

David Tannenbaum

February 2026

Employment

Associate Professor of Management, David Eccles School of Business, University of Utah, 2023–present
Assistant Professor of Management, David Eccles School of Business, University of Utah, 2016–2023
Postdoctoral Research Fellow, Center for Decision Research, Booth School of Business, University of Chicago, 2014–2016
Postdoctoral Research Fellow, Behavioral Decision Making Group, Anderson School of Management, University of California at Los Angeles, 2011–2014

Education

Ph.D., Psychology and Social Behavior, University of California at Irvine, 2011
B.A., Psychology, University of Southern California, 2004

Grants & Awards

Daniels Fund Leadership in Ethics Education Award, 2021
Diligentia Foundation best paper award for “Civic Honesty Around the Globe,” 2020
David Eccles Emerging Scholar, University of Utah, 2019–2020
Justice and Ethics Division Fellow, Behavioral Science and Policy Association, 2016
Social Ecology Dean’s Dissertation Writing Fellowship, UC Irvine, 2011
Time-sharing Experiments for the Social Sciences initiative, National Science Foundation, “Do policy defaults communicate choice-relevant information?” (with Peter H. Ditto), 2011
Student Travel Award, JDM Pre-conference, Society for Personality and Social Psychology, 2010
Student Poster Award, Honorable Mention, Society for Personality and Social Psychology, 2010
Summer Fellow, Summer Institute in Bounded Rationality, Max Planck Institute for Human Development, 2009
Outstanding Mentoring Award, School of Social Ecology, UC Irvine, 2009
Student Poster Award, Honorable Mention, Society for Personality and Social Psychology, 2008
Summer Fellow, Summer Institute in Social Psychology, University of Texas, 2007
Summer Fellow, Summer Institute in Political Psychology, Stanford University, 2006

Publications

Journal Articles

- Tenney E.R., Rochford K., Stillwell A., Liu C.X., Tannenbaum D., Hennecke M., Stefanucci J.K., Blair B.A., Graham J., and Bonner B.L. (in press). [Registered report: A replication examining occupational experience and performance on the water-level task](#). *Psychological Science*, 37, 125-135.
- Tannenbaum D., Cohn A., Zünd C.L., and Maréchal M.A. (2025). [What do cross-country surveys tell us about social capital?](#) *Review of Economics and Statistics*, 107, 142-151.
- Tannenbaum D., Maréchal M.A., and Cohn A. (2023). [A closer look at civic honesty in collectivist cultures](#). *Proceedings of the National Academy of Sciences*, 120, e2313586120.
- Walters D.J., Ülkümen G., Tannenbaum D., and Fox C.R. (2023). [Investor behavior under epistemic versus aleatory uncertainty](#). *Management Science*, 69, 2761-2777.
- Brimhall C.R., Tannenbaum D., and VanEpps E. (2023). [Choosing more aggressive commitment contracts for others than for the self](#). *Judgment and Decision Making*, 18, 1-19.
- Costa E., Inbar Y., and Tannenbaum D. (2022). [Do registered reports make scientific findings more believable to the public?](#) *Collabra: Psychology*, 8, 1-9.
- Critcher C.R., Helzer E.G., and Tannenbaum D. (2020). [Moral character evaluation: Testing another's moral-cognitive machinery](#). *Journal of Experimental Social Psychology*, 87, 103906.
- Steffel M., Williams E.F., and Tannenbaum D. (2019). [Does changing defaults save lives? Impact of presumed consent policies for organ donation](#). *Behavioral Science and Policy*, 5, 69-88.
- Cohn A., Maréchal M.A., Tannenbaum D., and Zünd C.L. (2019). [Civic honesty around the globe](#). *Science*, 365, 70-73.
- Krijnen J., Tannenbaum D., and Fox C.R. (2017). [Choice architecture 2.0](#). *Behavioral Science and Policy*, 3, 1-18.
- Epley N. and Tannenbaum D. (2017). [Treating ethics as a design problem](#). *Behavioral Science and Policy*, 3, 73-84.
- Hayakawa S., Tannenbaum D., Costa A., Corey J., and Keysar B. (2017). [Thinking more or feeling less? Explaining the foreign language effect on moral judgment](#). *Psychological Science*, 28, 1387-1397.
- Tannenbaum D., Fox C.R., and Rogers T. (2017). [On the misplaced politics of behavioural policy interventions](#). *Nature: Human Behaviour*, 1, 0130.
- Tannenbaum D., Fox C.R., and Ülkümen G. (2017). [Judgment extremity and accuracy under epistemic versus aleatory uncertainty](#). *Management Science*, 63, 497-518.
- Sah S., Tannenbaum D., Cleary H., Feldman Y., Glaser J., Lerman A., MacCoun R., Maguire E., Slovic P., Spellman B., Spohn C., and Winship C. (2016). [Combating biased decision making and improving justice and equal treatment](#). *Behavioral Science and Policy*, 2, 78-87.
- Tannenbaum D., Doctor J.N., Persell S.D., Friedberg M.W., Meeker D., Friesema E.M., Goldstein N.J., Linder J.A., and Fox C.R. (2015). [Nudging physician prescription decisions by partitioning the order set: Results of a vignette-based study](#). *Journal of General Internal Medicine*, 30, 298-304.

