (with Arnout van de Rijt) 2004

Robin Williams Jr. Best Graduate Student Paper Award for “The Intelligibility of Unintelligible Texts: Authorial Status and Text Evaluation,” Cornell University, Department of Sociology 2004

Graduate Fellow, American Academy of Political and Social Science, Elected November 2004

Distinguished Undergraduate Scholar Award, University of Iowa, Spring 2000

Manford Kuhn Graduate Student Paper Award for “The Propensity-Utility Theory of Deviance,” Iowa Sociological Association Meetings, 2000

Outstanding Senior Sociology Student, University of Iowa, 1999

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## **HONORS AND AWARDS (TEACHING)**

Golden Apple Award for Outstanding Teacher, University of California, Berkeley, 2009 (*Only teaching award given by UC-Berkeley student body*)

Nominated, Distinguished Graduate Student Mentoring Award, University of California, Berkeley, 2009

Honorary Member, Golden Key International Honor Society, Inducted for Excellence in Teaching, 2009

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**SELECTED DEPARTMENT AND UNIVERSITY SERVICE**

*Stanford University, 2013-present*

Junior Faculty Search Committee, 2019-2020

Chair, Junior Faculty Search Committee, 2018-2019

Computational Social Science Junior Faculty Search Committee, 2018-2019

Environmental Sociology Faculty Search Committee, 2017-2018

Faculty Diversity Committee, 2014-present

Social Science Undergraduate Curriculum Review Committee, 2016-2017

Senior Faculty Search Committee, 2016-2017

Chair, Junior Faculty Search Committee, 2015-2016

Sociology Department Colloquium Coordinator, Stanford University, 2013-17

Graduate Admissions Committee, 2013-2014

Chair, Junior Faculty Search Committee in Environmental Sociology, 2013-2014.

*University of California, Berkeley, 2006-2013*

Faculty Advisor, Alpha Kappa Delta (Sociology Honor's Society), University of California, Berkeley. 2009-2012

"Data Lab" Design Committee, 2011-2012

Graduate Admissions Committee, 2011-2012

Sociology Departmental Colloquium Series Organizer, 2008-2009

Director, Laboratory for Social Research, University of California, Berkeley.  
2006–2013.

Graduate Admissions Committee, 2007-2008

*Cornel University, 2000-2006*

Assistant Director, Sociology and Small Groups Laboratory, Cornell University,  
2001- 6

Junior Faculty Search Committee, Department of Sociology, Cornell University, 2004-2005

Assistant Director, Organizational Behavior Laboratory, Cornell University School of Industrial and Labor Relations, 2001-2004

Sociology Department Representative, Council of Representatives, Graduate and Professional Student Assembly, Cornell University, 2001-2004

Committee Member (Elected), Graduate and Professional Student Assembly, Cornell University, 2002-2004

Chairman (Elected), Graduate and Professional Student Assembly Finance Committee, Cornell University, 2002-2003

Committee Member (Elected), University Assembly, Cornell University, 2003

Assistant Director, Sociology and Small Groups Laboratory, Cornell University, 2001-2006

Research Assistant, School of Industrial and Labor Relations, Cornell University, 2001- 2003

Research Assistant, Center for the Study of Group Processes, University of Iowa, 1998-2000

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## **INVITED TALKS**

American and Comparative Political Behavior Workshop, Political Science, Yale University, November 2017

Robert Wood Johnson Foundation, November 2017

WZB Social Science Center, Berlin, Germany, October 2017

Summer Aspen Ideas Festival, June 2017

March for Science, San Francisco, CA, April 2017

Social Activism Speaker Series, California Institute of Technology, May 2017

University of Southern California, Marshall School of Business, November 2016.

TEDxMarin, October 2016

Kahneman-Treisman Center for Behavioral Science and Public Policy, Princeton, New Jersey, October 2016

Group Processes Miniconference, American Sociological Association Meetings, Seattle, WA, August 2016.

