

February 2015

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### **EDUCATION**

- Ph.D. Psychology, Carnegie-Mellon University, 1980
- M.S. Psychology, Carnegie-Mellon University, 1978
- B.A. Human Communication, Rutgers University, with highest departmental honors, 1976

### **POSITIONS HELD:**

Senior Visiting Scholar, Consumer Financial Protection Bureau, Washington, DC. 2014-

Inaugural Linde Fellow, California Institute of Technology, March 2013

Distinguished Visiting Scholar, University of Technology, Sydney, Jan.-Feb., 2013

The Norman Eig Professor of Business, Columbia Business School, Columbia University 1999-  
Affiliated faculty, Psychology 2009-

Visiting Professor, London Business School, 2006.

Guest Professor, Department of Quantitative Economic Research, University of Fribourg,  
Switzerland, 2004

The David W. Hauck Professor of Marketing, Wharton School, University of Pennsylvania 1997-  
1999.

Professor of Marketing, Decision Science and Psychology, University of Pennsylvania 1992-1999.

Associate Professor of Marketing, Marketing Department, Wharton School, University of  
Pennsylvania, 1987-1992, with tenure since 1990. Secondary appointment in Operations and  
Information Management, 1989, Secondary appointment in Psychology, 1991.

Visiting Associate Professor, Sloan School of Management, Massachusetts Institute of Technology,  
1984-85.

Associate Professor of Industrial Administration and Psychology, Graduate School of Industrial  
Administration, Carnegie-Mellon University, 1984-1987.

Assistant Professor of Industrial Administration, Graduate School of Industrial Administration,  
Carnegie-Mellon University, 1981-84.

National Science Foundation Postdoctoral Fellowship in Psychology, Department of Psychology,  
Stanford University, 1980-1981.

## **PUBLICATIONS AND RESEARCH**

### A. Publications

#### 1 . Articles published in refereed journals.

Peter Ubel, David Comerford, & Eric J. Johnson. (in press). Healthcare.gov 3.0 — Behavioral Economics and Insurance Exchanges. *New England Journal of Medicine*.

Appelt, K. C., Knoll, M. A. Z., Eric J. Johnson, & Westfall, J. E. (in press). Time to Retire: Why Americans Claim Benefits Early and How to Encourage Them to Delay. *Behavioral Science and Policy*.

Li, Ye, Gao, Jie, Enkavi, A. Zeynep, Zaval, Lisa, Weber, Elke U., & Johnson, Eric J. (2014). Sound credit scores and financial decisions despite cognitive aging. *Proceedings of the National Academy of Science*. doi:www.pnas.org/cgi/doi/10.1073/pnas.1413570112

Zaval, L., Keenan, E. A., Johnson, E. J., & Weber, E. U. (2014). How warm days increase belief in global warming. *Nature Climate Change*. doi:10.1038/nclimate2093.

Johnson, E. J., Hassin, R., Baker, T., Bajger, A. T., & Treuer, G. (2013). Can consumers make affordable care affordable? The value of choice architecture. *PLoS ONE*. doi:10.2139/ssrn.2291598

Payne, J. W., Sagara, N., Shu, S. B., Appelt, K. C., & Johnson, E. J. (2013). Life expectancy as a constructed belief: Evidence of a live-to or die-by framing effect. *Journal of Risk and Uncertainty*, 46(1), 27–50. doi:10.1007/s11166-012-9158-0

Li, Y., Baldassi, M., Johnson, E. J., & Weber, E. U. (2013). Complementary Cognitive Capabilities, Economic Decision-Making, and Aging. *Psychology and Aging*. 28(3):595-613 doi: [10.1037/a0034172](https://doi.org/10.1037/a0034172) (lead article)

Smith, C., Goldstein, D. G., & Johnson, E. J. (2013). Choice without Awareness: Ethical and Policy Implications of Defaults. *Journal of Public Policy & Marketing* 32(2), 159-172 doi:10.1509/jppm.10.114 (lead article).

Toubia, O., Johnson, E. J., Evgeniou, T., & Delquié, P. (2013). Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters. *Management Science* 59(3), 613-640.

