# Kirstin C. Appelt

***Curriculum Vitae***

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Online: www.kirstinappelt.com, LinkedIn, Google Scholar, ORCID

## ABOUT

Kirstin is a sought-after behavioural science consultant. Her research explores how behaviourally-informed, evidence-based solutions can help create an environmentally, financially, and socially sustainable future – including, for example, reducing energy use, protecting endangered wildlife, increasing retirement savings, reducing overprescribing of antibiotics, and encouraging childhood vaccinations. Kirstin also develops and delivers courses and workshops to help working professionals learn how to use insights from behavioural science to tackle challenges and change behaviour.

Kirstin collaborates widely across disciplines and sectors on behaviour change research and training, including:

- BC Public Service Agency
- BC Centre for Disease Control
- BC Hydro
- City of Vancouver
- Covered California
- Columbia University
- Davis Pier
- Fraser Health Authority
- Google
- ICBC
- Metro Vancouver Regional District
- Modo
- Pacific Business Group on Health
- ShareWares
- Social Security Administration
- Temple University
- University of British Columbia
- Vancouver Coastal Health
- WorkSafeBC

## POSITIONS HELD

**University of British Columbia, Sauder School of Business**

| | |
|---|---|
| Academic Director, UBC Advanced Professional Certificate in Behavioural Insights | 2020-present |
| Research Director, UBC Decision Insights for Business & Society (UBC-DIBS) | 2014-present |
| Academic Director, UBC Peter P. Dhillon Centre for Business Ethics | 2022-2026 |
| Adjunct Professor | 2015-2020 |

**BIT** – Senior Research Affiliate 2026-present

**Appelt Consulting** – Principal Behavioural Science Consultant 2012-present

**Columbia University** – Post-Doctoral Research Scientist 2009-2011
The Center for Decision Sciences (CDS)
Center for Research on Environmental Decisions (CRED)

## EDUCATION

| | |
|---|---|
| Ph.D., Psychology, Columbia University (Advisor: E. Tory Higgins) | 2009 |
| M.Phil., Psychology, Columbia University | 2008 |
| M.A., Psychology, Columbia University | 2007 |
| B.A. *magna cum laude,* Economics, Dartmouth College | 2003 |

Stenlund, S., **Appelt, K. C.**, Ruby, M. B., Smith, N., Lishman, H., & Patrick, D. M., (2024). Testing different message styles about unnecessary antibiotics using an online platform. *Antibiotics, 13*(7). 10.3390/antibiotics13070657

Stenlund, S., Mâsse, L., Stenlund, D., Sillanmäki, L., **Appelt, K. C.**, Koivumaa-Honkanen, H., Rautava, P., Suominen, S., & Patrick, D. M., (2023). Do patients' psychosocial characteristics impact antibiotic prescription rates? *Antibiotics, 12*(6). 10.3390/antibiotics12061022

Knoll, M. A. Z., **Appelt, K. C.**, Johnson, E. J., & Westfall, J. E. (2015). Time to retire: Why Americans claim benefits early and how to encourage delay. *Behavioral Science and Policy, 1*(1), 53-62. 10.1353/bsp.2015.0003

Handgraaf, M. J. J., van Lidth de Jeude, M. A., & **Appelt, K. C.** (2013). Public praise vs. private pay: Effects of rewards on energy conservation in the workplace. *Ecological Economics, 86,* 86-92. 10.1016/j.ecolecon.2012.11.008

Hardisty, D. J., **Appelt, K. C.**, & Weber, E. U. (2013). Good or bad, we want it now: Fixed-cost present bias for gains *and* losses explains magnitude asymmetries in intertemporal choice. *Journal of Behavioral Decision Making, 26*(4), 348-361. 10.1002/bdm.1771

Payne, J. W., Sagara, N., Shu, S. B., **Appelt, K. C.**, & Johnson, E. J. (2013). Life expectancy as a constructed belief: Evidence of a live-to or die-by framing effect. *Journal of Risk and Uncertainty, 46*(1), 27-50. 10.1007/s11166-012-9158-0

Shalvi, S., Reijseger, G., Handgraaf, M. J. J., **Appelt, K. C.**, ten Velden, F. S., Giacomantonio, M., & De Dreu, C. K. W. (2013). Pay to walk away: Prevention buyers prefer to avoid negotiation. *Journal of Economic Psychology, 38*, 40-49. 10.1016/j.joep.2012.03.002

Handgraaf, M. J. J., Milch, K. F., **Appelt, K. C.**, Schuette, P., Yoskowitz, N. A., & Weber, E. U. (2012). Web-conferencing as a viable method for group decision research. *Judgment and Decision Making, 7(5)*, 659-668. https://DOI.org/10.1017/S1930297500006379

**Appelt, K. C.**, Hardisty, D. J., & Weber, E. U. (2011). Asymmetric discounting of gains and losses: A Query Theory account. *Journal of Risk and Uncertainty, 43*(2), 107-126. 10.1007/s11166-011-9125-1

