

Dan Ariely
Curriculum Vitae

Current Appointments	<p>2008 – Current Duke University, Professor of Psychology and Behavioral Economics</p> <p>2016 – Current Visiting Professor, AMC-UvA</p> <p>2018-Current Part-time Professor, Aarhus University</p> <p>2021-Current Duke University, Division of Behavioral Medicine and Neurosciences in the Department of Psychiatry</p>								
Education	<table border="0"> <tr> <td>Duke University, The Fuqua School of Business, Durham, NC <i>Business Administration, August 1998.</i></td> <td>Ph.D.</td> </tr> <tr> <td>University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1996</i></td> <td>Ph.D.</td> </tr> <tr> <td>University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1994</i></td> <td>M.A.</td> </tr> <tr> <td>Tel Aviv University, Tel Aviv, Israel <i>Psychology, June 1991</i></td> <td>B.A.</td> </tr> </table>	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.
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Tel Aviv University, Tel Aviv, Israel <i>Psychology, June 1991</i>	B.A.								
Other Appointments	<p>2001 – 2002: University of California at Berkeley</p> <p>2004 (Summer): Stanford, The Center for Advanced Studies in the Behavioral Sciences</p> <p>2005 – 2007: Princeton, The Institute for Advanced Study</p> <p>1998 – 2008: MIT, Sloan School of Management</p> <p>2000 – 2010: MIT, The Media Laboratory</p>								
Other	2023– Current								

Projects

Consulting Producer *The Irrational*

Published Papers

Alex Landry, Katrina Fincher, Nathaniel Barr, Nick Brosowsky, John Protzko, Dan Ariely, and Paul Seli (Forthcoming), "Harnessing Dehumanization Theory, Modern Media, and an Intervention Tournament to Reduce Support for Retributive War Crimes." *Journal of Experimental Social Psychology*.

Jamie E. Diamond, Lisa Kaltenbach, Bradi B. Granger, Gregg C. Fonarow, Hussein R. Al-Khalidi, Nancy M. Albert, Javed Butler, Larry A. Allen, David E. Lanfear, Jennifer T. Thibodeau, Christopher B. Granger, Adrian F. Hernandez, Dan Ariely, and Adam D. DeVore (Forthcoming), "Access to Mobile Health Interventions Among Patients Hospitalized Within Heart Failure: Insights Into the Digital Divide From the CONNECT-HF mHealth Substudy." *Circulation: Heart Failure*.

Aaron Nichols, Jordan Axt, Evelyn Gosnell, Dan Ariely (2023), *Nature Human Behavior*. ["A Field Study Examining How Workplace Diversity Impacts the Recruitment of Minority Group Members."](#)

Panagiotis Mitkidis, Hanna Thaler, Sonja Perkovic, Shahar Ayal, Simon Karg, Dan Ariely (2023), *Acta Psychologica*. ["On the Interplay Between Pain Observation, Guilt and Shame Proneness and Honesty."](#)

Panagiotis Mitkidis, Sonja Perkovic, Aaron Nichols, Christian Truelsen Elbæk, Philip Gerlach, Dan Ariely (2023), *Journal of Experimental Psychology: Applied*. ["Morality in Minimally Deceptive Environments."](#)

Vishal N. Rao, Lisa A. Kaltenbach, Bradi B. Granger, Gregg C. Fonarow, Hussein R. Al-Khalidi, Nancy M. Albert, Javed Butler, Larry A. Allen, David E. Lanfear, Dan Ariely, Julie M. Miller, Michael A. Brodsky, Thomas A. Lalonde, James C. Lafferty, Christopher B. Granger, Adrian F. Hernandez, Adam D. Devore (2022), *Journal of Cardiac Failure*. ["The Association of Digital Health Application Use With Heart-Failure Care and Outcomes: Insights From Connect-HF."](#)

