

## Quentin André, Ph.D.

Assistant Professor of Marketing  
Rotterdam School of Management, Erasmus University  
Burgemeester Oudlaan 50  
3062PA Rotterdam  
Email: [andre@rsm.nl](mailto:andre@rsm.nl)  
Website: <http://quentinandre.net/>

### Education

---

2018	<b>Ph.D. Marketing (cum laude)</b> , INSEAD Europe Campus “Essays in Consumer Financial Decision-Making and Numerical Cognition”
2012	<b>M.Sc. Managerial and Financial Economics</b> , HEC Paris, France Masters’ Thesis: “Are Lotteries a Tax on Low-Income Consumers? An Empirical Investigation”.
2009	<b>B.A. Management</b> , HEC Paris, France (Minor in History of Arts at Sorbonne University)

### Research Interests

---

- Consumer Financial Decision-Making
- Numerical Cognition and Probabilistic Reasoning
- Open-Science
- Error Detection and Data Forensics

### Manuscripts

---

**André, Quentin**, Nicholas Reinholtz, and John G. Lynch Jr., “Restricted-Use Funds and Budgeting Decisions” (second round at the Journal of Consumer Research)

*How do consumers budget when a part of their income is denominated in a category-restricted resource (e.g., food stamps)? Building on the mental accounting and categorization literature, we hypothesized that people endowed with a category-restricted resource would be averse to spending their unrestricted money on products of this category. To test this hypothesis, I developed a multi-round, interactive budgeting simulation. We find that people endowed with a food-restricted resource end up budgeting less on food than people who received an equivalent amount in unrestricted money.*

**André, Quentin**, Nicholas Reinholtz, and Bart de Langhe, “Can Consumers Learn Price Dispersion? Evidence for Dispersion Spillover Across Categories” (resubmitted for second round at the Journal of Consumer Research)

*Dispersion knowledge (the perception of the variability of a numerical distribution) is a key antecedent of many judgments and decisions, both mundane (e.g., “should I search for a better price?”) and consequential (e.g., “how much should I have in my emergency fund?”). But how does this knowledge develop from experience? Across seven studies, we document a bias in the formation of this dispersion knowledge: Consumers ascribe more variance to a distribution when it was learned in a high (vs. low) variance environment. We show that this “dispersion spillover” has downstream consequences on judgments of price attractiveness, and on consumers’ decision to search for better options.*

**André, Quentin** and Bart de Langhe, “Slop(p)y Learning: When Market Trends Foster a False Sense of Understanding” (three studies collected, first draft in preparation)

*We demonstrate that the outcome bias (people’s tendency to infer the quality of a decision from its outcome) can exacerbate illusory correlations. To do so, I designed and programmed a simulation in which people make repeated investment decisions, and are asked to learn the characteristics that are associated with higher returns. Unbeknownst to them, the payoffs are independent of their choices, and are manipulated to be increasing (vs. decreasing or flat) over time. We show that this*

*manipulation of slope significantly increases people's confidence in how much they have learnt, and makes them more confident in their ability to predict future outcomes.*

**Quentin André** and Bart de Langhe, “No Evidence for Loss Aversion Disappearance and Reversal in Walasek and Stewart (2015)” (under review at the Journal of Experimental Psychology: General)

*In an influential article published in the Journal of Experimental Psychology: General, Walasek and Stewart (2015) have proposed that decision by sampling is the origin of loss aversion. They report that people are loss averse, loss neutral, or loss seeking, depending on the distribution of gains and losses that they have encountered. We rely on multiple methods (an analytical proof, simulated choices, and a re-analysis of the original data) to show that diminishing sensitivity to gains and losses alone can cause the apparent changes in loss aversion. After accounting for diminishing sensitivity, we do not find evidence for the notion that decision by sampling drives loss aversion. We discuss general implications for empirical examinations of loss aversion.*

## Publications

---

**André, Quentin**, Pierre Chandon, and Kelly H. Haws (2019), “Healthy Through Presence or Absence, Nature or Science?: A Framework for Understanding Front-of-Package Food Claims”. *Journal of Public Policy and Marketing*

**André, Quentin**, Ziv Carmon, Klaus Wertenbroch, Alia Crum, Douglas Frank, William Goldstein, Joel Huber, Leaf van Boven, Bernd Weber and Haiyang Yang (2018), “Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data”. *Customer Needs and Solutions*

## Libraries and Software

---

**Slop(p)y Investor: An interactive game illustrating how market trends can foster illusory learning**

- Experimental paradigm developed for André and de Langhe (working paper), written in React and Flask
- Used to illustrate learning traps in MBA and EMBA classes at ESADE and RSM

**distBuilder: A Javascript library to add distribution builders to online and offline experiments**

- Open-source implementation of the distribution builder method described in Goldstein and Rothschild (2014)
- Documentation and source code available at <https://quentinandre.github.io/software/distributionbuilder/> (includes a ready-to-use Qualtrics implementation)

