

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, Enolve Center for Health Behavior Change	
	2016 – Current	
Visiting Professor, AMC-UvA		
2017 – Current		
Research Fellow, University of Haifa: Health and Risk Communication Research Center.		
2018-Current		
Part-time Professor, Aarhus University		
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>		
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**

- Ariella Kristal, Ashley Whillans, Max Bazerman, Francesca Gino, Lisa Shu, Nina Mazar, and Dan Ariely (2020), "Signing at the Beginning vs at the End Does Not Decrease Dishonesty: Documenting Repeated Replication Failures." *PNAS*
- J. Jaime Miranda, Alvaro Taype-Rondan, Janina Bazalar-Palacios, Antonio Bernabe-Ortiz, and Dan Ariely (2019), "The Effect of a Priest-Led Intervention on the Choice and Preference of Soda Beverages: A Cluster-Randomized Controlled Trial in Catholic Parishes." *Annals of Behavioral Medicine*.
- Joaquin Navajas, Facundo Álvarez Heduan, Juan Manuel Garrido, Pablo A. Gonzalez, Gerry Garbulsky, Dan Ariely and Mariano Sigman (2019), "Reaching Consensus in Polarized Moral Debates." *Current Biology*.
- Dar Peleg, Shahar Ayal, Dan Ariely, and Guy Hochman (2019), "The Lie Deflator—The Effect of Polygraph Test Feedback on Subsequent (Dis)Honesty." *Judgement and Decision Making*.
- Catherine Berman, Julia O'Brien, Zachary Zenko, and Dan Ariely (2019), "The Limits of Cognitive Reappraisal: Changing Pain Valence, but not Persistence, during a Resistance Exercise Task." *International Journal of Environmental Research and Public Health*.
- Darius-Aurel Frank, Polymeros Chrysochou, Panagiotis Mitkidis, and Dan Ariely (2019), "Human Decision-Making Biases in the Moral Dilemmas of Autonomous Vehicles." *Scientific Reports*.
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- Merve Akbas, Sevgi Yuksel, and Dan Ariely (2019), "When is Inequality Fair? An Experiment on the Effect of Procedural Justice and Agency." *Journal of Economic Behavior and Organization*.
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- Haiyang Yang, Ziv Carmon, Dan Ariely, Michael Norton (2019), "The Feeling of Not Knowing It All." *Journal of Consumer Psychology*.
- Chang-Yuan Lee, Carey Morewedge, Guy Hochman, and Dan Ariely (2019), "Small Probabilistic Discounts Stimulate Spending: Pain of Paying in Price Promotion." *Journal of the Association for Consumer Research*.
- Nina Mazar, Daniel Mochon, and Dan Ariely (2018), "If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency." *Journal of Consumer Psychology*.
- Julie O'Brien, Rachel Kahn, Zachary Zenko, Jessica Fernandez, and Dan Ariely (2018), "Naïve models of dietary splurges: Beliefs about caloric

- compensation and weight change following non-habitual overconsumption." *Appetite*
- Ezra Hahn, Dan Ariely, Ian Tanncock, Anthony Fyles, and Benjamin W. Corn (2018), "Slogans and Donor Pages of Cancer Centres: Do They Convey Discordant Messages?" *The Lancet*.
- Moty Amar, Dan Ariely, Ziv Carmon, and Haiyang Yang (2018), "How Counterfeits Infect Genuine Products: The Role of Moral Disgust." *Journal of Consumer Psychology*.
- Jingzhi Tan, Dan Ariely, and Brian Hare (2017), "Bonobos Respond Prosocially Toward Members of Other Groups." *Scientific Reports*.
- Dan Ariely, Uri Gneezy, and Ernan Haruvy (2017), "Social Norms and the Price of Zero." *Journal of Consumer Psychology*.
- Dan Ariely and Aline Holzworth (2017), "The choice architecture of privacy decision-making." *Health Technology*.
- Zachary Zenko, Julia O'Brien, Catherine J. Berman, and Dan Ariely (2017), "Comparison of Affect-Related, Self-Regulated, and Heart-Rate Regulated Exercise Prescriptions: Protocol for a Randomized Controlled Trial." *Psychology of Sport and Exercise*.
- Adrian Hernandez, Adam DeVore, Zubin Eapen, Dan Ariely, Leslie Chang, and Bradi Granger (2017), "Leveraging Behavioral Economics to Improve Heart Failure Care and Outcomes." *Circulation*.
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- 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*.
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- Daniel Mochon, Karen Johnson, Janet Schwartz, and Dan Ariely (2016) "What Are Likes Worth? A Facebook page field experiment." *Journal of Marketing Research*.
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- 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*.
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- Zöe Chance, Francesca Gino, Michael Norton, and Dan Ariely (2015) "The Slow Decay and Quick Revival of Self-Deception." *Frontiers in Psychology*.
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- 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*.
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- Michael Norton, Daniel Mochon, Dan Ariely (2012), "The IKEA Effect: When Labor Leads to Love." *Journal of Consumer Psychology*.
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- 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*.
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- 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*.
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- 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*

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- 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.
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- 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.
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- 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.
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Books

- Dan Ariely & Jeff Kreisler. HarperCollins (November 2017).
- Dan Ariely, *Payoff*. Simon and Schuster, Inc. (November 2016).
- 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

Former Merve Akbas (Worldchanger at a startup)
Postdocs & PhD Moti Amar (Professor, Ono College Israel)
Advisees On Amir (Professor, UC San Diego)
Lalin Anik (Professor, University of Virginia)
Shahar Ayal (Professor, Interdisciplinary Institute Israel)
Anat Binur (Venture Capital)
Anat Bracha (Researcher, Federal Reserve Bank)
Troy Campbell (Professor, University of Oregon)
Guy Hochman (Professor, IDC Herzliya)
Leonard Lee (Professor, Columbia)
Heather Mann (Worldchanger at a startup)
Nina Mazar (Professor, University of Toronto)
Panos Mitkidis (Professor, Aarhus University)
Daniel Mochon (Professor, Tulane)
Mike Norton (Professor, Harvard)
Janet Schwartz (Professor, Tulane)
Kristina Shampán'er (Consultant)
Jiwoong Shin (Professor, Yale)

Uri Simonsohn (Professor, University of Pennsylvania)
Stephen Spiller (Professor, University California, Los Angeles)
Aner Tal (Researcher, Cornell University)
Jared Wolfe (Professor, Long Island University-Post)