

Katie S. Mehr

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Employment

Alberta School of Business, University of Alberta
Assistant Professor of Marketing

July 2023 - Present

Education

The Wharton School, University of Pennsylvania

2018 - 2023

Ph.D. in Operations, Information, and Decisions – Decision Processes

Dissertation Title: How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluation of That Experience?

Dissertation Committee: Joseph Simmons (advisor), Alice Moon, Deborah Small

Rutgers University, The State University of New Jersey, New Brunswick Campus

2014 - 2018

B.S. *summa cum laude* with Highest Honors in Economics, Minors in Mathematics and Statistics

Publications, Manuscripts in the Review Process, and Working Papers

(* indicates shared first authorship, + indicates graduate student)

Mehr, Katie S., Jackie Silverman, Marissa A. Sharif, Alixandra Barasch, and Katherine L. Milkman

(2025), "The Motivating Power of Streaks: Increasing Persistence Is as Easy as 1, 2, 3,"

Organizational Behavior and Human Decision Processes, 187, 1-13.

Select press coverage: Harvard Business Review Research Roundup ([link](#)), University of Alberta Folio ([link](#)), CBC Radioactive ([link](#)), HRD Canada ([link](#))

Mehr, Katie S. and Joseph P. Simmons (2024), "How Does Rating Specific Features of an Experience

Alter Consumers' Overall Evaluation of That Experience?" *Journal of Consumer Research*, 51(4), 739-760.

Select press coverage: The Wall Street Journal ([link](#)), University of Alberta Folio ([link](#)), CBC Radioactive ([link](#))

Mehr, Katie S., Amanda E. Geiser, Katherine L. Milkman, and Angela L. Duckworth (2020), "Copy

Paste Prompts: A New Nudge to Promote Goal Achievement," *Journal of the Association for Consumer Research*, 5(3), 329-334.

Mehr, Katie S. and Matt Meister, “The Dispersion Between Forecasts Changes Consumers’ Reliance on Them,” under review.

Mehr, Katie S. and Matt Meister, “People Prefer Peer Advice for Evaluations from Experience and Expert Advice for Evaluations from Information,” under review.

Park, Alexander B.*, **Katie S. Mehr***, and Amirreza Faghihinia⁺, “Who Shares Matters: How Review Source and Quality Change Affect Product Evaluations,” under review.

Selected Research in Progress

Mehr, Katie S., Katherine L. Milkman, and Angela L. Duckworth, “Do Streaks Motivate Achievement?: A Field Experiment.”

Mehr, Katie S., Alice Moon, and Eric VanEpps, “We Only Get What We Give: The Effect Of Contingent Donation Promotions.”

Mehr, Katie S. and Matt Meister, “Testing Motivations to Write Reviews in the Field and Lab.”

Mehr, Katie S.* and Michael O’Donnell*, “Product Type and Price Affect Preferences for Buy Now Pay Later Options.”

Mehr, Katie S. and Joshua Lewis, “The Influence of (Dis)Agreeing Product Reviews on Consumer Choice.”

Soltani, Mohamad and **Katie S. Mehr**, “Virtual Queues, Actual Thrills: Enhancing Visitor Experience in Amusement Parks.”

Faghihinia, Amirreza⁺, **Katie S. Mehr**, Sarah Moore, and Paul Messinger, “Sender-Receiver Differences in Sequential Word-of-Mouth”

Leng, Yanyi⁺, **Katie S. Mehr**, Michael O’Donnell, and Hannah Perfecto, “I Wasn’t Expecting to Like It: How Disconfirmation Signals Authenticity in Word-of-Mouth.”

Conference Presentations

(includes only presentations that I delivered)

The Motivating Power of Streaks: Increasing Persistence Is as Easy As 1, 2, 3

- Society for Judgment and Decision Making, Virtual, 2020.
- Association for Consumer Research, Virtual, 2020.
- Society for Consumer Psychology, Huntington Beach, CA, 2020.
- Society for Judgment and Decision Making, Montreal, Canada, 2019. (poster)

How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluation of That Experience?

- Southern Ontario Behavioural Decision Research Conference, Toronto, Canada, 2024.
- Association for Consumer Research, Seattle, WA, 2023.
- Society for Personality and Social Psychology, Judgment and Decision Making preconference, Virtual, 2022. (flash talk)
- Society for Judgment and Decision Making, Virtual, 2021.
- Society for Judgment and Decision Making, Virtual, 2020. (poster)

Copy Paste Prompts: A New Nudge to Promote Goal Achievement

- Society for Judgment and Decision Making, Montreal, Canada, 2019. (flash talk)

The Dispersion Between Forecasts Changes Consumers' Reliance on Them

- Society for Judgment and Decision Making, Denver, CO, 2025.

