

Dan Ariely
Luis Alvarez Renta Professor
Curriculum Vitae
[updated April 2005]

Education	Duke University, The Fuqua School of Business, Durham, NC <i>Ph.D., Marketing, August 1998.</i> University of North Carolina, Chapel Hill, NC <i>Ph.D., Cognitive Psychology, August 1996</i> University of North Carolina, Chapel Hill, NC <i>M.A., Cognitive Psychology, August 1994</i> Tel Aviv University, Tel Aviv, Israel <i>B.A., Psychology, June 1991</i>
Personal Achievements	Convincing Sumi to marry me & Amit Ariely
Employment	1998 – Current; MIT, Sloan School of Management & the Media Laboratory
Published Papers	Baba Shiv, Ziv Carmon & Dan Ariely. (Forthcoming). “Placebo Effects of Marketing Actions: Consumers May get What they pay For.” <i>Journal of Marketing Research</i> . Dan Ariely and George Loewenstein. (Forthcoming). “The Heat of the Moment: The Effect of Sexual Arousal on Sexual Decision Making.” <i>Journal of Behavioral Decision Making</i> . Dan Ariely, Axel Ockenfels and Alvin Roth. (Forthcoming). “An Experimental Analysis of Ending Rules in Internet Auctions.” <i>The RAND Journal of Economics</i> . Dan Ariely, George Loewenstein and Drazen Prelec. (Forthcoming). “Tom Sawyer and the Construction of Value.” <i>Journal of Economic Behavior and Organization</i> . James Heyman and Dan Ariely (2004), “Effort for Payment: A Tale of Two Markets.” <i>Psychological Science</i> , 15 (11) 787-793 • Featured as "Editor's Choice" in <i>Science</i> (2004), 306, p. 199. Mike Norton, Joan DiMicco, Ron Caneel, and Dan Ariely (2004), “AntiGroupWare and Second Messenger.” <i>BT Technology Journal</i> , 22 (4) 83-88

- 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, Klaus (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.
- 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.
- Dan Ariely (2000), "Controlling information flow: Effects on consumers' decision making and preference," *Journal of Consumer Research*, 27(2), 233-248.
- Dan Ariely and Yonatan 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 cost affect competition on price, quality, and distribution," *Marketing Science*, 19 (1), 83-103.
- 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.
- 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-papers 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 S. Tom 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.

Comments

Dan Ariely, Joel Huber, & Klaus Wertenbrock (forthcoming); When Do Losses Loom Larger Than Gains? *Journal of Marketing research*

Books & Chapters

Dan Ariely, George Loewenstein and Drazen Prelec (Forthcoming), "Coherent arbitrariness: Stable demand curves without stable preferences," In *The Construction of Preference* (2005) edited by Sarah Lichtenstein and Paul Slovic, Cambridge University Press

Dan Ariely, George Loewenstein and Drazen Prelec. (Forthcoming). "Tom Sawyer and the Construction of Value." In *The Construction of Preference* (2005) edited by Sarah Lichtenstein and Paul Slovic, Cambridge University Press

Greg Fischer, Ziv Carmon, Dan Ariely and Gal Zauberman (Forthcoming), "Goal-based construction of preferences: Task goal and the prominence effect," In *The Construction of Preference* (2005) edited by Sarah Lichtenstein and Paul Slovic, Cambridge University Press

Dan Ariely, George Loewenstein and Drazen Prelec (2003), "Coherent arbitrariness: Stable demand curves without stable preferences," in *The Psychology of Economic Decisions*, II. Brocas and J. Carrillo, eds. (Oxford, Great Britain: 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 *Time and decisions*, Roy Baumeister, George Loewenstein and Daniel Read, eds, (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 *The Psychology of Economic Decisions*, I. Brocas and J. Carrillo, eds. (Oxford, Great Britain: Oxford University Press).

Christine Hughes, Dan Ariely and David Eckerman (1998), *The joy of experimental psychology*, (New York: Kendall/Hunt).

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.

Hedonic and informational evaluations: Looking backward and forward obstructs information integration. With Gal Zauberman.

Micropayments: Pain and pleasure. With Jose Silva.

Decisions by Rules: Disassociation between Preferences and Willingness to Act. With On Amir.

Design to Learn: Customizing Services when the Future Matters. With Gabriel Bitran and Paulo Oliveira.

The meaning of labor. With Emir Kamenica and Drazen Prelec.

Aesthetics and Motivation. With Itzhak Aharon and Hans Breiter.

MBD as an incentive compatible price elicitation mechanism. With Botond Koszegi, Nina Mazar, and Kristina Shampan'er.

