

Robb Willer

Stanford University
Department of Sociology
450 Jane Stanford Way, Bldg. 120
Stanford, CA 94305

Email: willer@stanford.edu
Website: <https://www.robbwiller.org/>
Lab: <https://www.pascl.stanford.edu/>

Professional

Stanford University

- 2015- Professor, Sociology, Psychology (by courtesy), and Graduate School of Business (by courtesy)
Affiliated Faculty: Center for Open and Reproducible Science; Institute for Human-Centered Artificial Intelligence; Center on Democracy, Development, and the Rule of Law; Cyber Policy Center; Stanford Center on Poverty and Inequality; Public Policy Program; Immigration Policy Lab; Center for Comparative Studies in Race & Ethnicity; Feminist, Gender, & Sexuality Studies; Emmett Interdisciplinary Program in Environment and Resources; Center for Affective Science
- 2019- Co-Director, Center on Philanthropy and Civil Society
- 2013- Director, Politics and Social Change Lab
- 2020-2021 Fellow, Center for Advanced Study in the Behavioral Sciences
- 2013-2015 Associate Professor, Sociology, Psychology (by courtesy), and Graduate School of Business (by courtesy)
- 2012-2013 Fellow, Center for Advanced Study in the Behavioral Sciences

University of California, Berkeley

- 2012-2013 Associate Professor, Sociology, Psychology (by courtesy), Management of Organizations (by courtesy), and Cognitive Science
Affiliated Faculty: Institute for Personality and Social Research; Greater Good Science Center; Survey Research Center; Experimental Social Science Laboratory; Institute for the Study of Societal Issues
- 2006-2013 Director, Laboratory for Social Research
- 2006-2012 Assistant Professor, Sociology, Psychology (by courtesy), and Cognitive Science

University of Cologne, Germany

- 2011 Visiting Professor, Department of Economic and Social Psychology

Education

- 2006 Ph.D., Cornell University, Sociology
- 2004 M.A., Cornell University, Sociology
- 1999 B.A., University of Iowa, Sociology (with High Distinction)

Publications

95. Bai, Hui, Jan G. Voelkel, Shane Muldowney, Johannes C. Eichstaedt, and **Robb Willer**. 2025. "[LLM-Generated Messages Can Persuade Humans on Policy Issues](#)." *Nature Communications* 16(1):6037.
94. Hall, Matthew E. K., Brittany C. Solomon, Jan G. Voelkel, Michael N. Stagnaro, James Chu, and **Robb Willer**. 2025. "[Durably Reducing Partisan Animosity through Multiple Scalable Treatments](#)." *Proceedings of the National Academy of Sciences* 122(19):e2424414122.
93. Grayson, Samantha, Matthew Feinberg, **Robb Willer**, and Jamil Zaki. 2025. "[Ironic Effects of Negative Gossip in Driving Inaccurate Social Perceptions](#)." *Journal of Experimental Social Psychology* 116:104682.
92. Forbes, Rachel, **Robb Willer**, and Jennifer E. Stellar. 2025. "[Power as a Moral Magnifier: Moral Outrage is Amplified when the Powerful Transgress](#)." *Journal of Experimental Social Psychology* 121:104813.
91. Chang, Ho-Chun Herbert, James N. Druckman, Emilio Ferrara, and **Robb Willer**. 2025. "[Liberals and Conservatives Share Information Differently on Social Media](#)." *PNAS Nexus*. 4(7):pgaf206.
90. Voelkel, Jan G., Michael N. Stagnaro, James Chu, Sophia L. Pink, Joseph S. Mernyk, Chrystal Redekopp, Isaias Ghezae, Matthew Cashman, Dhaval Adjodah, Levi Allen, Victor Allis, Gina Baleria, Nathan Ballantyne, Jay J. Van Bavel, Hayley Blunden, Alia Braley, Christopher Bryan, Jared Celniker, Mina Cikara, Margaret V. Clapper, Katherine Clayton, Hanne Collins, Evan De Filippis, Macrina Dieffenbach, Kimberly C. Doell, Charles Dorison, Mylien Duong, Peter Felsman, Maya Fiorella, David Francis, Michael Franz, Roman Gallardo, Sara Gifford, Daniela Goya-Tocchetto, Kurt Gray, Joe Green, Joshua Greene, Mertcan Güngör, Matthew Hall, Cameron Hecht, Ali Javeed, John T. Jost, Aaron Kay, Nick R. Kay, Brandyn Keating, John Michael Kelly, James Kirk, Malka Kopell, Nour Kteily, Emily Kubin, Jeffrey Lees, Gabriel Lenz, Matthew Levendusky, Rebecca Littman, Kara Luo, Aaron Lyles, Ben Lyons, Wayde Marsh, James Martherus, Lauren Alpert Maurer, Caroline Mehl, Julia Minson, Molly Moore, Samantha L. Moore-Berg, Michael H. Pasek, Alex Pentland, Curtis Puryear, Hossein Rahnama, Steve Rathje, Jay Rosato, Maytal Saar-Tsechansky, Luiza Almeida Santos, Colleen Seifert, Azim Shariff, Otto Simonsson, Shiri Spitz Siddiqi, Daniel F. Stone, Palma Strand, Michael Tomz, David Yeager, Erez Yoeli, Jamil Zaki, James N. Druckman, David G. Rand, and **Robb Willer**. 2024. "[Megastudy Testing 25 Treatments to Reduce Anti-Democratic Attitudes and Partisan Animosity](#)." *Science* 386(6719):eadh4764.

89. Kamphorst, Jonne, and **Robb Willer**. 2024. "[Correcting Misperceptions of the Material Benefits Associated with Union Membership Increases Americans' Interest in Joining Unions](#)." *Proceedings of the National Academy of Sciences* 121(19):e2321025121.
88. Chu, James Y., Jan G. Voelkel, Michael N. Stagnaro, Suji Kang, James N. Druckman, David G. Rand, and **Robb Willer**. 2024. "[Academics are More Specific, and Practitioners More Sensitive, in Forecasting Interventions to Strengthen Democratic Attitudes](#)." *Proceedings of the National Academy of Sciences* 121(3):e2307008121.
87. Voelkel, Jan, James Y. Chu, Michael N. Stagnaro, James Druckman, and **Robb Willer**. 2024. "[How to Design and Conduct a Megastudy](#)." *Nature Human Behaviour* 8(12):2257-60.
86. Ruggeri, Kai, Friederike Stock, S. Alexander Haslam, Valerio Capraro, Paulo Boggio, Naomi Ellemers, Aleksandra Cichocka, Karen M. Douglas, David G. Rand, Sander van der Linden, Mina Cikara, Eli J. Finkel, James N. Druckman, Michael J. A. Wohl, Richard E. Petty, Joshua A. Tucker, Azim Shariff, Michele Gelfand, Dominic Packer, Jolanda Jetten, Paul A. M. Van Lange, Gordon Pennycook, Ellen Peters, Katherine Baicker, Alia Crum, Kim A. Weeden, Lucy Napper, Nassim Tabri, Jamil Zaki, Linda Skitka, Shinobu Kitayama, Dean Mobbs, Cass R. Sunstein, Sarah Ashcroft-Jones, Anna Louise Todsén, Ali Hajian, Sanne Verra, Vanessa Buehler, Maja Friedemann, Marlene Hecht, Rayyan S. Mobarak, Ralitsa Karakasheva, Markus R. Tünte, Siu Kit Yeung, R. Shayna Rosenbaum, Žan Lep, Yuki Yamada, Sa-kiera Tierra Jolynn Hudson, Lucía Macchia, Irina Soboleva, Eugen Dimant, Sandra J. Geiger, Hannes Jarke, Tobias Wingen, Jana B. Berkessel, Silvana Mareva, Lucy McGill, Francesca Papa, Bojana Večkalov, Zeina Afif, Eike K. Buabang, Marna Landman, Felice Tavera, Jack L. Andrews, Asli Bursalioğlu, Zorana Zupan, Lisa Wagner, Joaquín Navajas, Marek Vranka, David Kasdan, Patricia Chen, Kathleen R. Hudson, Lindsay M. Novak, Paul Teas, Nikolay R. Rachev, Matteo M. Galizzi, Katherine L. Milkman, Marija Petrović, Jay J. Van Bavel, and **Robb Willer**. 2024. "[A Synthesis of Evidence for Policy from Behavioural Science During COVID-19](#)." *Nature* 625:134–147.
85. Landry, Alexander P., James N. Druckman, and **Robb Willer**. 2024. "[Need for Chaos and Dehumanization Are Robustly Associated with Support for Partisan Violence](#)." *Political Behavior* 46(4):2631-55.
84. Santos, Luiza, Jan Voelkel, **Robb Willer**, and Jamil Zaki. 2024. "[Positive Beliefs About Cross-Partisan Empathy Can Strengthen Americans' Support for Democracy](#)." *PNAS Nexus* 3(10):pgae394.
83. Zimmerman, Federico, David Bailey, Goran Muric, Emilio Ferrara, Jonas Schöne, **Robb Willer**, Eran Halperin, Joaquin Navajas, James Gross, and Amit Goldenberg. 2024. "[Attraction to Politically Extreme Users on Social Media](#)." *PNAS Nexus* 3(10):pgae395.