Who Shares Matters: How Review Source and Quality Change Product Evaluations

- Association for Consumer Research, Washington DC, 2025.

The Influence of (Dis)Agreeing Product Reviews on Consumer Choice

- Behavioral Decision Research in Management Conference, Chicago, IL, 2024.
- Association for Consumer Research, Virtual, 2021.

Invited Talks

Junior Faculty Forum in Marketing, Washington University in St. Louis (2025)

University of Alberta, Alberta School of Business (2022)

University of California, Berkeley, Haas School of Business (2022)

University of Houston, C.T. Bauer College of Business (2022)

University of Florida, Warrington College of Business (2022)

Other Media Appearances

- Interview with WHYY Philadelphia about online reviews, July 2025, <https://m.youtube.com/watch?v=TyGcq7d7WDo>.
- Mention in *The Washington Post* article about review fatigue, August 2025, <https://www.washingtonpost.com/style/of-interest/2025/08/03/five-stars-survey-fatigue-feedback-ratings/>.
- Article in *The Conversation*, August 2025, <https://theconversation.com/online-reviews-influence-what-we-buy-but-should-they-have-that-much-power-over-our-choices-261162>.
- Conversation on 730CKNW Vancouver about online reviews and my article in *The Conversation*, August 2025, <https://podcasts.apple.com/ca/podcast/should-online-reviews-have-that-much-power-over-our/id700326444?i=1000722521262>

- Conversation on 880 CHED Edmonton about online reviews and my article in *The Conversation*, August 2025, <https://podcasts.apple.com/ca/podcast/solar-power-pierre-poilievre-reviews/id1562719994?i=1000722690821>

Awards, Honors, and Funding

SSHRC Insight Development Grant: Testing motivations to write reviews in the field and lab (primary investigator), \$72,076, 2025-2028

SSHRC Insight Grant: When and why do consumers post online reviews? (co-applicant), \$193,440, 2025-2030

Canadian Utilities Faculty Fellowship, 2025-2026

University of Alberta EFF-SAS Fund, 2024-2025

University of Alberta SSHRC General Fund, 2023-2025

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award, 2019, 2020, 2021

Wharton Mack Institute for Innovation Management Doctoral Student Fellowship Award, 2021

Honorable Mention Poster Award, Society for Judgment and Decision Making, 2019

Henry Rutgers Scholar, 2018

Matthew Leydt Society, 2018

Phi Beta Kappa, 2017

Teaching Experience

Instructor

- Experimental Design for Behavioural Science (PhD, Winter 2026, University of Alberta)
- Digital Marketing (Undergraduate, Winter 2024-2026, University of Alberta)
- Digital Marketing (MBA intensive, Spring 2025, University of Alberta)

Guest Lecturer

- Evaluating Evidence (Undergraduate, Spring 2022, University of Pennsylvania)

Teaching Assistant

- Managerial Decision Making (MBA, Spring 2022, Spring 2023, University of Pennsylvania)
- Negotiations (MBA, Spring 2021, University of Pennsylvania)
- Decision Processes (Undergraduate, Fall 2019, University of Pennsylvania)

Undergraduate Advising

- University of Pennsylvania College Achievement Program Graduate School Mentoring Initiative (Undergraduate, Spring 2021 - Spring 2022, University of Pennsylvania)
- Judgment and Decision Making Research Immersion (Undergraduate, Fall 2018 – Spring 2022, University of Pennsylvania)
- Senior Honors Thesis Advising (Undergraduate, Fall 2018 - Spring 2019, University of Pennsylvania)

Course Coordination

- Judgment and Decision Making Research Immersion (Undergraduate, Spring 2020 - Spring 2021, University of Pennsylvania)

Student Supervision

- Amirreza Faghihinia, University of Alberta, co-supervisor (2025-present)
- Rory Waisman, University of Alberta, supervisory and dissertation committee (2024-2025)
- Ozan Ozdemir, University of Alberta, dissertation committee (2024)

Professional Service

- Co-coordinator, Marketing Seminar Series, University of Alberta, 2025-Present
- Member, Hiring Committee, University of Alberta, 2024-2025
- Member, Teaching and Learning Committee, University of Alberta, 2024-Present
- Member, Petro-Canada Emerging Innovator Award Committee, University of Alberta, 2024
- Judge, University of Alberta Festival of Undergraduate Research and Creative Activities, 2024
- Reviewer, *Journal of Marketing Research*, *Management Science*, *Journal of Marketing*, *Journal of the Association for Consumer Research*, *Journal of Experimental Social Psychology*
- Reviewer, Society for Consumer Psychology, Association for Consumer Research
- Mentor, Wharton Doctoral Council, 2022

Professional Affiliations

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making