Summer Institute in Political Psychology, Stanford University, August 2016

Sloan School of Management, MIT, December 2015

Networks and Time Workshop, Columbia University, October 2015.

Booth School of Business, University of Chicago, October 2015.

Stanford University, Alumni Weekend. October 2015.

Institute for Personality and Social Research. UC-Berkeley. October 2015.

SCANCOR, Stanford University, September 2015

Political Psychology Preconference, American Political Association Annual Meetings. San Francisco, CA. August 2015.

Medici Summer School in Management Studies, University of Bologna, Italy, June 2015.

Department of Sociology, University of Chicago. May 2015.

Human Development and Social Policy, Northwestern University. May 2015.

Political Psychology Preconference, Society for Personality and Social Psychology Annual Meetings. Long Beach, CA. February 2015.

Sociology Department, New York University. November 2014.

Organizational Behavior, Carnegie Mellon University. November 2014.

Department of Sociology, Stanford University. October 2014.

Society for Experimental Social Psychology Annual Meeting. Columbus, OH. October 2014.

Association for Psychological Science Annual Meetings. San Francisco. May 2014.

Political Psychology Colloquium. Harvard University. April 2014.

MIT, Sloan School of Management, April 2014.

Organizational Behavior, Stanford Graduate School of Business, March 2014.

Justice and Morality Preconference, Society for Personality and Social Psychology Annual Meetings. Austin, TX. February 2014.

Social Psychology Lab, Stanford University. November 2013.

Organizations and Management. Yale University. April 2013

Management and Organizations, Johnson Graduate School of Management and the Industrial and Labor Relations School, Cornell University. March 2013

Claremont Symposium on Bridging Ideological Divides. Claremont College. March 2013.

Nuffield College, Oxford University. February 2013.

Organizations and Management, Goizueta Business School, Emory University. December 2012.

Haas School of Business, University of California, Berkeley. September 2012.

Group Processes Miniconference, American Sociological Association Annual Meetings, Denver, Colorado. August 2012.

Symposium on Game Theory and Human Behavior. University of Southern California. April 2012.

Sociology Graduate Student Society Annual Speaker, University of Georgia, Department of Sociology, April 2012.

Keynote Address, Fourth Annual UC-Berkeley Sociological Research Symposium. April 2012.

Rotman School of Management, University of Toronto. December 2011.

Game Theory and Human Behavior Speaker Series. University of Southern California. September 2011.

Session on Future of Social Psychology, American Sociological Association Annual Meetings, Las Vegas, NV. August 2011.

Institute of Economic and Social Psychology, University of Cologne. Cologne, Germany. June 2011.

Annual Lecture, American Culture and Politics Research Cluster, University of California, Davis. May 2011.

Department of Sociology, University of Iowa, May 2011.

Organizational Behavior Colloquium, Stanford Graduate School of Business. April 2011.

Stern School of Business, New York University. January 2011.

Harvard-MIT Economic Sociology Seminar. Harvard University, September 2010.

1st China International Conference on Positive Psychology, Tsinghua University. Beijing, China. August 2010.

Demography Department, University of California, Berkeley. May 2010.

Power, Status, and Influence Conference. New York University. March 2010.

Social Theory and Evidence Workshop. University of Chicago. November 2009.

Keynote Address, Teaching Conference for Graduate Student Instructors. University of California, Berkeley. August 2009.

Morality Workshop, National Science Foundation, Washington, D.C. July 2009.

Faculty Speaker, Annual Trustees Meeting, University of California, Berkeley. May 2009.

Kellogg School of Management, Northwestern University. January 2009.

Department of Sociology, Princeton University. November 2008.

Department of Sociology, Cornell University. November 2008.

Haas School of Business, University of California, Berkeley. November 2008.

Social Psychology Workshop, Sociology Department. Stanford University. June 2008.

The Breakthrough Institute. Oakland, CA. June 2008.



Institute for Personality and Social Research, University of California, Berkeley. October 2007.

Department of Sociology, University of Arizona. October 2007.