82. Ghezae, Isaias, Jillian Jordan, Izzy Gainsburg, Mohsen Mosleh, Gordon Pennycook, **Robb Willer**, and David G. Rand. 2024. "[Partisans Neither Expect nor Receive Reputational Rewards for Sharing Falsehoods Over Truth Online](#)." *PNAS Nexus* 3(8):pgae287.
81. Stade, Elizabeth C., Shannon Wiltsey Stirman, Lyle H. Ungar, Cody L. Boland, H. Andrew Schwartz, David B. Yaden, João Sedoc, Robert J. DeRubeis, **Robb Willer**, and Johannes C. Eichstaedt. 2024. "[Large Language Models Could Change the Future of Behavioral Healthcare: A Proposal for Responsible Development and Evaluation](#)." *NPJ Mental Health Research* 3(1):12.
80. Hasan-Aslih, Siwar, Orly Idan, **Robb Willer**, and Eran Halperin. 2023. "[Disadvantaged Group Members are Prouder of Their Group When Using the Language of the Dominant Group Compared to Their Native Language](#)." *Proceedings of the National Academy of Sciences*.
79. Druckman, James N., Suji Kang, James Chu, Michael N. Stagnaro, Jan G. Voelkel, Joseph S. Mernyk, Sophia L. Pink, Chrystal Redekopp, David G. Rand, and **Robb Willer**. 2023. "[Correcting Misperceptions of Out-Partisans Decreases American Legislators' Support for Undemocratic Practices](#)." *Proceedings of the National Academy of Sciences*.
78. Goldenberg, Amit, and **Robb Willer**. 2023. "[Amplification of Emotion on Social Media](#)." *Nature Human Behaviour* 1-2.
77. Voelkel, Jan G., Joseph S. Mernyk, and **Robb Willer**. 2023. "[Moral Reframing Increases Support for Economically Progressive Candidates](#)." *PNAS Nexus*.
76. Clayton, Katherine, and **Robb Willer**. 2023. "[Endorsements From Republican Politicians Can Increase Confidence in U.S. Elections](#)." *Research and Politics* 10(1):20531680221148967.
75. Lang, David, Lief Esbenshade, and **Robb Willer**. 2023. "[Did Ohio's Vaccine Lottery Increase Vaccination Rates? A Pre-Registered, Synthetic Control Study](#)." *Journal of Experimental Political Science* 1-19.
74. Stagnaro, Michael, Sophia Pink, David G. Rand, and **Robb Willer**. 2023. "[Increasing Accuracy Motivations Using Moral Reframing Does Not Reduce Republicans' Belief in False News](#)." *Harvard Kennedy School Misinformation Review*.
73. Pink, Sophia L., Michael N. Stagnaro, James Chu, Joseph S. Mernyk, Jan G. Voelkel, and **Robb Willer**. 2023. "[The Effects of Short Messages Encouraging Prevention Behaviors Early in the Covid-19 Pandemic](#)." *PloS One* 18(4):e0284354.
72. Baumgartner, Heidi A., Nicolás Alessandrini, Krista Byers-Heinlein, Michael C. Frank, J. Kiley Hamlin, Melanie Soderstrom, Jan G. Voelkel, **Robb Willer**, Francis Yuen, and

- Nicholas A. Coles. 2023. "[How to Build up Big Team Science: A Practical Guide for Large-Scale Collaborations](#)." *Royal Society Open Science* 10(6):230235.
71. Koenecke, Allison, Eric Giannella, **Robb Willer**, and Sharad Goel. 2023. "[Popular Support for Balancing Equity and Efficiency in Resource Allocation: A Case Study in Online Advertising to Increase Welfare Program Awareness](#)." in *Proceedings of the International AAAI Conference on Web and Social Media* 17:494–506.
 70. Mernyk, Joseph S., Sophia L. Pink, James N. Druckman, and **Robb Willer**. 2022. "[Correcting Inaccurate Metaperceptions Reduces Americans' Support for Partisan Violence](#)." *Proceedings of the National Academy of Sciences* 119(16):e2116851119.
 69. Corbett, Christianne, Jan G. Voelkel, Marianne Cooper, and **Robb Willer**. 2022. "[Pragmatic Bias Impedes Women's Access to Political Leadership](#)." *Proceedings of the National Academy of Sciences* 119(6):e2112616119.
 68. Voelkel, Jan G., James Chu, Michael N. Stagnaro, Joseph S. Mernyk, Chrystal Redekopp, Sophia L. Pink, James N. Druckman, David G. Rand, and **Robb Willer**. 2022. "[Interventions Reducing Affective Polarization Do Not Necessarily Improve Anti-Democratic Attitudes](#)." *Nature Human Behaviour* 7:55–64.
 67. Goldenberg, Amit, Joseph M. Abruzzo, Zi Huang, Jonas Schöne, David Bailey, **Robb Willer**, Eran Halperin, and James J. Gross. 2022. "[Homophily and Acrophily as Drivers of Political Segregation](#)." *Nature Human Behaviour* 1-12.
 66. Hartman, Rachel, Will Blakey, Jake Womick, Chris Bail, Eli J. Finkel, Hahrie Han, John Sarrouf, Juliana Schroeder, Paschal Sheeran, Jay Van Bavel, **Robb Willer**, and Kurt Gray. 2022. "[Interventions to Reduce Partisan Animosity](#)." *Nature Human Behaviour* 6:1194-1205.
 65. Santos, Luiza A., Jan G. Voelkel, **Robb Willer**, and Jamil Zaki. 2022. "[Belief in the Utility of Cross-Partisan Empathy Reduces Partisan Animosity and Facilitates Political Persuasion](#)." *Psychological Science* 33(9):1557–1573.
 64. Frimer, Jeremy A., Harinder Aujla, Matthew Feinberg, Linda J. Skitka, Karl Aquino, Johannes C. Eichstaedt, and **Robb Willer**. 2022. "[Incivility is Rising Among American Politicians on Twitter](#)." *Social Psychological and Personality Science* 14(2): 19485506221083811.
 63. Landry, Alexander P., Jonathan W. Schooler, **Robb Willer**, and Paul Seli. 2022. "[Reducing Explicit Blatant Dehumanization by Correcting Exaggerated Meta-Perceptions](#)." *Social Psychological and Personality Science* 19485506221099146.
 62. Van Loon, Austin, Salvatore Giorgi, **Robb Willer**, and Johannes Eichstaedt. 2022. "[Negative Associations in Word Embeddings Predict Anti-Black Bias Across Regions –](#)

[but Only via Name Frequency.](#)" *Proceedings of the International AAAI Conference on Web and Social Media* 16: 1419-1424.