**Appelt, K. C.**, Milch, K. F., Handgraaf, M. J. J., & Weber, E. U. (2011). The Decision Making Individual Differences Inventory and guidelines for the study of individual differences in judgment and decision-making research. *Judgment and Decision Making, 6*(3), 252-262. https://DOI.org/10.1017/S1930297500001455

**Appelt, K. C.**, & Higgins, E. T. (2010). My way: How strategic preferences vary by negotiator role and regulatory focus. *Journal of Experimental Social Psychology, 46*(6), 1138-1142. 10.1016/j.jesp.2010.05.010

**Appelt, K. C.**, Zou, X., & Higgins, E. T. (2010). Feeling right or being right: When strong assessment yields strong correction. *Motivation and Emotion, 34*(3), 316-324. 10.1007/s11031-010-9171-z

**Appelt, K. C.**, Zou, X., Arora, P., & Higgins, E. T. (2009). Regulatory fit in negotiation: Effects of "prevention-buyer" and "promotion-seller" fit. *Social Cognition, 27*(3), 365-384. 10.1521/soco.2009.27.3.365

Milch, K. F., Weber, E. U., **Appelt, K. C.**, Handgraaf, M. J. J., & Krantz, D. H. (2009). From individual preference construction to group decisions: Framing effects and group processes. *Organizational Behavior and Human Decision Processes, 108*(2), 242-255. 10.1016/j.obhdp.2008.11.003

## WORKING PAPERS & MANUSCRIPTS IN PREPARATION

Carney, G., Otte, J., Stenlund, S., Patrick, D. M., Croteau, N. S., Pau, C., Ambasta, A., Thompson, W., Reynolds, E., Lishman, H., **Appelt, K. C.**, & Dormuth, C. (in prep). *A pragmatic randomized trial assessing the impact of prescribing portraits and therapeutic recommendations on reducing clindamycin prescriptions by dentists in British Columbia.* Manuscript in preparation.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (in prep). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Manuscript in preparation.

Hannan, T., Hankins, J., Novikoff, B., Gregerson, B., & **Appelt, K. C.** (2024). *Increasing Personal Optional Protection (POP) enrolment to protect self-employed workers.* (UBC-DIBS Working Paper 2024-CBI-05). https://blogs.ubc.ca/biwiki/files/2024/10/UBC-DIBS-2024-CBI-05-POP-FINAL.pdf

Zanette, M., Fung, C., Martin, M., & **Appelt, K. C.** (2024). *Analyzing the effect of the application of behavioural insights to immunization reminder postcards in the Fraser Health Region.* (UBC-DIBS Working Paper 2024-01). https://blogs.ubc.ca/biwiki/files/2024/03/DIBS-Working-Paper-2024-01.pdf

Gordon, A., Medd, E., Miles-Pickup, L., & **Appelt, K. C.** (2021). *Check your inbox: Evaluating the impact of email reminders on hearing attendance.* (UBC-DIBS Working Paper 2021-CBI-07). Stable URL: https://blogs.ubc.ca/biwiki/files/2022/03/UBC-DIBS-2021-CBI-07-Hearing-Attendance.pdf

**Appelt, K. C.**, Gao, J., Johnson, E. J., & von Glahn T. (2013). *Choosing how to choose: Can people choose the best choice architecture?* Working paper.

## PROFESSIONAL CONTRIBUTIONS

Advanced Professional Certificate in Behavioural Insights (https://sauder.ubc.ca/CBS-BI)

*Co-create and lead this rigorous BI practitioner training program for working professionals. Since launching in fall 2020, the prerequisite course has introduced 473 students to BI and the full program has graduated 115 students.*

*Calling DIBS* podcast (https://blogs.ubc.ca/biwiki/podcast/)

*Create and host the podcast interviewing Behavioural Insights enthusiasts and experts. Since fall 2020, there have been over 115 episodes with over 15,000 listens.*

Behavioural Insights wiki (https://blogs.ubc.ca/biwiki/)

*Create and maintain the BI wiki, which is a resource for Behavioural Insights enthusiasts and experts featuring recommended readings, BI project resources, events, job postings, and more; averages 780 views per month.*

Decision Making Individual Differences Inventory (DMIDI; www.sjdm.org/dmidi)

*Created the DMIDI, which categorizes and describes 200+ measures commonly used in decision research; acquired by the Society for Judgment and Decision Making; averaged 25,000 page views per week in its first decade.*

Center for Research on Environmental Decisions. (2009). *The psychology of climate change communication: A guide for scientists, journalists, educators, political aides, and the interested public*. New York, NY. http://www.cred.columbia.edu/guide/

*Contributed research and writing to the guide, which applies insights from psychology to the communication of climate change information; over 30,000 unique site visits in its first decade.*

## TEACHING & TRAINING EXPERIENCE

*Courses*

*Professional Growth, UBC Sauder School of Business*

Advanced Professional Certificate in Behavioural Insights program:

