

**Dan Ariely**  
*Curriculum Vitae*

**Current**

**Appointments**

2008 – Current  
Duke University, James B. Duke Professor of Psychology and Behavioral Economics  
2016 – Current  
Visiting Professor, AMC-UvA  
2018-Current  
Part-time Professor, Aarhus University  
2021-Current  
Duke University, Division of Behavioral Medicine and Neurosciences in the Department of Psychiatry

**Education**

Duke University, The Fuqua School of Business, Durham, NC <i>Business Administration, August 1998.</i>	Ph.D.
University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1996</i>	Ph.D.
University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1994</i>	M.A.
Tel Aviv University, Tel Aviv, Israel <i>Psychology, June 1991</i>	B.A.

**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**

P. Murali Doraiswamy, Mohan M. Chilukuri, Dan Ariely, Alexandra R. Linares

## Papers

- (2021), "Physician Perceptions of Catching COVID-19: Insights from a Global Survey." *Journal of General Internal Medicine*.
- Sarah Whitley, Ximena Garcia-Rada, Fleura Bardhi, Dan Ariely, Carey Morewedge (2021), "Relational Spending in Funerals: Caring for Others Loved and Lost." *Journal of Consumer Psychology*.
- Mirat Shah, Anna Ferguson, Phyllis Dvora Corn, Ravi Varadhan, Dan Ariely, Vered Stearns, B. Douglas Smith, Thomas J. Smith, and Benjamin W. Corn (2021), "Developing Workshops to Enhance Hope Among Patients With Metastatic Breast Cancer and Oncologists: A Pilot Study." *JCO Oncology Practice*.
- Stephen Spiller and Dan Ariely (2020), "How Does the Perceived Value of a Medium of Exchange Depend on its Set of Possible Uses?" *Organizational Behavior and Human Decision Processes*.
- Adi Berliner Senderey, Tamar Kornitzer, Gabriella Lawrence, Hilla Zysman, Yael Hallek, and Dan Ariely (2020), "It's How You Say It: Systematic A/B Testing of Digital Messaging Cut Hospital No-show Rates." *PLOS One*.
- Aaron Nichols, Martin Lang, Christopher Kavanagh, Radek Kundt, Junko Yamada, Dan Ariely, and Panagiotis Mitkidis (2020), "Replicating and Extending the Effects of Auditory Religious Cues on Dishonest Behavior." *PLOS One*.
- 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*.
- Dan Ariely, Ximena Garcia-Rada, Katrin Gödker, Lars Hornuf, Heather Mann (2019), "The Impact of Two Different Economic Systems on Dishonesty." *European Journal of Political Economy*.
- 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*.
- Ximena Garcia-Rada, Lalin Anik, Dan Ariely (2019), "Consuming Together (Versus Separately) Makes the Heart Grow Fonder." *Marketing Letters*.
- 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*.
- Sachin Banker, Sarah Ainsworth, Roy Baumeister, Dan Ariely, and Kathleen Vohs (2017), "The Sticky Anchor Hypothesis: Ego Depletion Increases Susceptibility to Situational Cues." *Journal of Behavioral Decision Making*.
- 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*.
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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*.
- 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'Huilier (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*.
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- 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, Nordin 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*.
- 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*.
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- 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*.

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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*.

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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*.

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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 Zauberman, Kristin Diehl and Dan Ariely (2006), "Hedonic Versus Informational Evaluations: Task Dependent Preferences for Sequences of

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- 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.
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- 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.
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**Non-academic papers**

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Dan Ariely (2008), "How Honest People Cheat." *Harvard Business Review*.

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## Commentaries

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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 Shampan'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)