61. Simpson, Brent, **Robb Willer**, and Matthew Feinberg. 2022. "[Radical Flanks of Social Movements Can Increase Support for Moderate Factions.](#)" *PNAS Nexus* 1(3):pgac110.
60. Voelkel, Jan G., Mashail Malik, Chrystal Redekopp, and **Robb Willer**. 2022. "[Changing Americans' Attitudes About Immigration: Using Moral Framing to Bolster Factual Arguments.](#)" *The ANNALS of the American Academy of Political and Social Science* 700(1): 73-85.
59. Chu, James, Sophia L. Pink, and **Robb Willer**. 2021. "[Religious Identity Cues Increase Vaccination Intentions and Trust in Medical Experts Among American Christians.](#)" *Proceedings of the National Academy of Sciences* 118(49):e2106481118.
58. Pink, Sophia L., James Chu, James N. Druckman, David G. Rand, and **Robb Willer**. 2021. "[Elite Party Cues Increase Vaccination Intentions Among Republicans.](#)" *Proceedings of the National Academy of Sciences* 118(32):e2106559118.
57. Stewart, Sheridan, and **Robb Willer**. 2021. "[The Effects of Racial Status Threat on White Americans' Support for Donald Trump: Results of Five Experimental Tests.](#)" *Group Processes and Intergroup Relations* 25(3):791-810.
56. Leong, Yuan Chang, Janice Chen, **Robb Willer**, and Jamil Zaki. 2020. "[Conservative and Liberal Attitudes Drive Polarized Neural Responses to Political Content.](#)" *Proceedings of the National Academy of Sciences* 117(44):27731-27739.
55. Bavel, Jay J. Van, Katherine Baicker, Paulo S. Boggio, Valerio Capraro, Aleksandra Cichocka, Mina Cikara, Molly J. Crockett, Alia J. Crum, Karen M. Douglas, James N. Druckman, John Drury, Oeindrila Dube, Naomi Ellemers, Eli J. Finkel, James H. Fowler, Michele Gelfand, Shihui Han, S. Alexander Haslam, Jolanda Jetten, Shinobu Kitayama, Dean Mobbs, Lucy E. Napper, Dominic J. Packer, Gordon Pennycook, Ellen Peters, Richard E. Petty, David G. Rand, Stephen D. Reicher, Simone Schnall, Azim Shariff, Linda J. Skitka, Sandra Susan Smith, Cass R. Sunstein, Nassim Tabri, Joshua A. Tucker, Sander van der Linden, Paul van Lange, Kim A. Weeden, Michael J. A. Wohl, Jamil Zaki, Sean R. Zion and **Robb Willer**. 2020. "[Using Social and Behavioural Science to Support Covid-19 Pandemic Response.](#)" *Nature Human Behaviour* 4(5):460-471.
54. Feinberg, Matthew, **Robb Willer**, and Chloe Kovacheff. 2020. "[The Activist's Dilemma: Extreme Protest Actions Reduce Popular Support for Social Movements.](#)" *Journal of Personality and Social Psychology* 119(5):1086.
53. Côté, Stéphane, Jennifer E. Stellar, **Robb Willer**, Rachel C. Forbes, Sean R. Martin, and Emily C. Bianchi. 2020. "[The Psychology of Entrenched Privilege: High Socioeconomic](#)

[Status Individuals From Affluent Backgrounds are Uniquely High in Entitlement.](#)
Personality and Social Psychology Bulletin 47(1):70-88.

52. Heiserman, Nicholas, Brent Simpson, and **Robb Willer**. 2020. "[Judgments of Economic Fairness are Based More on Perceived Economic Mobility Than Perceived Inequality.](#)" *Socius* 6:2378023120959547.
51. Feinberg, Matthew, and **Robb Willer**. 2019. "[Moral Reframing: A Technique for Effective and Persuasive Communication Across Political Divides.](#)" *Social and Personality Psychology Compass* 13(12):e12501.
50. Wetts, Rachel, and **Robb Willer**. 2019. "[Who is Called by the Dog Whistle? Experimental Evidence That Racial Resentment and Political Ideology Condition Responses to Racially Encoded Messages.](#)" *Socius* 5:2378023119866268.
49. Niemiec, Rebecca M., **Robb Willer**, Nicole M. Ardoin, and F.K. Brewer. 2019. "[Motivating Landowners to Recruit Neighbors for Private Land Conservation.](#)" *Conservation Biology* 33(4):930-941.
48. Penner, Andrew M., and **Robb Willer**. 2019. "[Men's Over-Persistence and the Gender Gap in Science And Mathematics.](#)" *Socius* 5:2378023118821836.
47. Stellar, Jennifer E., and **Robb Willer**. 2018. "[Unethical and Inept? The Influence of Moral Information on Perceptions of Competence.](#)" *Journal of Personality and Social Psychology* 114(2):195.
46. Wetts, Rachel, and **Robb Willer**. 2018. "[Privilege on the Precipice: Perceived Racial Status Threats Lead White Americans to Oppose Welfare Programs.](#)" *Social Forces* 97(2):793-822.
45. Simpson, Brent, **Robb Willer**, and Matthew Feinberg. 2018. "[Does Violent Protest Backfire? Testing a Theory of Public Reactions to Activist Violence.](#)" *Socius* 4: 2378023118803189.
44. Van Loon, Austin, Jeremy Bailenson, Jamil Zaki, Joshua Bostick, and **Robb Willer**. 2018. "[Virtual Reality Perspective-Taking Increases Cognitive Empathy for Specific Others.](#)" *PloS One* 13(8): e0202442.
43. Simpson, Brent, **Robb Willer**, and Ashley Harrell. 2017. "[The Enforcement of Moral Boundaries Promotes Cooperation and Prosocial Behavior in Groups.](#)" *Scientific Reports* 7(1):1-9.
42. Boutyline, Andrei, and **Robb Willer**. 2017. "[The Social Structure of Political Echo Chambers: Variation in Ideological Homophily in Online Networks.](#)" *Political Psychology* 38(3):551-569.

41. Kilduff, Gavin J., **Robb Willer**, and Cameron Anderson. 2016. "[Hierarchy and Its Discontents: Status Disagreement Leads to Withdrawal of Contribution And Lower Group Performance](#)." *Organization Science* 27(2):373-390.
40. Van De Rijt, Arnout, Idil Afife Akin, **Robb Willer**, and Matthew Feinberg. 2016. "[Success-Breeds-Success in Collective Political Behavior: Evidence From a Field Experiment](#)." *Sociological Science* 3:940-950.
39. Côté, Stéphane, Julian House, and **Robb Willer**. 2015. "[High Economic Inequality Leads Higher-Income Individuals to be Less Generous](#)." *Proceedings of the National Academy of Sciences* 112(52):15838-15843.
38. Feinberg, Matthew, and **Robb Willer**. 2015. "[From Gulf to Bridge: When Do Moral Arguments Facilitate Political Influence?](#)" *Personality and Social Psychology Bulletin* 41(12):1665-1681.
37. Simpson, Brent, and **Robb Willer**. 2015. "[Beyond Altruism: Sociological Foundations of Cooperation and Prosocial Behavior](#)." *Annual Review of Sociology* 41:43-63.
36. **Willer, Robb**, Christopher Wimer, and Lindsay A. Owens. 2015. "[What Drives the Gender Gap in Charitable Giving? Lower Empathy Leads Men to Give Less to Poverty Relief](#)." *Social Science Research* 52:83-98.
35. Van der Toorn, Jojanneke, Matthew Feinberg, John T. Jost, Aaron C. Kay, Tom R. Tyler, **Robb Willer**, and Caroline Wilmuth. 2015. "[A Sense of Powerlessness Fosters System Justification: Implications for the Legitimation of Authority, Hierarchy, and Government](#)." *Political Psychology* 36(1):93-110.
34. Feinberg, Matthew, **Robb Willer**, and Michael Schultz. 2014. "[Gossip and Ostracism Promote Cooperation in Groups](#)." *Psychological Science* 25(3):1-9.
33. Stellar, Jennifer E., and **Robb Willer**. 2014. "[The Corruption of Value: Negative Moral Associations Diminish the Value of Money](#)." *Social Psychological and Personality Science* 5(1):60-66.
32. Feinberg, Matthew, Olga Antonenko, **Robb Willer**, E. J. Horberg, and Oliver P. John. 2014. "[Gut Check: Reappraisal of Disgust Helps Explain Liberal-Conservative Differences on Issues of Purity](#)." *Emotion* 14(3):513.
31. Côté, Stéphane, Paul K. Piff, and **Robb Willer**. 2013. "[For Whom Do the Ends Justify the Means? Social Class And Utilitarian Moral Judgment](#)." *Journal of Personality and Social Psychology* 104(3):490.

