

LEIF D. NELSON

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EMPLOYMENT

- 2010 – Present: 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. Thesis title: "Seeing choices in the rejections of others: Biases in the attention to, and inferences about, the motives of decision makers."
- MA Psychology, Princeton University, November 2000. Thesis title: "Misperceiving motivation: Seeing approach in avoidant behavior."
- BA Psychology, with honors, Stanford University, June 1998. Thesis Title: "Neutralizing defensive processing through the application of self-affirmation."

HONORS AND AWARDS

- Barbara and Gerson Bakar Faculty Fellow, 2011
- 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.
- Summer Travel Award, Association of Princeton Graduate Alumni, 2002.
- Firestone Award for Excellence in Undergraduate Research, Stanford University, 1998.
- Undergraduate Research Opportunity Fellowship, for undergraduate honors research, Stanford University, 1997.

PUBLICATIONS

- Simmons, J. P., Nelson, L. D., & Simonsohn, U. (in press). * False-positive psychology: *Undisclosed* flexibility in data collection and analysis allow presenting anything as significant. *Psychological Science*
- Gneezy, A., Imas, A., Brown, A., Norton, M.I., & Nelson, L. D. (in press). Paying to be nice: Costly prosocial behavior and consistency. *Management Science*.
- 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.

- 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.
- 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

- 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 Macmillan, 183-208

MANUSCRIPTS UNDER REVIEW

Simmons, J. P. & Nelson, L. D. (2011).* Intuitive Confidence and the Prominence Effect: When Consumer Choices are Sensitive to Matching Prices. Manuscript invited for resubmission at the *Journal of Consumer Research*.

MANUSCRIPTS IN PREPARATION (IN ORDER OF COMPLETENESS)

Gneezy, A., Gneezy, U., & Nelson, L. D. (2011). Name Your Own Price: On Social Preferences in Markets. Manuscript in preparation, University of California, San Diego

Nelson, L. D., & Miller, D. T. (2011). *Remembered choices and forgotten rejections: Inferential and inductive failings in the interpretation of decisions*. Manuscript in preparation, University of California, Berkeley

Nelson, L. D., Galak, J., & Vosgerau, J. (2011). *The Unexpected Enjoyment of Expected Events: The ill-fated Pursuit of Excitement in the Consumption of Televised Sporting Events*. Manuscript in preparation, University of California, Berkeley

Meyvis, T. & Nelson, L. D. (2011). *Contrast in Anticipation: When Dread Enhances Pleasure and Savoring Aggravates Pain*. Manuscript in preparation, New York University

Nelson, L. D., & LeBoeuf, R. A. (2011). *The mechanisms of "evolved" processes: False consensus and the male overperception of sexual intent*. Manuscript in preparation, University of California, Berkeley

Norton, M. I., & Nelson, L. D. (2011). *Improbable estimates of probable groups*. Manuscript in preparation, Harvard University.

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).

CONFERENCE PAPERS AND INVITED PRESENTATIONS (PRESENTING AUTHOR NOTED WITH *)

Gneezy, A., Gneezy, U., Nelson, L. D., & Brown, A. (2010). *Sustainable corporate giving through pay-what-you-want pricing*. Paper presented at the Association for Consumer Research, Jacksonville, FL.

Gneezy, A., Gneezy, U., Nelson, L. D., & Brown, A. (2010). *Sustainable corporate giving through pay-what-you-want pricing*. Paper presented at the biannual meeting of Behavioral Decision Research in Management. Pittsburgh, PA.

Nelson, L. D. (2010). *Wise Markets and Ignorant Crowds*. Invited talk presented at the Bay Area Marketing Symposium, hosted by University of California, Davis.

Nelson, L. D. (2010). *The Signaling of Social Preferences*. Invited presentation at the Small Steps, Big Leaps Briefing: The Science of Getting People to do the Right Thing. Hosted by the Stanford Graduate School of Business.

