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Professional Positions

2011-present	Associate Professor of Marketing, University of Florida	Gainesville, FL
2011	Visiting Professor of Management & Organizations, NYU-Stern	New York, NY
2006-2010	Associate Professor of Marketing, University of Florida	Gainesville, FL
2001-2005	Assistant Professor of Marketing, University of Florida	Gainesville, FL
2000-2001	Assistant Professor of Marketing & Psychology, Rice University	Houston, TX
1998-2000	Assistant Professor of Marketing, University of Florida	Gainesville, FL
1996-1998	Visiting Assistant Professor, UCLA Anderson School	Los Angeles, CA
1995-1996	Management Consultant, Decision Focus Inc.	Mountain View, CA

Education

1995 Ph.D. in Psychology, Stanford University (Principal Advisor: Amos Tversky)
Dissertation: *A Stochastic Model of the Calibration of Subjective Probabilities*
1993 M.S. in Statistics, Stanford University
1990 A.B. in Psychology, *magna cum laude*, with distinction, Cornell University

Publications

31. Brenner, L. (2022). Review of *Noise: A Flaw in Human Judgment*, by Kahneman, Sibony & Sunstein. *Administrative Science Quarterly*, 67, NP69-72.
30. LeBoeuf, R., Williams, E. & Brenner, L. (2014). Forceful phantom firsts: Framing experiences as firsts amplifies their influence on judgment. *Journal of Marketing Research*, 51, 420-432.
29. Bilgin, B. & Brenner, L. (2013). Context affects the interpretation of low but not high numerical probabilities: A hypothesis testing account of subjective probability. *Organizational Behavior and Human Decision Processes*, 121, 118-128.
28. Brenner, L., Griffin, D. & Koehler, D. (2012). A case-based model of probability and pricing judgments: Biases in buying and selling uncertainty. *Management Science*, 58, 159-178.
27. Brenner, L. & Bilgin, B. (2011). Preference, projection, and packing: Support theory models of judgments of others' preferences. *Organizational Behavior and Human Decision Processes*, 115, 121-132.
26. Brenner, L. (2011). Loss aversion and consumer choice. In J. W. Alba (Ed.), *Consumer Insights: Findings from Behavioral Research*, Marketing Science Institute.

25. Bilgin, B. & Brenner, L. (2008). Temporal distance moderates description dependence of subjective probability. *Journal of Experimental Social Psychology, 44*, 890-895.
24. Ward, A., Disston, L. G., Brenner, L., & Ross, L. (2008). Acknowledging the other side in negotiation. *Negotiation Journal, 24*, 269-285.
23. Griffin, D., Koehler, D., & Brenner, L. (2007). Frequency formats are a small part of the base rate story. *Behavioral and Brain Sciences, 30*, 268-269.
22. Brenner, L., Rottenstreich, Y., Sood, S., & Bilgin, B. (2007). On the psychology of loss aversion: Possession, valence, and reversals of the endowment effect. *Journal of Consumer Research, 34*, 369-376.
21. Rottenstreich, Y., Sood, S. & Brenner, L. (2007). Feeling and thinking in memory-based versus stimulus-based choices. *Journal of Consumer Research, 33*, 461-469.
20. Ward, A. & Brenner, L. (2006). Accentuate the negative: The positive effects of negative acknowledgment, *Psychological Science, 11*, 959-962.
19. Narasimhan, C., He, C., Anderson, E., Brenner, L., Desai, P., Kuksov, D. Messinger, P., Moorthy, S., Nunes, J., Rottenstreich, Y., Staelin, R., Wu, G., Zhang, Z.J. (2005). Incorporating behavioral anomalies in strategic models, *Marketing Letters, 16*, 361-373.
18. Brenner, L., Griffin, D. & Koehler, D. (2005). Modeling patterns of probability calibration with Random Support Theory: Diagnosing case-based judgment. *Organizational Behavior and Human Decision Processes, 97*, 64-81.
17. Sood, S., Rottenstreich, Y., & Brenner, L., (2004). On decisions that lead to decisions: Direct and derived evaluations of preference. *Journal of Consumer Research, 31*, 17-25.
16. Griffin, D. & Brenner, L. (2004). Perspectives on probability judgment calibration. In D. J. Koehler & N. Harvey (Eds.), *Blackwell Handbook of Judgment and Decision Making*.
15. Brenner, L. (2003). A random support model of the calibration of subjective probabilities. *Organizational Behavior and Human Decision Processes, 90*, 87-110.
14. Brenner, L., Koehler, D. J., & Rottenstreich, Y. (2002). Remarks on support theory: Recent advances and future directions. In T. Gilovich, D. Griffin, and D. Kahneman (Eds.), *The Psychology of Judgment: Heuristics and Biases*.
13. Koehler, D. J., Brenner, L., & Griffin, D. (2002). The calibration of expert judgment: Heuristics and biases beyond the laboratory. In T. Gilovich, D. Griffin, and D. Kahneman (Eds.), *The Psychology of Judgment: Heuristics and Biases*.
12. Batsell, R., Brenner, L., Osherson, D., Tsavachidis, S., & Vardi, M. (2002). Eliminating incoherence from subjective estimates of chance. In proceedings for *KR2002: Eighth International Knowledge Representation and Reasoning Conference*.