Johnson, E. J. (2013). Choice theories: What are they good for? *Journal of Consumer Psychology*, 23(1), 154–157. doi:10.1016/j.jcps.2012.10.004

- Johnson, E. J., Dellaert, B. G. C., Fox, C., Goldstein, D. G., Haubl, G., Larrick, R. P., et al. (2012). Beyond nudges: Tools of a choice architecture. *Marketing Letters*, 23(2), 487–504. doi:10.1007/s11002-012-9186-1J
- Dinner, I., Johnson, E. J., Goldstein, D. G., & Liu, K. (2011). Partitioning default effects: Why people choose not to choose. *Journal of Experimental Psychology: Applied*, 17(4), 332–341. doi:10.1037/a0024354
- Willemsen, M. C., Bockenholt, U., & Johnson, E. J. (2011). Choice by value encoding and value construction: Processes of loss aversion. *Journal Of Experimental Psychology-General*, 140(3), 303–324. doi:10.1037/a0023493
- Li, Y., Johnson, E. J., & Zaval, L. (2011). Local Warming: Daily Temperature Change Influences Belief in Global Warming. *Psychological Science*, 22(4), 454–459. doi:10.1177/0956797611400913
- Weber, E. U., & Johnson, E. J. (2011). Query theory: Knowing what we want by arguing with ourselves. *Behavioral And Brain Sciences*, 34(2), 91–. doi:10.1017/S0140525X10002797
- Figner, B., Knoch, D., Johnson, E. J., Krosch, A. R., Lisanby, S. H., Fehr, E., & Weber, E. U. (2010). Lateral prefrontal cortex and self-control in intertemporal choice. *Nature Neuroscience*, 13(5), 538-539. doi: 10.1038/nn.2516
- Jarnebrant, P., Tobia, O., & Johnson, E. J. (2009). The Silver Lining Effect: Formal Analysis and Experiments. *Management Science*, 55, 1832-1841.
- Hardisty, D. J., Johnson, E. J., & Weber, E. U. (2009). A Dirty Word or a Dirty World?: Attribute Framing, Political Affiliation, and Query Theory. *Psychological Science*, 21(1), 86-92. doi: 10.1177/0956797609355572
- Weber, E. U., & Johnson, E. J. (2009). Mindful judgment and Decision Making. *Annual Review of Psychology*, 60, 53-85.
- Goldstein, Daniel G., Johnson, E. J. & Sharpe, W. Choosing outcomes versus choosing products: Consumer-focused retirement investment advice. *Journal Of Consumer Research* (2008) vol. 35 (3) pp. 440-456
- Johnson, E. J., Schulte-Mecklenbeck, M., & Willerssen, M. C. (2008). Process models deserve process data: Comment on Brandstatter, Gigerenzer, and Hertwig (2006). *Psychological Review*, 115(1), 263-272.
- Johnson, E. J., Schulte-Mecklenbeck, M., & Willemsen, M. C. (2008). Postscript: Rejoinder to Brandstatter, Gigerenzer, and Hertwig (2008). *Psychological Review*, 115(1), 272-273.
- Johnson, E. J., Haeubel, G., & Keinan, A. (2007). Aspects of Endowment: A Query Theory of Loss Aversion. *Journal of Experimental Psychology-Learning Memory and Cognition* 33 (3), 461-474.
- Weber, E. U., Johnson, E. J., Milch, K., Chang, H., Brodscholl, J., & Goldstein, D. (2007). Asymmetric Discounting in Intertemporal Choice: A Query Theory Account, *Psychological Science*, 18(6), 516-523.

