MATT MEISTER

University of San Francisco – School of Management
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Employment

University of San Francisco—San Francisco, California
   Assistant Professor of Marketing (2023–Still going)

Education

University of Colorado Boulder—Boulder, Colorado
   PhD, Marketing (2023)

Ivey Business School at Western University—London, Ontario
   HBA, *with distinction,* Business Administration (2018)

University of Waterloo—Waterloo, Ontario
   Economics (2014–2016; transferred to Western University)

Peer-Reviewed Publications

Meister, Matt, and Nicholas Reinholtz. "Quality Certifications Influence User-Generated Ratings." *Conditional accept at Journal of Consumer Research.*
- Link to paper
- Runner-up, 2024 Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making
- Winner, 2023 CU Boulder School of Business Outstanding Doctoral Research Award

Invited Revisions & Under Review

Meister, Matt, and Nicholas Reinholtz. "Quality in Context: Evidence for the Arbitrary Influence of Situational Factors on User-Generated Product Ratings." *Preparing for 2nd round review at Journal of Marketing.*
- Link to paper
- Link to code used to scrape reviews
- Honorable Mention, 2022 Student Poster Award, Society for Judgment and Decision Making

Meister, Matt, Joe J. Gladstone, and Emily N. Garbinsky. "Reducing Financial Anxiety Through Communication." *Preparing for 3rd round review at OBHDP.*
- Working paper available upon request.
- Equal authorship.

Meister, Matt, William Rose, Nicholas Reinholtz, and Donald R. Lichtenstein. "The Sentiment Expressed in the Language of Sports Fans Can Predict Future Game Outcomes Beyond Expectations". *Under review at Proceedings of the National Academy of Sciences.*

Research in Progress

Meister, Matt, and Nicholas Reinholtz. "User-Generated Star Ratings Are Not Inherently Comparable." *Preparing for submission to Psychological Science.*
- [Link to paper](#)
- Runner-up, 2024 Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making
- Winner, 2023 CU Boulder School of Business Outstanding Doctoral Research Award
- Runner-up, 2021 Student Poster Award, Society for Judgment and Decision Making

Mehr, Katie and Matt Meister. "On The Generalizability of Consumers' Preference for Consumer Reviews (vs Critic Reviews)."

Moorhouse, Michael, June Cotte, and Matt Meister. "Trust Ratings Disguised as Quality Ratings: Why Sharing Economy Ratings are Almost Always Positive, and How They Can Be Fixed."

Mehr, Katie and Matt Meister. "The Influence of Loss Aversion on Peoples' Use of Peer vs Expert Ratings."

Recognition

[Hillel Einhorn New Investigator Award](#) (Runner-up; 2024)
    Society for Judgment and Decision Making
Honorary Coach/Professor of the Game (2024)
    University of San Francisco Women's Basketball
Outstanding Doctoral Research Award (2023)
    University of Colorado Boulder Leeds School of Business
Dissertation Proposal Award (Runner-up; 2023)
    CARD-Ipsos
Graduate School Summer Fellowship ($6,000; 2022)
    University of Colorado Boulder
Student Poster Competition (Hon. Mention; 2022)
    Society for Judgment and Decision Making
Sheth Doctoral Consortium Invitee (2022)
    American Marketing Association

Student Poster Competition (Runner-up; 2021)
    Society for Judgment and Decision Making

Teaching Experience

Instructor:

    Applied Statistics in Marketing Intelligence (MSMI 603; University of San Francisco)

        Fall 2023, 2024 (All USF evaluations linked here)

    Marketing Analytics I & II (MSMI 608 & MSMI 609; University of San Francisco)

        Spring 2024, 2025 (All USF evaluations linked here)

    Marketing Analytics (BUS 465; University of San Francisco)

        Spring 2024, 2025 (All USF evaluations linked here)

    Digital Marketing Tools (MKTG 2700; University of Colorado Boulder; Syllabus)

        Spring 2021 – Average evaluation: 4.96/5 (Full report)

        Spring 2022 – Average evaluation: 4.81/5 (Full report)

Teaching Assistant:

    Fundamentals of Data Analytics (MSBX 5410; University of Colorado Boulder)

