

Dan Ariely

Alfred P. Sloan Professor of Behavioral Economics

Curriculum Vitae

[Updated October 2007]

- Education** Duke University, The Fuqua School of Business, Durham, NC
Ph.D., Business Administration, August 1998.
University of North Carolina, Chapel Hill, NC
Ph.D., Cognitive Psychology, August 1996
University of North Carolina, Chapel Hill, NC
M.A., Cognitive Psychology, August 1994
Tel Aviv University, Tel Aviv, Israel
B.A., Psychology, June 1991
- Personal Achievements** Convincing Sumi to marry me

Amit (2002)
Neta (2006)
- Employment** 2007 – Current: Duke University, Fuqua School of Business & The Center for
Cognitive Neuroscience (visiting Professor)
1998 – Current: MIT, Sloan School of Management & the Media Laboratory
- Other appointments** 2001-2002: University of California at Berkeley

2004 (Summer): The Center for Advanced Studies in the Behavioral
Sciences, Stanford
2005-2007: The Institute for Advanced Study, Princeton
- Published Papers** Dan Ariely (Forthcoming) “Customers’ Revenge 2.0” *Harvard Business Review*.
Dan Ariely and Michael Norton. (Forthcoming) “Psychology and Experimental Economics: A Gap in Abstraction” *Current Directions in Psychological Science*.
Jeana Frost, Zoë Chance, Michael Norton and Dan Ariely. (Forthcoming) “People are Experience Goods: Improving Online Dating with Virtual Dates” *Journal of Interactive Marketing*.

- Dan Ariely, Emir Kamenica and Drazen Prelec. (Forthcoming) "Man's Search for Meaning: The Case of Legos." *Journal of Economic Behavior and Organization*.
- Kristina Shampner and Dan Ariely. (Forthcoming) "How Small is Zero Price? The True Value of Free Products." *Marketing Science*.
- Uri Simonsohn, Niklas Karlsson, George Loewenstein and Dan Ariely. (Forthcoming) "The Tree of Experience in the Forest of Information: Overweighing Personal Relative to Vicarious Experience." *Organizational Behavior and Human Decision Processes*.
- On Amir, Ziv Carmon and Dan Ariely. (Forthcoming) "The Dissociation between Monetary Assessments and Predicted Utility." *Marketing Science*.
- Paul Eastwick, Eli Finkel, Daniel Mochon and Dan Ariely. (2007). "Selective vs. Unselective Romantic Desire: Not All Reciprocity is Created Equal." *Psychological Science*. 18, 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. XLIV, 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*. 17 (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*. Volume 101, Issue 2, November 2006, Pages 215-229
- Michael Norton, Samuel Sommers, Evan Apfelbaum, Natassia Pura and Dan Ariely. (2006). "PC Game: Colorblindness and Political Correctness." *Psychological Science*. 17 (11), 949-953.
- Nina Mazar and Dan Ariely. (2006). "Dishonesty in Everyday Life and its Policy Implications." *Journal of Public Policy and Marketing*. Vol 25-1, 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 19-3, 191-211
- Leonard Lee and Dan Ariely. (2006). "Shopping Goals, Goal Concreteness, and Conditional Coupons." *Journal of Consumer Research* Vol 33, 60-70.
- Dan Ariely, Axel Ockenfels and Alvin Roth. (2005). "An Experimental Analysis of Ending Rules in Internet Auctions." *The RAND Journal of Economics*. Winter (Volume 36-4), 890-907
- 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*. 19 87-98.
- Baba Shiv, Ziv Carmon and Dan Ariely. (2005). "Placebo Effects of Marketing Actions: Consumers May get What They Pay For." *Journal of Marketing Research*. 42(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*, 22 (4) 83-88
- James Heyman and Dan Ariely (2004), "Effort for Payment: A Tale of Two Markets." *Psychological Science*, 15 (11) 787-793.
- Featured as "Editor's Choice" in *Science* (2004), 306, p. 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*, 18 (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*, No. 91, 128-139.
- Dan Ariely, George Loewenstein and Drazen Prelec (2003), "Coherent Arbitrariness: Stable Demand Curves without Stable Preferences," *Quarterly Journal of Economics*, No.118 (1), (February), 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*, No.13, 113-123.
- Dan Ariely and Klaus Wertenbroch (2002), "Procrastination, Deadlines, and Performance: Self-control by Precommitment," *Psychological Science*, No. 13 (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*, 87(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*, 32, 537-551.
- Dan Ariely and Dan Zakay (2001), "A Timely Account of the Role of Duration in Decision Making," *Acta Psychologica*, 108 (2), 187-207.
- Dan Ariely, (2001), "Seeing Sets: Representation by Statistical Properties," *Psychological Science*, 12 (2), 157- 162.

