

Reading Assignments for A Beginner's Guide to Irrational Behavior

by Dan Ariely

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Pre-course Recommended Reading

- Kahneman, D. (2003). [Maps of Bounded Rationality: Psychology for Behavioral Economics](#). The American Economic Review, 93(5), 1449-1475.
- Camerer, C. (1999). [Behavioral Economics: Reunifying Psychology and Economics](#). PNAS, 96, 10575-1057.
- Kenrick, D. T., Griskevicius, V., Sundie, J. M., Li, N. P., Li, Y. J., & Neuberg, S. L. (2009). [Deep Rationality: The Evolutionary Economics of Decision Making](#). Social Cognition, 27(5), 764-765.
- Sunstein, C. (2012, in press). [The Storrs Lectures: Behavioral Economics and Paternalism](#). Yale Law Journal.
- Ashraf, N., Camerer, C. F., & Loewenstein, G (2005). [Adam Smith, Behavioral Economist](#). Journal of Economic Perspectives, 19 (3), 131-145.
- Uchitelle, L. (2001, February 11). [Following the Money, But also the Mind](#). The New York Times.
- Belluck, P. (2011, January 20). [To Really Learn, Quit Studying and Take a Test](#). The New York Times.

Week 1: Introduction to Irrationality



"Required" Reading

- Ariely, D. & Norton, M. I. (2008). [How actions create—not just reveal—preferences](#). Trends in Cognitive Sciences, 12(1), 13-16. (Working paper version.)
- Ariely, D., Loewenstein, G., & Prelec, D. (2005). [Tom Sawyer and the construction of value](#). Journal of Economic Behavior & Organization, 60(1), 1-10. (Working paper version.)
- Tetlock, P. E., & Mellers, B. A. (2002). [The great rationality debate](#). Psychological Science, 13(1), 94-99. Copyright is by permission of the © American Psychological Society.
- Johnson, E., & Goldstein, D. (2003). [Do defaults save lives?](#) Science, 302(5649), 1338-1339.
- Davidai, S., Gilovich, T., & Ross, L.D. (2012). [The meaning of default options for potential organ donors](#). PNAS, 109(38), 15201-15205.

Recommended Reading

- Rabin, M. (1998). [Psychology and Economics](#). Journal of economic literature, 36(1), 11-46.
- Brenner, L., Rottenstreich, Y., & Sood, S. (1999). [Comparison, Grouping, and Preference](#). Psychological Science, 10(3), 225-229. Copyright is by permission of the © American Psychological Society.
- Johansson, P., Hall, L., Sikström, S., & Olsson, A. (2005). [Failure to Detect Mismatches Between Intention and Outcome in a Simple Decision Task](#). Science, 310(5745), 116-119. (Free with registration.)

- Simon, D., Krawczyk, D. C., & Holyoak, K. J. (2004). [Construction of Preferences by Constraint Satisfaction](#). Psychological Science, 15(5), 331-336. Copyright is by permission of the © American Psychological Society.
- Amir, O. & Levav, J. (2008). [Choice Construction versus Preference Construction: the Instability of Preferences Learned in Context](#). Journal of Marketing Research, 45(2), 145-158. (Working paper version.)
- Ariely, D., Loewenstein, G.F. & Prelec, D. [Coherent Arbitrariness: Duration-sensitive Pricing of Hedonic Stimuli Around an Arbitrary Anchor](#). (Working paper version. Published paper from 2003 is unavailable, but is "Coherent Arbitrariness: Stable Demand Curves without Stable Preferences")
- Pope, D., & Simonsohn, U. (2011). [Round Numbers as Goals: Evidence from Baseball, SAT takers, and the Lab](#). Psychological Science, 22(1), 71-79. Copyright is by permission of the © American Psychological Society.
- Gottlieb, D. A., Weiss, T., & Chapman, G. B. (2007). [The Format in which Uncertainty Information is Presented Affects Decision Biases](#). Psychological Science, 18(3), 240-246. Copyright is by permission of the © American Psychological Society.
- Levav, J., & Fitzsimons, G. J. (2006). [When Questions Change Behavior: the Role of Ease of Representation](#). Psychological Science, 17(3), 207-213. Copyright is by permission of the © American Psychological Society.
- Peder, Z. (2013, February 11). [In Pursuit of Taste, en Masse](#). The New York Times.

