

MATTHEW FISHER

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ACADEMIC POSITIONS

Assistant Professor of Marketing	Southern Methodist University	2019–present
Postdoctoral Research Fellow	Carnegie Mellon University	2017–2019

EDUCATION

Ph.D. Psychology	Yale University	2017
M.Phil. Psychology	Yale University	2014
M.S. Psychology	Yale University	2013
B.A. Psychology	Biola University	2011

RESEARCH

*denotes equal authorship

PUBLICATIONS

Fisher, M. & Oppenheimer, D. M. (in press) Harder than you think: How outside assistance leads to overconfidence. *Psychological Science*.

Fisher, M. & Oppenheimer, D. M. (in press). Who knows what? Knowledge misattribution in the division of cognitive labor. *Journal of Experimental Psychology: Applied*.

Fisher, M., Smiley, A., & Grillo, T. (2021). Information without knowledge: The effects of Internet search on learning. *Memory*.

Landy, J. F., Jia, M., Ding I. L., Viganola, D. Tierney, W., ... Uhlmann, E. L. (2020) Crowdsourcing hypothesis tests: Making transparent how design choices shape research results. *Psychological Bulletin*, 146, 451–479.

Permut, S., **Fisher, M.**, & Oppenheimer, D. M. (2019). Task master: A tool for determining when participants are on task. *Advances in Methods and Practices in Psychological Science*, 2, 188–196.

Fisher, M., & Keil, F. C. (2018). The binary bias: A systematic distortion in the integration of information. *Psychological Science*, 29, 1846–1858.

Fisher, M., Newman, G. E., & Dhar, R. (2018). Seeing stars: How the binary bias distorts the interpretation of customer ratings. *Journal of Consumer Research*, 45, 471–489.

Fisher, M., Knobe, J., Strickland, B., & Keil, F. C. (2018). The tribalism of truth. *Scientific*

American, 318, 50–53.

Fisher, M., Knobe, J., Strickland, B., & Keil, F. C. (2017). The influence of social interaction on intuitions of objectivity and subjectivity. *Cognitive Science*, 41, 1119–1134.

Fisher, M., & Keil, F. C. (2016). The curse of expertise: When more knowledge leads to miscalibrated explanatory insight, *Cognitive Science*, 40, 1251–1269.

Fisher, M., & Keil, F. C. (2016). The trajectory of argumentation and its multifaceted functions. In F. Paglieri (Ed.), *The Psychology of Argument: Cognitive Approaches to Argumentation and Persuasion*. London: College Publications.

Fisher, M. (2015). The Internet makes you think you're smarter than you are. *Harvard Business Review*. July–August 2015, 26–27.

Fisher, M., Goddu, M. K., & Keil, F. C. (2015). Searching for explanations: How the Internet inflates estimates of internal knowledge. *Journal of Experimental Psychology: General*, 144, 674–687.

Fisher, M., & Keil, F. C. (2014). The illusion of argument justification. *Journal of Experimental Psychology: General*, 143, 425–433.

Strickland, B., **Fisher, M.**, Keil, F. C. & Knobe, J. (2014). Syntax and intentionality: An automatic link between language and theory-of-mind. *Cognition*, 133, 249–261.

Strickland, B.*, **Fisher, M.***, & Knobe, J. (2012). Moral structure falls out of general event structure. *Psychological Inquiry*, 23, 198–205.

Strickland, B., **Fisher, M.**, Peyroux., E., Keil, F. C. (2011). Syntactic biases in intentionality judgments. Proceedings of the Thirty-Third Annual Conference of the Cognitive Science Society. Cognitive Science Society: Boston.

WORKING PAPERS

Fisher, M.* & Mormann, M*. (under revision). The “off by 100%” bias: The effects of percentage changes greater than 100% on magnitude judgments and consumer choice. *Journal of Consumer Research*.

Fisher, M., & Keil, F. C. Decay neglect: An illusion of knowledge persistence in students.

Fisher, M., & Keil, F. C. Arguing to win or to learn: Situational constraints prompt contrasting mindsets.

IN PREP

Mormann, M.* & **Fisher, M.*** &. (in prep) How the misuse of scale midpoint responses affects experimental results.

Fisher, M. & Kasser, J. (in prep) Copernican consumers: The role of historical continuity in consumer decision making

Shen, Z., Yaxin, M., **Fisher, M.**, & Dhar, R. (in prep) The effect of attribute conflict on consumption.

Fisher, M. & Baijayantaroy, R., & Keil, F.C. (in prep) Audience moderates the illusion of explanatory depth.

Firestone, C. & **Fisher, M.** (in prep). Quantity over quality: A binary bias in visual cognition.

INVITED TALKS

2018	Southern Methodist University, Cox School of Business
2018	Stanford Graduate School of Business
2018	Harvard Business School
2018	University of Chicago, Booth School of Business
2018	University of Toronto, Rotman School of Management
2017	Columbia Business School
2016	Cornell University
2016	Northwestern University, Kellogg School of Management.
2015	University of Chicago, Booth School of Business.

PRESENTATIONS

Fisher, M. & Oppenheimer, D. M. (2018). Who Knows What? Knowledge Misattribution in the Division of Cognitive Labor. Talk given at the annual meeting of the *Society of Experimental Social Psychology*, Seattle, WA.