Partitioning of labor. With On Amir

Price of 0. With Kristina Shampan'er

Large stakes big mistakes. With Nina Mazar, Uri Gneezy and George Loewenstein

Learning from one's own actions. With Uri Simonsohn, George Loewenstein, and Niklas Karlsson

Behavioral Economics and Policy. With all the participants of the 2004 Choice symposium.

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.

Searching for optimal preference fits: Explorations and satisfying. With Leonard Lee and George Loewenstein.

What is "no": The no-choice option. With On Amir.

Creativity and problem solving. With Jacob Goldenberg.

Incentive compatability of second price auctions. With Shane Frederick and Kristina Shampan'er

Stopping rules. 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, Ali Hortacsu and Ray Fisman.

Fishing and Exploring. With Nicholas Lurie

Almost honest: Internal and external motives for honesty. With On Amir and Nina Mazar

Honors & Awards

Fellow at the Institute for Advanced Study at Princeton, 2005 - 2006

Summer School on Decisions and Emotions. The Center for Advance Studies in the Behavioral Sciences, Stanford University, Summer 2004

Society for Consumer psychology: Early Career contribution award, February 2003

Best paper award for John G. Lynch and Dan Ariely (2000) "Wine online: Search cost 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.

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

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.

Editorial Review Board

Journal of Consumer Research, 1999-present.

Association for Consumer Research, 1999; 2001.

Society for Judgment and Decision Making, 2002-2005.

Association for Computing Machinery, 2001– 2004.

Journal of Marketing Research, 2002 – Present.

Journal of Interactive Marketing, 2002 – Present.

Advisory board Social Science Research Network (SSRN), 2002 – Present.

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 Marketing
Decision-making: Journal of Behavioral Decision Making, Organizational Behavior and Human Decision Processes and Medical Decision Making
Others: Management Science, Manufacturing and Service Operations Management, Vision Research, ACM-Transactions on Internet technology and National Science Foundation (Decisions, Risk, and Management Sciences)

Conferences Publications

- On Amir and Dan Ariely (2001), “e-Rationality: Rationality in Electronic Environments,” in S.M. Broniarczyk, & K. Nakamoto, *Advances in consumer research*, 24. Provo, UT.
- Dan Ariely and Gal Zauberman (1998), “Perceived pain and pleasure: Preferences for experience-structure and characteristics, a special session summary,” in J.A. Alba, & J.W. Hutchinson, *Advances in consumer research*, 24. Provo, UT.
- Dan Ariely and Ziv Carmon (1997), “On the elusive value of value: Determinants of consumers' value perceptions, a special session summary,” in M. Brucks, & D. MacInnis, *Advances in consumer research*, 24. Provo, UT.

Conferences Presentations

- ✎ “Large Stakes And Big Mistakes” *With Uri Gneezy, George Loewenstein, and Nina Mazar*
 🍏 NBER, Boston, October, 2004
- ✎ “Measuring happiness” *With Uri Gneezy*
 🍏 JDM, Minneapolis, November, 2004
- ✎ “Online dating” *With Jeana Frost, Ali Hortacsu, and Günter Hitsch*
 🍏 SCP Conference, SF, Feb 2004; ACR conference, Portland, Oct 2004
- ✎ “Placebo effects in Pricing” *With Baba Shiv and Ziv Carmon*
 🍏 BDRM Conference, Durham, April 2004; ACR conference, Portland, Oct 2004
- ✎ “Competition and attachments in online auctions” *With James Heyman and Yesim Orhun*
 🍏 ACR conference, Portland, Oct 2004
- ✎ “A tale of two markets” *With James Heyman*
 🍏 BDRM Conference, Durham, April 2004;
- ✎ “Mapping money and pleasure” *With On Amir and Ziv carmon*
 🍏 SCP Conference, SF, Feb 2004; JDM, Minneapolis, November, 2004
- ✎ “Goal setting and Coupon usage” *With Leonard Lee*
 🍏 SCP Conference, SF, Feb 2004; ACR conference, Portland, Oct 2004
- ✎ “In the heat of the moment” *With George Loewenstein*
 🍏 ACR Conference, Toronto, CAN, October 2003