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| Fundamentals of Behavioural Insights | 2020-present |
| Problem Discovery | 2020-present |
| Capstone Project advisor | 2020-present |
| Insights Communication and Implementation | 2021-present |
| Exploratory Research | 2020 & 2021 |

*Marketing and Behavioural Science Department, UBC Sauder School of Business*

Bachelor's of Commerce program:

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|---|---|
| Marketing Research | 2017, 2019, & 2020 |
| Introduction to Marketing | 2015-2019 |

Master's of Marketing program:

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| Marketing | 2016-2017 |
| Community Business Project advisor | 2016-2018 |

*Psychology Department, Columbia University*

Bachelor's of Arts program:

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|---|---|
| Thinking and Decision Making | 2010 |

*Webinars, Workshops, & Boot Camps:*

*Change Management & Behavioural Science Webinar.* Delivered to:

- Change Management Institute
- TD Bank

*Foundations of Behavioural Insights Workshop or Webinar.* Delivered to:

- BC Public Service
- City of Vancouver
- Metro Vancouver
- Municipal Innovators Community
- Probus
- Technical Safety BC
- UBC Sauder School of Business Department of Alumni Engagement
- Vancouver Coastal Health
- WorkSafeBC

*Behavioural Insights Boot Camp.* Delivered to:

- Insurance Corporation of British Columbia (ICBC)

## GRANTS

- Social Sciences & Humanities Research Council (SSRHC) Partnership Grant (PG) Stage 1 "Behaviour change cascades: Maximizing the climate impact of sustainable actions", co-written with Katherine White, Jiaying Zhao, David Hardisty, and others — 2025-2026
- UBC Grants for Catalyzing Research Clusters grant "Returning cluster: Decision Insights for Business for Business & Society (DIBS)", co-written with Jiaying Zhao, Katherine White, Dale Griffin, and David Hardisty — 2024-2026
- Social Sciences & Humanities Research Council Connection grant "Behavioural insights into business for social good: A roadmap for reach change", co-written with Katherine White, David Hardisty, and Rebecca Paluch — 2023-2024

- UBC Sauder School of Business Dean's Innovation Fund grant "JEDDI (Justice, Equity, Diversity, Decolonization, & Inclusion) Seminar Series", co-written with Katherine White and Christie Stephenson 2022-2023
- UBC Grants for Catalyzing Research Clusters grant "Established research cluster: Decision Insights for Business & Society (DIBS)", co-written with Jiaying Zhao, Katherine White, Dale Griffin, and David Hardisty 2022-2024
- Social Sciences & Humanities Research Council (SSRHC) Partnership Development grant (PDG) "Sustainable behavioural insights: Developing a framework for nudging long-term behaviour change", co-written with Katherine White, David Hardisty, Dale Griffin, and others 2020-2023
- UBC Grants for Catalyzing Research Clusters grant "Emerging research cluster: Decision Insights for Business & Society (DIBS)", co-written with Jiaying Zhao, Katherine White, Dale Griffin, and David Hardisty 2020-2022
- UBC Sauder School of Business Dean's Innovation Fund grant "Developing the Advanced Professional Certificate in Behavioural Insights", co-written with Dale Griffin and David Hardisty 2020
- Social Sciences & Humanities Research Council Connection grant "A BIg difference: Using behavioural insights to address policy challenges", co-written with Dale Griffin and David Hardisty 2018
- TIAA-CREF Institute grant "Customized choice architecture: Helping without nudging", co-written with Eric Johnson 2014-2016
- Supplement to National Institute on Aging grant 5R01AG027934-04S1, funded by the Social Security Administration, "The psychology and behavioral economics of benefit collection", co-written with Eric Johnson and Elke Weber 2010-2012
- Alfred P. Sloan & Russell Sage Foundations' joint program on consumer finance grant, "Accounting for tastes and skill: The impact of individual differences on annuity and post-mortgage decision making", written by Eric Johnson with significant contributions 2010-2011
- National Science Foundation grant SES-0720452 "Environmental decision making by individuals and groups", co-written with Elke Weber, Michel Handgraaf, and Kerry Milch 2007-2010

## CONFERENCES & RESEARCH PRESENTATIONS

*Conferences Organized:*

**Appelt, K. C.,** Jensen, C., Buschel, K., & Composto, J. (2026, November – planned). *BIG Difference BC 2026: Building Resilient Futures with Behavioural Insights.* Zoom.

**Appelt, K. C.,** Dahl, D., White, K, Stephenson, C., & Stanley, A. (2026, September). *Summit on Business for Social Good: Navigating a Polarized World.* Vancouver, BC.

**Appelt, K. C.,** Jensen, C., Buschel, K., & Composto, J. (2025, November). *BIG Difference BC 2025: Changing Behaviour in Complex Systems.* Zoom.

**Appelt, K. C.,** Dahl, D., White, K, & Stephenson, C. (2025, May). *Summit on Business for Social Good: The Promise & Peril of AI.* Vancouver, BC.