- Tannenbaum D., Valasek C.J., Knowles E.D., and Ditto P.H. (2013). [Incentivizing wellness in the workplace: Sticks \(not carrots\) send stigmatizing signals.](#) *Psychological Science*, 24, 1512–1522.
- Uhlmann E.L., Zhu L., and Tannenbaum D. (2013). [When it takes a bad person to do the right thing.](#) *Cognition*, 126, 326–334.
- Pizarro D.A., Tannenbaum D., and Uhlmann E.L. (2012). [Mindless, harmless, and blameworthy.](#) *Psychological Inquiry*, 23, 185–188. [invited commentary]
- Fox C.R. and Tannenbaum D. (2011) [The elusive search for stable risk preferences.](#) *Frontiers in Psychology*, 2, article no. 298. [invited commentary]
- Tannenbaum D., Uhlmann E.L., and Diermeier D. (2011). [Moral signals, public outrage, and immaterial harms.](#) *Journal of Experimental Social Psychology*, 47, 1249–1254.
- Uhlmann E.L., Poehlman T.A., Tannenbaum D., and Bargh J.A. (2011). [Implicit Puritanism in American moral cognition.](#) *Journal of Experimental Social Psychology*, 47, 312–320.
- Uhlmann E.L., Pizarro D.A., Tannenbaum D., and Ditto P.H. (2009). [The motivated use of moral principles.](#) *Judgment and Decision Making*, 4, 479–491.

Crowd-Sourced Research Projects

- Fišar M., Greiner B., Huber C., Katok E., Ozkes A., and the Management Science Reproducibility Collaboration (2024). [Reproducibility in Management Science.](#) *Management Science*, 70, 1343–1356.
- Tierney W., Hardy J., Ebersole C., Leavitt K., Viganola D., Clemente E., Gordon M., Dreber A., Johannesson M., Pfeiffer T., Hiring Decisions Forecasting Collaboration, and Uhlmann E. (2020). [Creative destruction in science.](#) *Organizational Behavior and Human Decision Processes*, 161, 291–309.
- Tierney W., Schweinsberg M., Jordan J., Kennedy D.M., Qureshi I., Sommer S.A., Thornley N., Madan N., Vianello M., Awtrey E., Zhu L.L., Diermeier D., Heinze J.E., Srinivasan M., Tannenbaum D., Bivolaru E., Dana J., Davis-Stober C.P., du Plessis C., ... Uhlmann E.L. (2016). [Data from a pre-publication independent replication initiative examining ten moral judgment effects.](#) *Nature: Scientific Data*, 3, article number: 160082.