Fisher, M. (2018). The binary bias: A systematic distortion of conflicting evidence. Talk given at Carnegie Mellon University.

Fisher, M. & Keil, F. C. (2017). The binary bias. Poster presented at the annual meeting of the *Society for Judgment and Decision Making*, Vancouver, Canada.

Fisher, M., & Keil, F. C. (2016). The binary bias. Talk given at Yale University Developmental Lunch, New Haven, CT.

Fisher, M., & Keil, F. C. (2015). The curse of expertise: When more knowledge leads to miscalibrated explanatory insight. Talk given at the annual meeting of the *Association for Psychological Science*, New York City, NY.

Fisher, M., Goddu, M. K., & Keil, F. C. (2015). Searching for explanations: How the Internet inflates estimates of internal knowledge. Talk given at the annual meeting of the *Association for Psychological Science*, New York City, NY.

- Fisher, M., & Keil, F. C. (2015).** The curse of expertise. Talk given at Yale University Developmental Lunch, New Haven, CT.
- Fisher, M., Goddu, M. K., & Keil, F. C. (2014).** Searching for explanations: Illusions of the extended mind. Poster presented at the *Web Science and the Mind Conference*, Montreal, Canada.
- Fisher, M., Goddu, M. K., & Keil, F. C. (2014).** Searching for explanations: Illusions of the extended mind. Poster presented at the *John Templeton Meeting on Intellectual Humility*, St. Louis, MO.
- Fisher, M., Goddu, M. K., & Keil, F. C. (2014).** Knowing without knowing. Talk given at Yale University Developmental Lunch, New Haven, CT.
- Fisher, M., Knobe, J., Strickland, B., & Keil, F. C. (2013).** The influence of social interaction on intuitions of objectivity and subjectivity. Talk given at the *Moral Psychology Research Group*, Providence, RI.
- Fisher, M., Knobe, J., Strickland, B., & Keil, F. C. (2013).** The influence of social interaction on intuitions of objectivity and subjectivity. Poster presented at the annual meeting of the *Society for Philosophy and Psychology*, Providence, RI.
- Fisher, M., Knobe, J., Strickland, B., & Keil, F. C. (2013).** The influence of social interaction on intuitions of objectivity and subjectivity. Talk given at Yale University Cognitive Lunch, New Haven, CT.
- Eltiti, S., **Fisher, M.**, Owings, R., Kaddis, P., Kirby, A., Turner, M., Zimmerman, J., & Waller, N. (2013). Threatening stimuli not necessary for success of the modified dot probe task. Poster presented at the annual meeting of the *Association for Psychological Science*, Washington D.C.
- Fisher, M., & Keil, F. C. (2012).** Modes of argument: The influence of social context. Poster presented at the biennial *International Conference on Thinking*, London, England.
- Fisher, M., & Keil, F. C. (2012).** Two modes of argumentation: Winning and learning. Talk given at Yale University Developmental Lunch, New Haven, CT.
- Fisher, M., & Brunt, J. (2011).** Flexibility of language-specific ontological categories. Poster presented at the annual meeting of the *Western Psychological Association*, Los Angeles, CA.

SELECTED MEDIA COVERAGE

NPR, The Wall Street Journal, The Washington Post, Harvard Business Review, BBC, NBC Today, CBS, The Huffington Post, Forbes, TIME, Wired, NYMag, Pacific Standard

HONORS AND AWARDS

- APA Dissertation Award (2016)
- Yale University Part Time Acting Instructor Fellowship (2014)
- Best Poster Finalist: Society for Philosophy and Psychology (2013)
- Recipient of Yale University Graduate Fellowship (2011–2017)
- Emerson Award (Outstanding student in Psychology) (2011)
- Epsilon Kappa Epsilon (EKE) Honor Society Inductee (2011)

PROFESSIONAL ACTIVITIES

AD HOC JOURNAL REVIEWER

Perspectives on Psychological Science, Cognition, Journal of Experimental Psychology: General, Cognitive Psychology, Journal of Consumer Behaviour, Journal of Experimental Psychology: Learning Memory & Cognition, Thinking & Reasoning, Memory & Cognition, Basic and Applied Social Psychology, Memory, Cognitive Research: Principles and Implications, Metacognition and Learning, Review of Philosophy and Psychology, American Journal of Political Science

TEACHING EXPERIENCE

INSTRUCTOR

Consumer Behavior (undergraduate)	2019–present
Consumer Behavior (MBA)	2019–present
Behavioral Decision Making	2018–2019
Research Methods in Psychology	2014

TEACHING FELLOW

Developmental Psychology	Frank Keil	2016
Research Methods: Social Decision Making	David Rand	2014
Introduction to Cognitive Science	Brian Scholl	2013
Introduction to Psychology	Paul Bloom	2012

GUEST LECTURER

Graduate Research Methods	2018
Research Methods: Social Decision Making	2014

RESEARCH MENTOR

Research Assistant Supervisor (19)	2012–present
Summer Research Internship Mentor (9)	2012–2017
Senior Thesis Advisor (3)	2013–2016

TECHNICAL SKILLS/EXPERIENCE

- Mastery in Qualtrics and Amazon Mechanical Turk
- Mastery in all Microsoft Office programs
- Proficiency in R and SPSS
- Proficiency in HTML/CSS, JavaScript, PHP and Objective C
- iOS developer