- Nelson, L. D. (2010). *The Signaling of Social Preferences*. Invited presentation at the Judgment and Decision Making preconference at the Society for Personality and Social Psychology, Las Vegas, NV.
- Gneezy, A., Gneezy, U., & Nelson, L. D. (2010). *Pay-What-You-Want: On Social Preferences in Markets*. Paper presented at the annual meeting of the Society for Consumer Psychology, St. Pete's Beach, FL.
- Meyvis, T.* and Nelson, L. D. (2010). *Contrasting against the future: The Unexpected Effects of Expectation*, Paper presented at the Society for Consumer Psychology, St. Pete's Beach, FL.
- Nelson, L. D. (2009). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk presented to the Behavioral Decision Research Workshop, Cornell University.
- Nelson, L. D. (2009). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk presented to the Management of Organizations Seminar Series, University of California, Berkeley, Haas School of Business.
- Simmons, J. P.*, Nelson, L. D., Galak, J., and Frederick, S. (2009). *Are crowds wise when predicting against point spreads? It depends on how you ask*. Paper presented at the Society for Judgment and Decision Making, Boston, MA.
- Converse, B.*, Sackett, A., Meyvis, T., Nelson, L. D., & Sackett, A. L. (2009). You're having fun when time flies: The Hedonic consequences of subjective time progression. Paper presented at the Association for Consumer Research, Pittsburgh, PA.
- Meyvis, T.* and Nelson, L. D. (2009). *Contrasting against the future: The Unexpected Effects of Expectation*, Paper presented at the Association for Consumer Research, Pittsburgh, PA.
- Simmons, J. P.*, Nelson, L. D., Galak, J., and Frederick, S. (2009). *Are crowds wise when predicting against point spreads? It depends on how you ask*. Paper presented at the Association for Consumer Research, Pittsburgh, PA.
- Nelson, L. D. (2009). *Wise Markets and Ignorant Crowds*. Invited talk presented for the Department of Marketing Research Retreat, Northwestern University, Kellogg School of Management.
- Nelson, L. D. (2009). *Wise Markets and Ignorant Crowds*. Invited talk presented for the Marketing Research Seminar Series, University of Houston, Bauer College of Business.
- Simmons, J. P., Nelson, L. D., Galak, J., and Frederick, S. (2009). *Wise Markets and Ignorant Crowds*. Paper presented at the SITE conference, Stanford, CA.
- Nelson, L. D. (2009). *Wise Markets and Ignorant Crowds*. Invited talk presented for the Department of Marketing Research Retreat, University of Florida, Warrington College of Business.
- Galak, J. & Nelson, L. D. (2009). *Complexity is good: When disfluent communication signals author erudition*. Paper presented at the Society for Consumer Psychology, San Diego, CA.