- Schweinsberg M., Madan N., Vianello M., Sommer S.A., Jordan J., Tierney W., Awtrey E., Zhu L.L., Diermeier D., Heinze J.E., Srinivasan M., Tannenbaum D., Bivolaru E., Dana J., Davis-Stober C.P., du Plessis C., Gronau Q.F., Hafenbrack A.C., Liao E.Y., ... Uhlmann E.L. (2016) [The pipeline project: Pre-publication independent replications of a single laboratory's research pipeline.](#) *Journal of Experimental Social Psychology*, 66, 55–67.

Book Chapters

- Pizarro D.A. and Tannenbaum D. (2011). [“Bringing character back: How the motivation to evaluate character influences judgments of moral blame”](#) in P. Shaver & M. Mikulincer (Eds.), *The social psychology of morality: Exploring the causes of good and evil* (pp. 91–108). Washington, DC: American Psychological Association.

- Ditto P.H., Pizarro D.A., and Tannenbaum D. (2009), [“Motivated moral reasoning”](#) in B. H. Ross (Se-

ries Ed.) & D. M. Bartels, C. W. Bauman, L. J. Skitka, & D. L. Medin (Eds.) *Psychology of learning and motivation, Vol. 50: Moral judgment and decision making* (pp. 307–338). San Diego, CA: Academic Press.

Popular Press

Fox C.R. and Tannenbaum D. [The curious politics of the ‘nudge’](#). *The New York Times*, September 26, 2015.

Presentations

Invited Presentations

UC Berkeley Haas School of Business, Department of Marketing, 2025

Bocconi University, Department of Marketing, 2024

University of Toronto Rotman School of Management, Department of Organizational Behavior, 2023

UC Davis, Department of Psychology, 2020

UCSD Rady School of Management, Department of Management, 2019

Dartmouth College, Department of Strategy and Management, 2019

INSEAD, Department of Marketing, 2018

U. Penn Wharton, Decision Processes seminar, 2018

HEC Paris, Decision Sciences Research Group, 2017

Kalamazoo College, Department of Psychology, 2016

Utah Eccles School of Business, Department of Management, 2016

Hebrew University Department of Psychology, 2016

IDC Herzliya, Department of Marketing, 2016

UCLA Anderson, Department of Management, 2015

Cornell University, Behavioral Economics and Decision Research Center, 2015

Carnegie Mellon University, Center for Behavioral Decision Research, 2014

University of Iowa, Department of Psychology, 2014

UCSD, Department of Psychology, 2014

Tilburg University, Department of Psychology, 2014

U. Penn Wharton, Department of Operations and Information Management, 2014

U. Chicago Booth, Center for Decision Research, 2013

U. Penn Wharton, Decision Processes seminar, 2013

UCSD, Department of Psychology, 2013

UC Irvine, Department of Psychology, 2011

Conference Papers

“Explaining the paradox of skill: Why more competence means more luck” (with Craig Brimhall). Behavioral Decision Research in Management, 2024

“Choosing commitment contracts for oneself vs others” (with Craig Brimhall and Eric VanEpps). Judgment and Decision Making pre-conference, Society for Personality and Social Psychology, 2021

“Civic honesty and social norms” (with Alain Cohn, Michel Maréchal, and Christian Zünd). Academy of Management, 2020

“Partitioning menu items to nudge single-item choice” (with Craig Fox and Noah Goldstein). Academy of Management, 2017

“Partisan nudge bias” (with Craig Fox and Todd Rogers). Society for Personality and Social Psychology, 2017

“Does masculine = utilitarian?” (with Julia Lee). Association for Psychological Science, 2015

“Partisan nudge bias” (with Craig Fox and Todd Rogers). Society for Judgment and Decision Making, 2014

“Default behavior as social inference” (with Peter Ditto). Petrie-Flom Center for Health Law Policy, Harvard Law School, 2014

“Partitioning menu options to nudge single-item choice” (with Craig Fox and Noah Goldstein). Society for Judgment and Decision Making, 2013

“Partitioning menu options to nudge single-item choice” (with Craig Fox and Noah Goldstein). Subjective Probability, Utility, and Decision Making conference, 2013

