

Dan Ariely
Curriculum Vitae

Current Appointments	2008 – Current Duke University, James B. Duke Professor of Psychology and Behavioral Economics 2008 – Current Senior Fellow, Duke University Kenan Institute for Ethics 2015 – Current Faculty Director, Washington University in St. Louis: George Warren Brown School of Social Work, Envolve Center for Health Behavior Change 2016 – Current Visiting Professor, AMC-UvA	
Education	Duke University, The Fuqua School of Business, Durham, NC <i>Business Administration, August 1998.</i> University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1996</i> University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1994</i> Tel Aviv University, Tel Aviv, Israel <i>Psychology, June 1991</i>	Ph.D. Ph.D. M.A. B.A.
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

**Published
Papers**

- Janet Schwartz and Dan Ariely (2016), "Life is a Battlefield." *The Independent Review*.
- Neil Garrett, Stephanie Lazzaro, Dan Ariely, and Tali Sharot (2016), "The Brain Adapts to Dishonesty." *Nature Neuroscience*.
- Shahar Ayal, Guy Hochman, Dan Ariely (2016), "Editorial: Dishonest behavior, from theory to practice." *Frontiers in Psychology*.
- Chang-Yuan Lee, Guy Hochman, Steve Prince, and Dan Ariely (2016), "Self-Signals: How Acting in a Self-Interested Way Influences Environmental Decision Making." *PLOS ONE*.
- Daniel Mochon, Karen Johnson, Janet Schwartz, and Dan Ariely (2016) "What Are Likes Worth? A Facebook page field experiment." *Journal of Marketing Research*.
- Heather Mann, Ximena Garcia-Rada, Lars Hornuf, Juan Tafurt, and Dan Ariely (2016), "Cut from the Same Cloth: Similarly Dishonest Individuals Across Countries." *Journal of Cross-Cultural Psychology*.
- Daniel Mochon, Janet Schwartz, Josiase Maroba, Deepak Patel, and Dan Ariely (2016), "Gain without pain: The Extended Effects of a Behavioral Health Intervention." *Management Science*.
- Elanor Williams, David Pizarro, Dan Ariely, and James Weinberg (2016) "The Valjean Effect: Visceral States and Cheating." *Emotion*.
- Nina Mazar, Kristina Shampanier, and Dan Ariely (2016) "When Retailing and Las Vegas Meet: Probabilistic Free Price Promotions." *Management Science*.
- Dan Ariely, Anat Bracha, and Jean-Paul L'Huillier (2015) "Public and Private Values." *Journal of Behavioral Decision Making*.
- Dan Ariely and William Lanier (2015) "Disturbing Trends in Physician Burnout and Satisfaction With Work-Life Balance: Dealing With Malady Among the Nation's Healers." *Mayo Clinic Proceedings*.
- Shahar Ayal, Francesca Gino, Rachel Barkan, and Dan Ariely (2015) "Three Principles to REVISE People's Unethical Behavior." *Perspectives on Psychological Science*.
- Michal Grinstein-Weiss, Blair Russell, William Gale, Clint Key, and Dan Ariely (2015) "Behavioral Interventions to Increase Tax-Time Saving: Evidence from a National Randomized Trial." *Journal of Consumer Affairs*.
- Gadi Gilam, Tamar Lin, Gal Raz, Shir Azrielant, Eyal Fruchter, Dan Ariely, and Talma Hendler (2015), "Neural Substrates Underlying the Tendency to Accept Anger-Infused Ultimatum Offers During Dynamic Social Interactions." *NeuroImage*.
- Francesca De Petrillo, Antonio Micucci, Emanuele Gori, Valentina Truppa,