Week 2: The Psychology of Money



"Required" Reading

- Shah, A. M., & Wolford, G. (2007). [Buying Behavior](#). *Psychological Science*, 18(5), 369-370.
- Frederick, S., Novemsky, N., Wang, J., Dhar, R., & Nowlis, S. (2009). [Opportunity Cost Neglect](#). *Journal of Consumer Research*, 36(4), 553-561.
- Thomas, M., Desai, K. K., & Seenivasan, S. (2011). [How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices](#). *Journal of Consumer Research*, 38(1), 126-139.
- Vohs, K. D., Mead, N. L., & Goode, M. R. (2006). [The Psychological Consequences of Money](#). *Science*, 314(5802), 1154-1156. (Free with registration.)

Recommended Reading

- Spiller, S. A. (2011). [Opportunity Cost Consideration](#). *Journal of Consumer Research*, 38(4), 595-610.
- Magen, E., Dweck, C. S., & Gross, J. J. (2008). [The Hidden-Zero Effect: Representing a Single Choice as an Extended Sequence Reduces Impulsive Choice](#). *Psychological Science*, 19(7), 648-649.
- Mogilner, C. (2010). [The Pursuit of Happiness: Time, Money, and Social Connection](#). *Psychological Science*, 21(9), 1348-1354.

- Boyce, C. J., Brown, G. D., & Moore, S. C. (2010). [Money and Happiness: Rank of Income, not Income, Affects Life Satisfaction](#). *Psychological Science*, 21(4), 471-475.
- Quoidbach, J., Dunn, E. W., Petrides, K. V., & Mikolajczak, M. (2010). [Money Giveth, Money Taketh Away: The Dual Effect of Wealth on Happiness](#). *Psychological Science*, 21(6), 759-763.
- Maddux, W. W., Yang, H., Falk, C., Adam, H., Adair, W., Endo, Y., Carmon, Z., & Heine, S. J. (2010). [For Whom is Parting with Possessions more Painful? Cultural Differences in the Endowment Effect](#). *Psychological Science*, 21(12), 1910-1917.
- Iyengar, S.S., Wells, R.E., & Schwartz, B. (2006). [Doing Better but Feeling Worse: Looking for the “Best” Job Undermines Satisfaction](#). *Psychological Science*, 17(2), 143–150.
- Weber, B., Rangel, A., Wibral, M., Falk, A., & Akerlof, G. A. (2009). [The Medial Prefrontal Cortex Exhibits Money Illusion](#). *PNAS*, 106(13), 5025-5028.
- Frank, R. (2011, May 14). [Why Worry? It’s Good for You](#). *The New York Times*.
- Nocera, J. (2012, April 27). [My Faith-based Retirement](#). *The New York Times*.
- Surowiecki, J. (2012, June 4). [The Fairness Trap](#). *The New Yorker*.

Week 3: Dishonesty



"Required" Reading

- Mazar, N., Amir, O., & Ariely, D. (2008). [The Dishonesty of Honest People: A Theory of Self-concept Maintenance](#). *Journal of marketing research*, 45(6), 633-644.
- Gino, F., Ayal, S., & Ariely, D. (2009). [Contagion and Differentiation in Unethical Behavior: The Effect of One Bad Apple on the Barrel](#). *Psychological Science*, 20(3), 393-398. Copyright is by permission of the © American Psychological Society.
- Yang, Y., Raine, A., Lencz, T., Bihle, S., LaCasse, L., & Colletti, P. (2005). [Prefrontal White Matter in Pathological Liars](#). *British Journal of Psychiatry*, 187, 320-325. Copyright is by permission of the © British Psychological Society.
- Zhong, C. & Liljenquist, K. (2006). [Washing away your sins: Threatened morality and physical cleansing](#). *Science*, 313(5792), 1451-1452. (Free with registration.)
- Von Hippel, W. & Trivers, R. (2011). [The Evolution and Psychology of Self-deception](#). *Behavioral and Brain Sciences*, 34(1), 1-56.
- Shalvi, S., Dana, J., Handgraaf, M., & De Dreu, C. (2011). [Justified Ethicality: Observing Desired Counterfactuals Modifies Ethical Perceptions and Behavior](#). *Organizational Behavior and Human Decision Processes*, 115(2), 181-190.

