

LEIF D. NELSON

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EMPLOYMENT

- 2014 – present: Ewald T. Grether Professor of Business Administration and Marketing
University of California, Haas School of Business
- 2010 – 2014: Associate Professor, University of California, Berkeley, Haas School of Business
- 2009 – 2010: Assistant Professor, University of California, Berkeley, Haas School of Business
- 2007 – 2009: Assistant Professor, University of California, San Diego, Rady School of Management
- 2003 – 2007: Assistant Professor of Marketing, New York University, Stern School of Business

EDUCATION

- Ph.D. Psychology, Princeton University, June 2003.
- BA Psychology (with honors), Stanford University, June 1998.

HONORS AND AWARDS

- Runner Up: UC Berkeley Carol D. Soc Faculty Mentor Award 2015
- Winner: CEGA-SSMART grant for innovation in meta-analysis 2015-2016
- Winner: Cheit Outstanding Teaching Award 2013-2014
- Winner: Garwood Center Grant for Corporate Innovation (2013)
- Runner Up: *Journal of Consumer Research Best Paper Award* (2012)
- Winner: Cialdini Award for the best paper with field experimentation in social psychology (2012)
- Barbara and Gerson Bakar Faculty Fellow, 2011-2014.
- MSI Young Scholars, 2009
- Elected member of the Society for Experimental Social Psychology
- Institute on Emotion and Decision-Making, Center for the Advanced Study of Behavioral Sciences, Stanford, CA, July 2004
- Woodrow Wilson Society of Scholars Dissertation Fellowship, Princeton University, 2001–2003.
- Firestone Award for Excellence in Undergraduate Research, Stanford University, 1998.

PUBLICATIONS

Nelson, L. D., Simmons, J. P., & Simonsohn, U. (in press). Psychology's Renaissance. *Annual Review of Psychology*

Perfecto, H., Galak, J., Simmons, J. P., & Nelson, L. D. (in press). Rejecting a bad option feels like choosing a good one. *Journal of Personality and Social Psychology*.

Simmons, J. P., Nelson, L. D., & Simonsohn, U. (in press). False-Positive Citations. *Perspectives on Psychological Science*.

Jung, M. H., Nelson, L. D., Gneezy, A., & Gneezy, U. (2017). Signaling Virtue: Charitable Behavior Under Consumer Elective Pricing. *Marketing Science*.

Jung, M. H., Perfecto, H., & Nelson, L. D. (2016). Anchoring in payment: Evaluating a judgmental heuristic in field experimental settings. *Journal of Marketing Research*, 52, 354-368.

* The two lead authors shared the Hillel Einhorn award from the Society of Judgment and Decision Making .

- Simonsohn, U., Simmons, J.P., & Nelson, L. D. (2015). Better p -curves: Making p -curve analysis more robust to errors, fraud, and ambitious p -hacking. *Journal of Experimental Psychology: General*, *144*, 1146-1152.
- Chen, Y-P, Nelson, L. D., & Hsu, M. (2015). From "where" to "what": Distributed representations of brand associations in the human brain. *Journal of Marketing Research*, *52*, 453-466.
- Jung, M. H., Nelson, L. D., Gneezy, A. & Gneezy, U. (2014). Paying more when paying for others. *Journal of Personality and Social Psychology*, *107*, 414-431.
- Simonsohn, U., Nelson, L. D., & Simmons, J. P. (2014). P -Curve and effect size: Correcting for publication bias using only significant results. *Perspectives on Psychological Science*, *9*, 666-681.
- Miguel, E. et al. (2014). Promoting transparency in social science research. *Science*, *343*, 30-31.
- Simonsohn, U., Nelson, L. D., & Simmons, J. P. (2014). P -Curve: A key to the file drawer. *Journal of Experimental Psychology: General*, *143*, 534-547.
- Baca-Motes, K., Brown, A., Gneezy, A., Keenan, E. A., & Nelson, L. D. (2013).* Commitment and behavior change: Evidence from the field. *Journal of Consumer Research*, *39*, 1070-1084.
- Galak, J., LeBoeuf, R. A., Nelson, L. D., & Simmons, J. P. (2012). Correcting the past: Failures to replicate ψ . *Journal of Personality and Social Psychology*, *103*, 933-948
- Gneezy, A., Gneezy, U. Riener, G., & Nelson, L. D. (2012). Pay-what-you-want, identity, and self-signaling in markets. *Proceedings of the National Academy of Sciences*, *109*, 7236-7240.
- Gneezy, A., Imas, A., Brown, A., Nelson, L. D., & Norton, M.I., (2012). Paying to be nice: Consistency and costly prosocial behavior. *Management Science*, *58*, 179-187.
- Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2011).* False-positive psychology: Undisclosed flexibility in data collection and analysis allow presenting anything as significant. *Psychological Science*, *22*, 1359-1366
- Simmons, J. P., Nelson, L. D., Galak, J., and Frederick, S. (2011). Intuitive biases in choice vs. estimation: Implications for the wisdom of crowds. *Journal of Consumer Research*, *38*, 1-15.
- Galak, J. & Nelson, L. D. (2011). The virtues of opaque prose: How lay beliefs about fluency influence perceptions of quality. *Journal of Experimental Social Psychology*, *47*, 250-253.
- Gneezy, A., Gneezy, U., Nelson, L.D., & Brown, A. (2010) Shared social responsibility: A field experiment in pay-what-you-want pricing and charitable giving. *Science*, *329*, 325-327.
- * Winner of the Cialdini award from the Society for Personality and Social Psychology
- Simmons, J. P., LeBoeuf, R. A., & Nelson, L. D. (2010). The effect of accuracy motivation on anchoring and adjustment: Do people adjust from provided anchors? *Journal of Personality and Social Psychology*, *99*,917-932.