        Summer 2022 (3 sections), Head TA for Nick Reinholtz

    Customer Analytics (MSBX 5310; University of Colorado Boulder)

        Spring 2020 (2 sections), TA for Scott Shriver

    Digital Marketing (MBAX 6350 & MKTG 3700; University of Colorado Boulder)

        Spring 2020 (3 sections), TA for Emily Edwards

Service

Member, USF SOM Diversity, Equity, and Inclusion Committee (2024–2026)

Member, USF SOM Centennial Committee (2024–2026)

Reviewer, Society for Consumer Psychology (2021)

Reviewer, Association for Consumer Research (2021)

Trainee Reviewer, Journal of Consumer Research (2022)

Research Skills (Not Exhaustive)

    R programming (ANOVA, linear regression, mixed-effects regression, machine learning, simulation, data.table and tidyverse, ggplot2)

    Python (web scraping, data wrangling)

    Qualtrics

    Javascript

Code

    specster: Flexible, multicore specification curve analysis package in R

[mediation_plots](#): Quick R function to plot mediation
[scrape_rei_ratings](#): Scrape consumer reviews and ratings from REI.com in Python
[scrape_vrbo_ratings](#): Scrape consumer reviews and ratings from VRBO.com in Python

Invited Talks

2024

University of California, Berkeley, Haas School of Business

2023

Temple University, Fox School of Business (Center for Applied Research in Decision Making). *Virtual*.

2022

University of San Francisco

University of Ottawa

Conference Presentations

Meister, Matt and Nicholas Reinholtz (2024). Quality in Context: Evidence for the Arbitrary Influence of Situational Factors on User-Generated Product Ratings. *Colorado Winter Conference on Marketing and Cognition: Steamboat Springs, Colorado.*

Meister, Matt and Nicholas Reinholtz (2022). Cold, Rain, and Snow: Trouble for Star Ratings. *Society for Judgment and Decision Making: La Jolla, California*. Poster.

Meister, Matt and Nicholas Reinholtz (2022). Cold, Rain, and Snow: Trouble for Star Ratings. *Association for Consumer Research: Denver, Colorado*. Talk (Special Session).

Meister, Matt and Nicholas Reinholtz (2022). User-Generated Star Ratings Are Not Inherently Comparable. *Cognitive Science Society: Toronto, Ontario.* Poster (with full paper publication in: *Proceedings of the 44th Annual Conference of the Cognitive Science Society*. Austin, TX: Cognitive Science Society.)

Meister, Matt and Nicholas Reinholtz (2022). User-Generated Star Ratings Are Not Inherently Comparative. *Society for Consumer Psychology: Virtual.*

Meister, Matt and Joe J. Gladstone (2022). Is a (Money) Problem Shared a Problem Halved? How Talking About Money Reduces Financial Stress. *Society for Consumer Psychology: Virtual*. Poster.

Meister, Matt and Nicholas Reinholtz (2021). Four Stars: Out of Five, But of What? *Society for Judgment and Decision Making: Virtual.* Poster.

- Awarded second place prize in student poster competition.

Meister, Matt and Joe Gladstone (2021). Is a (Money) Problem Shared a Problem Halved? How Talking About Money Reduces Financial Stress. *Association for Consumer Research: Virtual*. Talk (Special Session).

Meister, Matt and John G. Lynch (2021). A Memory Explanation for Planning Adjustment. *Society for Consumer Psychology: Virtual*. Talk (Special Session).

Meister, Matt and Nicholas Reinholtz (2020). Online Reviews: An Accurate Source of Product Attribute Information(?). *Society for Judgment and Decision Making.* Poster.

Meister, Matt and John G. Lynch (2020). A Memory Explanation for Planning Adjustment. *Association for Consumer Research: "Paris"*. Talk (Special Session).

Meister, Matt and John G. Lynch (2020). A Query Theory Explanation for Planning Adjustment. *Society for Consumer Psychology: Huntington Beach.* Poster.

Affiliations

Society for Judgment and Decision Making
Cognitive Science Society
Association for Consumer Research
Academy of Marketing Science
Center for Research on Consumer Financial Decision Making (CU Boulder)
European Marketing Academy