

My Dissertation / General Research Interests: Emotion from Context

- Decision Content, Context Can Cause Negative Emotion During Decision Making
 - Something I “noticed” in my own and others’ decision making (Substantive lens)
 - Seemed to have important policy implications (Substantive lens)
 - But seemed to be lacking in the literature (Theoretical lens)
 - Most of “the work” was in developing the paradigm (Methodological lens)

Viewpoints for Evaluating Research (adapted/stolen from Deighton’s JCR editorial)

- Theory extension: conform to and extend theory within a discipline?
 - Procedural / Methodological rigor: confidence in results
 - Substantive findings: novel, useful
- Good ideas combine all three qualities

Research Ideas / Projects

- Good ideas
 - Interesting to me
 - Interesting to other people, too
 - Not incremental but grounded in theoretical literature
 - Blend application with theory
- Bad Ideas
 - Interesting to someone else but not to me
 - Idiosyncratic to me
 - Incremental OR just plain whacky
 - Mired in a very specific context
 - Empirically wrong