**Appelt, K. C.,** Jensen, C., & Buschel, K. (2024, November). *BIG Difference BC 2024: Applying Behavioural Insights to Urgent Challenges.* Zoom.

**Appelt, K. C.,** White, K., & Stephenson, C. (2024, June). *Summit on Business for Social Good: Balancing Purpose and Profit.* Vancouver, BC.

**Appelt, K. C.,** Miles-Pickup, L., Wilkie, S., Jensen, C., Ford, M., & Buschel, K. (2023, November). *BIG Difference BC 2023: Using Behavioural Insights to Improve How We Work.* Zoom.

**Appelt, K. C.,** Miles-Pickup, L., Wilkie, S., Jensen, C., Papik, S., & Buschel, K. (2022, November). *BIG Difference BC 2022: Using Behavioural Insights to Create Lasting Change.* Zoom.

White, K., **Appelt, K. C.,** & Stephenson, C. (2022, June). *Behavioural Insights into Business for Social Good 2022.* Vancouver, BC.

**Appelt, K. C.,** Wardrop, S., Jensen, C., & Buschel, K. (2021, November). *BIG Difference BC 2021: Mobilizing Momentum in the Science and Practice of Behavioural Insights.* Zoom.

**Appelt, K. C.,** Devine, H., Buschel, K., Smythe, S., & Ram, T. (2020, November). *BIG Difference BC 2020: Using Behavioural Insights to Encourage Positive Behaviour Change.* Zoom.

**Appelt, K. C.,** Devine, H., Buschel, K., Postma, T., & Smythe, S. (2019, November). *BIG Difference BC 2019: Notes from Using Behavioural Insights in Practice.* Vancouver, BC.

**Appelt, K. C.,** Devine, H., Postma, T., Hardisty, D., Griffin, D., Zhao, J., & White, K. (2018, December). *BIG Difference BC 2018: Using Behavioural Insights to Solve Policy Challenges Together.* Vancouver, BC.

**Appelt, K. C.,** Devine, H., Postma, T., Hardisty, D., Griffin, D., Zhao, J., & White, K. (2018, September). *BIG Difference BC 2018: Using Behavioural Insights to Solve Policy Challenges Together.* Victoria, BC.

*Invited Talks:*

**Appelt, K.C.**, Bernhard, B., & Hari, J. (2018, February). *Beyond informed choice: Influencing player behaviour.* Plenary panel discussion conducted at the BCLC New Horizons in Responsible Gambling Conference, Vancouver, BC.

**Appelt, K. C.**, Gao, J., Johnson, E. J.*, & von Glahn, T. (2014, April). *E-ZPath: Can consumers choose how to choose?* The 2nd annual Health Insurance Exchanges Conference at University of Pennsylvania's Leonard Davis Institute of Health Economics, Philadelphia, PA. *Presenter.

**Appelt, K. C.,** & von Glahn, T. (2012, December). *The latest evidence on how to help consumers choose health plans.* Pacific Business Group on Health (PBGH) Board of Directors Meeting, Oakland, CA.

von Glahn, T.*, & **Appelt, K. C.*** (2012, December). *Enabling and empowering consumer decision making: Health plan choice.* America's Health Insurance Plans (AHIP) Exchange Conference, Chicago, IL. *Co-presenters.

Hardisty, D. J. *, **Appelt, K. C.***, & Weber, E. U. (2009, December). *I want it now! And I want to get it over with now! Impatience explains discounting anomalies for gains* and *losses.* Department of Psychology Cognitive Lunch, Columbia University, New York, NY. *Co-presenters.

Higgins, E. T., & **Appelt, K. C.** (2009, May). *When negotiator role fit creates demanding behavior*. Program on Negotiation at Harvard University, Boston, MA.

**Appelt, K. C.**, & Higgins, E. T. (2008, May). *When the role fits: Regulatory fit in negotiations.* Department of Work and Organizational Psychology Research Lunch, University of Amsterdam, Amsterdam, Netherlands.

**Appelt, K. C.**, & Higgins, E. T. (2008, March). *Regulatory fit in negotiations: When regulatory focus and role match.* New Directions in Motivation Science Conference, Columbia University, New York, NY.

**Appelt, K. C.**, & Higgins, E. T. (2007, February). *Regulatory fit in negotiation: Regulatory focus and negotiator role.* Social and Personality Psychology Four-College Conference, Columbia University, New York, NY.

**Appelt, K. C.**, & Higgins, E. T. (2007, January). *Regulatory focus, role, and regulatory fit in negotiation.* Regulatory Focus and Group Processes Conference, Columbia University, New York, NY.

*Symposia Chaired & Moderated:*

**Appelt, K. C.** (2017, February). *Customized nudges: Choice architecture for a heterogeneous world.* Special session organized at the Society for Consumer Psychology (SCP) Winter Conference, San Francisco, CA.

