

**MARGARET ECHELBARGER**  
Booth School of Business  
University of Chicago  
5807 S. Woodlawn Ave.  
Chicago, IL 60637  
margaret.echelbarger@chicagobooth.edu  
www.mechelbarger.com

## **ACADEMIC POSITIONS**

---

### **Booth School of Business, University of Chicago**

Postdoctoral Researcher, 2018 – present

### **Department of Psychology, University of Michigan**

Lecturer, 2018

## **EDUCATION**

---

### **University of Michigan (2018)**

Ph.D., Psychology

*Dissertation:* The influence of variety and scarcity on children's decision making

### **University of Michigan (2015)**

M.S., Psychology

### **University of Kansas (2013)**

M.A., Child Language

### **Wellesley College (2009)**

B.A., Cognitive and Linguistic Sciences

## **RESEARCH INTERESTS**

---

Children, Consumer behavior, Prosocial behavior, Social cognition, Judgment and Decision Making

## **PEER-REVIEWED PUBLICATIONS**

---

**Echelbarger, M.**<sup>1</sup>, Good, K.<sup>1</sup>, & Shaw, A. (2020). Will she give you two cookies for one chocolate? Children's intuitions about trades. *Judgment and Decision Making*. (¹shared first authorship)

**Echelbarger, M.** (2020). Children and money. In H. Montgomery (Ed.), *Oxford Bibliographies in Childhood Studies*. New York: Oxford University Press. 10.1093/OBO/9780199791231-0233

**Echelbarger, M.**, Maimaran, M., & Gelman, S. A. (2020). Children's variety seeking in food choices. *Journal of the Association for Consumer Research*. 10.1086/709172

Gelman, S. A., & **Echelbarger, M.** (2019). Children and consumer behavior: Insights, questions, and new frontiers. *Journal of Consumer Psychology*, 29(2), 309-327. 10.1002/jcpy.1096

Gelman, S. A., & **Echelbarger, M.** (2019). Children, object value, and persuasion. *Journal of Consumer Psychology*, 29(2), 344-349. 10.1002/jcpy.1097

**Echelbarger, M.**, Gelman, S. A., & Kalish, C. W. (2019). Getting what you pay for: Children's use of market norms to regulate exchanges. *Child Development*. 10.1111/cdev.13088

**Echelbarger, M.**, Gelman, S. A., & Kalish, C. W. (2018). How does "emphorophobia" develop? *Behavioral and Brain Sciences*, 41, e168. 10.1017/S0140525X18000341

Smith, C. E.<sup>1</sup>, **Echelbarger, M.**<sup>1</sup>, Gelman, S. A., Rick, S. I. (2018). Spendthrifts and tightwads in childhood: Feelings about spending predict financial behavior in children. *Journal of Behavioral Decision Making*, 31, 446-460. 10.1002/bdm.2071 (\*shared first authorship)

**Echelbarger, M.**, & Gelman, S. A. (2017). The value of variety and scarcity across development. *Journal of Experimental Child Psychology*, 156, 43-61. 10.1016/j.jecp.2016.11.010

### **MANUSCRIPTS UNDER REVIEW**

---

**Echelbarger, M.**, Roberts, S. O., & Gelman, S. A. Children's concern for equity and ownership in contexts of individual-based and group-based inequality.

Reddy, R. B., **Echelbarger, M.**, Toomajian, N., Hammond, T., & Wellman, H. Children help dogs spontaneously.

### **MANUSCRIPTS IN PREPARATION**

---

**Echelbarger, M.**, & Epley, N. Undervaluing prosociality starts early: Children, like adults, underestimate the positive impact their random acts of kindness have on others.

**Echelbarger, M.**, Gelman, S. A., & Rick, S. I. The emergence of tightwaddism and spenthriftiness in childhood.

Camacho, T. C., & **Echelbarger, M.** Decentering whiteness: Calling for change in the instruction of research methods.

