

Dan Ariely

James B. Duke Professor of Psychology and Behavioral Economics

Curriculum Vitae

[Updated December 2012]

Current Appointments	2008 – Current	
	Duke University: Fuqua School of Business, The Center for Cognitive Neuroscience, School of Medicine, Department of Economics	
	2008 – Current	
	Senior Fellow, Duke University Kenan Institute for Ethics	
	2012-2014	
	Member, United Nations University International Human Dimensions Programme on Global Environmental Change	
Education	Duke University, The Fuqua School of Business, Durham, NC	Ph.D.
	<i>Business Administration, August 1998.</i>	
	University of North Carolina, Chapel Hill, NC	Ph.D.
	<i>Cognitive Psychology, August 1996</i>	
	University of North Carolina, Chapel Hill, NC	M.A.
	<i>Cognitive Psychology, August 1994</i>	
	Tel Aviv University, Tel Aviv, Israel	B.A.
	<i>Psychology, June 1991</i>	
Personal Achievements	Convincing Sumi to marry me	
	Amit (2002)	
	Neta (2006)	
Other Appointments	2001 – 2002: University of California at Berkeley	
	2004 (Summer): Stanford, The Center for Advanced Studies in the Behavioral Sciences	
	2005 – 2007: Princeton, The Institute for Advanced Study	
	1998 – 2008: MIT, Sloan School of Management	

2000 – 2010: MIT, The Media Laboratory

**Honorary
Professorships**

2012 Universidad del Pacifico Lima, Peru

April 1, 2011 Ethel & James Valone Visiting Professor in Plastic Surgery,
University North Carolina-Chapel Hill

**Published
Papers**

Yoel Inbar, David Pizarro, Tom Gilovich, Dan Ariely (Forthcoming), "Moral
Masochism: On the connection between guilt and self-punishment."
Emotion.

Daniel Mochon, Michael Norton and Dan Ariely (2012), "Bolstering and
Restoring Feelings of Competence Via the IKEA Effect." *International
Journal of Research and Marketing*.

Rachel Barkan, Shahar Ayal, Francesca Gino, and Dan Ariely (2012), "The Pot
Calling the Kettle Black: Distancing Response to Ethical Dissonance."
Journal of Experimental Psychology.

Steve Hoeffler, Dan Ariely, Patricia West, Rod Duclos (2012), "Preference and
Learning: The Role of Intensiveness and Extensiveness of Experience."
Journal of Consumer Psychology.

Lisa Shu, Nina Mazar, Francesca Gino, Dan Ariely, and Max Bazerman (2012),
"Signing at the Beginning Makes Ethics Salient and Decreases Dishonest
Self-Reports in Comparison to Signing at the End." *Proceedings of the
National Academy of Sciences*.

Michael Norton, Daniel Mochon, Dan Ariely (2012), "The IKEA Effect: When
Labor Leads to Love." *Journal of Consumer Psychology*.

Michael Norton, Dana Carney, Elizabeth Dunn, Dan Ariely (2012), "The
Persuasive "Power" of Stigma?" *Organizational Behavior and Human
Decision Processes*.

Janet Schwartz, Jason Riis, Brian Elbel and Dan Ariely (2012), "Inviting
Consumers to Downsize Fast-Food Portions Significantly Reduces Calorie
Consumption. *Health Affairs*.

Moty Amar, Dan Ariely, Shahar Ayal, Cynthia E. Cryder, and Scott I. Rick
(2011), "Winning the Battle but Losing the War: The Psychology of Debt
Management. *Journal of Marketing Research*.

Michael Norton and Dan Ariely (2011), "Building a Better America—One
Wealth Quintile at a Time." *Perspectives on Psychological Science*.

Francesca Gino and Dan Ariely (2011), "The Dark Side of Creativity: Original
Thinkers Can Be More Dishonest." *Journal of Personality and Social
Psychology*.

Mike Norton and Dan Ariely (2011), "From Thinking Too Little to Thinking
Too Much: A Continuum of Decision Making." *Cognitive Science*.

Daniel Mochon, Michael Norton, and Dan Ariely (2011), "Who Benefits from Religion?" *Social Indicators Research*.