**Appelt, K. C.** (2016, October). *Customized nudges: Choice architecture for a heterogeneous world.* Special session organized at the Association for Consumer Research (ACR) Annual North American Conference, Berlin, Germany.

**Appelt, K. C.** (2013, April). *Choice architecture and exchanges*. Session moderated at the 1st annual Health Insurance Exchanges Conference at University of Pennsylvania's Leonard Davis Institute of Health Economics, Philadelphia, PA.

**Appelt, K. C.** (2011, October). *Adding and subtracting: Decision making during accumulation and decumulation of retirement savings*. Special session organized at the Association for Consumer Research (ACR) Annual North American Conference, St. Louis, MO.

*Conference Presentations:*

Hardisty, D.J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2025, May). *Twice as nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Household Laundry Behaviours*. JTB Northwest Marketing Research Symposium, Bellingham, WA.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2024, July). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Paper presented at the Association for Consumer Research Asia-Pacific Conference, Bali, Indonesia. *Awarded best consumer behaviour competitive paper runners-up.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2024, June). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Paper presented at the Behavioural Insights into Business for Social Good Conference, Vancouver, BC.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2023, November). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Paper presented at the Behavior, Energy, and Climate Change (BECC) Conference, Sacramento, CA.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2023, October). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Paper presented at the Association for Consumer Research Annual (ACR) North American Conference, Seattle, WA.

Zanette, M., Fung, C., Martin, M., & **Appelt, K. C.** (2022, November). *Applying Behavioural Insights to increase immunization uptake in the Fraser Health region.* Paper presented at the 5th annual BIG Difference BC conference, Zoom.

Colussi, A., Hubackova, D., McDonaugh, S., & **Appelt, K. C.** (2022, November). *Shifting to digital communications.* Paper presented at the 5th annual BIG Difference BC conference, Zoom.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee, S., Wang, Y., Zhao, J., & Korteland, A. (2022, November). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Paper presented at the 5th annual BIG Difference BC conference, Zoom.

Gordon, A., Medd, E., Miles-Pickup, L., & **Appelt, K. C.** (2021, November). *Optimizing attendance at tenancy dispute resolution hearings through behaviourally informed reminders.* Paper presented at the 4th annual BIG Difference BC conference, Zoom.

Reeck, C., **Appelt, K. C.**, Gamma, K., Gardner, E. A.*, Johnson, E. J., & Weber, E. U. (2018, November). *Green or grey, I'll do whatever you say: Implied endorsement mediates the effects of defaults on green energy choice regardless of disclosure or perceptions of the choice architect.* Paper presented at the 39th annual meeting of the Society for Judgment and Decision Making (SJDM), New Orleans, LA. *Presenter.

Reeck, C., **Appelt, K. C.**, Gamma, K., Gardner, E. A., Johnson, E. J., & Weber, E. U. (2018, February). *Decision modes predict consumer decisions about environmentally-friendly electrical utilities.* Paper presented at the Society for Consumer Psychology (SCP) Winter Conference, Dallas, TX.

Reeck, C., **Appelt, K. C.**, Johnson, E. J., Olkhov, Y. M., & Weber, E. U. (2017, October). *Learning to love ducks: How decision modes and choice architectures influence customer satisfaction with TOU rates.* Paper presented at the annual Behavior, Energy, & Climate Change (BECC) Conference, Sacramento, CA. *Presented by Jamie Fine, EDF, project sponsor.

**Appelt, K. C.**, Johnson, E. J., Knoll, M. A. Z., & Westfall, J. E. (2017, February). *Effective, selective choice architecture: Checklists as a more precise tool.* Paper presented in K. C. Appelt (Chair), *Customized nudges: Choice architecture for a heterogeneous world.* Special session conducted at the Society for Consumer Psychology (SCP) Winter Conference, San Francisco, CA.

**Appelt, K. C.**, Johnson, E. J., Knoll, M. A. Z.*, & Westfall, J. E. (2016, November). *Preference checklists: Effective and selective choice architecture for retirement decisions.* Paper presented at the 37th annual meeting of the Society for Judgment and Decision Making (SJDM), Boston, MA. *Presenter.

**Appelt, K. C.**, Johnson, E. J., Knoll, M. A. Z., & Westfall, J. E. (2016, October). *Effective, selective choice architecture: Checklists as a more precise tool.* Paper presented in K. C. Appelt (Chair), *Customized nudges: Choice architecture for a heterogeneous world.* Special session conducted at the Association for Consumer Research (ACR) Annual North American Conference, Berlin, Germany.

**Appelt, K. C.**, Johnson, E. J.*, Knoll, M. A. Z., & Westfall, J. E. (2016, June). *Checklists as selective choice architecture.* Paper presented at the 15th biennial Behavioral Decision Research in Management (BDRM) Conference, Toronto, ON. *Presenter.

**Appelt, K. C.**, Johnson, E. J., Knoll, M. A. Z.*, & Westfall, J. E. (2016, May). *Checklists as selective choice architecture.* Paper presented at the 7th annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO. *Presenter.