**pyprocessmacro: A Python 3 library to estimate moderation, mediation, and conditional processes**

- Open-source rewrite of Andrew F. Hayes’ “Process Macro” in Python
- Documentation and source code available at <https://quentinandre.github.io/software/pyprocessmacro/>

**pysprite: A Python 3 re-implementation of 'Sample Parameter Reconstruction via Iterative TEchniques (SPRITE)' (Heathers et al. 2018)**

- Documentation and source code available at <https://github.com/QuentinAndre/pysprite>

**affectiveSamplerJS: A Javascript library to record people's affective reactions to audio/video sequences**

- Documentation and source code available at <https://github.com/QuentinAndre/AffectiveSamplerJS>

**wordSearchJS: A Javascript library to add word search tasks to online and offline experiments**

- Documentation and source code available at <https://github.com/QuentinAndre/WordSearchJS>

## Conferences and Invited Presentations

---

**Bocconi University**, Milan, Italy, November 2019

- “Slop(p)y Learning: When Market Trends Foster a False Sense of Understanding” (Invited Presentation)

**Boulder Summer Conference on Consumer Financial Decision Making**, Boulder, Colorado, USA, May 2018

- “Restricted-Use Funds and Budgeting Decisions” (Paper)

**Rotterdam School of Management**, Rotterdam, The Netherlands, February 2018

- “Restricted-Use Funds and Budgeting Decisions” (Invited Presentation)

**ESADE**, Barcelona, Spain, February 2018

- “Restricted-Use Funds and Budgeting Decisions” (Invited Presentation)

**Society for Judgement and Decision-Making Annual Meeting**, Vancouver, Canada, November 2017

- “Can Food Stamps Reduce Food Consumption? The Unintended Consequences of Restricted-Use Funds on Budgeting Decisions” (Paper)
- “Variance Spillover: Consumers Underestimate Differences in Price Dispersion” (Paper)

**Association for Consumer Research Conference**, San Diego, California, USA, October 2017

- “Can Food Stamps Reduce Food Consumption? The Unintended Consequences of Restricted-Use Funds on Budgeting Decisions” (Session Chair)
- “Variance Spillover: Consumers Underestimate Differences in Price Dispersion” (Session Chair)

**Symposium on Meaning and Alienation in Consumption**, Munich, Germany, January 2017

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Invited Presentation)

**Association for Consumer Research Conference**, Berlin, Germany, October 2016

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Session Chair)
- “Removing This (or not), Adding That (or not): A Taxonomy of ‘Healthy’ Food Claims” (Session Paper)

**Choice Symposium**, Lake Louise, Alberta, Canada, May 2016

- “When to Choose” (Discussant)

**European Marketing Academy Conference**, Oslo, Norway, May 2016

- “The Value of Meaning: How Job Satisfaction Affects Consumers’ Perception and Use of their Earnings” (Invited Presentation)

**Society for Consumer Psychology Conference**, St. Pete Beach, Florida, USA, February 2016

- “Removing This (or not), Adding That (or not): A Taxonomy of ‘Healthy’ Food Claims” (Session Paper)

**Open Course Initiative at INSEAD**, Fontainebleau, France, March 2015

- “Happiness in a Consumerist World: What Marketing Research Can Teach Us About Well-Being” (Invited Presentation)

**Transformative Consumer Research Conference (ACR)**, Lille, France, May 2013

- “Low-Income Consumers” (Discussant)

## Honors and Grants

---

- Fellow, **AMA-Sheth Doctoral Consortium**, Mendoza College of Business, University of Notre Dame, Indiana
- Winner of the **ADL Partner PhD Award** (€ 11,250)
- Full tuition scholarship, **INSEAD**, 2013-2018

## Teaching

---

### Undergraduate and Graduate Level

- Brand Development, 2019-Present (Student evaluations: 4.6/5)

### Ph.D. Seminars

- Experimental Methods, 2019-Present

### Teaching Assistant

- Brand Management (MBA elective), Pierre Chandon, 2015-2017

### Adjunct Lecturer Positions

- Preparation to Business School Interviews, Prepa-Sciences IPECOM Paris, 2008-2013
- History of Economic Theory, Prepa-Sciences IPECOM Paris, 2008-2010

## Academic Service

---

### Reviewer Service

- Journal of Consumer Research
- Journal of Consumer Psychology
- Management Science
- Journal of Public Policy and Marketing

### Service to the School

- Ph.D. Students Representative for the Marketing Department, INSEAD
- Ph.D. Alumni Reunion Organization Committee, INSEAD

## Other Skills

---

- Python (Web scraping, data-mining, natural language processing, statistical analysis and data visualization)
- Statistics (*STATA*, *R*)
- Front-end Web Development (React, Redux, TypeScript)
- Back-end Web Development (Flask, SQLAlchemy)
- Git and GitHub (GitHub profile: <https://github.com/QuentinAndre>)