Goldman School of Public Policy. University of California, Berkeley. September 2007.

Award to Malcolm Gladwell for promoting Public Understanding of Sociology, American Sociological Association Meetings. New York, NY. August 2007.

Sociology Department's "Cal Day" Talk. University of California, Berkeley. April 2007.

International Computer Science Institute. University of California, Berkeley. April 2007.

Organizational Behavior Group, Stanford Graduate School of Business. April 2007.

(with George Lakoff) "Why Cognitive Science Matters for Politics." Institute of Cognitive and Brain Sciences. University of California, Berkeley. November 2006.

Caregiver Bias Workshop. University of California, Hastings, College of the Law. San Francisco, CA. November 2006.

American Environics. Oakland, CA. September 2006.

Group Processes Mini-Conference. American Sociological Association Annual Meetings, Montreal, Quebec. August 2006

Department of Human Development, Cornell University. March 2006.

University of California, Berkeley. Sociology Department. October 2005.

Sociology Brown Bag Talk. Cornell University. September 2005.

Junior Theorist's Symposium, Theory Section, American Sociological Association Annual Meetings, August 2005.

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## **PROFESSIONAL SERVICE**

Occasional Reviewer:

*American Sociological Review, American Journal of Sociology, Journal of Personality and Social Psychology, Administrative Science Quarterly, American Political Science Review, Proceedings of the National Academy of Sciences, Social Forces, Psychological Review, National Science Foundation, Social Psychology Quarterly, Sociological Theory, Organization Science, Management Science, Sociological Science, Social Psychological and Personality Science, Social Problems, European Journal of Social Psychology, European Review of Philosophy, The Sociological Quarterly, Social Science Research, Nature Climate Change, Sociological Focus, Social Justice Research, Rationality and Society, PLoS ONE, Current Research in Social Psychology, Encyclopedia of Human Behavior, Journal of Social, Evolutionary, and Cultural Psychology, Climate Change Letters*

Consulting Editor, *Sociological Science*, 2013-present

Associate Principal Investigator, Time-Sharing Experiments for the Social Sciences, 2013-present

Editorial Board, *Sociological Theory*, 2012-6

Chair, Book Award Committee, ASA Rationality and Society Section, 2014

Consulting Editor, *American Journal of Sociology*, 2011-2013

Council Member (Elected), ASA Altruism, Morality, and Social Solidarity Section, 2012-2014

Nominations Committee, ASA Altruism, Morality, and Social Solidarity Section, 2013-2014

Co-Organizer, Group Processes Miniconference, 2013

Council Member (Elected), ASA Social Psychology Section, 2010-12

Council Member (Elected), ASA Mathematical Sociology Section, 2009-11

Chair, Paper Award Committee, ASA Mathematical Sociology Section, 2010-2011

Chair, Book Award Committee, ASA Mathematical Sociology Section, 2009-2010

Member, Graduate Student Paper Award Committee, ASA Theory Section, 2009-2010

Co-Chair, Graduate Student Paper Award Committee, Berkeley Sociology Department, 2009-10

Co-Organizer, Group Processes Miniconference, 2009

Presider, Group Processes Regular Session, American Sociological Association Meetings Annual Meetings, 2009.

Member, Program Committee, Social Psychology Section, 2008-9

Council Member (Elected), ASA Mathematical Sociology Section, 2005-7.

Member, ASA Mathematical Sociology Section Award Committee, 2006-7

American Sociological Association Student Forum Advisory Board (Elected), 2005-6

Presider, Group Processes Regular Session, American Sociological Association Meetings. Philadelphia, PA. August 2005.

Chair and Discussant, Graduate Student Research Session, Group Processes Conference, Chicago, IL, August 2002.

Chair, Powerful Experiments Session, International Sunbelt Social Networks Conference: April 2000

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## CONFERENCE PRESENTATIONS

Robb Willer and Matthew Feinberg. "Persuading Partisans: Strategic Moral reframing Facilitates Political Influence." Association for Psychological Science Annual Meetings. San Francisco. May 2014.