30. **Willer, Robb**, Christabel L. Rogalin, Bridget Conlon, and Michael T. Wojnowicz. 2013. "[Overdoing Gender: A Test of the Masculine Overcompensation Thesis](#)." *American Journal of Sociology* 118(4):980-1022.
29. Feinberg, Matthew, and **Robb Willer**. 2013. "[The Moral Roots of Environmental Attitudes](#)." *Psychological Science* 24(1):56-62.
28. Simpson, Brent, Ashley Harrell, and **Robb Willer**. 2013. "[Hidden Paths From Morality to Cooperation: Moral Judgments Promote Trust and Trustworthiness](#)." *Social Forces* 91(4):1529-1548.
27. Saslow, Laura R., **Robb Willer**, Matthew Feinberg, Paul K. Piff, Katharine Clark, Dacher Keltner, and Sarina R. Saturn. 2013. "[My Brother's Keeper? Compassion Predicts Generosity More Among Less Religious Individuals](#)." *Social Psychological and Personality Science* 4(1):31-38.
26. Antonenko Young, Olga, **Robb Willer**, and Dacher Keltner. 2013. "[Thou Shalt Not Kill: Religious Fundamentalism, Conservatism, and Rule-Based Moral Processing](#)." *Psychology of Religion and Spirituality* 5(2):110.
25. Feinberg, Matthew, **Robb Willer**, Jennifer Stellar, and Dacher Keltner. 2012. "[The Virtues of Gossip: Reputational Information Sharing as Prosocial Behavior](#)." *Journal of Personality and Social Psychology* 102(5):1015.
24. Anderson, Cameron, **Robb Willer**, Gavin J. Kilduff, and Courtney E. Brown. 2012. "[The Origins of Deference: When Do People Prefer Lower Status?](#)" *Journal of Personality and Social Psychology* 102(5):1077.
23. Feinberg, Matthew, **Robb Willer**, and Dacher Keltner. 2012. "[Flustered and Faithful: Embarrassment as a Signal of Prosociality](#)." *Journal of Personality and Social Psychology* 102(1):81.
22. **Willer, Robb**, Francis J. Flynn, and Sonya Zak. 2012. "[Structure, Identity, and Solidarity: A Comparative Field Study of Generalized And Direct Exchange](#)." *Administrative Science Quarterly* 57(1):119-155.
21. Feinberg, Matthew, **Robb Willer**, Olga Antonenko, and Oliver P. John. 2012. "[Liberating Reason From the Passions: Overriding Intuitionist Moral Judgments Through Emotion Reappraisal](#)." *Psychological Science* 23(7):788-795.
20. Simpson, Brent, **Robb Willer**, and Cecilia L. Ridgeway. 2012. "[Status Hierarchies and the Organization of Collective Action](#)." *Sociological Theory* 30(3):149-166.

19. **Willer, Robb**, Reef Younggreen, Lisa Troyer, and Michael J. Lovaglia. 2012. "[How Do the Powerful Attain Status? The Roots of Legitimate Power Inequalities.](#)" *Managerial and Decision Economics* 33(5-6):355-367.
18. **Willer, Robb**, Amanda Sharkey, and Seth Frey. 2012. "[Reciprocity on the Hardwood: Passing Patterns Among Professional Basketball Players.](#)" *PloS One* 7(12):e49807.
17. Munsch, Christin L., and **Robb Willer**. 2012. "[The Role of Gender Identity Threat in Perceptions of Date Rape and Sexual Coercion.](#)" *Violence Against Women* 18(10):1125-1146.
16. Feinberg, Matthew, Joey T. Cheng, **Robb Willer**. 2012. "[Gossip as an Effective and Low Cost Form of Punishment.](#)" *Brain and Behavioral Sciences* 35(25).
15. Feinberg, Matthew, and **Robb Willer**. 2011. "[Apocalypse Soon? Dire Messages Reduce Belief in Global Warming by Contradicting Just-World Beliefs.](#)" *Psychological Science* 22(1):34-38.
14. Penner, Andrew M., and **Robb Willer**. (2011). "[Stigma and Glucose Levels: Testing Ego Depletion and Arousal Explanations of Stereotype Threat Effects.](#)" *Current Research in Social Psychology* 16(3):n3.
13. **Willer, Robb**, Ko Kuwabara, and Michael W. Macy. 2009. "[The False Enforcement of Unpopular Norms.](#)" *American Journal of Sociology* 115(2):451-490.
12. **Willer, Robb**. 2009. "[Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem.](#)" *American Sociological Review* 74(1):23-43.
11. **Willer, Robb**, and Nick Adams. 2008. "[The Threat of Terrorism and Support for the 2008 Presidential Candidates: Results of a National Field Experiment.](#)" *Current Research in Social Psychology* 14(1):1-22.
10. Simpson, Brent, and **Robb Willer**. 2008. "[Altruism and Indirect Reciprocity: The Interaction of Person and Situation in Prosocial Behavior.](#)" *Social Psychology Quarterly* 71(1):37-52.
9. Barclay, Pat, and **Robb Willer**. 2007. "[Partner Choice Creates Competitive Altruism in Humans.](#)" *Proceedings of the Royal Society B: Biological Sciences* 274(1610): 749-753.
8. Kuwabara, Ko, **Robb Willer**, Michael W. Macy, Rie Mashima, Shigeru Terai, and Toshio Yamagishi. 2007. "[Culture, Identity, and Structure in Social Exchange: A Web-Based Trust Experiment in the United States and Japan.](#)" *Social Psychology Quarterly* 70(4):461-479.

7. **Willer, Robb**. 2007. "[The Role of Metanetworks in Network Evolution](#)." *Mathematical Sociology* 31(2):101-119.
6. Benard, Stephen, and **Robb Willer**. 2007. "[A Wealth and Status-Based Model of Residential Segregation](#)." *Mathematical Sociology* 31(2):149-174.
5. Centola, Damon, **Robb Willer**, and Michael Macy. 2005. "[The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms](#)." *American Journal of Sociology* 110(4):1009-1040.
4. **Willer, Robb**, Lisa Troyer, and Michael J. Lovaglia. 2005. "[Influence Over Observers of Structural Power: An Experimental Investigation](#)." *The Sociological Quarterly* 46(2):263-277.
3. **Willer, Robb**. 2004. "[The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings](#)." *Current Research in Social Psychology* 10(1):1-12.
2. Macy, Michael W., and **Robb Willer**. 2002. "[From Factors to Actors: Computational Sociology and Agent-Based Modeling](#)." *Annual Review of Sociology* 28(1):143-166.
1. **Willer, Robb**, and David Willer. 2000. "[Exploring Dynamic Networks: Hypotheses and Conjectures](#)." *Social Networks* 22(3):251-272.