- Nelson, L. D., Meyvis, T., & Galak, J. (2009). *Mispredicting adaptation and the consequences of unwanted disruptions: When advertisements make television programs more enjoyable*. Paper presented at the Society for Consumer Psychology, San Diego, CA.
- Nelson, L. D., Meyvis, T. & Galak, J. (2009). *Adaptation and the Disruption of hedonic Experience*. Paper presented at the Society for Personality and Social Psychology, Tampa, FL.
- Simmons, J. P., Nelson, L. D., Galak, J., and Frederick, S. (2008). *Wise Markets and Ignorant Crowds*. Keynote address at the annual meeting of the Economic Science Association, Tucson, AZ.
- Nelson, L. D. & Simmons, J. P. (2008). On southbound ease and northbound fees: Literal consequences of the metaphoric link between vertical position and cardinal direction. Paper presented at the Society for Experimental Social Psychology, Sacramento, CA.
- Gneezy, A.*, Carmon, Z., & Nelson, L. D. (2008). *Getting less than you paid for: Very high prices lead to inferences of very low quality*. Paper presented at the Association for Consumer Research, San Francisco, CA.
- Nelson, L. D., Simmons, J. P.*, & Galak, J. (2008). *Intuitive confidence and the effect of opinion valence on preference projection*. Paper presented at the Association for Consumer Research, San Francisco, CA.
- Nelson, L. D. (2008). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk presented for the Management and Organizational Behavior group, University of Chicago Graduate School of Business.
- Nelson, L. D. & Meyvis, T. (2008). *Time is flying, we must be having fun: The effect of subjective time progression on enjoyment*. Paper presented at the Society for Consumer Psychology, New Orleans, LA.
- Nelson, L. D., Simmons, J. P., & Galak, J. (2008). *Intuitive preferences: Intuitive confidence in the false consensus effect and the prominence effect*. Paper presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Nelson, L. D. (2007). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk for the Department of Marketing, Stanford University Graduate School of Business.
- Nelson, L. D. (2007). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk at the Buck Weaver Symposium, Sloan School of Business, Massachusetts Institute of Technology.
- Nelson, L. D. & Meyvis, T. (2007). *Time is flying, we must be having fun: The effect of subjective time progression on enjoyment*. Paper presented at the Association for Consumer Research, Memphis, TN.
- Nelson, L. D., Galak, J., & Vosgerau, J.* (2006). *The unexpected enjoyment of expected events: The ill-fated pursuit of excitement in the watching of televised sporting events*. Paper presented at the Association for Consumer Research, Memphis, TN.

- Nelson, L. D. & Simmons, J. P.* (2007). *On Southbound Ease and Northbound Fees: Literal Consequences of the Metaphoric Link between Vertical Position and Cardinal Direction*. Presented at the Association for Consumer Research, Memphis, TN.
- Nelson, L. D., Meyvis, T., & Galak, J.* (2007). *Mispredicting Adaptation and the Consequences of Unwanted Disruptions: When Advertisements Improve Television*. Presented at the Association for Consumer Research, Memphis, TN.
- Nelson, L. D. (2007). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk for the Harvard Business School.
- Nelson, L. D. (2007). *Interrupted Consumption: Adaptation and the Disruption of Hedonic Experience*. Invited talk for the Marshall School of Business, University of Southern California.
- Nelson, L. D., Galak, J*., & Vosgerau, J. (2007). *The unexpected enjoyment of expected events: The ill-fated pursuit of excitement in the watching of televised sporting events*. Paper presented at the Society for Consumer Psychology, Las Vegas, Nevada.
- Nelson, L. D.*, Galak, J., & Vosgerau, J. (2006). *The unexpected enjoyment of expected events: The ill-fated pursuit of excitement in the watching of televised sporting events*. Paper presented at the Society for Judgment and Decision Making, Houston, Texas.
- Meyvis, T.* and Nelson, L. D. (2006). *Contrasting against the future: The Unexpected Effects of Expectation*, Paper presented at the Society for Judgment and Decision Making, Houston, Texas.
- Simmons, J. P.*, LeBoeuf, R. A., & Nelson, L. D. (2006). *When Incentives Increase Adjustment from Experimenter-Provided Anchors*. Paper presented at the Society for Judgment and Decision Making, Houston, Texas.
- Nelson, L. D. (2006). *When Breaks Breakdown: Adaptation and the Rationing of Hedonic Disruption*. Invited talk for the Rady School of Business, University of California, San Diego.
- Meyvis, T.* and Nelson, L. D. (2006). *Contrasting against the future: The Unexpected Effects of Expectation*, Paper presented at the Association for Consumer Research, Orlando, Florida.
- Simmons, J. P.* and Nelson, L. D. (2006). *Choosing between equated alternatives: The effect of intuitive confidence on consumers' sensitivity to equating prices*. Paper presented at the Association for Consumer Research, Orlando, Florida.
- Simmons, J. P.* and Nelson, L. D. (2006). *Choosing between equated alternatives: The effect of intuitive confidence on consumers' sensitivity to equating prices*. Paper presented at the Behavioral Decision Research in Management, Santa Monica, California.
- Nelson, L. D. (2006). *When Breaks Breakdown: Adaptation and the Rationing of Hedonic Disruption*. Invited talk for the Department of Marketing, Carnegie Mellon University.
- Nelson, L. D.* and Simmons, J. P. (2005). *Up north and down south: Effort-based inferences deriving from gravitational intuitions*. Paper presented at the Society for Judgment and Decision Making, Toronto, Ontario.