"Is Generosity Sincere or Strategic? Altruism versus Status-Seeking in Prosocial Behavior." Society for Personality and Social Psychology Annual Meetings. San Diego. January 2012.

"Speaking to Two Disciplines: The Disciplinary Contributions of Sociological Social Psychology." American Sociological Association Annual Meetings, Las Vegas, NV. August 2011.

Robb Willer. "Overcoming the Free-Rider Problem: Prosocial Behavior Earns Diverse Material and Social Rewards." Annual Meeting of the Society for Personality and Social Psychology. Las Vegas, NV. January 2010.

Robb Willer, Matthew J. Feinberg, Brent Simpson, and Francis J. Flynn. "Who Pursues Social Status? The Relationship Between Material Generosity and Status

Seeking.” American Sociological Association Meetings. San Francisco, CA. August 2009.

“Malcolm Gladwell’s *Blink* and Sociology’s Conception of the Individual.” American Sociological Association Meetings. New York, NY. August 2007.

Robb Willer. “Is Altruism Contagious?” Inter-Ivy Sociology Symposium. Cornell University, Ithaca, NY. April 2006

Robb Willer. “Overdoing Gender: A Test of the Masculine Overcompensation Thesis.” American Sociological Association Meetings. Philadelphia, PA. August 2005

Arnout van de Rijt & Robb Willer. “Metanetworks: A Factor in Structural Change.” 3<sup>rd</sup> U.S.-Japan Joint Conference on Mathematical Sociology. Hokkaido University, Sapporo Japan. June 2005

Robb Willer. “Testing the Masculine Overcompensation Thesis.” Inter-Ivy Sociology Symposium. Yale University, New Haven, CT. April 2005

Robb Willer. “Testing a Status Theory of Collective Action.” Sociology Graduate Student Mini-Conference. Cornell University, Ithaca, NY. October 2004

Robb Willer. “The Intelligibility of Unintelligible Texts: Authorial Status in Text Evaluation.” American Sociological Association Meetings. San Francisco, CA. August 2004

Robb Willer and Edward J. Walsh. “The Effects of Government-Issued Terror Threats on Presidential Approval Ratings.” Annual Group Processes Miniconference. San Francisco, CA. August, 2004

Robb Willer. “On the Lack of Atheists in Foxholes: Fear of Death and Afterlife Belief.” Annual Group Processes Miniconference. Atlanta, GA. August, 2003

Will Kalkhoff and Robb Willer. “Deterring Deviance: Rationality and Self-Control.” American Sociological Association Meetings. Chicago, IL. August 2002

Robb Willer, Reef Youngreen, Lisa Troyer, and Michael Lovaglia. “Power, Status, and Philanthropy.” XV World Congress of Sociology. Brisbane, Australia. July 2002

Robb Willer, Lisa Troyer, and Michael Lovaglia. “Power, Status, and Philanthropy.” American Sociological Association Meetings. Anaheim, CA. August 2001

Robb Willer. "The Status Value of Power Use" American Sociological Association Meetings. Washington, D.C., August 2000

Robb Willer. "Status, Wealth, and Power: New Directions for the Integration of Network Exchange Theory and Status Characteristics Theory." International Sunbelt Social Network Conference. Vancouver, BC, April 2000

Robb Willer. "The Propensity-Utility Theory of Deviance" Iowa Sociological Association Meetings. Iowa City, IA, March 2000

Robb Willer and David Willer. "When Exchange Networks Change: A Comparative Analysis." American Sociological Association Meetings. Chicago, IL, August 1999

David Willer and Robb Willer. "Exchange Network Dynamics and Structural Agency." American Sociological Association Meetings. Washington, DC, August 1995

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## **MEMBERSHIPS**

American Sociological Association, Society of Experimental Social Psychology, Society for Personality and Social Psychology, Association for Psychological Science, Alpha Kappa Delta, Golden Key International Honor Society