Book Chapters and Commentaries

Goldenberg, Amit. and **Robb Willer**. 2023. "Amplification of Emotion on Social Media." *Nature Human Behaviour*.

Côté, Stéphane, and **Robb Willer**. 2020. "Replications Provide Mixed Evidence That Inequality Moderates the Association Between Income and Generosity." *Proceedings of the National Academy of Sciences*, 117(16): 8696-8697.

Anderson, Cameron, and **Robb Willer**. 2014. "[Do Status Hierarchies Benefit Groups? A Bounded Functionalist Account of Status](#)." Pp. 47-70 in *The Psychology of Social Status*, edited by J. T. Cheng, J. L. Tracy, and C. Anderson. Springer.

Willer, Robb. 2009. "A Status Theory of Collective Action." Pp. 133-163 in *Advances in Group Processes* (Vol. 26), edited by S. R. Thye and E. J. Lawler. Emerald.

Willer, Robb. 2009. "No Atheists in Foxholes: Motivated Reasoning and Religious Ideology." Pp. 241-266 in *Social and Psychological Bases of Ideology and System Justification*, edited by J. T. Jost, A. C. Kay, and H. Thorisdottir. Oxford University Press.

Willer, Robb, Matthew Feinberg, Kyle Irwin, Michael Schultz, and Brent Simpson. 2010. "The Trouble With Invisible Men: How Reputational Concerns Motivate Generosity." Pp. 315-330 in *The Handbook of the Sociology of Morality*, edited by S. Hitlin and S. Vaisey. Springer.

Macy, Michael, Damon Centola, Andreas Flache, Arnout van de Rijt, and **Robb Willer**. 2011. "Social Mechanisms and Generative Explanations: Computational Models With Double Agents." Pp. 250-265 in *Analytic Sociology and Social Mechanisms*, edited by P. Demeulenaere. Cambridge University Press.

Kalkhoff, Will, and **Robb Willer**. 2008. "Deterring Deviance: Rationality and Self-Control." Pp. 39-62 in *Experiments in Criminology and Law*, edited by C. Horne and M. J. Lovaglia. Rowan and Littlefield.

Lovaglia, Michael J., **Robb Willer**, and Lisa Troyer. 2003. "Power, Status, and Collective Action: Developing Fundamental Theories to Address a Substantive Problem." Pp. 105-132 in *Advances in Group Processes* (Vol. 20), edited by S. R. Thye and J. Skvoretz. Elsevier.

Lovaglia, Michael J., and **Robb Willer**. 2002. "Theory, Simulation and Research: The New Synthesis." Pp. 247-262 in *The Growth of Social Knowledge: Theory, Simulation and Empirical Research in Group Processes*, edited by J. Szmataka, M. Lovaglia, and K. Wysienska. Praeger.

Selected works in progress

Ashokkumar, Ashwini., Luke Hewitt, Isaias Ghezze, and **Robb Willer**. "[Predicting Results of Social Science Experiments using Large Language Models](#)." (Under review at Nature)

Grants and fellowships (TOTAL: ~\$8,424,722)

Carnegie Corporation of New York, 2025, \$1,000,000

"Building a network of networks in the Big Team Social Sciences," Social Sciences and Humanities Research Council of Canada, 2025, \$2,499,949

"Reducing Partisan Animosity to Restore Trust in American Institutions," Hoover Institution Center for Revitalizing American Institutions (RAI), 2025, \$25,000

"Using LLMs to Design the Next Generation of Evidence-Based Well-Being Interventions," Stanford Institute for Human-Centered Artificial Intelligence (HAI), 2024, \$75,000

Charles Stewart Mott Foundation, 2024, \$300,000

Ipsos, LLC., 2024, \$80,000

Democracy Renewal Project, Public Agenda, 2024, \$50,000

Democracy Communications Fund, fiscally sponsored by Policy Impact, 2024, \$147,367

Cyber Policy Center (Joint initiative of the Freeman Spogli Institute for International Studies and Stanford Law School, Stanford University), 2023–26, \$450,000

The Center for Revitalizing American Institutions, Hoover Institution, Stanford University, 2023-25, \$75,000

Faculty Fellow, Center for Advanced Study in the Behavioral Sciences, 2023-24

David and Nathalie Cowan, 2023, \$50,000

"The Strengthening Democracy Challenge: Identifying and Disseminating Solutions to Improve Democratic Attitudes," 2022, Stanford Impact Labs, \$498,076.75

"Stanford PACS Polarization and Social Change Lab's Research on Political Persuasion on Ballot Initiatives," 2022, Action Now Initiative, \$150,000

David and Nathalie Cowan, 2022, \$125,000

"Increasing Climate Change Belief and Concern: A Tournament-Style Experimental Test of Scalable Message-Based Interventions," 2021, Woods Institute for the Environment Environmental Venture Projects Program, (co-P.I.'s: Neil Malhotra & Jane Willenbring) \$40,000

Resident Fellow, Center of Advanced Study in the Behavioral Sciences, 2020-21

"The Depolarization Challenge: Experimental Tests of Crowdsourced Solutions to Reduce Partisan Animosity," 2021, Fetzer Institute, \$93,500

"An AI "Time machine" for Investigating the History of Concepts," Hoffman-Yee Grant, Human-Centered Artificial Intelligence, Stanford University, (P.I.: Dan Jurafsky and eight co-PIs), 2020-21, \$1,385,926

"The Depolarization Challenge: Experimental Tests of Crowdsourced Solutions to Reduce Partisan Animosity," 2019-21, Civic Health Project, \$280,000

UPS Endowment Fund, Stanford University, 2018-20, \$50,000

John S. and James L. Knight Foundation, 2017-18, "Democracy and the Internet," (P.I. Nathaniel Persily) \$40,000

Resident Faculty Fellow, 2017-18, Institute for Research in the Social Sciences, Stanford University

Defense Advanced Research Projects Agency, 2016-17. "Virtual Reality Perspective Taking and Cooperation," (co-PI, with Jeremy Bailenson & Jamil Zaki) \$380,000.

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University, 2012-13.

California Environmental Protection Agency Air Resources Board, 2011-13. "Cool California Carbon Challenge: A Pilot Intra- and Inter-Community Carbon Footprint Reduction Challenge," (with Daniel M. Kammen) \$300,004

National Science Foundation Dissertation Improvement Grant, 2010-2012. "Cultural Resources and the Transition to First-Time Motherhood," (with Sarah Garrett) \$10,000

Time-Sharing Experiments in the Social Sciences. "Testing the Effects of Message Framing on Support for Poverty Relief," (co-PI with Chris Wimer). 2010

Invited to the Institute for Advanced Study, Princeton, NJ. 2008. (Declined)

Center on the Economics and Demography of Aging. University of California, Berkeley. 2008-9. "Genetic Bases of Altruistic Behavior in Humans," \$20,000

National Science Foundation. 2007-2009. "Status and the Organization of Collective Action," (with Brent Simpson) \$99,000

Lester Center for Entrepreneurship and Innovation, Ewing Marion Kauffman Foundation. 2007-2009. "The Role of Entrepreneurship in "Freecycle:" An On-Line, Altruistic Community," \$25,000

Committee on Research Grants, University of California, Berkeley. 2006-7, 2007-8, 2008-9, 2009-10, 2010-11. \$2,400, \$3,000, \$7,500, \$5,000

Time-Sharing Experiments in the Social Sciences. "Experimental Study of the Effects of Government Terror Warnings on Political Attitudes," (Principal Investigator). 2008