### **SELECTED WORK IN PROGRESS**

---

**Echelbarger, M.**, & Gelman, S. A. Children's use of market forces to determine item value, *analyzing data*.

**Echelbarger, M.**, & Epley, N. Not knowing how to know you: People fail to differentiate between effective and ineffective strategies of social inference, *collecting data*.

**Echelbarger, M.**, & Norris, M., & Noles, N. S. Children's understanding of debt, *collecting data*.

### **REFERRED CONFERENCE PROCEEDINGS**

---

Rader, E., **Echelbarger, M.**, and Cassell, J. (2011). Brick by brick: Iterating interventions to bridge the achievement gap with virtual peers. *Proceedings of the CHI'11 Conference*.

Modyanova, N., Agoos, C., Kenney, A., **Echelbarger, M.**, Holt, A., & Wexler, K. (2010). Young children's interpretations of modal verbs. *Language Acquisition and Development: Proceedings of GALA 2009*.

### **PUBLIC COMMUNICATIONS**

---

**Echelbarger, M.** (2020, December). *A behavioral scientist's advice for giving the perfect gift*. Forge (Medium's publication on personal development).

**Echelbarger, M.** (2020, October). *Kids are probably more strategic about swapping Halloween candy and other stuff than you may think*. The Conversation.

**Echelbarger, M.** (2020, August). *Saving money is really hard to do*. Million Bazillion (Marketplace podcast; interview).

**Echelbarger, M.** (2020, July). *Kids can have their cake and their broccoli too*. Chicago Booth Review.

**AWARDS, GRANTS, & HONORS**

---

- 2019 William T. Grant Foundation, Focus Area: Reducing Inequality (Co-I; \$9,890)  
Beyond the Ivory Tower Writing Workshop (selected participant)
- 2018 Rackham One-Term Dissertation Fellowship, University of Michigan
- 2017 Society for Personality and Social Psychology Graduate Student Travel Award  
Rackham Candidate Research Grant, University of Michigan  
Rackham Conference Travel Grant, University of Michigan  
Rackham Professional Development Grant, University of Michigan  
Rackham Summer Award, University of Michigan  
Pillsbury Graduate Research Award, University of Michigan
- 2016 Rackham Conference Travel Grant, University of Michigan
- 2015 Rackham Pre-Candidate Research Grant, University of Michigan  
Rackham Conference Travel Grant, University of Michigan  
Undergraduate Research Opportunity Program Funding, University of Michigan
- 2014 Rackham Conference Travel Grant, University of Michigan  
Undergraduate Research Opportunity Program Funding, University of Michigan
- 2012 Schiefelbusch Child Language Development Scholarship, University of Kansas
- 2011 NIDCD Predoctoral Traineeship, Language Impairment Across the Life Span, University of Kansas
- 2008 Beth K. Smith Award for Research in the Social Sciences, Wellesley College  
Dean of the College Conference Travel Grant, Wellesley College

**INVITED & DEPARTMENTAL TALKS**

---

- 2021 Developmental Psychology Area Colloquium, University of Chicago
- 2020 Developmental Psychology Talk Series, University of Texas – Austin  
Cognitive Science Seminar, University of Michigan  
Cooperation Lab, Department of Psychology and Neuroscience, Boston College  
Developmental Psychology Brownbag, University of Virginia  
Marketing Research Brownbag, Fisher College of Business, Ohio State University  
Consumer Behavior (doctoral course), Wharton School, University of Pennsylvania  
Developmental Research Methods (undergraduate course), California State University – Northridge
- 2019 Social and Personality Psychology Brown Bag Series, University of Illinois – Chicago
- 2018 Behavioral Science Brown Bag Series, Booth School of Business, University of Chicago  
Developmental Psychology Area Colloquium, University of Chicago  
Conceptual Development Undergraduate Seminar, University of Michigan
- 2017 Department of Psychology Methods Hour, University of Michigan  
Department of Psychology, University of Hawaii  
Ann Arbor Hands-On Museum, Ann Arbor, MI  
Decision Consortium, University of Michigan
- 2016 UM Living Lab Symposium, University of Michigan
- 2015 Developmental Psychology Area Colloquium, University of Michigan
- 2011 Child Language Proseminar, University of Kansas