- Simmons, J. P.*, Shafir, E., Nelson, L. D., and Frederick, S. (2005). *Biases in choice versus matching: Implications for the presumed wisdom of crowds*. Paper presented at the Society for Judgment and Decision Making, Toronto, Ontario.
- Nelson, L. D. (2005). *Intuitive Confidence and Confident Corrections*. Invited talk for the Department of Psychology, Yale University.
- Nelson, L. D.* & Meyvis, T. (2005). *When breaks breakdown: The irrational rationing of remedies*. Paper presented at the Association for Consumer Research, San Antonio, Texas.
- Nelson, L. D. (2005). *Intuitive Confidence and Confident Corrections*. Invited talk for the Department of Psychology, Temple University.
- Nelson, L. D. (2005). *Intuitive Confidence and Confident Corrections*. Invited talk for the Department of Marketing, Yale University School of Management.
- Nelson, L. D. (2005). *Intuitive Confidence and Confident Corrections*. Invited talk for the Department of Psychology, University of California, Santa Barbara.
- Nelson, L. D.* & Meyvis, T. (2005). *When breaks breakdown: The irrational rationing of remedies*. Paper presented at the Society for Consumer Psychology, Tampa, Florida.
- Nelson, L. D. (2005). *Intuitive Confidence and Confident Corrections*. Invited talk for the Seminar in Decision Processes, University of Pennsylvania, Philadelphia, Pennsylvania.
- Nelson, L. D. (2004). *Favored Favorites: Inequalities in Equivalent Outcomes*. Invited talk for the Department of Marketing, University of California at Berkeley, Haas School of Business.
- Simmons, J. P.* and Nelson, L. D. (2004) *Favoring the Favorite: A Bias in Predicting Between Equivalent Outcomes*, Paper presented at Behavioral Decision Research in Management, Durham, North Carolina.
- Nelson, L. D.* and LeBoeuf, R. A. (2004) *Projecting personal desire: Consensus estimation and the overperception of sexual intent*. Paper presented at the Society for Judgment and Decision Making, Minneapolis, Minnesota.
- Nelson, L. D.* and Simmons, J. P. (2004). *Favored Favorites: Inequalities in Equivalent Outcomes*. Paper presented at the Association for Consumer Research, Portland, Oregon
- Nelson, L. D. and Ülkümen, M. G.* (2004). *Forgotten rejections and the rebuilding of personal preferences*. Paper presented at the Association for Consumer Research, Portland, Oregon.
- Nelson, L. D.* and Simmons, J. P. (2004). *There's danger in the name Dan: First initial effects on performance*. Paper presented at the Society for Personality and Social Psychology, Austin, Texas.
- Nelson, L. D.* & Morrison, E. (2003). *The Symptoms of Resource Scarcity: Judgments of Food and Finances impact Partner Preferences*. Paper presented at the Society for Judgment and Decision Making, Vancouver, British Columbia.
- Nelson, L.D.* & Miller, D. T. (2003). *Seeing Choices in the Rejections of Others: Inferring Approach Motivation in Avoidance Motivated Decisions*. Paper presented at the Association for Consumer Research, Toronto, Ontario.

Nelson, L.D. (2002). *Seeing Choices in the Rejections of Others*. Invited talk for the Seminar in Decision Processes, University of Pennsylvania, Philadelphia, Pennsylvania.