Recommended Reading

- Gino, F. & Galinsky, A. (2010, May). [When Psychological Closeness Creates Distance from one's Moral Compass](#). In IACM 23rd Annual Conference Paper. (Working paper version. Published paper from 2012 is unavailable, but is "Vicarious dishonesty: When psychological closeness creates distance from one's moral compass")
- Vohs, K. D. & Schooler, J. W. (2008). [The Value of Believing in Free Will: Encouraging a Belief in Determinism Increases Cheating](#). Psychological Science, 19(1), 49-54. Copyright is by permission of the © American Psychological Society.
- Dijksterhuis, A., Preston, J., Wegner, D. M., & Aarts, H. (2008). [Effects of Subliminal Priming of Self and God on Self-attribution of Authorship for Events](#). Journal of Experimental Social Psychology, 44(1), 2-9.
- Williams, L. E. & Bargh, J. A. (2008). [Keeping One's Distance: The Influence of Spatial Distance Cues on Affect and Evaluation](#). Psychological Science, 19(3), 302-308. Copyright is by permission of the © American Psychological Society.
- Wang, C. S., Galinsky, A. D., & Murnighan, J. K. (2009). [Bad Drives Psychological Reactions, but Good Propels Behavior Responses to Honesty and Deception](#). Psychological Science, 20(5), 634-644. Copyright is by permission of the © American Psychological Society.
- Mazar, N., & Zhong, C. B. (2010). [Do Green Products Make us Better People?](#) Psychological Science, 21(4), 494-498. Copyright is by permission of the © American Psychological Society.
- Gino, F., Norton, M. I., & Ariely, D. (2010). [The Counterfeit Self: The Deceptive Costs of Faking It](#). Psychological Science, 21(5), 712-720. Copyright is by permission of the © American Psychological Society.
- Chance, Z., Norton, M. I., Gino, F., & Ariely, D. (2011). [Temporal View of the Costs and Benefits of Self-deception](#). PNAS, 15655-15659.
- Brooks, D. (2012, June 12). [The Moral Diet](#). The New York Times.
- Surowiecki, J. (2012, July 30). [Bankers Gone Wild](#). The New Yorker.
- Pearlstein, J. (2012, June 22). [Why we Lie, Go to Prison, and Eat Cake: 10 Questions with Dan Ariely](#). Wired.

Week 4: Labor and Motivation



"Required" Reading

- Anik, L., Aknin, L., Norton, M., & Dunn, E. (2009). [Feeling Good about Giving: The Benefits \(and Costs\) of Self-interested Charitable Behavior.](#) Harvard Business School Marketing Unit Working Paper, (10-012).
- Norton, M. I., Mochon, D., & Ariely, D. [The IKEA Effect: When Labor Leads to Love.](#) Harvard Business School Marketing Unit Working Paper, (11-091). (Published paper from 2012 is unavailable, but can be found under the same title. Also recommended from 2012 is "Bolstering and Restoring Feelings of Competence via the IKEA Effect".)
- Ariely, D., Gneezy, U., Loewenstein, G., & Mazar, N. (2009). [Large Stakes and Big Mistakes.](#) Review of Economic Studies, 76, 451-469.
- Heyman, J., & Ariely, D. (2004). [Effort for Payment: A Tale of Two Markets.](#) Psychological Science, 15(11), 787-793. Copyright is by permission of the © American Psychological Society.
- Gneezy, U., & Rustichini, A. (2000). [A Fine is a Price.](#) The Journal of Legal Studies, 29(1), 1-17. (Free with registration.)
- Ariely, D., Kamenica, E. & Prelec, D. (2008). [Man's Search for Meaning: The Case of Legos.](#) Journal of Economic Behavior and Organization, 67, 671-677.

