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)

Interests

Research: I am interested in how consumers learn about consumption options online, and how they form evaluations for the things they consume. Most of the information people consume about products is poor, so I hope to contribute to a better framework. I am also passionate about improving behavioral research methods, and advocate for good science.

Teaching: I love teaching statistics and analytics, especially to people who are uncomfortable with those topics. At USF, I teach an introductory stats course as well as a more applied Marketing Analytics course to both graduate and undergraduate students.

Invited Revisions & Under Review

Meister, Matt, and Nicholas Reinholtz. User-Generated Star Ratings Are Not Inherently Comparable. *Revise and Resubmit at Journal of Consumer Research.*
- *Link to paper*
- *Winner of the University of Colorado Leeds School of Business Outstanding Doctoral Research Award*

Meister, Matt, and Nicholas Reinholtz. Quality in Context: Evidence for the Arbitrary Influence of Situational Factors on User-Generated Product Ratings. *Reject and Resubmit at Journal of Marketing.*
- *Link to paper*
- *Link to code used to scrape reviews*

Meister, Matt, Joe J. Gladstone, and Emily N. Garbinsky. Reducing Financial Anxiety Through Communication. *Revise and Resubmit at OBHDP.*
- *Working paper available upon request.*

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. *Under review at Journal of Marketing.*
- *Working paper available upon request.*

Research in Progress

Mehr, Katie and Matt Meister. "Consumer vs Critic Reviews". *Data collection ongoing.*

Meister, Matt, Donald R. Lichtenstein, William Rose, and Nicholas Reinholtz. "College football project". *Dataset scraped from Rivals.com.*

Meister, Matt and Nicholas Reinholtz. "I haven't tried it, so it's perfect": Ratings Procured Before Products are Used. *Data collection ongoing.*

Recognition

2024
   University of San Francisco Women's Basketball Professor of the Game
2023
   University of Colorado Leeds School of Business Outstanding Doctoral Research Award
   CARD-Ipsos Dissertation Proposal Award Runner-Up
2022
   CU Boulder Graduate School Summer Fellowship ($6,000)
   Society for Judgment and Decision Making Student Poster Competition (Hon. Mention)
   American Marketing Association Sheth Doctoral Consortium Invitee
   Academy of Marketing Science Doctoral Consortium Invitee
2021
   Society for Judgment and Decision Making Student Poster Competition (2nd Prize)
2020
   Gerald Hart Doctoral Research Fellowship ($3,000)
2019
   Gerald Hart Doctoral Research Fellowship ($3,000)

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)

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

2023

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

2022

University of San Francisco

Teaching Experience

Instructor:

Applied Statistics in Marketing Intelligence (MSMI 603; University of San Francisco; Link to materials on dropbox)

Fall 2023

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

Spring 2023

Marketing Analytics (BUS 465; University of San Francisco)

Spring 2023

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

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

Spring 2022 – Average FCQ 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

Conference Presentations

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

Service

Reviewer, Society for Consumer Psychology (2021)
Reviewer, Association for Consumer Research (2021)
Trainee Reviewer, Journal of Consumer Research (2022)