- Dan Ariely and George Loewenstein (2000), "The Importance of Duration in Ratings of, and Choices between, Sequences of Outcomes," *Journal of Experimental Psychology: General*, 129 (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*, 27(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*, 27 (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*, 27 (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*, 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*, 13, 219-232.
- Dan Ariely and Ziv Carmon (2000), "Gestalt Characteristics of Experiences: The Defining Features of Summarized Events," *Journal of Behavioral Decision Making*, 13, 191-201.
- John G. Lynch and Dan Ariely (2000), "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution," *Marketing Science*, 19 (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*, 45 (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*, 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*, 8 (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*, 11, 19-45.
- Christina Burbeck, Steve Pizer, Brian Morse Ariely, Dan, Gal Zauberman and Jannick P. Rolland (1996), "Linking Object Boundaries at Scale: A Common Mechanism for Size and Shape Judgments," *Vision Research*, 36 (3), 361-372.
- Jonathan A. Marshall, Christina Burbeck, Dan Ariely, Jannick P. Rolland and Kevin E. Martin and (1996), "Occlusion Edge Blur: A Cue to Relative

Visual Depth,” *Journal of the Optical Society of America: A*, 13 (4), 681-688.

Reuven Dar, Dan Ariely and Hanan Frenk, (1995), “The Effect of Past-Injury on Pain Threshold and Tolerance,” *Pain*, 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*, 63 (3), 223-232.

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

Non-academic papers

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

Commentaries

Dan Ariely, Joel Huber, & Klaus Wertenbroch (2005), “When Do Losses Loom Larger Than Gains?” *Journal of Marketing Research*. 42(2) 134-138

Baba Shiv, Ziv Carmon and Dan Ariely (2005), “Ruminating About Placebo Effects of Marketing Actions,” *Journal of Marketing Research*. 42(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 16-4, 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*, 129 (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*, 10 (3) August, 285-300.

Books & Chapters

Dan Ariely. *Predictably Irrational*. Harper Collins (forthcoming in 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, UK: 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*. New York: 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, UK: Oxford University Press.
- Christine Hughes, Dan Ariely and David Eckerman (1998), *The Joy of Experimental Psychology*, (New York: Kendall/Hunt).

**Some Work
Under Review**

- The Role of Initial Experience and Biased Search in Preference Learning: Shaping Preferences by Shaping the Consideration Set. With Steve Hoeffler and Pat West.
- On the Discontinuity of Demand Curves around Zero: Charging More and Selling More. With Uri Gneezy and Ernan Haruvy
- Micropayments: Pain and Pleasure. With Jose Silva.
- Large Stakes and Big Mistakes. With Uri Gneezy, George Loewenstein and Nina Mazar.
- Becker-DeGroot-Marschak as an Incentive Compatible Price Elicitation Mechanism. With Botond Koszegi, and Nina Mazar.
- Partitioning of Labor. With On Amir.
- The Dishonesty of Honest People: A Theory of Self-Concept Maintenance. With Nina Mazar and On Amir
- The Researcher as a Consumer of Scientific Publications: How Do Name Ordering Conventions Affect Inferences About Contribution Credits? With Boris Maciejovsky and David Budescu
- In Search of Homo Economicus: Preference Consistency, Emotions, and Cognition. With Leonard Lee and On Amir
- If I’m Not Hot, Are You Hot or Not? Attractiveness Adaptation and Dating Preferences. With Leonard Lee, George Lowenstein, James Hong, and Jim Young

Psychology and Experimental Economics: A Gap in Abstraction. With Mike Norton

**Some Projects
in Progress**

Hedonic Calculus of Pleasure and Pain. With Itzhak Aharon, Peter Shizgal and George Loewenstein.

Does the Pursuit of Happiness Lead to Happiness? With Jonathan Schooler and George Loewenstein.

What Is “No”: The No-Choice Option. With On Amir.

Creativity and Problem Solving. With Jacob Goldenberg.

Anchoring as a Goal Setting Mechanism. With Leonard Lee

The Happy Hour Effect in Online Auctions. With Uri Simonsohn

Self-Deception and Lying. With Nina Mazar and Michael Norton.

Online Dating. With Jeana Frost, Günter Hitsch, and Ali Hortacsu.

Emotional Optimization. With Leonard Lee

Easy Hard Decisions: Resolving or Consequential Thinking? With Daniel Mochon

Wealth Inequality in the US: A Search for a Just Society. With Mike Norton

**Honors &
Awards**

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**

Sloan School of Management; The Media Laboratory; MasterCard (X 2); Merrill Lynch; Ford (X 2); MSI (X 2)

Member Association for Consumer Research, Association for Consumer Psychology, American Psychological Association, American Psychological Society, Judgment and Decision Making Society.