Francesca Gino, Michael I. Norton, Dan Ariely, (2011), "The Counterfeit Self: The Deceptive Costs of Faking It." *Psychological Science*.

Zoë Chance, Michael Norton, Dan Ariely, Francesca Gino (2011), "A Temporal View of the Costs and Benefits of Self-Deception." *PNAS*

Janet Schwartz, Mary Frances Luce, and Dan Ariely (2011), "Are Consumers Too Trusting? The Effects of Relationships with Expert Advisers," *Journal of Marketing Research*.

Günter Hitsch, Ali Hortaçsu, Dan Ariely (2010), "What Makes You Click? – Mate Preferences in Online Dating." *Quantitative Marketing and Economics*.

Elsa Addessi, Alessandra Mancini, Lara Crescimbene, Dan Ariely, Elisabetta Visalberghi (2010), "How to Spend a Token? Trade-Offs Between Food Variety and Food Preferences In Tufted Capuchin Monkeys." *Behavioural Processes*.

Günter Hitsch, Ali Hortaçsu, Dan Ariely (2010), "Matching and Sorting in Online Dating." *American Economic Review. Quantitative Marketing and Economics*.

Dan Ariely and Michael Norton (2009), "Conceptual Consumption." *Annual Review of Psychology*.

Dan Ariely and Gregory S. Berns (2010), "Neuromarketing: The Hope and Hype of Neuroimaging in Business." *Nature Reviews Neuroscience*.

Dan Ariely, Anat Brach and Stephen Meier (2009), "Doing Good or Doing Well? Image Motivation and Monetary Incentives in Behaving Prosocially." *American Economic Review*.

On Amir, Dan Ariely and Leonard Lee (2009), "In Search of Homo Economicus: Cognitive and the Role of Emotion in Preference Consistency." *Journal of Consumer Research*.

Dan Ariely, Uri Gneezy, George Lowenstein, and Nina Mazar (2009), "Large Stakes and Big Mistakes." *Review of Economic Studies*.

Dan Ariely, Shahar Ayal and Francesca Gino (2009), "Contagion and Differentiation in Unethical Behavior: The Effect of One Bad Apple on the Barrel." *Psychological Science*.

Marco Bertini, Elie Ofek and Dan Ariely (2009), "The Impact of Add-on Features on Consumer Product Evaluations." *Journal of Consumer Research*. Vol. 36, No. 1: 17-28.

Eduardo Andrade, Dan Ariely (2009), "The Enduring Impact of Transient Emotions on Decision Making." *Organizational Behavior and Human Decision Processes*. Vol. 109: 1-8.

Nicole Mead, Roy Baumeister, Francesca Gino, Maurice E. Schweitzer, Dan Ariely (2009), "Too Tired to Tell the Truth: Self-Control Resource

Depletion and Dishonesty." *Journal of Experimental Social Psychology*.

On Amir and Dan Ariely (2008), "Resting on Laurels: The Effects of Discrete Progress Markers as Subgoals on Task Performance and Preferences." *Journal of Experimental Psychology: Learning, Memory, and Cognition*. Vol. 34, No. 5: 1158-71.

On Amir, Dan Ariely and Ziv Carmon (2008), "The Dissociation Between Monetary Assessment and Predicted Utility." *Marketing Science*. Vol. 27, No. 6: 1055- 1064.

On Amir, Dan Ariely and Nina Mazar (2008), "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance." *Journal of Marketing Research*. Vol. 45: 633-634.

Dan Ariely, Levy Boaz, Won Chi, Igor Elman, Scott Lukas and Nina Mazar (2008), "Gender Differences in the Motivational Processing of Facial Beauty." *Learning and Motivation*. Vol. 39, No. 2: 136-145.

Daniel Mochon, Michael Norton and Dan Ariely (2008), "Getting off the Hedonic Treadmill, One Step at a Time: The Impact of Regular Religious Practice and Exercise on Well-being." *Journal of Economic Psychology*. Vol. 29: 632-642.

Dan Ariely (2008), "Better Than Average? When Can We Say That Subsampling of Items is Better Than Statistical Summary Representations?" *Perception & Psychophysics*. Vol. 70, No. 7: 1325-26.

Dan Ariely and Uri Simonsohn (2008), "When Rational Sellers Face Nonrational Buyers: Evidence from Herding on eBay." *Management Science*. Vol. 54, No. 9: 1624- 1637.