Castelo, N., Reeck, C., Jachimowicz, J., **Appelt, K.C.**, Weber, E. U., & Johnson, E. J., (2015, May). *Do the effects of defaults and their disclosure depend on pre-existing preferences?* Paper presented at the 27th Association for Psychological Science (APS) Annual Convention, New York, NY.

**Appelt, K. C.**, Gao, J., Johnson, E. J., & von Glahn, T. (2014, October). *Choosing how to choose: Can people choose the best choice architecture?* Paper presented at the Association for Consumer Research (ACR) Annual North American Conference, Baltimore, MD.

Hardisty, D. J., **Appelt, K. C.**, & Weber, E. U. (2012, October). *Good or bad, we want it now: Resolution theory explains magnitude reversal in intertemporal choice*. Paper presented at the Association for Consumer Research (ACR) Annual North American Conference, Vancouver, BC.

**Appelt, K. C.**, Hardisty, D. J.*, & Weber, E. U. (2012, June). *Asymmetric discounting of gains and losses: A Query Theory account*. Paper presented at the 13th biennial Behavioral Decision Research in Management (BDRM) Conference, Boulder, CO. *Presenter.

**Appelt, K. C.**, Johnson, E. J., Knoll, M. A. Z.*, & Westfall, J. E. (2012, June). *Time to retire: Why Americans claim benefits early and how to encourage delay*. Paper presented at the 13th biennial Behavioral Decision Research in Management (BDRM) Conference, Boulder, CO. *Presenter.

Li, Y., Johnson, E. J., & **Appelt, K. C.** (2012, June). *Overcoming the annuity paradox*. Paper presented at the 13th biennial Behavioral Decision Research in Management (BDRM) Conference, Boulder, CO.

**Appelt, K. C.**, Hardisty, D. J.*, & Weber, E. U. (2011, October). *I want it now! Query Theory explains discounting anomalies for gains and losses*. Paper presented at the Association for Consumer Research (ACR) Annual North American Conference, St. Louis, MO. *Presenter.

**Appelt, K. C.**, Johnson, E. J.*, Knoll, M. A. Z., & Westfall, J. E. (2011, October). *Time to retire: Why Americans claim benefits early and how to encourage them to delay*. Paper presented in K. C. Appelt (Chair), *Adding and subtracting: Decision making during accumulation and decumulation of retirement savings*. Special session conducted at the Association for Consumer Research (ACR) Annual North American Conference, St. Louis, MO. *Presenter.

Sagara, N., Payne, J. W., Shu, S. B., **Appelt, K. C.**, & Johnson, E. J. (2011, October). *Live to or die by: Framing effects on life expectations and life annuity choice*. Paper presented in K. C. Appelt (Chair), *Adding and subtracting: Decision making during accumulation and decumulation of retirement savings*. Special session conducted at the Association for Consumer Research (ACR) Annual North American Conference, St. Louis, MO.

Handgraaf, M. J. J., van Lidth de Jeude, M., & **Appelt, K. C.** (2011, September). *Private payment versus public praise: Effects of reward type on energy conservation*. Paper presented at Environment 2.0, the 9th biennial conference on Environmental Psychology, Eindhoven, Netherlands.

**Appelt, K. C.**, Johnson, E. J.*, Knoll, M. A. Z., & Westfall, J. E. (2011, June). *Time to retire: Why Americans claim benefits early and how to encourage them to delay*. Paper presented at the 2nd annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO. *Presenter.

Payne, J. W., Sagara, N., Shu, S. B., **Appelt, K. C.**, & Johnson, E. J. (2011, June). *Live to or die by: Framing effects on life expectations.* Paper presented at the 2nd annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Handgraaf, M. J. J., van Lidth de Jeude, M., & **Appelt, K. C.** (2010, September). *Private payment versus public praise: Effects of reward type on energy conservation*. Paper presented at the annual meeting of the International Association for Research in Economic Psychology, Cologne, Germany.

**Appelt, K. C.**, & Higgins, E. T. (2010, June). *My way: Strategic preferences vary by negotiator role and regulatory focus*. Paper presented at the 23rd annual meeting of the International Association for Conflict Management (IACM), Boston, MA.

Arora, P., **Appelt, K. C.**, & Higgins, E. T. (2010, June). *Role of status in strategic choices and outcomes in negotiations*. Paper presented at the 23rd annual meeting of the International Association for Conflict Management (IACM), Boston, MA.

**Appelt, K. C.**, Hardisty, D. J., & Weber, E. U. (2010, February). *I want it now and I want to get it over with now: Impatience explains discounting anomalies for gains and losses*. Paper presented at the 2nd annual Princeton Graduate Student Conference on Psychology and Policymaking, Princeton, NJ.

