

# LEIF D. NELSON

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## EMPLOYMENT

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- 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

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

## HONORS AND AWARDS

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- Runner Up: UC Berkeley Faculty Mentor Award 2015
- 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

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Simonsohn, U., Simmons, J.P., & Nelson, L. D. (*in press*). Better p-curves. *Journal of Experimental Psychology: General*.

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

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 psi. *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). Naïve 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**

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- 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**

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- Jung, M. H., Nelson, L. D., Gneezy, A., & Gneezy, U. (2015). Signaling Virtue: Charitable Behavior Under Consumer Elective Pricing. *Invited Revision*
- Simmons, J. P. & Nelson, L. D. (2015). *Intuitive Choice Theory*. *Invited revision*.
- Roeder, S. S. & Nelson, L. D. (2015). Folk theories are corrupted by cross-domain explanations. *Invited revision*.

#### **CONFERENCES ORGANIZED**

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*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**

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