- Buchan, N. R., Croson, R. T. A., & Johnson, E. J. (2006). Trust and Reciprocity: An International Experiment, *Journal of Economics and Behavior in Organizations*, 60 (3), 373-398,
- Johnson, E. J., Bellman, S., Lohse, G. L., & Mandel, N. (2005). Designing Marketplaces of the Artificial: Four Approaches to Understanding Consumer Behavior in Electronic Environments. *Journal of Interactive Marketing*, 20(1), 21-33.
- Johnson, Eric J., Mary Steffel, and D. Goldstein (2005), "Making Better Decisions: From Measuring to Constructing Preferences," *Health Psychology*, 24 (4), 817-22.
- Johnson, E. J., & Goldstein, D. G. (2004). Defaults and donation decisions. *Transplantation*, 78(12), 1713-1716.
- Bellman, S., Johnson, E. J., Kobrin, S. J., & Lohse, G. L. (2004). International differences in information privacy concerns: A global survey of consumers. *Information Society*, 20(5), 313-324.
- Buchan, N. R., R Croson, & E. J. Johnson, (2004). When do fair beliefs influence bargaining behavior? Experimental bargaining in Japan and the United States. *Journal of Consumer Research*, 31(1), 181-190.
- Johnson, E. J. (2004). Rediscovering risk. *Journal of Public Policy & Marketing*, 23(1), 2-6.
- Johnson, Eric J., W. W Moe, P. S. Fader, S. Bellman, & G. L. Lohse (2004). On the depth and dynamics of online search behavior. *Management Science*, 50(3), 299-308.
- Johnson, Eric J. and D. Goldstein (2003) Do Defaults Save Lives? *Science*, 302, 1338-9.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.  
Adapted in Do defaults make a difference? *Marketing Insight*, 5, 14-15, 2006.
- Johnson, Eric J., S. Bellman, and G. L. Lohse (2003), "Cognitive Lock-in and the Power Law of Practice." *Journal of Marketing*, 67(2), 62-75.
- Mandel, N. and E. J. Johnson (2002), "When Web pages influence choice: Effects of visual primes on experts and novices," *Journal of Consumer Research*, 29 (2), 235-45.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.
- Johnson, E. J., S. Bellman, and G. L. Lohse (2002), "Defaults, framing and privacy: Why opting in  $\neq$  opting out," *Marketing Letters*, 13 (1), 5-15.
- Johnson, E. J., C. Camerer, S. Sen, and T. Rymon (2002), "Detecting failures of backward induction: Monitoring information search in sequential bargaining," *Journal of Economic Theory*, 104 (1), 16-47.
- Johnson, E. J. "Digitizing Consumer Research." *Journal of Consumer Research*, September, 28(2): 331-336, 2001.

- Bellman, S., Johnson, E. J. and Lohse, G. "To Opt-In or Opt-Out: That Depends on the Question." *Communications of the ACM*, 2001, February, 44(2): 25-27,.
- Lohse, G., Bellman, S., and Johnson, E. J. Consumer Buying on the Internet: Findings from Panel Data. *Journal of Interactive Marketing*, 2000, 14, 15-29.
- Lohse, G., Bellman, S., and Johnson, E. J. "Predictors of Online Buying Behavior." *Communications of the ACM*. 1999, 42, 32-38.
- West, P., Ariely, D. Bellman, S. Bradlow, E. Huber, J. Johnson, E. Kahn, B. Little, J. Schkade, D. "Agents to the Rescue?" *Marketing Letters*, 1999, 10, 285-301.
- Chapman, G. and Johnson E. J. "Anchoring, Confirmatory Search and the Construction of Values," *Organizational Behavior and Human Decision Processes*, 1999, 79, 115-153
- Morwitz, V., Greenleaf, E., and Johnson, E.J., "Divide and Prosper: Why Firms Divide prices Instead of Charging a Single Price," *Journal of Marketing Research*, 1998, 35, 453-463.
- Johnson, E. J., Meyer, R. J. , Hardie, B., & Anderson, P. "Watching Customers Decide: Process Measures Add Insights to Choice Modeling Experiments. *Marketing Research*, 9, 32-38.
- Winer, R., Deighton, J., Gupta, S., Johnson, E. J., Mellers, B., Morwitz, V., O'Guinn, T., Rangaswamy, A., and Sawyer, A., "Choice in Computer-Mediated Environments," *Marketing Letters*, 1997, 8, 287-296.
- Sen. S. and Johnson, E. J. "Mere-possession Effects without Possession in Consumer Choice," *Journal of Consumer Research*, 1997, 24, 105-177.
- Lohse, G. & Johnson, E.J, "A Comparison of Two Process Tracing Methods for Choice Tasks," *Organizational Behavior and Human Decision Processes*, 1997, 68, 28-34.
- Chapman, G. and Johnson, E. J. "Preference Reversals in Monetary and Life Expectancy Evaluations," *Organizational Behavior and Human Decision Processes*, 1995, 62, 300-317.
- Meyer, R., and Johnson, E. J. "Empirical Generalizations in the Modeling of Consumer Choice," *Marketing Science*, 1995, 14, 180-189.
- Chapman, G. and Johnson, E. J. "Limits of Anchoring," *Journal of Behavioral Decision-Making*, 1994, 7, 223-242.
- Johnson, E. J. & Russo, J. E. "Competitive Decision Making: Two and a Half Frames," *Marketing Letters*, 1994.
- Bettman, J. R., Johnson, E. J., Luce, M. F. & Payne, J. W. "Correlation, Conflict and Choice," *Journal of Experimental Psychology: Human Learning and Cognition*. 1993, 19, 931-951.
- Hardie, B., Johnson, E. J. & Fader, P. "Reference Dependence, Loss Aversion, and Brand Choice," *Marketing Science*, 1993, 12, 378-394.