Recommended Reading

- DeVoe, S. E. & Iyengar, S. S. (2010). [Medium of Exchange Matters: What's Fair for Goods is Unfair for Money.](#) Psychological Science, 21(2), 159-162. Copyright is by permission of the © American Psychological Society.
- Haisley, E., & Loewenstein, G. (2011). [It's not what you get but when you get it: The effect of gift sequence on deposit balances and customer sentiment in a commercial bank.](#) Journal of Marketing Research, 48(1), 103-115. (Working Paper Version)
- Ariely, D., Bracha, A., & Meier, S. (2009). [Doing Good or Doing Well? Image Motivation and Monetary Incentives in Behaving Prosocially.](#) The American Economic Review, 99(1), 544-555.
- Woolhandler, S., Ariely, D., & Himmelstein, D. U. (2012). [Why Pay for Performance may be Incompatible with Quality Improvement.](#) BMJ: British Medical Journal, 345.
- Beilock, S. L. & Carr, T. H. (2005). [When High-powered People Fail: Working Memory and "Choking Under Pressure" in Math.](#) Psychological Science, 16(2), 101-105. Copyright is by permission of the © American Psychological Society.
- Porter, E. (2005, April 12). [Can Shortcuts be a Force for Thrift?](#) The New York Times.
- Ariely, D. (2008, November 19). [What's the Value of a Big Bonus?](#) The New York Times.

Week 5: Self-control



"Required" Reading

- Ariely, D., & Wertenbroch, K. (2002). [Procrastination, Deadlines, and Performance: Self-control by Precommitment](#). *Psychological Science*, 13(3), 219-224. Copyright is by permission of the © American Psychological Society.
- Moffitt, T. E., Arseneault, L., Belsky, D., Dickson, N., Hancox, R. J., Harrington, H., ... & Caspi, A. (2011). [A Gradient of Childhood Self-control Predicts Health, Wealth, and Public Safety](#). *PNAS*, 108(7), 2693-2698. And [commentary](#) on the article.
- Thaler, R. H. & Benartzi, S. (2004). [Save More Tomorrow: Using Behavioral Economics to Increase Employee Saving](#). *Journal of Political Economy*, 112(1), S164-S187. (Free with registration.)
- McClure, S. M., Laibson, D. I., Loewenstein, G., & Cohen, J. D. (2004). [Separate Neural Systems Value Immediate and Delayed Monetary Rewards](#). *Science*, 306(5695), 503-507. (Free with registration.)
- Trope, Y., & Fishbach, A. (2000). [Counteractive Self-control in Overcoming Temptation](#). *Journal of Personality and Social Psychology*, 79(4), 493-506. Copyright is by permission of the © American Psychological Society.
- Keeney, R. L. (2008). [Personal Decisions are the Leading Cause of Death](#). *Operations Research*, 56(6), 1335-1347. Copyright is by permission of the © Institute for Operations Research and the Management Sciences.