Boris Maciejovsky, David Budescu and Dan Ariely (2008) "The Researcher as a Consumer of Scientific Publications: How Do Name Ordering Conventions Affect Inferences About Contribution Credits?" *Marketing Science*. Articles in Advance: 1-10.

Dan Ariely, Emir Kamenica and Drazen Prelec (2008), "Man's Search for Meaning: The Case of Legos." *Journal of Economic Behavior and Organization*. Vol. 67: 671-677.

Leonard Lee, George Lowenstein, James Hong, Jim Young and Dan Ariely (2008), "If I'm Not Hot, Are You Hot or Not? Physical-Attractiveness Evaluations and Dating Preferences as a Function of One's Own Attractiveness." *Psychological Science*. Vol. 19, No. 7.

Rebecca Waber, Baba Shiv, Ziv Carmon and Dan Ariely (2008), "Commercial Features of Placebo and Therapeutic Efficacy." *JAMA-The Journal of the American Medical Association*. Vol. 299, No 9.

Jeana Frost, Zoë Chance, Michael Norton and Dan Ariely (2008), "People are Experience Goods: Improving Online Dating with Virtual Dates" *Journal of Interactive Marketing*. Vol. 22, No. 1: 51-61.

- Uri Simonsohn, Niklas Karlsson, George Loewenstein and Dan Ariely (2008), "The Tree of Experience in the Forest of Information: Overweighing Experienced Relative to Observed Information." *GAMES and Economic Behavior* Vol. 62: 263 – 286.
- Dan Ariely and Michael Norton (2007), "How Actions Create—Not Just Reveal—Preferences." *TRENDS in Cognitive Sciences*. Vol. 12, No. 1: 13 – 16.
- Dan Ariely and Michael Norton (2007), "Psychology and Experimental Economics: A Gap in Abstraction" *Current Directions in Psychological Science*. Vol. 16, Issue 6: 336 – 339.
- Kristina Shampanier, Nina Mazar, and Dan Ariely (2007), "Zero as a Special Price: The True Value of Free Products." *Marketing Science*. Vol. 26, No. 6: 742-757.
- Paul Eastwick, Eli Finkel, Daniel Mochon and Dan Ariely (2007), "Selective vs. Unselective Romantic Desire: Not All Reciprocity is Created Equal." *Psychological Science*. Vol. 18, No. 4: 317-319.
- Michael Norton, Jeana Frost and Dan Ariely (2007), "Less is More: The Lure of Ambiguity, or Why Familiarity Breeds Contempt." *Journal of Personality and Social Psychology*. Vol. 92: 97-105.
- On Amir and Dan Ariely (2007), "Decisions by Rules: The Case of Unwillingness to Pay for Beneficial Delays." *Journal of Marketing Research*. Vol. 44, No. 1: 142-152.
- Leonard Lee, Shane Frederick and Dan Ariely (2006), "Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer." *Psychological Science*. Vol. 17, No. 12: 1054–1058.
- Steve Hoeffler, Dan Ariely and Pat West (2006), "Path Dependent Preferences: The Role of Early Experience and Biased Search in Preference Development." *Organizational Behavior and Human Decision Processes*. 215-229.
- Michael Norton, Samuel Sommers, Evan Apfelbaum, Natassia Pura and Dan Ariely (2006), "Colorblindness and Political Correctness: Playing the Political Correctness Game." *Psychological Science*. Vol. 17, No. 11: 949–953.
- Nina Mazar and Dan Ariely (2006), "Dishonesty in Everyday Life and its Policy Implications." *Journal of Public Policy and Marketing*. Vol. 25, No. 1: 117-126.
- Gal Zauberman, Kristin Diehl and Dan Ariely (2006), "Hedonic Versus Informational Evaluations: Task Dependent Preferences for Sequences of Outcomes." *Journal of Behavioral Decision Making* Vol. 19, No. 3: 191-211.
- Leonard Lee and Dan Ariely (2006), "Shopping Goals, Goal Concreteness, and Conditional Promotions." *Journal of Consumer Research* Vol. 33: 60-70.