**CONFERENCE PRESENTATIONS (\*undergraduate mentee)**

---

- 2021 **Echelbarger, M.**, Norris, M., & Noles, N. S. Older children expect debts to be repaid. In J. Dunlea (Chair), *Clarifying links between children's sociomoral reasoning and reasoning about money*. Talk (paper symposium), Society for Personality and Social Psychology; Virtual.
  - 2020 **Echelbarger, M.**, & Epley, N. Not knowing how to know: Adults underestimate the efficacy of getting perspective. Poster, Society for Judgment and Decision Making; Virtual.
- Echelbarger, M.**, Gelman, S. A., & Rick, S. I. Measuring and testing whether children's emotional responses to spending and saving money predict spending behavior. Talk (individual paper symposium), Society for Consumer Psychology; Huntington Beach, CA.

- Echelbarger, M., & Epley, N.** Undervaluing the positive impact of prosociality starts early. Poster, Society for Personality and Social Psychology; New Orleans, LA.
- Echelbarger, M., Gelman, S. A., & Rick, S. I.** Children's affective responses to spending and saving predict their spending behavior. Poster, Society for Personality and Social Psychology JDM Preconference; New Orleans, LA.
- 2019 **Echelbarger, M., & Epley, N.** Children, like adults, underestimate the positive impact of their random acts of kindness. Poster, Society for Judgment and Decision Making; Montréal, QC.
- Echelbarger, M., Gelman, S. A., & Rick, S. I.** Show them the money: Children's affective responses to spending and saving predict their spending behavior. In M. Maimaran & S. Huang (Chairs), *Children as consumers: Children's affective and cognitive processes for financial and health decisions*. Talk (paper symposium), Association for Consumer Research; Atlanta, GA.
- Echelbarger, M., Roberts, S. O., & Gelman, S. A.** The Robin Hood phenomenon: Children believe it's acceptable for poor groups to take from rich groups (but not vice versa). Talk, Science of Philanthropy Initiative Conference; Chicago, IL.
- Echelbarger, M., Gelman, S. A., & Kalish, C. W.** Equality, equity, and market forces: Children use money to guide distribution decisions. In A. Gasiorowska & T. Zaleskiewicz (Chairs), *The psychological consequences of the market-mode mentality*. Talk (paper symposium), Association for Psychological Science; Washington DC.
- Echelbarger, M., Good, K., & Shaw, A.** She'll give you two cookies for one chocolate: Children's intuitions about trade. In M. Echelbarger (Chair), *"The art of the deal": Children balance competing concerns in exchange contexts*. Talk (paper symposium), Society for Research in Child Development; Baltimore, MD.
- Echelbarger, M., \*Khoury, Z., Smith, C. E., Rick, S. I., & Gelman, S. A.** Rich man, poor man: Children's and parents' wealth essentialist reasoning. Talk (data blitz), Society for Personality and Social Psychology; Portland, OR.
- Echelbarger, M., Good, K., & Shaw, A.** Cookies, chocolates, and children's intuitions about trade. Poster, Society for Personality and Social Psychology JDM Preconference; Portland, OR.
- 2018 **Echelbarger, M., Maimaran, M., & Gelman, S.** The developmental origins of variety seeking in childhood. Poster, Society for Judgment and Decision Making; New Orleans, LA.
- Echelbarger, M., Roberts, S. O., & Gelman, S. A.** Robin Hood was wrong: Preschoolers believe it's not okay to take from the rich when you are poor. Poster, Society for Personality and Social Psychology; Atlanta, GA.
- Echelbarger, M., Smith, C. E., Gelman, S. A., & Rick, S. I.** Spendthrifts and tightwads in childhood: Feelings about spending predict children's financial decision-making. Poster, Society for Personality and Social Psychology JDM Preconference; Atlanta, GA.
- 2017 **Echelbarger, M., Gelman, S. A., & Kalish, C. W.** You get what you give: Children forego equality and equity concerns in a market context. Poster, Society for Judgment and Decision Making; Vancouver, BC, Canada.
- Echelbarger, M., Roberts, S. O., & Gelman, S. A.** Robbing from the rich because you are poor: Children attend to resource availability when judging the permissibility of behaviors. Poster, Cognitive Development Society; Portland, OR.
- Echelbarger, M., Gelman, S. A., & Kalish, C. W.** The influence of money on children's distributions of items. In M. Echelbarger (Chair), *Children and economic exchanges: Competing goals and*