University of California Regents' Junior Faculty Fellowship. 2007. \$5,000

National Science Foundation Dissertation Improvement Grant, 2004-2006. "Testing a Status Theory of Collective Action," SES 0405352 (with Michael W. Macy) \$7,500

National Science Foundation, 2003-2005, "Popular Enforcement of Unpopular Norms," (with Michael W. Macy) \$130,000

Jacob K. Javits Graduate Fellowship, U.S. Department of Education, 2001-2005

Russell Sage Research Grant, Cornell University, 2001-2006, \$13,500

Research Grant, Center for the Study of Inequality, Cornell University, 2000, \$2,000

Russell Sage Fellowship, Cornell University, 2000-2001, 2005-6

Honors and awards (research)

Kaid-Sanders Best Article of the Year Award (Runner-up), International Communication Association Political Communication Division, 2025

Best Paper Award (Runner-up), Behavioral Science and Policy Association, 2025

National Advisory Board of Disagree Better

Center for Open and Reproducible Science (CORES), Open Science Champion prize, 2025

Sociological Research Association (elected), 2024

"Expy" Award, The Analyst Institute, for "Megastudy Identifying Successful Interventions to Strengthen Americans' Democratic Attitudes," 2023

Fellow, Society for Personality and Social Psychology and APA Division 8, 2020

Carnegie Fellowship, Senior Scholar Nominee, 2020

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award for "Hidden Paths From Morality to Cooperation: Moral Judgments Promote Trust and Trustworthiness," 2015

International Society of Political Psychology, Robert Sigel Junior Scholar Paper Award for "A Sense of Powerlessness Fosters System Justification: Implications for the Legitimation of Authority, Hierarchy, and Government," 2015

American Sociological Association, Social Psychology Section Outstanding Article Award for "Overdoing Gender: A Test of the Masculine Overcompensation Thesis," 2014

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention, for "Structure, Identity, and Solidarity: A Comparative Field Study of Generalized and Direct Exchange," 2013

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award for "Hidden Paths From Morality to Cooperation: Moral Judgments Promote Trust and Trustworthiness," 2013

Society for Experimental Social Psychology, Elected 2012

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention, for "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem," 2012

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention for "Structure, Identity, and Solidarity: A Comparative Field Study of Generalized and Direct Exchange," 2012

American Sociological Association, Rationality and Society Section Paper Award for "The False Enforcement of Unpopular Norms," (with Ko Kuwabara and Michael W. Macy) 2011

Robert and Clarissa Rees Memorial Distinguished Alumni Lecturer, Department of Sociology, University of Iowa, 2011

Invited Fellow, Institute for Advanced Study, Princeton, NJ, 2008.

Distinguished Graduate Alumnus Speaker, Department of Sociology, Cornell University, Annual Graduate Student Miniconference, 2008.

American Sociological Association, Social Psychology Section Outstanding Article Award for "Overdoing Gender: A Test of the Masculine Overcompensation Thesis," 2013

American Sociological Association, Rationality and Society Section Outstanding Article Award for "The False Enforcement of Unpopular Norms," 2009

American Sociological Association, Altruism, Morality, and Social Solidarity Section Outstanding Article Award, Honorable Mention for "Groups Reward Individual Sacrifice: The Status Solution to the Collective Action Problem," 2009

American Sociological Association, Mathematical Sociology Section Outstanding Graduate Student Paper Award for "The Role of Metanetworks in Network Evolution," 2007

American Sociological Association, Mathematical Sociology Section Outstanding Graduate Student Paper Award for "A Wealth and Status-Based Model of Residential Segregation," 2007

American Sociological Association, Mathematical Sociology Section Paper Award for "The Emperor's Dilemma: A Computational Model of Self-Enforcing Norms," (with Damon Centola and Michael W. Macy) 2006

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for "A Wealth and Status-Based Model of Residential Segregation," (with Stephen Benard) 2006

American Sociological Association, Peace, War, and Social Conflict Section Elise M. Boulding Best Graduate Student Paper Award, 3rd place, for "The Effects of Government-Issued Terror Warnings on Presidential Approval Ratings," 2005

American Sociological Association, Mathematical Sociology Section Graduate Student Paper Award for "Metanetworks: A Factor in Structural Change," (with Arnout van de Rijt) 2004

Robin Williams Jr. Best Graduate Student Paper Award for "The Intelligibility of Unintelligible Texts: Authorial Status And Text Evaluation," Cornell University, Department of Sociology 2004

Graduate Fellow, American Academy of Political and Social Science, Elected November 2004

Distinguished Undergraduate Scholar Award, University of Iowa, Spring 2000

Manford Kuhn Graduate Student Paper Award for "The Propensity-Utility Theory of Deviance," Iowa Sociological Association Meetings, 2000

Outstanding Senior Sociology Student, University of Iowa, 1999

Honors and awards (teaching)

Golden Apple Award for Outstanding Teacher, University of California, Berkeley, 2009 (*Only teaching award given by UC-Berkeley student body*)

Nominated, Distinguished Graduate Student Mentoring Award, University of California, Berkeley, 2009

Honorary Member, Golden Key International Honor Society, Inducted for Excellence in Teaching, 2009

Selected department and university service

Stanford University, 2013-present

Co-Chair, Graduate Admissions Committee, Sociology Dept., 2024-2025

Co-Chair, Graduate Admissions Committee, Sociology Dept., 2023-2024

Senior Faculty Search Committee, 2023-2024

Co-Chair, Graduate Admissions Committee, Sociology Dept., 2021-2022

Faculty Co-Director, Center on Philanthropy and Civil Society 2019-Present

Co-Director, Laboratory for Social Research, 2013-Present

Junior Faculty Search Committee, 2019-2020

Chair, Junior Faculty Search Committee, 2018-2019

Computational Social Science Junior Faculty Search Committee, 2018-2019

Environmental Sociology Faculty Search Committee, 2017-2018

Faculty Diversity Committee, 2014-present

Social Science Undergraduate Curriculum Review Committee, 2016-2017

Senior Faculty Search Committee, 2016-2017

Chair, Junior Faculty Search Committee, 2015-2016

Sociology Department Colloquium Coordinator, Stanford University, 2013-17

Graduate Admissions Committee, 2013-2014

Chair, Junior Faculty Search Committee in Environmental Sociology, 2013-2014.

University of California, Berkeley, 2006-2013

Faculty Advisor, Alpha Kappa Delta (Sociology Honor Society). 2009-2012

"Data Lab" Design Committee, 2011-2012

Graduate Admissions Committee, 2011-2012

Sociology Departmental Colloquium Series Organizer, 2008-2009

Director, Laboratory for Social Research, University of California, Berkeley. 2006-2013.

Graduate Admissions Committee, 2007-2008

Cornell University, 2000-2006

Assistant Director, Sociology and Small Groups Laboratory, Cornell University, 2001- 6

Junior Faculty Search Committee, Department of Sociology, Cornell University, 2004-2005

Assistant Director, Organizational Behavior Laboratory, Cornell University School of Industrial and Labor Relations, 2001-2004

Sociology Department Representative, Council of Representatives, Graduate and Professional Student Assembly, Cornell University, 2001-2004

Committee Member (Elected), Graduate and Professional Student Assembly, Cornell University, 2002-2004

Chairman (Elected), Graduate and Professional Student Assembly Finance Committee, Cornell University, 2002-2003

Committee Member (Elected), University Assembly, Cornell University, 2003

Assistant Director, Sociology and Small Groups Laboratory, Cornell University, 2001-2006

Research Assistant, School of Industrial and Labor Relations, Cornell University, 2001- 2003

Research Assistant, Center for the Study of Group Processes, University of Iowa, 1998-2000