- Dan Ariely, George Loewenstein and Drazen Prelec (2006), "Tom Sawyer and the Construction of Value." *Journal of Economic Behavior and Organization*. Vol. 60: 1-10.
- Dan Ariely and George Loewenstein (2006), "The Heat of the Moment: The Effect of Sexual Arousal on Sexual Decision Making." *Journal of Behavioral Decision Making*. Vol.19: 87-98.
- Dan Ariely, Axel Ockenfels and Alvin Roth (2005), "An Experimental Analysis of Ending Rules in Internet Auctions." *The RAND Journal of Economics*. Vol. 36, No. 4: 890-907.
- Baba Shiv, Ziv Carmon and Dan Ariely (2005), "Placebo Effects of Marketing Actions: Consumers May get What They Pay For." *Journal of Marketing Research*. Vol. 42, No. 4: 383-393.
- See also comments in the same issue.
- Michael Norton, Joan DiMicco, Ron Caneel, and Dan Ariely (2004), "AntiGroupWare and Second Messenger." *BT Technology Journal*, Vol. 22, No. 4: 83-88.
- James Heyman and Dan Ariely (2004), "Effort for Payment: A Tale of Two Markets." *Psychological Science*, Vol.15, No. 11: 787-793.
- Featured as "Editor's Choice" in *Science* (2004), 306, page 199.
- James Heyman, Yesim Orhun and Dan Ariely (2004), "Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations." *Journal of Interactive Marketing*, Vol. 18, No.4: 4-21.
- Jiwoong Shin and Dan Ariely (2004), "Keeping Doors Open: The Effect of Unavailability on Incentives to Keep Options Viable." *Management Science*, Vol. 50, No 5: 575-586.
- Dan Ariely, John G. Lynch and Manny Aparicio (2004), "Learning by Collaborative and Individual-Based Recommendation Agents." *Journal of Consumer Psychology*, 14 (1&2) 81-94.
- Dan Ariely and Gal Zauberman (2003), "Differential Partitioning of Extended Experiences." *Organizational Behavior and Human Decision Processes*, Vol. 91, No. 2: 128-139.
- Dan Ariely, George Loewenstein and Drazen Prelec (2003), "Coherent Arbitrariness: Stable Demand Curves without Stable Preferences." *Quarterly Journal of Economics*, Vol.118, No. 1: 73-105.
- Dan Ariely and Itamar Simonson (2003), "Buying, Bidding, Playing, or Competing? Value Assessment and Decision Dynamics in Online Auctions." *Journal of Consumer Psychology*, Vol.13: 113-123.
- Dan Ariely and Klaus Wertenbroch (2002), "Procrastination, Deadlines, and Performance: Self-control by Precommitment." *Psychological Science*, Vol. 13, No. 3: 219-224.
- Joel Huber, Dan Ariely and Greg Fischer (2002), "Expressing Preferences in a Principal-Agent Task: A Comparison of Choice, Rating and Matching."

Organizational Behavior and Human Decision Processes, Vol. 87, No. 1: 66-90.

Itzhak Aharon, Nancy Etcoff, Dan Ariely, Chris F. Chabris, Ethan O'Connor and, Hans C. Breiter (2001), "Beautiful Faces Have Variable Reward Value: fMRI and Behavioral Evidence." *Neuron*, Vol. 32: 537-551.

Dan Ariely and Dan Zakay (2001), "A Timely Account of the Role of Duration in Decision Making." *Acta Psychologica*, Vol. 108, No. 2: 187-207.

Dan Ariely (2001), "Seeing Sets: Representation by Statistical Properties." *Psychological Science*, Vol. 12, No. 2: 157-162.

Dan Ariely and George Loewenstein (2000), "When Does Duration Matter in Judgment and Decision Making." *Journal of Experimental Psychology: General*, Vol. 129, No. 4: 508-523.

- See also joint commentary with Daniel Kahneman in the same issue.

Dan Ariely (2000), "Controlling the Information Flow: Effects on Consumers' Decision Making and Preference." *Journal of Consumer Research*, Vol. 27, No. 2: 233-248.

Dan Ariely and Jonathan Levav (2000), "Sequential Choice in Group Settings: Taking the Road Less Traveled and Less Enjoyed." *Journal of Consumer Research*, Vol. 27, No. 3: 279-290.