- Sackett, A. M., Meyvis, T., Nelson, L. D., Converse, B. A., & Sackett, A. L. (2010). You're having fun when time flies: The hedonic consequences of subjective time progression. *Psychological Science, 21*, 111-117.
- Nelson, L. D. & Simmons, J. P. (2009).* On southbound ease and northbound fees: Literal consequences of the metaphoric link between vertical position and cardinal direction. *Journal of Marketing Research, 46*, 715-724.
- Nelson, L. D., Meyvis, T., & Galak, J. (2009).* Enhancing the television-viewing experience through commercial interruptions. *Journal of Consumer Research, 36*, 160-172.
* Runner-up for the Best Paper award from the *Journal of Consumer Research* for 2009.
- Sherman, D. K., Cohen, G. L., Nelson, L. D., Nussbaum, A. D., Bunyan, D. P., & Garcia, J. (2009). Affirmed yet unaware: Exploring the role of awareness in the process of self-affirmation. *Journal of Personality and Social Psychology, 97*, 745-764.
- Nelson, L. D. & Meyvis, T. (2008).* Interrupted consumption: Adaptation and the disruption of hedonic experience. *Journal of Marketing Research, 45*, 654-664.
- Nelson, L. D. & Simmons, J. P. (2007).* Moniker maladies: When names sabotage success. *Psychological Science, 18*, 1106-1112.
- Simmons, J. P. & Nelson, L. D. (2006).* Intuitive confidence: Choosing between intuitive and nonintuitive alternatives, *Journal of Experimental Psychology: General, 135*, 409-428.
- Nelson, L. D., & Norton, M. I. (2005). From student to superhero: Situational primes shape helping behavior, *Journal of Experimental Social Psychology, 41*, 423-430.
- Nelson, L. D., & Morrison, E. L. (2005). The symptoms of resource scarcity: Judgments of food and finances impact preferences for potential partners, *Psychological Science, 16*, 167-173.
- Sherman, D. K., Nelson, L. D., & Ross, L. (2003). Naive realism and affirmative action: Adversaries are more similar than they think. *Basic and Applied Social Psychology, 25*, 275-289.
- Miller, D. T., & Nelson, L. D. (2002). Seeing approach motivation in the avoidance behavior of others: Implications for an understanding of pluralistic ignorance. *Journal of Personality and Social Psychology, 83*, 1066-1075.
- Sherman, D. A. K., Nelson, L. D., & Steele, C. M. (2001). Do messages about health risks threaten the self? Increasing the acceptance of threatening health messages via self-affirmation. *Personality and Social Psychology Bulletin, 26*, 1046-1058.

*Denotes papers with equal author contribution.

BOOK CHAPTERS AND INVITED PUBLICATIONS

- Nelson, L. D., Simmons, J. P., & Simonsohn, U. (2012).* Let's publish fewer papers. *Psychological Inquiry, 23*, 291-293.
- Simmons, J. P., Nelson, L. D., and Simonsohn, U. (2012). A 21 word solution, *Dialogue: The Official Newsletter of the Society for Personality and Social Psychology, 26* (2), 4-7.
- Nelson, L. D., Pettijohn, T. F., & Galak, J. (2007). Mate preferences in social cognitive context: When environmental and personal change leads to predictable cross-cultural variation. In V. Swami and

A. Furnham (Eds.) *Body Beautiful: Evolutionary and Socio-Cultural Perspectives*. New York: Palgrave Macmillian, 183-208

WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

Simmons, J. P. & Nelson, L. D. (2017). *Intuitive Choice Theory*. *Invited revision*.

Roeder, S. S. & Nelson, L. D. (2017). *Folk theories are corrupted by cross-domain explanations*. *Invited revision*.

Moon, A & Nelson, L. D. (2017). *The uncertain value of uncertainty: When consumers are unwilling to pay for what they like*. *Invited revision*.

* *The lead authors was runner-up for the Hillel Einhorn award from the Society of Judgment and Decision Making*.

CONFERENCES ORGANIZED

Judgment and Decision Making at the Society of Personality and Social Psychology. First annual preconference sponsored by the National Science Foundation and the Society for Judgment and Decision Making. (co-organized with Dan Ariely, Jennifer Lerner, and Leaf Van Boven).

Society for Consumer Psychology Doctoral Consortium (2013). Co-organized with Simona Botti.

Winter Decision Making Symposium (2011). Co-organized with Nathan Novemsky

Summer Decision Making Symposium (2012). Co-organized with Nathan Novemsky.

EDITORIAL APPOINTMENTS

Associate Editor at *Management Science*, *Marketing Science*, and at *Judgment and Decision Making*. Guest editor at *Journal of Marketing Research* (special issue on field experiments) and *Marketing Science*. Member of the editorial board at *Journal of Consumer Research* and at *Journal of Marketing Research*.