Hardisty, D. J.*, **Appelt, K. C.***, & Weber, E. U. (2009, November). *I want it now! Why discount rates for losses show reverse frame and reverse magnitude effects.* Paper presented at the 30th annual meeting of the Society for Judgment and Decision Making (SJDM), Boston, MA. *Co-presenters.

Zou, X., **Appelt, K. C.**, & Higgins E. T. (2008, August). *The effect of assessment orientation on decision processes*. Paper presented at the annual meeting of the Academy of Management (AOM) Conference, Anaheim, California.

Hardisty, D. J., Milch, K. F., **Appelt, K. C.**, Handgraaf, M. J. J., Arora, P., Krantz, D. H., et al. (2007, November). *Discounting of environmental goods and discounting in social contexts*. Paper presented at the annual meeting of the 28th Society for Judgment and Decision Making (SJDM), Long Beach, CA.

*Conference Poster Presentations:*

Parisi, J., Golden, A., Mburu, A, Tozoğlu, Ö., & **Appelt, K. C.** (2023, November). *Regional differences vital for understanding physician referrals to virtual care on Vancouver Island.* Poster presented at the 6th annual BIG Difference BC conference, Zoom.

Hardisty, D. J., **Appelt, K. C.**, Mookerjee*, S., Wang, Y., Zhao, J., & Korteland, A. (2023, November). *Twice as nice? A longitudinal field study of separate vs. combined nudges for household laundry behaviours.* Poster presented at the annual meeting of the Society for Judgment & Decision Making, San Francisco, CA. *presenter

Reeck, C., **Appelt, K. C.**, Olkhov, Y. M., Gardner, E. A., Johnson, E. J., & Weber, E. U. (2017, November). *What we all want? Defaults promote green energy choices via implied endorsement.* Poster presented at the 38th annual meeting of the Society for Judgment and Decision Making (SJDM), Vancouver, BC.

Knoll, M. A. Z., Johnson, E. J., Westfall, J. E., & **Appelt, K. C.** (2015, June). *Checklists as choice architecture: What you don't know (or think about) can hurt you.* Poster presented at the 6th annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

**Appelt, K. C.**, Gao, J., Johnson, E. J., & von Glahn, T. (2013, November). *QuickChoice: Using defaults to help consumers choose high-value health insurance*. Poster presented at the 34th annual meeting of the Society for Judgment and Decision Making (SJDM), Toronto, ON.

**Appelt, K. C.**, & Higgins, E. T. (2010, November). *The choice is yours, but should it be? Assigning emphasis overcomes gain/loss asymmetries*. Poster presented at the 31st annual meeting of the Society for Judgment and Decision Making (SJDM), St. Louis, MO.

**Appelt, K. C.**, Hardisty, D. J., & Weber, E. U. (2010, January). *I think therefore I want: A process account of discounting of losses*. Poster presented at the 5th annual Judgment and Decision Making pre-conference at the annual meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV.

**Appelt, K. C.**, & Higgins, E. T. (2010, January). *Fit from shared strategic preferences between negotiator role and goal focus.* Poster presented at the 11h annual meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV.

**Appelt, K. C.**, & Higgins, E. T. (2009, November). *Is emphasizing losses (vs. gains) better in negotiations with multiple issues?* Poster presented at the 30th annual meeting of the Society for Judgment and Decision Making (SJDM), Boston, MA.

Smith, J. A., Weber, E. U., **Appelt, K. C.**, & Milch, K. F. (2009, November). *Querying the group mind: Applying Query Theory to group discussions*. Poster presented at the 30th annual meeting of the Society for Judgment and Decision Making (SJDM), Boston, MA.

**Appelt, K. C.**, & Higgins, E. T. (2009, February). *Decomposing focus-role fit in price negotiations.* Poster presented at the 4th annual Judgment and Decision Making pre-conference at the annual meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL.

**Appelt, K. C.**, & Higgins, E. T. (2009, February). *Investigating focus-role regulatory fit in negotiations emphasizing non-price issues.* Poster presented at the 10th annual meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL.

**Appelt, K. C.**, & Higgins, E. T. (2008, November). *When the role fits: Regulatory fit in negotiations.* Poster presented at the 29th annual meeting of the Society for Judgment and Decision Making (SJDM), Chicago, IL.

**Appelt, K. C.**, & Weber, E. U. (2008, November). *Now or later? Query theory explains asymmetric discounting for both gains and losses.* Poster presented at the 29th annual meeting of the Society for Judgment and Decision Making (SJDM), Chicago, IL.

Schuette, P., Handgraaf, M. J. J., Milch, K. F., **Appelt, K. C.**, & Weber, E. U. (2008, November). *A new avenue for group decision research: Comparing technology-mediated and face-to-face group decisions*. Poster presented at the 29th annual meeting of the Society for Judgment and Decision Making (SJDM), Chicago, IL.

**Appelt, K. C.**, & Higgins, E. T. (2008, February). *In a real negotiation emphasizing price, selling fits promotion and buying fits prevention.* Poster presented at the 3rd annual Judgment and Decision Making pre-conference at the annual meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM.