Nelson, L. D.*, & Miller, D. T. (2002). *Motive misperception and inferential asymmetry: When rejections are interpreted as choices*. Paper presented at the biannual meeting of Behavioral Decision Research in Management at University of Chicago, Chicago, Illinois

Nelson, L. D.*, & Morrison, E. L. (2002). *Mate ideals and the symptoms of resource scarcity*. Paper presented at the annual meeting of the Human Behavior and Evolution Society, New Brunswick, New Jersey.

Nelson, L. D.*, & Norton, M. I. (1999). *"Look! Up in the sky!" Priming Superman leads to automatic behavior*. Paper presented at the Graduate Student Conference at New York University, New York, New York.

Nelson, L. D.*, & Miller, D. T. (1999). *Choosing without liking: Preferences lead to biased inferences*. Paper presented at the Annual Meeting of the New Jersey Psychological Association, Iselin, New Jersey.

POSTER PRESENTATIONS

Galak, J. and Nelson, L. D. (2006). *Complexity is Good: When Disfluent Communication Signals Author Erudition*. Poster presented at the Society for Judgment and Decision Making, Houston, Texas. (the first author won the Student Poster Award for this presentation).

Nelson, L. D., & Morrison, E. L. (2002). *Mortality salience and the moderation of mate-choice copying in humans*. Poster presented at the annual meeting of the Human Behavior and Evolution Society in New Brunswick, New Jersey.

Nelson, L. D., & LeBoeuf, R. A. (2002). *Why do men overperceive women's sexual intent? False consensus vs. evolutionary explanations*. Poster presented at the 3rd Annual Meeting of the Society for Personality and Social Psychology, Savannah, Georgia.

Nelson, L. D., & Miller, D. T. (2001). *Seeing approach in avoidant behavior: The personal decision to reject is interpreted as a decision to choose in others*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Orlando, Florida.

Nelson, L. D., & Morrison, E. L. (2001). *The evolution of internal cues in mate selection: Hungry men prefer plumper women and hungry women prefer taller men*. Poster presented at the 2nd annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas.

Johnson, C., Norton, M. I., Nelson, L. D., & Chartrand, T. (2001). *Effects of attainability and category versus exemplar primes on inspiration and performance*. Poster presented at the 2nd annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas.

Norton, M. I., & Nelson, L. D. (2001). *Eradicating the ineradicable: False consensus and false uniqueness as malleable biases*. Poster presented at the 2nd annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas.

- Nelson, L. D., & Norton, M. I. (2000). *Look! Up in the Sky! Priming Superman leads to automatic helping behavior*. Poster presented at the 1st Annual Meeting of the Society for Personality and Social Psychology, Nashville, Tennessee.
- Nelson, L. D., & Miller, D. T. (2000). *Seeing approach in avoidance: Misunderstanding motivation in actor-observer situations*. Poster presented at the 1st Annual Meeting of the Society for Personality and Social Psychology, Nashville, Tennessee.
- Nelson, L. D., & Miller, D. T. (1999). *Do people like what they choose? Ignoring avoidance in inferences about others*. Poster presented at the 11th annual meeting of the American Psychological Society, Denver, Colorado.
- Nelson, L. D., Sherman, D. A., & Ross, L. (1999). *Framing effects on the approval of affirmative action*. Poster presented at the Annual Meeting of the Eastern Psychological Association, Providence, Rhode Island.
- Nelson, L. D., Sherman, D. A., & Steele, C. M. (1998). *Self-affirmation and the defensive processing of threatening health information*. Poster presented at the joint meeting of the Western Psychological Association and the Rocky Mountain Psychological Association, Albuquerque, New Mexico.
- Sherman, D. A., Steele, C. M., & Nelson, L. D. (1997). *Self-affirmation and defensive processing of AIDS educational messages*. Poster presented at the annual meeting of the Western Psychological Association, Seattle, Washington.