- balancing concerns for others*. Talk (paper symposium), Society for Research in Child Development; Austin, TX.
- 2016 **Echelbarger, M.**, & Gelman, S. A. Children's developing use of different market forces. Poster, Association for Psychological Science; Chicago, IL.
- \*Kotlyar, D., **Echelbarger, M.**, & Gelman, S. A. Money spending and saving in childhood. Poster, Undergraduate Research Opportunity Program Symposium, University of Michigan; Ann Arbor, MI.
- \*Wendorf, A., & **Echelbarger, M.** Children's use of variety as a cue to social power. Poster, Undergraduate Research Opportunity Program Symposium, University of Michigan; Ann Arbor, MI.
- Smith, C. E., **Echelbarger, M.**, Rick, S. I., & Gelman, S. A. The development and measurement of tightwad-spendthrift tendencies in childhood. Talk (individual paper symposium), Society for Consumer Psychology; St. Pete Beach, FL.
- 2015 **Echelbarger, M.**, Gülgöz, S., & Gelman, S. A. Access to variety as a cue to social power. Poster, Cognitive Development Society; Columbus, OH.
- Echelbarger, M.**, & Gelman, S. A. Young children value variety (and they think you'll pay more for it, too). Poster, Cognitive Development Society; Columbus, OH.
- Smith, C. E., Rick, S. I., Gelman, S. A., & **Echelbarger, M.** Affective links to spending and saving tendencies in childhood. In C. E. Smith (Chair), *How children behave with money: Spending, saving, and market mode behavior*. Talk (paper symposium), Society for Research in Child Development; Philadelphia, PA.
- Echelbarger, M.**, & Gelman, S. A. Children prefer variety and (maybe) scarce items. Poster, Society for Research in Child Development; Philadelphia, PA.
- \*Garbog, J., Smith, C. E., & **Echelbarger, M.** To spend or not to spend? Exploring predictors of children's financial behavior. Poster, Undergraduate Research Opportunity Program Symposium, University of Michigan; Ann Arbor, MI. *Blue Ribbon Winner*.
- \*Tachna-Fram, D., \*Hopkins, J., & **Echelbarger, M.** Children's allocation of scarce items. Poster, Undergraduate Research Opportunity Program Symposium, University of Michigan; Ann Arbor, MI.
- 2013 **Echelbarger, M.**, Rodriguez, K., Geiger, J., & Gergle, D. Understanding collaborative reference in children. Poster, Society for Research in Child Development; Seattle, WA.
- Modyanova, N., Herzmann, C., **Echelbarger, M.**, & Wexler, K. Theory of mind (not necessarily) in determiner acquisition. Poster, Society for Research in Child Development; Seattle, WA.
- 2012 **Echelbarger, M.**, Rodriguez, K., Geiger, J., & Gergle, D. Coordination in conversation via reference in children. Poster, University of Kansas Graduate Research Competition; Lawrence, KS.
- 2011 **Echelbarger, M.**, Modyanova, N., Perovic, A., & Wexler, K. Investigation of linguistic endophenotypes as autism spectrum disorders (ASD) classifiers. Poster, Boston University Conference on Language Development; Boston, MA.
- \*Lee, A., \*Geiger, J., **Echelbarger, M.**, & Gergle, D. Using dyadic mobile eye-tracking to study verbal and nonverbal behaviors used during collaborative reference. Poster, Northwestern Undergraduate Research Symposium, Northwestern University; Evanston, IL.
- Rader, E., **Echelbarger, M.**, & Cassell, J. Brick by brick: Iterating interventions to bridge the achievement gap with virtual peers. In J. P. Hourcade (Chair), *Engaging Youth*. Note, CHI'11 meeting, Vancouver, BC, Canada.