- ✎ “Keeping doors open: The effect of unavailability on incentives to keep options viable” *With Jiwoong Shin*
 🍏 BDRM, Chicago, IL, June 2002; Israeli JDM, Jerusalem, Israel, August 2002
- ✎ “Decisions by rules” *With On Amir*
 🍏 ACR, Toronto, CAN, October 2003
- ✎ “Online auctions: Paying or buying?” *With Itamar Simonson*
 🍏 APA, San Francisco, CA, August 2001; ACR, Austin, TX, October 2001
- ✎ “Exploding coupons: Decision under time constraints” *With On Amir*
 🍏 ACR, Austin, TX, October 2001
- ✎ “The pain and pleasure of micro-payments” *With Jose Silva*
 🍏 ACR, Austin, TX, October 2001,
- ✎ “Coherent arbitrariness” *With George Loewenstein and Drazen Prelec*
 🍏 ACR, Columbus, OH, September 1999; JDM, Los Angeles, CA, November 1999; Economics and Psychology, Brussels, Belgium, June 2001; ACR, Austin, TX, October 2001,
- ✎ “Evaluation of experiences over time: An integration model” *With Teck Ho*
 🍏 ACR, Salt Lake City, UT, October 2000
- ✎ “Three developmental approaches to consciousness” *With Piaget Baldwin and Vygotsky*
 🍏 Jean Piaget Society, Berkeley, CA, May 2001
- ✎ “Procrastination, deadlines, and performance: Using public commitments to regulate one’s behavior” *With Klaus Wertenbroch*
 🍏 ACR, Salt Lake City, UT, October 2000
- ✎ “Acting smart: Incorporating community based knowledge and individual utilities in the selection of smart agents” *With John G. Lynch*
 🍏 ACR, Columbus, OH, September 1999
- ✎ “Interactive home shopping: Effects of cost of acquiring price and quality information on consumer price sensitivity, satisfaction with merchandise selected, and retention” *With John G. Lynch*
 🍏 ACR, Columbus, OH, September 1999.
- ✎ “Learning from experience: The rule of experience in preference formation” *With Steve Hoeffler*
 🍏 JDM, Chicago, IL, November 1996; Marketing Science Berkeley, CA, March 1997
- ✎ “On the making of an experience: The effects of breaking and combining experiences on their overall evaluation” *With Gal Zauberman*
 🍏 JDM, Philadelphia, PA, November 1997; ACR, Montreal, CAN, October 1998; ACR, Salt Lake City, UT, October 2000
- ✎ “Encoding sequences and conveying information in ratings and choice: The case of sequences’ characteristics and duration” *With George Loewenstein*
 🍏 JDM, Dallas, TX, November 1998; ACR, Columbus, OH, September

1999,

- ✎ “The road less traveled and less enjoyed: Collective variety seeking and personal dissatisfaction” *With Yonatan Levav*
🍏 JDM, Dallas, TX, November 1998; ACR, Columbus, OH, September 1999
- ✎ “Hedonic and informational evaluations: Looking backward and forward obstructs information integration” *With Gal Zauberaman*
🍏 JDM, Dallas, TX, November 1998
- ✎ “Base rate neglect is neglected in many ways” *With Gal Zauberaman*
🍏 JDM, Chicago, IL, November 1996
- “Protecting what one stands to lose: Goal based reasoning in the endowment effect” *With Ziv Carmon*
🍏 ACR, Tucson, AZ, October 1996; Marketing Science, Berkeley, CA, March 1997
- ✎ “Goal based construction of preferences: Task goal and the prominence effect” *With Greg Fischer, Ziv Carmon and Gal Zauberaman*
🍏 ACR, Tucson, AZ, October 1996, and JDM, Philadelphia, PA, November 1997
- ✎ “The agent role in conjoint analysis: The location of procedure invariance in decision making” *With Joel Huber and Greg Fischer*
🍏 Marketing Science, Gainesville, FL, March 1996
- ✎ “When do we prefer to earn less and lose more? The effects of experience patterns on satisfaction”
🍏 North Carolina Cognition Group, Winston Salem, NC, February 1994; JDM Los Angeles, CA, November 1995
- ✎ “Seeking subjective dominance, an explanation of the asymmetric dominance shift.”
🍏 ACR, Minneapolis, MN, October, 1995
- ✎ “Statistical and conceptual restriction in calibration research” *With Tom Wallsten and Gal Zauberaman*
🍏 SPUDM, Jerusalem, Israel, August 1995, ()
- ✎ “Multiple objects representation as hierarchical objects or background” *With Christina Burbeck*
🍏 Computer and Vision Conference, Chapel Hill, NC, October 1993; Psychonomic Society, St-Louis, MO, November 1994; ARVO, Fort Lauderdale, FL, May 1995
- ✎ “Perception of area in similar and un-similar shapes” *With Christina Burbeck*
🍏 Computer and Vision Conference, Chapel Hill, NC, October 1992; Psychonomic Society, St. Louis, MO, November 1992
- ✎ “Blur bleed as a 3D cue in graphics displays” *With Jonathan Marshall, Christina Burbeck, Kevin Martin and Jennick Rolland*
🍏 ARVO, Fort Lauderdale, FL, August 1992.

- ☞ “The benefits of agony: Extreme prior pain reduces subsequent pain,” *With Hannan Frenk*
 🍏 North Carolina Cognition Group, Chapel Hill, NC, October, 1991

Invited Talks

- 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