



## Dr. William Hampton

Institut für Marketing (IFM-HSG)  
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### EDUCATION

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UNIVERSITY OF PENNSYLVANIA BA in Psychology (neural), <i>cum laude</i>	Philadelphia, PA 2010
TEMPLE UNIVERSITY PhD in Decision Neuroscience Advisors: Ingrid Olson, PhD   Vinod Venkatraman, PhD	Philadelphia, PA 2018

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### PROFESSIONAL APPOINTMENTS

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UNIVERSITY OF ST. GALLEN   Institute of Marketing Postdoctoral Research Fellow	St. Gallen, Switzerland 2018 - present
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### PUBLICATIONS

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Venkatraman, V., Dimoka, A., Pavlou, P. A., Vo, K., **Hampton, W.**, Bollinger, B., & Winer, R. S. (2015). Predicting Advertising Success Beyond Traditional Measures: New Insights from Neurophysiological Methods and Market Response Modeling. *Journal of Marketing Research*. [»](#)

**Hampton, W.H.**, Unger A., Von Der Heide R., Olson I (2016). Neural Connections Foster Social Connections: A Diffusion-Weighted Imaging Study of Social Networks. *Social Cognitive and Affective Neuroscience*. [»](#)

**Hampton, W.H.**, Alm, K. H., Venkatraman, V., Nugiel, T., & Olson, I. R. (2017). Dissociable Frontostriatal White Matter Connectivity Underlies Reward and Motor Impulsivity. *NeuroImage*. [»](#)

Ngo, C.T., Alm, K. H., Metoki, A., **Hampton, W.H.**, Riggins, T., Newcombe, N.S., Olson, I.R. (2018). White Matter Structural Connectivity and Episodic Memory in Early Childhood. *Developmental Cognitive Neuroscience*. [»](#)

**Hampton\***, **W.H.**, Asadi\*, N., Olson I.R. (2018). Good Things for Those Who Wait: Predictive Modeling Highlights Importance of Delay Discounting for Income Attainment. *Frontiers in Psychology*. [»](#)

**Hampton, W.H.**, Hanik I.M., Olson I.R (2019-in press). Substance Abuse and White Matter: Findings, Limitations, and Future of Diffusion Tensor Imaging Research. *Drug and Alcohol Dependence*.

**Hampton\***, **W.H.**, Wilmer\*, H., Olson, I.R., Olino, T.M. , Chein, J.M. (2019-accepted pending revisions). Wired to be connected? Links Between Mobile Technology Engagement, Intertemporal Preference, and Frontostriatal White Matter Connectivity. *Social Cognitive and Affective Neuroscience*.

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### PENDING PUBLICATIONS & WORKING PAPERS

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**Hampton, W.H.**, Olson I.R., Venkatraman, V. Financial decisions across lifespan: loss framing attenuates delay discounting. (Under Review)

\*Co-first author.

**Hampton, W.H.**, Weber B., Johnson, E. Ventral Striatal White Matter Connectivity Predicts Individual Differences in Time and Risk Preferences. (In Preparation)

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## AWARDS & FUNDING

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- Fellow, Duke Summer School in Neuroeconomics (June 2018)<sup>†</sup>
- Travel Award (Temple University) for *Society for Neuroeconomics* | Toronto (2017)
- Fellow, NYU-Shanghai Neuroeconomics Collective, Shanghai, China (2017)
- Awardee (\$5,000), *13th Young Scholars Interdisciplinary Forum*. Understanding and Improving Social Security Decision Making in Older Adults. Fox School of Business | Philadelphia (2017)
- Scholarship (\$1,000) to attend NYU-Shanghai Neuroscience Collective in Shanghai, China (2017)
- Travel Award (Psychology Department), *Society for Cognitive Neuroscience* | New York, NY (2016)
- Travel Award (Temple University), *Society for Judgments & Decision Making* | Boston (2016)
- Awardee (\$5,000), *10th Young Scholars Interdisciplinary Forum Awardee*. Age-related Decline in Decision Making: Mechanisms and Interventions. Fox School of Business | Philadelphia (2015)
- Travel Award (Psychology Department), *Society for Neuroeconomics* | Miami (2015)
- Travel Award (Temple University), *Interdisciplinary Symposium on Decision Neuroscience*, MIT | Cambridge (2015)

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## ORAL PRESENTATIONS

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**Hampton, W.**, Wilmer, Henry H., Olson, Ingrid R., Olino, Thomas M., Chein, Jason M. *White Matter Predicts Mobile Phone Use And Impulsive Decision Making*. Society of Neuroeconomics, Toronto, Canada (October 2017).