- 2010 Modyanova, N., Perovic, A., **Echelbarger, M.**, & Wexler, K. Investigation of optional infinitives in children with autism spectrum disorders. Poster, COST Action A33: Let the Children Speak; London, England.
- 2009 Modyanova, N., Perovic, A., Watanabe, A., **Echelbarger, M.**, & Wexler, K. Knowledge of semantics and pragmatics and indefinite articles in autism spectrum disorders as compared to Williams syndrome. Poster, Autism Consortium Symposium; Boston, MA.
- Modyanova, N., Agoos, C., Kenney, A., **Echelbarger, M.**, Holt A., & Wexler, K. Young children's interpretations of modal verbs. Paper, Mid-America Linguistics Conference; Columbia, MO.
- Modyanova, N., Agoos, C., Kenney, A., **Echelbarger, M.**, Holt A., & Wexler, K. Young children's interpretations of modal verbs. Talk, GALA: Generative Approaches to Language Acquisition; Lisbon, Portugal.
- 2008 Modyanova, N., Perovic, A., **Echelbarger, M.**, & Wexler, K. Investigation of optional infinitives in autism spectrum disorders. Poster, Symposium on Research in Child Language Disorders; Madison, WI.

### **ORGANIZED WORKSHOPS & SYMPOSIA**

---

- 2020 Addressing and reducing inequality through developmental science. Society for Research in Child Development Special Topics Workshop; Virtual (Co-organized with Laura Elenbaas, Matthew Diemer, & Rashmita Mistry).
- 2019 "The art of the deal": Children balance competing concerns in exchange contexts. Society for Research in Child Development; Baltimore, MD.
- 2017 Children and economic exchanges: Competing goals and balancing concerns for others. Society for Research in Child Development; Austin, TX.

### **TEACHING EXPERIENCE**

---

#### Award

- 2018 Rackham Outstanding Graduate Student Instructor Award (*departmental nominee*)

#### Certification

- 2017 Graduate Teacher Certificate, University of Michigan

#### Courses

- 2019 – Designing a Good Life (MBA & eMBA courses; 5 terms), University of Chicago  
Teaching Assistant
- 2018 Developmental Psychology Lab, University of Michigan  
Instructor
- 2017 Marketing Research and Analytics (MBA Course), Northwestern University  
Graduate Teaching Assistant
- 2016, 2018 Launching New Products and Services (MBA Course), Northwestern University  
Graduate Teaching Assistant
- 2016 Introduction to Developmental Psychology, University of Michigan  
Graduate Student Instructor
- 2015 – 2018 Directed Early Research for Psychology, University of Michigan  
Lead Research Mentor
- 2014 – 2016 Developmental Psychology Lab, University of Michigan  
Graduate Student Instructor

**SERVICE & MENTORSHIP**

---

Ad Hoc Reviewing

*Appetite, Child Development, Cognition, Cognitive Development, Current Directions in Psychological Science, Developmental Psychology, Developmental Science, Frontiers in Communication, Frontiers in Psychology, Journal of Experimental Child Psychology, Journal of Experimental Psychology: General*

Conference Reviewing

Cognitive Development Society, Society for Consumer Psychology, Society for Personality and Social Psychology, Society for Research in Child Development

Department and University Service

2016 – 2018 Developmental Psychology Admissions Committee, Student Member, University of Michigan  
 2015 – 2016 Michigan Association of Psychology Scholars, Mentor, University of Michigan  
 2014 – 2016 Undergraduate Research Opportunity Program, Mentor, University of Michigan  
 2012 – 2013 Child Language Proseminar, Coordinator, University of Kansas