Ziv Carmon and Dan Ariely (2000), "Focusing on the Forgone: How Value Can Appear So Different to Buyers and Sellers." *Journal of Consumer Research*, Vol. 27, No. 3: 360-370.

Dan Ariely, Au Wing-Tung, Randy H. Bender, David V. Budescu, Christine B. Dietz, Hongbin Gu, Tom S. Wallsten and Gal Zauberman (2000), "The Effects of Averaging Subjective Probability Estimates Between and Within Judges." *Journal of Experimental Psychology: Applied*, Vol. 6: 130-147.

Dan Ariely and Gal Zauberman (2000), "On the Making of an Experience: The Effects of Breaking and Combining Experiences on Their Overall Evaluation." *Journal of Behavioral Decision Making*, Vol. 13: 219-232.

Dan Ariely and Ziv Carmon (2000), "Gestalt Characteristics of Experiences: The Defining Features of Summarized Events." *Journal of Behavioral Decision Making*, Vol. 13: 191-201.

John G. Lynch and Dan Ariely (2000), "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution." *Marketing Science*, Vol. 19, No. 1: 83-103.

Greg Fischer, Ziv Carmon, Dan Ariely and Gal Zauberman (1999), "Goal-based Construction of Preferences: Task Goal and the Prominence Effect." *Management Science*, Vol. 45, No. 8: 1057-1075.

Constantine Sedikides, Dan Ariely and Nils Olsen (1999), "Contextual and Procedural Determinants of Partner Selection: On Asymmetric Dominance and Prominence." *Social Cognition*, Vol. 17: 118-139.

Steve Hoeffler and Dan Ariely (1999), "Constructing Stable Preferences: A Look into Dimensions of Experience and Their Impact on Preference Stability." *Journal of Consumer Psychology*, Vol. 8, No. 2: 113-139.

Dan Ariely (1998), "Combining Experiences over Time: The Effects of Duration, Intensity Changes, and On-line Measurements on Retrospective Pain Evaluations." *Journal of Behavioral Decision Making*, Vol. 11: 19-45.

Christina Burbeck, Steve Pizer, Brian Morse, Dan Ariely, Gal Zauberman and Jannick P. Rolland (1996), "Linking Object Boundaries at Scale: A Common Mechanism for Size and Shape Judgments." *Vision Research*, Vol. 36, No. 3: 361-372.

Jonathan A. Marshall, Christina Burbeck, Dan Ariely, Jannick P. Rolland and Kevin E. Martin (1996), "Occlusion Edge Blur: A Cue to Relative Visual Depth." *Journal of the Optical Society of America: A*, Vol. 13, No. 4: 681-688.

Reuven Dar, Dan Ariely and Hanan Frenk (1995), "The Effect of Past-Injury on Pain Threshold and Tolerance." *Pain*, Vol. 60: 189-193.

Dan Ariely and Tom S. Wallsten (1995), "Seeking Subjective Dominance in Multidimensional Space: An Explanation of the Asymmetric Dominance Effect." *Organizational Behavior and Human Decision Processes*, Vol. 63, No. 3: 223-232.

Jannick P. Rolland, Dan Ariely and William Gibson (1994), "Towards Quantifying Depth and Size Perception in Virtual Environments." *Presence*, Vol. 4: 24-49.

Non-academic papers

Dan Ariely (2009), "The End of Rational Economics." *Harvard Business Review*.

Dan Ariely (2008), "How Honest People Cheat." *Harvard Business Review*.

Dan Ariely (2007), "Customers' Revenge 2.0." *Harvard Business Review*.

Nina Mazar and Dan Ariely (2007). "Dishonesty and its Policy Implications." *The Quest, the Magazine of the Rotman School of Management*.

Commentaries

Rebecca K. Ratner, Dilip Soman, Gal Zauberman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (Forthcoming), "How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention." *Marketing Letters*.