“A reasons-based framework for understanding default effects” (with Peter Ditto). Academy of Management, 2012

“Variants of uncertainty and judged probability” (with Craig Fox and Gulden Ülkümen). Society for Judgment and Decision Making, 2012

“Moral signals and person-centered moral judgment” (with Eric Uhlmann and Daniel Diermeier). Game Theory and Human Behavior Fall symposium, University of Southern California, 2012

“Bold and timid forecasts: Variants of uncertainty and judged probability” (with Craig Fox and Gulden Ülkümen). Behavioral Decision Research in Management, 2012

“When doing good isn’t good enough” (with Eric Uhlmann and Luke Zhu). Society for Philosophy and Psychology, 2012

“Moral signals, public outrage, and immaterial harms” (with Eric Uhlmann and Daniel Diermeier). Society for Personality and Social Psychology, 2011

“Choosing for the right reasons: Value-driven reasoning in consumer choice” (with Daniel Bartels).

Society for Judgment and Decision-Making, 2010

"Value-driven reasoning in consumer choice" (with Daniel Bartels). Association for Consumer Research, 2010

"Information asymmetries in policy defaults" (with Peter Ditto). Behavioral Decision Research in Management, Carnegie Mellon University, 2010

"Information asymmetries in policy defaults" (with Peter Ditto). Princeton Graduate Student Conference on Psychology and Policy Making, 2010

Software

`cohend`: Stata program for calculating Cohen's d , Hedge's g , and effect size r corrected for unbalanced cell size

`encoder`: Stata program to encode a variable and replace original

Professional Service

Editorial Review Board

Academy of Management Review, 2018–2020

Ad Hoc Reviewer

Academy of Management Review, Acta Psychologica, American Economic Review, American Law and Economics Review, Basic and Applied Social Psychology, Behavioral Science and Policy, Cognition, Cognitive Psychology, Cognitive Science, Comprehensive Results in Social Psychology, Current Direction in Psychological Science, Emotion, Journal of Behavioral Decision Making, Journal of Experimental Social Psychology, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, Journal of Personality and Social Psychology, Judgment and Decision Making, Management Science, Motivation and Emotion, Nature: Human Behaviour, Organizational Behavior and Human Decision Processes, Organization Science, Personality and Social Psychology Bulletin, PLoS One, Proceedings of the National Academy of Sciences, Psychological Review, Psychological Science, Science, Social Psychological and Personality Science, Social Justice Research

Grant Reviewer

National Science Foundation, Israeli Science Foundation, Time-sharing Experiments for the Social Sciences (TESS), United States-Israel Binational Science Foundation (BSF)

University Service

DESB MBA curriculum committee member, 2024–present

DESB undergraduate curriculum committee member, 2018–2020

DESB undergraduate grading policy ad-hoc committee member, 2020

Department of Management undergraduate integrated core curriculum steering committee member, 2019

Department of Management strategic planning committee member, 2017–2018

Department of Management speaker series coordinator, 2018

Other Service

Co-organizer for the Judgment and Decision Making Preconference, Society for Personality and Social Psychology, 2017–2019

Society for Judgment and Decision Making conference program ad-hoc reviewer, 2018–2021

Behavioral Decision Research in Management ad-hoc reviewer, 2020

Teaching Experience

University of Utah

Instructor, “Managerial Decision Making” (MBA)

Instructor, “Humans in Organizations” (undergraduate upper-division)

Instructor, “Judgment and Decision Making” (PhD proseminar)

University of Chicago

Teaching assistant, “Designing a Good Life” (MBA), “Advanced Negotiations” (MBA)

University of California, Irvine

Instructor, “Error and Bias” (undergraduate upper-division)

Teaching assistant, “Social Psychology” (undergraduate upper-division), “Personality Psychology” (undergraduate upper-division), “Motivation” (undergraduate upper-division), “Research Design” (undergraduate upper-division), “Psychological Testing and Assessment” (undergraduate upper-division), “Introduction to Human Behavior” (undergraduate lower-division)