Recommended Reading

- Papies, E. K. (2012). [Goal Priming in Dieters: Recent Insights and Applications](#). Current Obesity Reports, 1, 99-105.
- Myrseth, K. O.R., Fishbach, A., & Trope, Y. (2009). [Counteractive Self-Control](#). Psychological Science, 20, 159-163. Copyright is by permission of the © American Psychological Society.
- Patrick, V., Chun, H. E., & MacInnis, D. (2009). [Affective Forecasting and Self-control: When Anticipating Pride Wins over Anticipating Shame in a Self-regulation Context](#). Journal of Consumer Psychology, 19(3). (Working Paper Version)
- Erskine, J. A., Georgiou, G. J., & Kvavilashvili, L. (2010). [I Suppress, therefore I Smoke: Effects of Thought Suppression on Smoking Behavior](#). Psychological science, 21(9), 1225-1230. Copyright is by permission of the © American Psychological Society.
- Wansink, B., Painter, J. E., & North, J. (2005). [Bottomless Bowls: Why Visual Cues of Portion Size may Influence Intake](#). Obesity Research, 13(1), 93-100.
- Danziger, S. Levav, J. Avnaim-Pesso. L. (2011). [Extraneous Factors in Judicial Decisions](#). PNAS 108(17), 6889-6892.
- Nordgren, L. F., & Chou, E. Y. (2011). [The Push and Pull of Temptation: The Bidirectional Influence of Temptation on Self-control](#). Psychological Science, 22(11), 1386-1390. Copyright is by permission of the © American Psychological Society.
- Ackerman, J. M., Goldstein, N. J., Shapiro, J. R., & Bargh, J. A. (2009). [You wear me out: The vicarious depletion of self-control](#). Psychological Science, 20(3), 326-332. Copyright is by permission of the © American Psychological Society.
- Rachlin, H. (1990). [Why do People Gamble and Keep Gambling Despite Heavy Losses?](#) Psychological Science, 1(5), 294-297. Copyright is by permission of the © American Psychological Society.
- Eigsti, I. M., Zayas, V., Mischel, W., Shoda, Y., Ayduk, O., Dadlani, M. B., ... & Casey, B. J. (2006). [Predicting Cognitive Control from Preschool to Late Adolescence and Young Adulthood](#). Psychological Science, 17(6), 478-484. Copyright is by permission of the © American Psychological Society.
- Kober, H., Mende-Siedlecki, P., Kross, E. F., Weber, J., Mischel, W., Hart, C. L., & Ochsner, K. N. (2010). [Prefrontal-striatal Pathway Underlies Cognitive Regulation of Craving](#). PNAS, 107(33), 14811-14816.
- Caldwell, C. (2004, March 1). [Select All: Can you have too many choices?](#) The New Yorker.
- Pinker, S. (2011, September 4). [The Sugary Secret of Self Control](#). The New York Times.
- Bakalar, N. (2012, February 13). [Options Play a Role in Healthier Choices](#). The New York Times.

Week 6: Emotion



"Required" Reading

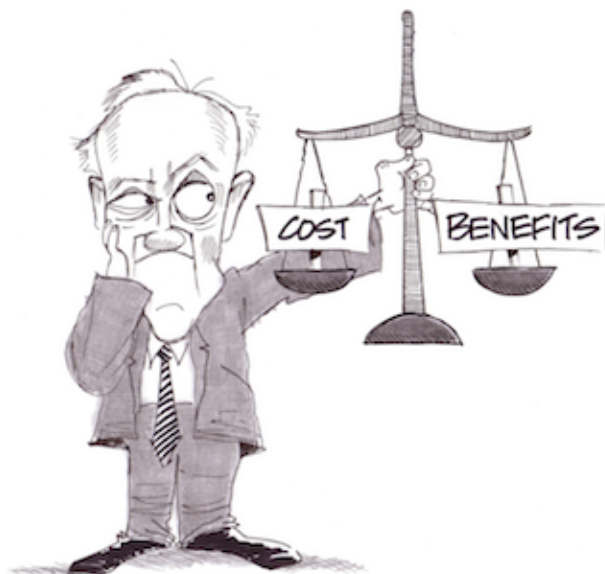
- Slovic, P., Zions, D., Woods, A., Goodman, R., & Jinks, D. (2011). [Psychic Numbing and Mass Atrocity](#). In Shafir, E. (ed.), *The Behavioral Foundations Of Policy* (11-56).
- Gigerenzer, G. (2004). [Dread Risk, September 11, and Fatal Traffic Accidents](#). *Psychological Science*, 15(4), 286-287. Copyright is by permission of the © American Psychological Society.
- Gilbert, D. T., Lieberman, M. D., Morewedge, C. K., & Wilson, T. D. (2004). [The Peculiar Longevity of Things Not So Bad](#). *Psychological Science*, 15(1), 14-19. Copyright is by permission of the © American Psychological Society.
- Loewenstein, G. (2000). [Emotions in Economic Theory and Economic Behavior](#). *The American Economic Review*, 90(2), 426-432.