Rebecca Dyer, David Pizarro, and Dan Ariely (2022), *Social Cognition*. ["They Had it Coming: The Interaction of Perpetrator-Blame and Victim-Blame."](#)

Federico Zimmerman, Gerry Garbulsky, Dan Ariely, Mariano Sigman, Joaquin Navajas (2022), *Science Advances*. ["Political Coherence and Certainty as Drivers of Interpersonal Liking Over and Above Similarity."](#)

Nina Bartmann, Rebecca Rayburn-Reeves, and Dan Ariely (2022), *Health Communication*. ["Does Real Age Feedback Motivate Us to Change our Lifestyle? Results from an Online Experiment."](#)

Ulya Tsolmon and Dan Ariely (2022), "Health Insurance Benefits as a Labor Market Friction: Evidence from a Quasi-Experiment." *Strategic Management Journal*.
<https://onlinelibrary.wiley.com/doi/abs/10.1002/smj.3378>

Lucia Macchia and Dan Ariely (2021), "Eliciting Preferences for Redistribution Across Domains: A Study on Wealth, Education, and Health." *Analyses of Social Issues and Public Policy*.
<https://spssi.onlinelibrary.wiley.com/doi/abs/10.1111/asap.12279>

Joaquin Navajas, Facundo Álvarez Heduan, Gerry Garbulsky, Enzo Tagliazucchi, Dan Ariely, and Mariano Sigman (2021), "Moral Responses to the COVID-19 Crisis." *Royal Society Open Science*.
<https://royalsocietypublishing.org/doi/full/10.1098/rsos.210096>

P. Murali Doraiswamy, Mohan M. Chilukuri, Dan Ariely, Alexandra R. Linares (2021), "Physician Perceptions of Catching COVID-19: Insights from a Global Survey." *Journal of General Internal Medicine*.
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8007056/>

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*.
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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*.
<https://pubmed.ncbi.nlm.nih.gov/33596099/>

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Value of a Medium of Exchange Depend on its Set of Possible Uses?"
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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*.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0234817>

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*.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0237007>

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*.
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Dan Ariely, Ximena Garcia-Rada, Katrin G dker, Lars Hornuf, Heather Mann (2019), "The Impact of Two Different Economic Systems on Dishonesty." *European Journal of Political Economy*.

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<https://ideas.repec.org/a/eee/jeborg/v161y2019icp114-127.html>

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Ezra Hahn, Dan Ariely, Ian Tannock, Anthony Fyles, and Benjamin W. Corn (2018), "Slogans and Donor Pages of Cancer Centres: Do They Convey Discordant Messages?" *The Lancet*.

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Janet Schwartz and Dan Ariely (2016), "Life is a Battlefield." *The Independent*

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Neil Garrett, Stephanie Lazzaro, Dan Ariely, and Tali Sharot (2016), "The Brain Adapts to Dishonesty." *Nature Neuroscience*.
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Shahar Ayal, Guy Hochman, Dan Ariely (2016), "Editorial: Dishonest behavior, from theory to practice." *Frontiers in Psychology*.
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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*. <https://pubmed.ncbi.nlm.nih.gov/26166623/>

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Guy Hochman, Shahar Ayal, and Dan Ariely (2015), "Fairness Requires Deliberation: The Primacy of Economic Over Social Considerations." *Frontiers in Psychology*.
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- Leonard Lee, Michelle P. Lee, Marco Bertini, Gal Zauberman, Dan Ariely (2015) "Money, Time, and the Stability of Consumer Preferences." *Journal of Marketing Research*.
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- 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*.
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- 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*.
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- Igor Kotlyar and Dan Ariely (2012), "The Effect of Nonverbal Cues on Relationship Formation." *Computers in Human Behavior*.
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- 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*.
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- 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.
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- 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 Postdocs & PhD Advisees	Merve Akbas (Worldchanger at a startup) Moti Amar (Professor, Ono College Israel) 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 Shampant'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)