- Dan Ariely, and Elsa Addessi (2015) "Self-Control Depletion in Tufted Capuchin Monkeys: Does Delay of Gratification Rely on a Limited Resource?" *Frontiers in Psychology*.
- Guy Hochman, Shahar Ayal, and Dan Ariely (2015), "Fairness Requires Deliberation: The Primacy of Economic Over Social Considerations." *Frontiers in Psychology*.
- Zöe Chance, Francesca Gino, Michael Norton, and Dan Ariely (2015) "The Slow Decay and Quick Revival of Self-Deception." *Frontiers in Psychology*.
- Rachel Barkan, Shahar Ayal, and Dan Ariely (2015) "Ethical Dissonance, Justifications, and Moral Behavior." *Current Opinion in Psychology*.
- Kurt Carlson, Jared Wolfe, Simon Blanchard, Joel Huber, and Dan Ariely (2015), "The Budget Contraction Effect: How Contracting Budgets Lead to Less Varied Choice." *Journal of Marketing Research*.
- Leonard Lee, Michelle P. Lee, Marco Bertini, Gal Zauberman, Dan Ariely (2015) "Money, Time, and the Stability of Consumer Preferences." *Journal of Marketing Research*.
- Michael Norton, David Neal, Cassie Govan, Dan Ariely, and Elise Holland (2014) "The Not-So-Commonwealth of Australia: Evidence for a Cross-Cultural Desire for a More Equal Distribution of Wealth." *Analyses of Social Issues and Public Policy*.
- Guy Hochman, Shahar Ayal, Dan Ariely (2014), "Keeping Your Gains Close But Your Money Closer: The Prepayment Effect In Riskless Choices." *Journal of Economic Behavior and Organization*.
- Cindy Chan, Leaf Van Boven, Eduardo Andrade, and Dan Ariely (2014), "Moral Violations Reduce Oral Consumption." *Journal of Consumer Psychology*.
- Sarah Ainsworth, Roy Baumeister, Dan Ariely, and Kathleen Vohs (2014) "Ego Depletion Decreases Trust in Economic Decision Making." *Journal of Experimental Social Psychology*.
- Heather Mann, Ximena Garcia-Rada, Daniel Houser, and Dan Ariely (2014) "Everybody Else is Doing It: Exploring Social Transmission of Lying Behavior." *PLOS ONE*.
- Eran Chajut, Avner Caspi, Rony Chen, Moshe Hod, Dan Ariely (2014) "In Pain Thou Shalt Bring Forth Children: Peak-and-End Rule in Recalling Labor Pain." *Psychological Science*.
- Nina Mazar, Botond Koszegi, and Dan Ariely (2014), "True Context-Dependent Preferences? The Causes of Market-Dependent Valuations." *Journal of Behavioral Decision Making*.
- Janet Schwartz, Daniel Mochon, Lauren Wyper, Josiase Maroba, Deepak Patel, and Dan Ariely (2014), "Healthier by Precommitment." *Psychological Science*.
- Carey Morewedge, Tamar Krishnamurti, and Dan Ariely (2014),

- “Focused on Fairness: Alcohol Intoxication Increases the Costly Rejection of Inequitable Rewards.” *Journal of Experimental Social Psychology*.
 Cara Ansher, Dan Ariely, Alisa Nagler, Mariah Rudd, Janet Schwartz, and Ankoor Shah (2013), “Better Medicine by Default.” *Medical Decision Making*.
- Francesca Gino, Shahar Ayal, and Dan Ariely (2013), "Self-serving Altruism? The Lure of Unethical Actions that Benefit Others." *Journal of Economic Behavior & Organization*.
- Eesha Sharma, Nina Mazar, Adam Alter, and Dan Ariely (2013), “Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions.” *Organizational Behavior and Human Decision Processes*.
- Sunita Sah, Pierre Elias, and Dan Ariely (2013), “Investigation Momentum: The Relentless Pursuit to Resolve Uncertainty.” *JAMA Internal Medicine*.
- Igor Kotlyar and Dan Ariely (2012), “The Effect of Nonverbal Cues on Relationship Formation.” *Computers in Human Behavior*.
- Janet Schwartz, Nortin Hadler, Dan Ariely, Joel Huber, Thomas Emerick (2012), “Choosing Among Employee-Sponsored Health Plans: What Drives Employees Choices?” *Journal of Occupational and Environmental Medicine*.
- Yoel Inbar, David Pizarro, Tom Gilovich, Dan Ariely (2012), “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*.
- Janet Schwartz, Jason Riis, Brian Elbel and Dan Ariely (2012), “Inviting Consumers to Downsize Fast-Food Portions Significantly Reduces Calorie Consumption.” *Health Affairs*.
- Michael Norton, Elizabeth Dunn, Dana Carney, Dan Ariely (2011), “The Persuasive “Power” of Stigma?” *Organizational Behavior and Human*