Research Mentorship

2020 – University of Chicago: Master's thesis mentor (Yin Li)  
 2019 – 2020 University of Chicago: Master's thesis mentor (Yanyi Leng)  
 2018 – University of Chicago: Center for Decision Research assistants  
 2018 – 2019 University of Michigan: Undergraduate honor's thesis mentor (Zaina Khoury)  
 2014 – 2020 University of Michigan: 58 undergraduate students and recent graduates  
 2010 – 2011 Northwestern University: 3 undergraduate students

Academic Community

2021 Society for Personality and Social Psychology, Student Mentoring Event: Acing Your Applications: Tips for Navigating the Grad School Application Process (for Undergrads)  
 2021 Society for Personality and Social Psychology, #SPSPchat 37: Financial Challenges in Academia  
 2020 Society for Personality and Social Psychology, Free-Form Friday: So, you just submitted your PhD application...now what? (co-host)  
 2020 – Let's Talk Grad School: Group for BIPOC students applying to PhD programs (founder)  
 2019 – #100DaysOfWriting: Online writing group for 200+ university students, staff, and faculty (founder)

**OTHER RELEVANT EXPERIENCE**

---

2021 – Behavioral Science Club (BS Zone), Organizer  
 The FORGE at Von Steuben Metropolitan High School, Chicago Public Schools  
 2020 – Opt4STEM, Advisory Team  
 Von Steuben Metropolitan High School, Chicago Public Schools  
 2019 UM Living Lab Program, Consultant  
 Center for Human Growth and Development, University of Michigan  
 2018 – 2019 Jeff Kennedy Associates, Consultant  
*Thinking Money for Kids*  
 2015 – 2018 UM Living Lab Program, Coordinator  
 Center for Human Growth and Development, University of Michigan  
 2012 – 2013 Jayhawk Consulting, Graduate Student Consultant  
 School of Business, University of Kansas  
 2011 – 2013 Language Acquisition Studies Lab, Graduate Research Assistant  
 University of Kansas, Lawrence, KS (PI: Mabel L. Rice, Ph.D.)  
 2010 – 2011 CollabLab, Research Associate  
 Northwestern University (PI: Darren Gergle, Ph.D.)  
 2010 ArticLab, Research Associate and Project Manager  
 Northwestern University (PI: Justine Cassell, Ph.D.)  
 2009 – 2010 Language Development Project, Research Assistant  
 University of Chicago (PI: Susan Goldin-Meadow, Ph.D.)

**PROFESSIONAL MEMBERSHIPS**

---

Association for Consumer Research (ACR), Cognitive Development Society (CDS), Society for Consumer Psychology (SCP), Society for the Improvement of Psychological Science (SIPS), Society for Judgment and Decision Making (SJDM), Society for Personality and Social Psychology (SPSP), Society for Research in Child Development (SRCD)

**SELECTED MEDIA COVERAGE**

---

Barron's, Charles Schwab's Financial Decoder Podcast, Chicago Booth Review, The Conversation, The Wall Street Journal, World Economic Forum

**REFERENCES**

---

Nicholas Epley  
John Templeton Keller Professor of Behavioral Science  
Booth School of Business  
University of Chicago  
nicholas.epley@chicagobooth.edu

Susan A. Gelman  
Heinz Werner Distinguished University  
Professor of Psychology and Linguistics  
University of Michigan  
gelman@umich.edu

Michal Maimaran  
Research Associate Professor of Marketing  
Kellogg School of Management  
Northwestern University  
m-maimaran@northwestern.edu

Scott I. Rick  
Associate Professor of Marketing  
Ross School of Business  
University of Michigan  
srick@umich.edu

Abigail Sussman  
Associate Professor of Marketing  
Booth School of Business  
University of Chicago  
abigail.sussman@chicagobooth.edu