Recommended Reading

- Inbar, Y., Pizarro, D., Gilovich, T. & Ariely, D. (2013). [Moral Masochism: On the Connection Between Guilt and Self-Punishment](#). *Emotion*, 13(1), 14-18. (Working Paper Version)
- Andrade, E. B., & Ariely, D. (2009). [The Enduring Impact of Transient Emotions on Decision Making](#). *Organizational Behavior and Human Decision Processes*, 109(1), 1-8. (Working Paper Version)
- Gilbert, D. T., Morewedge, C. K., Risen, J. L., & Wilson, T. D. (2004). [Looking Forward to Looking Backward: The Misprediction of Regret](#). *Psychological Science*, 15(5), 346-350. Copyright is by permission of the © American Psychological Society.

- Cryder, C. E., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2008). [Misery is not Miserly: Sad and Self-focused Individuals Spend More.](#) Psychological Science, 19(6), 525-530. Copyright is by permission of the © American Psychological Society.
- McGraw, A. P., & Warren, C. (2010). [Benign Violations: Making Immoral Behavior Funny.](#) Psychological Science, 21(8), 1141-1149. Copyright is by permission of the © American Psychological Society.
- Helzer, E. G., & Pizarro, D. A. (2011). [Dirty Liberals! Reminders of Physical Cleanliness Influence Moral and Political Attitudes.](#) Psychological Science, 22(4), 517-522. Copyright is by permission of the © American Psychological Society.
- Xiao, E., Houser, D. & Smith, V. (2005). [Emotion Expression in Human Punishment Behavior.](#) PNAS, 102(20), 7398-7401.
- Cohen, J. D. (2005). [The Vulcanization of the Human Brain: A Neural Perspective on Interactions Between Cognition and Emotion.](#) The Journal of Economic Perspectives, 19(4), 3-24.
- Levav, J., & McGraw, A. P. (2009). [Emotional Accounting: How Feelings about Money Influence Consumer Choice.](#) Journal of Marketing Research, 46, 66-80. (Working Paper Version)
- Niedenthal, P. M. (2007). [Embodying Emotion.](#) Science, 316(5827), 1002-1005. (Free with registration.)
- Coates, John (2012, June 10). [The Biology of Bubble and Crash.](#) The New York Times.

Post-course Recommended Reading



- Amir, O., Ariely, D., Cooke, A., Dunning, D., Epley, N., Gneezy, U., Koszegi, B., Lichtenstein, B., Mazar, N., Mullainathan, S., Prelec, D., Shafir, E. & Silva, J. (2005). [Psychology, Behavioral Economics, and Public Policy](#). Marketing Letters, 16(3), 443-454. (Working Paper version.)
- Ariely, D. & Grüneisen, A. (2013). [How To Turn Consumers Green](#). McKinsey on Society, Vol. 4.
- Just, D., Mancino, L., & Wansink, B. (2007). [Could Behavioral Economics Help Improve Diet Quality for Nutrition Assistance Program Participants?](#) USDA-ERS Economic Research Report, 43.
- Camerer, C., Issacharoff, S., Loewenstein, G., O'donoghue, T., & Rabin, M. (2003). [Regulation for Conservatives: Behavioral Economics and the Case for 'Asymmetric Paternalism.'](#) University of Pennsylvania Law Review, 151(3), 1211-1254.
- McKenzie, C. R., Liersch, M. J., & Finkelstein, S. R. (2006). [Recommendations Implicit in Policy Defaults](#). Psychological Science, 17(5), 414-420. Copyright is by permission of the © American Psychological Society.
- Timmer, C. P. (2010). [Behavioral Dimensions of Food Security](#). PNAS, 109(31), 12315-12320.
- Loewenstein, G., Ubel, P (2010, July 14). [Economics Behaving Badly](#). The New York Times.
- Tritch, T. (2007, February 14). [Helping People Help Themselves](#). The New York Times.