Decision Processes.

- 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*.
- 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*.
- Francesca Gino, Michael I. Norton, Dan Ariely, (2010), "The Counterfeit Self: The Deceptive Costs of Faking It." *Psychological Science*.
- 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 Gregory S. Berns (2010), "Neuromarketing: The Hope and Hype of Neuroimaging in Business." *Nature Reviews Neuroscience*.
- Dan Ariely and Michael Norton (2009), "Conceptual Consumption." *Annual Review of Psychology*.
- 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 Zaubergerman, 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 Zaubergerman (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 Zauberan (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 Zauberan 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."

Commentaries

- Dan Ariely and Heather Mann (2013), "A Bird's Eye View of Unethical Behavior: Commentary on Trautmann et al." *Perspectives on Psychological Science*.
- Michael Norton and Dan Ariely (2013), "America's Desire For Less Wealth Inequality Does Not Depend On How You Ask Them." *Judgement and Decision Making*.
- Steffie Woolhandler, Dan Ariely, David Himmelstein (2012), "Why Pay For Performance May be Incompatible With Quality Improvement." *British Medical Journal*.
- Rebecca K. Ratner, Dilip Soman, Gal Zauberaman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (2008), "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

- Dan Ariely, *Irrationally Yours*. Harper Perennial (May 2015).
- Dan Ariely (Editor) *The Best American Science and Nature Writing*. Mariner Books (October 2012).
- Dan Ariely, *The (Honest) Truth About Dishonesty*. HarperCollins (June 2012).

Dan Ariely, *The Upside of Irrationality*. HarperCollins (June 2010).
Dan Ariely, *Predictably Irrational*. HarperCollins (February 2008).
Christine Hughes, Dan Ariely and David Eckerman (1998), *The Joy of Experimental Psychology*, Kendall/Hunt.

Chapters

Guy Hochman and Dan Ariely (2015), "Behavioral Economics in *Emerging Trends in the Social and Behavioral Sciences*."
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.

Honors & Awards

2015: Honorary Doctorate, Erasmus University, Rotterdam
2015: C.W. Park Outstanding Contribution to the *Journal of Consumer Psychology* Award. With Michael Norton, Daniel Mochon, and Dan Ariely for "The IKEA Effect: When Labor Leads to Love."
2014: William C. Friday Excellence in Leadership and Service Award, North Carolina State University
2013: William F. O'Dell Award for "The Dishonesty of Honest People: A

Theory of Self-Concept Maintenance.” (2008) On Amir, Dan Ariely and Nina Mazar.

2012: Honorary Patron, The University Philosophical Society, Trinity College, Dublin

2012: Honorary Professor, Universidad del Pacifico Lima, Peru

2012: Contributing Editor *WIRED Magazine UK*

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

2011: IBM Faculty Award Recipient

2010: William F. O'Dell Award for “Placebo Effects of Marketing Actions: Consumers May get What They Pay For.”(2005) Baba Shiv, Ziv Carmon and Dan Ariely

2009: Psychology Department Distinguished Alumni Award, University of North Carolina at Chapel Hill

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”

2008: IgNobel Award in Medicine

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

2003: Society for Consumer Psychology: Early Career Contribution Award

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

2001: 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

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

1998: John A. Howard American Marketing Association Doctoral Dissertation Award

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

Member

United Nations University International Human Dimensions Programme on Global Environmental Change (2012-2014)

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

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