**Hampton, W.**, Venkatraman, Vinod, Olson, Ingrid R. *Loss framing attenuates delay discounting in older adults*. Association for Consumer Research, San Diego, CA (October 2017).

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## POSTERS

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**Hampton\*, W.**, Asadi N\*, Olson I. *Understanding Affluence: Predictive Modeling Indicates Delay Discounting is Key Predictor of Salary*. Poster presented for Society for Judgments and Decision Making, Boston, MA (November 2016).

**Hampton, W.**, Venkatraman V., Olson I. *Battle of the Biases: Loss/bonus Framing Attenuates Delay Discounting*. Poster presented for 6<sup>th</sup> Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA (June 2016).

**Hampton, W.**, Unger A., Von Der Heide R., Olson IR. *Neural Connections Foster Social Connections: A Diffusion-weighted Imaging Study of Social Networks*. Poster presented for Society for Cognitive Neuroscience, New York, NY (April 2016).

**Hampton, W.**, Alm K., Venkatraman V., Olson I. *Wired For Now? Orbitofrontal Cortex-Ventral Striatum Structural Connectivity Predicts Individual Differences in Delay Discounting*. Poster presented for Society for Neuroeconomics, Miami, FL (September 2015).

**Hampton, W.**, Alm K., Venkatraman V., Olson I. *White Matter Connectivity between Ventral Striatum and Orbitofrontal Cortex Predicts Delay Discounting*. Poster presented for 5<sup>th</sup> Interdisciplinary Symposium on Decision Neuroscience, Massachusetts Institute of Technology, Cambridge, MA (May 2015).

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## POPULAR PRESS COVERAGE

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- *Reader's Digest* | "This Personality Trait Can Predict How Much Money You'll Make" [»](#)
- *Newsweek* | "Will you be rich? This personality trait is one of the biggest predictors of how much you will earn" [»](#)
- *Science Magazine* | "What will be the best Super Bowl commercial? Science may have the answer" [»](#)
- *Philadelphia Inquirer* | "Temple takes a scientific look at responses to Super Bowl commercials" [»](#)
- *Wall Street Journal* | "Cutting-Edge Research Combines fMRI and Biometric Study Results to Reveal 'the Emotional Journey' as Key Element in Super Bowl Ad Success" [»](#)
- *Daily Pennsylvanian* | "Penn alumni design app to map your ideal nightlife" [»](#)

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## RESEARCH EXPERIENCE

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Research statement: I am interested in real world decision-making behaviors, particularly those relating to reward and consumer behavior in the context of technology. I employ online behavioral tasks, neuroimaging, methods to study intertemporal choice, financial decision-making, social networks, and mobile technology usage. I am also interested in decision-making modification, especially by interacting decision-making biases.

Columbia Business School – Center for Decision Science  
*Collaborating Researcher*

New York, NY  
Nov 2017 – Present

Cognitive Neuroscience Laboratory – Temple University  
*Doctoral Researcher*

Philadelphia, PA  
Aug 2014 – Aug 2018

Fox School of Business – Temple University  
*Research Specialist, Doctoral Researcher*

Philadelphia, PA  
Dec 2012 – Aug 2018

University of Pennsylvania - Department of Psychology  
*Undergraduate Research Assistant*

Philadelphia, PA  
Jan 2010 – May 2010

Dartmouth Hitchcock Medical Center - Department of Neurology  
*Research Associate*

Hanover, NH  
Summer 2008

Dartmouth Medical School – Department of Biology  
*Research Assistant*

Hanover, NH  
Summers 2006, 2007

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## TEACHING EXPERIENCE

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2019

Global School Empirical Research Methods, University of St. Gallen  
*Workshop Lectures on Statistics with R*

2014-2018

Department of Psychology, Temple University  
*Cognitive Neuroscience, Sensation & Perception, Introduction to Psychology, Brain Matters, The Conscious and Unconscious Mind, Psychopathology*

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## SERVICE TO PROFESSION

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Ad hoc reviewer: *Proceedings of the Royal Society B | Journal of Neuroscience, Psychology, and Economics | NeuroImage | Cognitive, Affective, & Behavioral Neuroscience*

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## SOCIETY MEMBERSHIPS

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- Society of Judgment and Decision Making
- Association of Consumer Research
- Society for Neuroeconomics
- Cognitive Neuroscience Society