**Appelt, K. C.**, & Higgins, E. T. (2007, November). *When a negotiation is about price, selling fits promotion and buying fits prevention.* Poster presented at the 28th annual meeting of the Society for Judgment and Decision Making (SJDM), Long Beach, CA.

Zou, X., **Appelt, K. C.***, & Higgins, E. T. (2007, November). *Process or outcome: The effect of assessment orientation on decision making.* Poster presented at the 28th annual meeting of the Society for Judgment and Decision Making (SJDM), Long Beach, CA. *Presenter.

**Appelt, K. C.**, & Higgins, E. T. (2007, January). *Regulatory focus and strategic concerns in negotiation preparation.* Poster presented at the 8th annual meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN.

Bohns, V. K., **Appelt, K. C.**, & Higgins, E. T. (2007, January). *Opposites fit: Evidence for a complementarity effect of regulatory focus in dyadic interactions*. Poster presented at the 8th annual meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN.

**Appelt, K. C.**, & Higgins, E. T. (2006, November). *Demanding negotiators: The effects of reference price emphasis, regulatory focus, and regulatory fit.* Poster presented at the 27th annual meeting of the Society for Judgment and Decision Making (SJDM), Houston, TX.

**MEDIA APPEARANCES & MENTIONS**

*Print & Online Media:*

- UBC Sauder School of Business Media Release (2025, November 19): Behavioural Insights experts take on 'complex challenges' at the BIG Difference BC 2025 conference
- UBC Sauder School of Business Media Release (2025, May 22): The Peter P. Dhillon Centre for Business Ethics ushers in ten-year anniversary with Summit on the Promise and Peril of AI
- UBC Sauder School of Business Media Release (2024, November 12): Experts leverage the power of behavioural insights and joy to tackle urgent crises
- UBC Sauder School of Business Media Release (2024, June 24): Integrating purpose and profit: Dhillon Centre for Business Ethics at UBC Sauder hosts Summit on Business for Social Good
- UBC Sauder School of Business Media Release (2024, May 23): Leading by example: UBC Sauder's Dhillon Centre for Business Ethics finds new ways to advance equity, diversity, and inclusion
- UBC Sauder School of Business Media Release (2023, November 20): Experts showcase how Behavioural Insights can make us better communicators at work
- UBC Sauder School of Business Media Release (2022, November 24): Experts gather at UBC Sauder conference to showcase how Behavioural Insights can spur long-term change in behaviour
- UBC Sauder School of Business Media Release (2022, May 11): Peter P. Dhillon Centre for Business Ethics names Dr. Kirstin Appelt as Research Director
- UBC Sauder School of Business Media Release (2021, December 13): Beyond bias: Behavioural Insights experts examine the future of workplace at UBC Sauder conference
- UBC Sauder School of Business Media Release (2019, December 10): 'Put people first': UBC Sauder conference promotes Behavioural Insights research
- The Squamish Chief (2017, September 21): Corporations as activists? Patagonia's role in Protect Howe Sound
- The Province (2015, December 15): 'Perfect storm of buy-buy-buy': Christmas shopping frenzy whips up in B.C. despite debt worries
- 24 Hours Vancouver (2015 December 14): Report says avoid same holiday mistakes
- The Province (2015, September 16): 'Christmas creep' and the distaste it evokes are nothing new
- Vancity Buzz (2015, September 15): Explaining the phenomenon of early Christmas displays
- UBC Media Release (2015, September 15): Christmas in September: Why it's already holiday season at the mall
- Scientific American (2015, August 13): Should governments nudge us to make good choices?
- The RAND Behavioral Finance (BeFi) Forum Newsletter (2012, Fall): Decision framing: Helping consumers match retirement choices with preferences
- Squared Away Blog, Center for Retirement Research at Boston College (2012, July 24): Little though put into retirement date
- The Green Standard (2009, December 6): Maggie Clarke's direct experiment: Striving for zero waste
- The Columbia University Record (2008, February 14): Help wanted: Tear off and discover yourself

*TV & Radio:*

- CTV Vancouver (2016, August 8): Christmas in August: Festive trees already on sale at Costco
- CKNW Radio: News 1130 (2015, December 23): Why do people leave holiday shopping until the last minute?
- CKNW Radio: News 1130 (2015, December 15): Is it better to get your Christmas shopping done early or wait for last-minute sales?
- Global News BC (2015, December 14): Canadians digging deeper into debt
- CKNW Radio: News 1130 (2015, November 25): The psychology of consumer deals
- CTV Vancouver Island (2015, November 2): Is the Christmas creep coming too early?
- CBC Radio: Early Edition (2015, September 15): Early Christmas displays
- CKNW Radio: The Linda Steele Show (2015, September 15): Christmas creep
- Global News: BC1 (2015, September 15): Christmas for consumers
- CTV Vancouver (2015, September 11): Too soon for Christmas shopping?