11. Wathieu, L., Brenner, L., Carmon, Z., Chattopadhyay, A., Drolet, A., Gourville, J., Muthukrishnan, A V., Novemsky, N., Ratner, R., Wertenbroch, K, & Wu, G. (2002). Consumer control and empowerment: A primer. *Marketing Letters*, *13*, 297-305.
10. Brenner, L. (2000). Should observed overconfidence be dismissed as a statistical artifact? Critique of Erev, Wallsten & Budescu (1994). *Psychological Review*, *107*, 943-946.
9. Brenner, L., Rottenstreich, Y., & Sood, S. (1999). Comparison, grouping, and preference. *Psychological Science*, *10*, 225-229.
8. Brenner, L., & Rottenstreich, Y. (1999). Focus, repacking, and the judgment of grouped hypotheses. *Journal of Behavioral Decision Making*, *12*, 141-148.
7. Brenner, L., & Koehler, D. (1999). Subjective probability of disjunctive hypotheses: Local-weight models for decomposition of evidential support. *Cognitive Psychology*, *38*, 16-47.
6. Rottenstreich, Y., Brenner, L., & Sood, S. (1999). Similarity between hypotheses and evidence. *Cognitive Psychology*, *38*, 110-128.
5. Koehler, D., Brenner, L. & Tversky, A. (1997). The enhancement effect in probability judgment. *Journal of Behavioral Decision Making*, *10*, 293-313.
4. Brenner, L., Koehler, D., Liberman, V. & Tversky, A. (1996). Overconfidence in probability and frequency Judgments: A critical examination. *Organizational Behavior and Human Decision Processes*, *65*, 212-219.
3. Brenner, L., Koehler, D & Tversky, A. (1996). On the evaluation of one-sided evidence. *Journal of Behavioral Decision Making*, *9*, 59-70.
2. Koehler, D, Brenner, L, Liberman, V. & Tversky, A. (1996). Confidence and accuracy in trait inference: Judgment by similarity. *Acta Psychologica*, *92*, 33-57.
1. Mann, T. & Brenner, L. (1996). Improving text memory by reorganizing interfering text at retrieval. *American Journal of Psychology*, *109*, 539-550.

Teaching Experience

Doctoral Courses

Behavioral Research Methods
 Design of Marketing Research
 Consumer Information Processing & Decision Making
 Judgment and Decision Making
 Statistical Methods for Behavioral and Social Sciences
 Advanced Statistics: Beyond ANOVA and Regression

Masters Courses

Marketing Ethics
 Consumer & Managerial Decision Making
 Marketing Research
 Advanced Managerial Statistics

Undergraduate Courses

Consumer Behavior
 Applied Regression Analysis
 Introductory Econometrics and Data Analysis
 Statistics for Business Decisions
 Introductory Psychology

Service, Honors, and Awards

- Consulting Editor, *Psychological Science*; *Journal of Experimental Psychology: Learning, Memory, and Cognition*; *Journal of Public Policy & Marketing*
- Reviewer for marketing and consumer behavior journals: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Association for Consumer Research*, *Marketing Science*, *Marketing Letters*
- Reviewer for decision-making journals: *Management Science*, *Organizational Behavior and Human Decision Processes*, *Journal of Behavioral Decision Making*
- Reviewer for psychology journals: *Psychological Review*, *Cognitive Psychology*, *Psychological Science*, *Journal of Personality and Social Psychology*, *Journal of Experimental Psychology: General*, *Memory and Cognition*, *Journal of Mathematical Psychology*, *Psychonomic Bulletin & Review*, *Acta Psychologica*, *Thinking and Reasoning*, *Basic and Applied Social Psychology*
- Reviewer of submissions for Oxford Research Encyclopedia of Psychology, various business statistics textbooks
- Reviewer of competitive paper submissions for ACR, SJDM, BDRM Conferences
- Reviewer of grants for NSF: Decision, Risk, and Management Science Program, US-Israel Binational Science Foundation
- Session Chair/Organizer for ACR, SJDM, BDRM, and SPUDM Conferences
- Media mentions & appearances: *Scientific American*, *Wall Street Journal*, *Orlando Sentinel*, *Glamour*, WUFT-FM, *Jeopardy!*
- Berkeley Invitational Choice Symposium, Asilomar, 2001 & Estes Park, 2004.
- Honorable Mention, Hillel Einhorn New Investigator Award, SJDM, 1998
- Workshop in Mathematical Psychology for Behavioral Scientists, UC-Irvine, 1997
- Walter J. Gores Award for Excellence in Teaching, Stanford University, 1995
- Educational Testing Service Graduate Research Fellowship, 1994-1995
- National Science Foundation Graduate Fellowship, 1990-1993