Dan Ariely, Joel Huber, & Klaus Wertenbroch (2005), "When Do Losses Loom Larger Than Gains?" *Journal of Marketing Research*. Vol. 42, No. 2: 134-138

- Baba Shiv, Ziv Carmon and Dan Ariely (2005), "Ruminating About Placebo Effects of Marketing Actions." *Journal of Marketing Research*. Vol. 42, No. 4: 410-414.
- On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Uri Gneezy, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005), "Psychology, Behavioral Economics, and Public Policy." *Marketing Letters* Vol. 16, No. 4: 443 – 454.
- Dan Ariely, Daniel Kahneman and George Loewenstein (2000), "Joint Commentary on the Importance of Duration in Ratings of, and Choices between, Sequences of Outcomes." *Journal of Experimental Psychology: General*, Vol. 129, No. 4: 524–529.
- Patricia M. West, Dan Ariely, Steve Bellman, Eric Bradlow, Joel Huber, Eric Johnson, Barbara Kahn, John Little, and David Schkade (1999), "Agents to the Rescue?" *Marketing Letters*, Vol. 10, No. 3: 285-300.

Books & Chapters

- Dan Ariely, *The (Honest) Truth About Dishonesty* (June 2012).
- Dan Ariely, *The Upside of Irrationality*. HarperCollins (June 2010).
- Dan Ariely, *Predictably Irrational*. HarperCollins (February 2008).
- On Amir, Orly Lobel, and Dan Ariely (2005), "Making Consumption Decisions by Following Personal Rules" in Ratti Ratneshwar & David Mick (eds.) *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, Routledge Press.
- Dan Ariely, George Loewenstein and Drazen Prelec (2005), "Coherent Arbitrariness: Stable Demand Curves Without Stable Preferences" in Sarah Lichtenstein and Paul Slovic (eds.) *The Construction of Preference*, Cambridge University Press.
- Dan Ariely, George Loewenstein and Drazen Prelec (2005), "Tom Sawyer and the Construction of Value" in Sarah Lichtenstein and Paul Slovic (eds.) *The Construction of Preference*, Cambridge University Press.
- Dan Ariely, George Loewenstein and Drazen Prelec (2003), "Coherent Arbitrariness: Stable Demand Curves Without Stable Preferences" in Isabelle Brocas and Juan Carrillo (eds.) *The Psychology of Economic Decisions*, Oxford University Press.
- Dan Ariely and Ziv Carmon (2003), "The Sum Reflects only Some of Its Parts: A Critical Overview of Research on Summary Assessment of Experiences" in Roy Baumeister, George Loewenstein and Daniel Read (eds.), *Time and Decisions*, Russell Sage Foundation Press.
- Johnathan W. Schooler, Dan Ariely and George Loewenstein (2003), "The

Pursuit and Assessment of Happiness Can be Self-Defeating” in Isabelle Brocas and Juan Carrillo (eds.) *The Psychology of Economic Decisions*, Oxford University Press.

Christine Hughes, Dan Ariely and David Eckerman (1998), *The Joy of Experimental Psychology*, Kendall/Hunt.

Honors & Awards

2011 IBM Faculty Award Recipient

2010 William F. O'Dell Award for: “Placebo Effects of Marketing Actions: Consumers May get What They Pay For.”

University of North Carolina at Chapel Hill Psychology Department Distinguished Alumni Award (2009)

Finalist for the 2009 Long Term Impact Award from INFORMS Society for Marketing Science for John G. Lynch, Jr. and Dan Ariely “Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution” (2009)

IgNobel Award in Medicine (2008)

President: Society for Judgment and Decision Making (2008-2009)

Society for Consumer Psychology: Early Career Contribution Award, February 2003

Rothschild Memorial Symposia, The Institute for Advanced Studies: The 13th Summer School in Economic Theory on behavioral Economics, June 2002

Best Paper Award for John G. Lynch and Dan Ariely (2000) “Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution” from the Marketing Science Institute, 2001

Judgment and Decision Making Society: Hillel Einhorn New Investigator Award, November 2000

John A. Howard American Marketing Association Doctoral Dissertation Award, August 1998

L. L. Thurstone Psychometric Laboratory Graduate Student Award, 1995-1996

Research Funded by

Fuqua School of Business; Duke University; Procter and Gamble; Intuit; Franklin Templeton, Thrivent Financial, GlaxoSmithKline, Discovery Vitality, NIH

Member

The Department of Economics at the University of Zurich Advisory Board, Association for Consumer Research, Association for Consumer Psychology, American Psychological Association, American Psychological Society,

Judgment and Decision Making Society