Invited talks

Reframe Festival Presented by PBS News and KQED, San Francisco, May 2025

Dreamforce, San Francisco, September 2024

Political Violence Researchers Network, August 2024

National Governors Association Meeting, Salt Lake City, July 2024

Google, June 2024

Bay Area Affective Science Symposium, June 2024

Conflict and Conflict Resolution Preconference, Society for Personality and Social Psychology Annual Meetings, San Diego, February 2024

Harvard's Kennedy School, November 2023

Sloan School of Management, MIT, November 2023

Center for Development, Democracy, and the Rule of Law, Stanford University, April 2023

SPSP Meetings, Atlanta, GA, February 2023

Interventions Preconference, SPSP Meetings, Atlanta, GA, February 2023

The Civic Health Project, Palo Alto, CA, December 2022

UC-Irvine, Political Science Department, November 2022

Election Community Network, November 2022

Big Team Science conference, October 2022

Democracy Communications Collaborative, October 2022

Democracy Communications Collaborative, October 2022

Alluvial Collective, Jackson, Mississippi, October 2022

Bridging Divides & Strengthening Democracy: From Science to Practice, September 2022

TEDxMarin, September 2022

Village Square and National Institute for Civil Discourse, September 2022

Nonprofit Management Institute and Stanford Social Innovation Review, September 2022

Science of Moral Understanding, Summer Talk Series, UNC-Chapel Hill, June 2021

Behavior Change for Good, Behavioral Science & COVID-19 Vaccine Acceptance
Miniconference, May 2021

Anderson School of Management, UCLA, April 2021

Negotiations, Organizations, and Markets, Harvard Business School, April 2021

Center for Advanced Study in the Behavioral Sciences, April 2021

Pandemic Action Network, April 2021

White House COVID-19 Team briefing, March 2021

Behavioral Science and Covid-19 Vaccine Acceptance: A Conversation, February 2021

Justice and Morality Preconference, SPSP Annual Meeting, February 2021

Fair and Just Prosecution, January 2021

Voter Protection Program, December 2020

National Organization for Women (NYC Chapter), June 2020

U.S. Senate Commerce Committee (Majority) staff briefing, April 2020

Twitter (company-wide talk on effective COVID response), April 2020

Presidential Symposium, Society for Affective Science Annual Meeting, April 2020

Research & Technology Subcommittee, U.S. House Committee on Science, Space, and Technology staff briefing, April 2020

Rapid Miniconference on COVID-19 Public Health Messaging, April 2020

Affective Seminar, Psychology Department, Stanford University, January 2020

League of Women Voters, University AME Zion Church, Palo Alto, September 2020

Summer Institute in Political Psychology, Stanford University, August 2020

Convocation, Carleton College, April 2019

Facebook, Civic Integrity Team, November 2018

California State Association of Counties, Keynote Address, San Diego, CA, 2018

International Network of Analytical Sociologists, Annual Conference, Stanford University, June 2018

Center on Philanthropy and Civil Society, Faculty Forum, Stanford University, May 2018

Sociology Department, Johns Hopkins University, April 2018

American and Comparative Political Behavior Workshop, Political Science, Yale University, November 2017

Robert Wood Johnson Foundation, November 2017

WZB Social Science Center, Berlin, Germany, October 2017

Summer Institute in Political Psychology, Stanford University, August 2017

Summer Aspen Ideas Festival, June 2017

March for Science, San Francisco, CA, April 2017

Social Activism Speaker Series, California Institute of Technology, May 2017

Saturday University, Stanford, February 2017

University of Southern California, Marshall School of Business, November 2016.

TEDxMarin, October 2016

Kahneman-Treisman Center for Behavioral Science and Public Policy, Princeton, New Jersey, October 2016

Group Processes Miniconference, American Sociological Association Meetings, Seattle, WA, August 2016.

Summer Institute in Political Psychology, Stanford University, August 2016

Sloan School of Management, MIT, December 2015

Networks and Time Workshop, Columbia University, October 2015

Booth School of Business, University of Chicago, October 2015

Alumni Weekend, Stanford University. October 2015

Institute for Personality and Social Research. UC-Berkeley. October 2015

SCANCOR, Stanford University, September 2015

Political Psychology Preconference, American Political Association Annual Meetings. San Francisco, CA. August 2015

Medici Summer School in Management Studies, University of Bologna, Italy, June 2015

Department of Sociology, University of Chicago. May 2015

Human Development and Social Policy, Northwestern University. May 2015

Political Psychology Preconference, Society for Personality and Social Psychology Annual Meetings. Long Beach, CA. February 2015

Sociology Department, New York University. November 2014

Organizational Behavior, Carnegie Mellon University. November 2014

Department of Sociology, Stanford University. October 2014

Society for Experimental Social Psychology Annual Meeting. Columbus, OH. October 2014

Association for Psychological Science Annual Meetings. San Francisco. May 2014

Political Psychology Colloquium. Harvard University. April 2014

MIT, Sloan School of Management, April 2014

Organizational Behavior, Stanford Graduate School of Business, March 2014

Justice and Morality Preconference, Society for Personality and Social Psychology Annual Meetings. Austin, TX. February 2014

Social Psychology Lab, Stanford University. November 2013

Organizations and Management. Yale University. April 2013

Management and Organizations, Johnson Graduate School of Management and the Industrial and Labor Relations School, Cornell University. March 2013

Claremont Symposium on Bridging Ideological Divides. Claremont College. March 2013

Nuffield College, Oxford University. February 2013

Organizations and Management, Goizueta Business School, Emory University. December 2012

Haas School of Business, University of California, Berkeley. September 2012

Group Processes Miniconference, American Sociological Association Annual Meetings, Denver, Colorado. August 2012

Symposium on Game Theory and Human Behavior. University of Southern California. April 2012

Sociology Graduate Student Society Annual Speaker, University of Georgia, Department of Sociology, April 2012

Keynote Address, Fourth Annual UC-Berkeley Sociological Research Symposium. April 2012

Rotman School of Management, University of Toronto. December 2011

Game Theory and Human Behavior Speaker Series. University of Southern California. September 2011

Session on Future of Social Psychology, American Sociological Association Annual Meetings, Las Vegas, NV. August 2011

Institute of Economic and Social Psychology, University of Cologne. Cologne, Germany. June 2011

Annual Lecture, American Culture and Politics Research Cluster, University of California, Davis. May 2011

Department of Sociology, University of Iowa, May 2011

Organizational Behavior Colloquium, Stanford Graduate School of Business. April 2011

Stern School of Business, New York University. January 2011

Harvard-MIT Economic Sociology Seminar. Harvard University, September 2010

1st China International Conference on Positive Psychology, Tsinghua University. Beijing, China. August 2010

Demography Department, University of California, Berkeley. May 2010

Power, Status, and Influence Conference. New York University. March 2010

Social Theory and Evidence Workshop. University of Chicago. November 2009

Keynote Address, Teaching Conference for Graduate Student Instructors. University of California, Berkeley. August 2009

Morality Workshop, National Science Foundation, Washington, D.C. July 2009

Faculty Speaker, Annual Trustees Meeting, University of California, Berkeley. May 2009

Kellogg School of Management, Northwestern University. January 2009

Department of Sociology, Princeton University, November 2008

Department of Sociology, Cornell University, November 2008

Haas School of Business, University of California, Berkeley, November 2008

Social Psychology Workshop, Sociology Department, Stanford University, June 2008

The Breakthrough Institute, Oakland, CA, June 2008

Institute for Personality and Social Research, University of California, Berkeley, October 2007

Department of Sociology, University of Arizona, October 2007

Goldman School of Public Policy, University of California, Berkeley, September 2007

Award to Malcolm Gladwell for promoting Public Understanding of Sociology, American Sociological Association Meetings, New York, NY, August 2007

Sociology Department's "Cal Day" Talk, University of California, Berkeley, April 2007

International Computer Science Institute, University of California, Berkeley, April 2007