- Johnson, E. J., Hershey, J., Meszaros, J. & Kunreuther, H. "Framing, Probability Distortions, and Insurance Decisions," *Journal of Risk and Uncertainty*, 1993, 7, 35-53.  
Reprinted in *Making Decisions about Liability and Insurance*, Camerer, C. and Kunreuther, H. (Eds.) Boston: Kluwer, 1993.  
Reprinted in *Choices, Values, and Frames*, D. Kahneman & A. Tversky (Eds.) Cambridge: Cambridge University Press, 2000.
- Morwitz, V., Johnson, E. J. & Schmittlein, D. "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 1993, 20, 46-61.
- Payne, J. W., Bettman, J. R., Coupey, E. & Johnson, E. J. "A Constructive Process View of Decision Making: Multiple Strategies in Judgment and Choice," *Acta Psychologica*, 1992.
- Payne, J. W., Bettman, J. R. & Johnson, E. J. "Behavioral Decision Research: A Constructive Processing Perspective," *Annual Review of Psychology*, 1992, 43, 87-131.
- Payne, J. W., Johnson, E. J., Bettman, J. R. & Coupey, E., "Understanding Contingent Decision Making: A Computer Simulation Approach," *IEEE Transactions: Man, Systems and Cybernetics*, 1990, 20, 296-309.
- Thaler, R. & Johnson, E. J. "Gambling with the House Money and Trying to Breakeven: The Effects of Prior Outcomes on Risky Choice," *Management Science*, 1990, 36, 643-660.
- Bettman, J., Johnson, E., & Payne, J. "A Componential Analysis of Cognitive Effort in Choice," *Organizational Behavior and Human Decision Processes*, 1990 45, 111-139.
- Russo, J. E., Johnson, E. J. & Stephens, D. L. "The Validity of Verbal Protocols," *Memory and Cognition*, 1989, 17, 759-769.
- Schkade, D. A. & Johnson, E. J. "Cognitive Processes in Preference Reversals," *Organizational Behavior & Human Decision Processes*, 1989, 44, 203-231.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.
- Johnson, E. J., Meyer, R. J. & Ghose, S. "When Choice Models Fail: Compensatory Representations in Negatively-Correlated Environments," *Journal of Marketing Research*, 1989, 26, 255-270.
- Johnson, E. J. & Schkade, D. A. "Bias in Utility Assessments: Further Evidence and Explanations," *Management Science*, 1989, 35, 406-424.
- Meyer, R. J. & Johnson, E., "Information Overload and the Nonrobustness of Linear Models: A Comment on Keller and Staelin," *Journal of Consumer Research*, 1989, 15, 498-503.
- Payne, J. W., Bettman, J. R., & Johnson, E. J. "Adaptive Strategy Selection in Decision Making," *Journal of Experimental Psychology: Learning, Memory and Cognition*, 1988, 14, 534-552.
- Johnson, E. J., Payne, J. W., & Bettman, J. R. "Information Displays and Preference Reversals," *Organizational Behavior and Human Decision Processes*, 1988, 42, 1-21.

Johnson, E. J. & Payne, J. W. "Effort and Accuracy in Choice," *Management Science*, 1985, 31, 395-414. Reprinted in *Production System Models of Cognition*, P. Langley and P. Young (Eds.), Bradford Books: MIT Press, 1987.

Johnson, E. J. & Tversky, A. "Representations of Perceptions of Risk," *Journal of Experimental Psychology: General*, 1984, 113, 55-70.

Johnson, E. J. & Meyer, R. J. "Compensatory Choice Models of Non-compensatory Processes: The Effect of Varying Context," *Journal of Consumer Research*, 1984, 11, 528-541.

Johnson, E. J. & Russo, J. E. "Product Familiarity and Learning New Information," *Journal of Consumer Research*, 1984, 11, 542-550.

Johnson, E. J. & