

# **Clayton R. Critcher**

**Joe Shoong Chair of Business | Associate Professor at Haas School of Business, University of California, Berkeley**

Berkeley, CA, US

Identifying and explaining skills and shortcomings in people's social, economic, moral, and political judgments

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## **About**

Clayton Critcher is an Associate Professor of marketing, cognitive science, and psychology at Berkeley Haas. A social psychologist, Critcher researches how people come to understand themselves and other people and to make judgments and decisions in economic, morally relevant, and social situations.

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## **Areas of Expertise**

Self and Social Judgment, Moral Psychology, Consumer Experience, Judgment and Decision Making

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## **Selected External Service & Affiliations**

Journal of Personality and Social Psychology: Associate Editor, Self & Identity : Editorial Board, Association for Psychological Science, Association for Consumer Research, Society for Consumer Psychology, Society for Personality and Social Psychology, Society for Judgment and Decision Making, Society of Experimental Social Psychology

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## **Positions Held**

### **At Haas since 2010**

2020 - present: Joe Shoong Chair of Business 2020 - present: Director, Haas Behavioral Lab 2020 - present, PhD Field Advisor, Marketing 2017 ? present, Institute for Personality and Social Research 2016 ? present, Associate Professor of Marketing, Haas School of Business 2013 ? present, Department of Psychology (affiliate) 2011 ? present, Cognitive Science Faculty 2010 ? 2016, Assistant Professor of Marketing, Haas School of Business

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## **Education**

**Cornell University**  
PhD Psychology

**Yale University**  
AB Psychology

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## **Honors & Awards**

**Fellow, Society for Personality and Social Psychology  
2021**

**Barbara and Gerson Bakar Faculty  
Fellow**

**Sage Young Scholar Award  
2015**

**Hellman Fellow  
Fellowship**

**Carol D. Soc Distinguished Graduate Student Mentoring Award  
2014**

**Science: Editors? Choice  
Award**

**National Science Foundation Graduate Research Fellowship  
Fellowship**

**Yale University Angier Prize  
Award**

**Society of Experimental Social Psychology  
Fellow**

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