Organizational Behavior Group, Stanford Graduate School of Business, April 2007

(with George Lakoff) "Why Cognitive Science Matters for Politics," Institute of Cognitive and Brain Sciences, University of California, Berkeley, November 2006

Caregiver Bias Workshop, University of California, Hastings, College of the Law, San Francisco, CA, November 2006

American Environics, Oakland, CA, September 2006

Group Processes Mini-Conference, American Sociological Association Annual Meetings, Montreal, Quebec, August 2006

Department of Human Development, Cornell University, March 2006

University of California, Berkeley, Sociology Department, October 2005

Sociology Brown Bag Talk, Cornell University, September 2005

Junior Theorist's Symposium, Theory Section, American Sociological Association Annual Meetings, August 2005

Professional service

Occasional Reviewer:

American Sociological Review, American Journal of Sociology, Nature, Journal of Personality and Social Psychology, Administrative Science Quarterly, American Political Science Review, Proceedings

of the National Academy of Sciences, Nature Human Behaviour, Social Forces, Personality and Social Psychology Bulletin, Psychological Review, National Science Foundation, Social Psychology Quarterly, Sociological Theory, Organization Science, Management Science, Sociological Science, Social Psychological and Personality Science, Social Problems, European Journal of Social Psychology, European Review of Philosophy, The Sociological Quarterly, Social Science Research, Nature Climate Change, Sociological Focus, Social Justice Research, Rationality and Society, PLoS ONE, Current Research in Social Psychology, Encyclopedia of Human Behavior, Journal of Social, Evolutionary, and Cultural Psychology, Climate Change Letters

Co-Organizer, Bayesian Models of Polarization Symposium, Stanford University (with Michael C. Frank), August 2025

Co-Chair, SPSP Fellowship Selection Committee, 2025

SPSP Fellowship Selection Committee, 2023-25

Consulting Editor, *Sociological Science*, 2013-present

Associate Principal Investigator, Time-Sharing Experiments for the Social Sciences, 2013-present

Organizer, Bridging Divides & Strengthening Democracy: From Science to Practice, September 2022

Organizer, Rapid Miniconference on COVID-19 Public Health Messaging, April 2020

Editorial Board, *Sociological Theory*, 2012-6

Chair, Book Award Committee, ASA Rationality and Society Section, 2014

Consulting Editor, *American Journal of Sociology*, 2011-2013

Council Member (Elected), ASA Altruism, Morality, and Social Solidarity Section, 2012-2014

Nominations Committee, ASA Altruism, Morality, and Social Solidarity Section, 2013-2014

Co-Organizer, Group Processes Miniconference, 2013

Council Member (Elected), ASA Social Psychology Section, 2010-12

Council Member (Elected), ASA Mathematical Sociology Section, 2009-11

Chair, Paper Award Committee, ASA Mathematical Sociology Section, 2010-2011

Chair, Book Award Committee, ASA Mathematical Sociology Section, 2009-2010

Member, Graduate Student Paper Award Committee, ASA Theory Section, 2009-2010

Co-Chair, Graduate Student Paper Award Committee, Berkeley Sociology Department, 2009-10

Co-Organizer, Group Processes Miniconference, 2009

Presider, Group Processes Regular Session, American Sociological Association Meetings Annual Meetings, 2009.

Member, Program Committee, Social Psychology Section, 2008-9

Council Member (Elected), ASA Mathematical Sociology Section, 2005-7.

Member, ASA Mathematical Sociology Section Award Committee, 2006-7

American Sociological Association Student Forum Advisory Board (Elected), 2005-6

Presider, Group Processes Regular Session, American Sociological Association Meetings. Philadelphia, PA. August 2005.

Chair and Discussant, Graduate Student Research Session, Group Processes Conference, Chicago, IL, August 2002.

Chair, Powerful Experiments Session, International Sunbelt Social Networks Conference: April 2000

Regular conference presentations

Jan Voelkel and Robb Willer. "How to Run a Crowdsourced Megastudy." Society for Personality and Social Psychology Annual Meetings. San Diego. February 2024.

Robb Willer. "Leveraging Large Language Models to Predict Experimental Results." Society for Personality and Social Psychology Annual Meetings. San Diego. February 2024.

Robb Willer and Matthew Feinberg. "Persuading partisans: Strategic moral reframing facilitates political influence." Association for Psychological Science Annual Meetings. San Francisco. May 2014.

"Is generosity sincere or strategic? Altruism versus status-seeking in prosocial behavior." Society for Personality and Social Psychology Annual Meetings. San Diego. January 2012.

"Speaking to two disciplines: The disciplinary contributions of sociological social psychology." American Sociological Association Annual Meetings, Las Vegas, NV. August 2011.

Robb Willer. "Overcoming the free-rider problem: Prosocial behavior earns diverse material and social rewards." Annual Meeting of the Society for Personality and Social Psychology. Las Vegas, NV. January 2010.

Robb Willer, Matthew J. Feinberg, Brent Simpson, and Francis J. Flynn. "Who pursues social status? The relationship between material generosity and status seeking." American Sociological Association Meetings. San Francisco, CA. August 2009.

"Malcolm Gladwell's *Blink* and sociology's conception of the individual." American Sociological Association Meetings. New York, NY. August 2007.

Robb Willer. "Is altruism contagious?" Inter-Ivy Sociology Symposium. Cornell University, Ithaca, NY. April 2006

Robb Willer. "Overdoing gender: A test of the masculine overcompensation thesis." American Sociological Association Meetings. Philadelphia, PA. August 2005

Arnout van de Rijt & Robb Willer. "Metanetworks: A factor in structural change." 3rd U.S.-Japan Joint Conference on Mathematical Sociology. Hokkaido University, Sapporo Japan. June 2005

Robb Willer. "Testing the masculine overcompensation thesis." Inter-Ivy Sociology Symposium. Yale University, New Haven, CT. April 2005

Robb Willer. "Testing a status theory of collective action." Sociology Graduate Student Mini-Conference. Cornell University, Ithaca, NY. October 2004

Robb Willer. "The intelligibility of unintelligible texts: Authorial status in text evaluation." American Sociological Association Meetings. San Francisco, CA. August 2004

Robb Willer and Edward J. Walsh. "The effects of government-issued terror warnings on presidential approval ratings." Annual Group Processes Miniconference. San Francisco, CA. August, 2004

Robb Willer. "On the lack of atheists in foxholes: Fear of death and afterlife belief." Annual Group Processes Miniconference. Atlanta, GA. August, 2003

Will Kalkhoff and Robb Willer. "Deterring deviance: rationality and self-control." American Sociological Association Meetings. Chicago, IL. August 2002

Robb Willer, Reef Younggreen, Lisa Troyer, and Michael Lovaglia. "Power, status, and philanthropy." XV World Congress of Sociology. Brisbane, Australia. July 2002

Robb Willer, Lisa Troyer, and Michael Lovaglia. "Power, status, and philanthropy." American Sociological Association Meetings. Anaheim, CA. August 2001

Robb Willer. "The status value of power use" American Sociological Association Meetings. Washington, D.C., August 2000

Robb Willer. "Status, wealth, and power: New directions for the integration of network exchange theory and status characteristics theory." International Sunbelt Social Network Conference. Vancouver, BC, April 2000

Robb Willer. "The propensity-utility theory of deviance" Iowa Sociological Association Meetings. Iowa City, IA, March 2000

Robb Willer and David Willer. "When exchange networks change: A comparative analysis." American Sociological Association Meetings. Chicago, IL, August 1999

David Willer and Robb Willer. "Exchange network dynamics and structural agency." American Sociological Association Meetings. Washington, DC, August 1995

Memberships

American Sociological Association, Sociological Research Association, Society for Personality and Social Psychology, Society of Experimental Social Psychology, Association for Psychological Science, Alpha Kappa Delta, Golden Key International Honor Society