Other Activities Researcher at the Federal Reserve Bank (Boston), 2005 – current
Diamond (management and technology consulting), Fellow, 2005 – current

Editorial Review Boards Associate Editor:
Journal of Economic Behavior and Organization 2006--present

Editorial Review Board:
Journal of Consumer Research, 1999-present.
Journal of Marketing Research, 2002 – Present.
Journal of Interactive Marketing, 2002 – Present.

Advisory Board, Social Science Research Network (SSRN), 2002 – Present.
Association for Consumer Research, 1999; 2001.
Society for Judgment and Decision Making, 2002-2006.
Association for Computing Machinery, 2001– 2004.

Service Reviewer for:
Psychology: *Cognition and Emotion, Motivation and Emotion, Journal of Experimental Psychology (LMC), Journal of Experimental Psychology (General), Psychonomic Bulletin & Review, Psychological Science, Journal of Personality and Social Psychology, Emotions, Journal of Economic Psychology*
Economics: *Quarterly Journal of Economics, American Economic Review, Econometrica, Economic Letters*
Marketing: *Journal of Consumer Research, Marketing Science, Journal of Marketing, Marketing Letters, Journal of Consumer Psychology and International Journal of Research in Marketing*
Decision-making: *Journal of Behavioral Decision Making, Organizational Behavior and Human Decision Processes and Medical Decision Making*
Others: *Science, Management Science, Manufacturing and Service Operations Management, Vision Research, ACM-Transactions on Internet Technology, and National Science Foundation (Decisions, Risk, and Management Sciences),*

Invited Talks

- 2007** JDM Pre-conference at SPSP (Psychology); Duke (Bus. Economics); London School of Economics (Economics); UCSD (Bus.); CMU (Psych.); Behavioral Finance Forum; University of Texas Austin (Comm & Bus.); Institut d'Economie Industrielle, Toulouse France (Econ); Cornell University (Psych); Ohio State University (Psychology & Economics)
- 2006** Federal Reserve Bank; Rutgers University (Psychology); University of California San Diego (Bus.); MITRE (Gov); Stanford University (SITE); NYU (Bus.) Duke University (Bus.); NIPS (CS); Affect, Motivation And Decision Making (Psychology); Hebrew University (Economics); Ben Gurion University (Bus.); Tel Aviv University (Economics)
- 2005** University of Alberta (Bus.); Columbia University (Bus.); Princeton (Econ); New York Academy for Sciences; Florida State University (Psychology); Baylor (Medical); Princeton (Psych); Federal Reserve Bank
- 2004** Harvard University (Psych); Yale University (Psych); University of Pennsylvania (Bus.); Babson College (Bus.); University of Chicago (Bus.); MIT (Psych); University of Maryland (Bus.); Choice symposium; Stanford University (SITE); MIT (Econ); University of Western Ontario (Bus.); NBER
- 2003** University of North Carolina (Bus.) at Chapel Hill NC; Case Western Reserve (Econ), OH; University of Iowa (Bus.) Iowa; New York University (Bus.); Stanford University (SITE); University of California at Berkeley (Economics); Yale University (Bus.), Northeastern University (Psych);
- 2002** University of California (Bus.), Los Angeles, CA; University of Colorado (Bus.) at Boulder; University of California, Berkeley; (Psych) University of Science and Technology (Bus.), Hong Kong; Summer School in Economic Theory on Behavioral Economics, Jerusalem, Israel; Cornell University (Psych & Bus.), Ithaca, NY; University of Connecticut (Bus.), Storrs Connecticut; MGH (NeuroImaging), Boston MA.
- 2001** University of Southern California (Bus.), Los Angeles, CA; Economics and Psychology conference, Choice symposium, Brussels, Belgium; Stanford (Bus.), Palo Alto CA; Xerox PARC, Palo Alto CA
- 2000** MIT Japan Consortium, Tokyo, Japan; Ohio State University (Bus. & Psych), Columbus, OH; Pan-Arab Conference, Cairo, Egypt; University of Toronto (Bus.), Toronto, Canada; Harvard (Econ), Cambridge, MA; Harvard (Bus.), Cambridge, MA; University of Pennsylvania (Bus.), Philadelphia, PA.
- 1999** Israeli Institute of Technology (Bus.), Haifa, Israel; MIT Congressional Staffers Cambridge, MA; Tel Aviv University (Psych) Tel Aviv, Israel; Concordia University (Psycho) Montreal, Canada; Duke University (Bus.), Durham, NC
- 1998** Rand Corporation, Los Angeles, CA; Yale University (Bus.), New Haven, CT; University of Texas (Management), Choice symposium, Austin, TX;

Tel Aviv University (Psycho), Tel Aviv, Israel

1997

Carnegie Mellon University (SDS), Pittsburgh, PA

1996

University of Ohio (Psych), Athens, OH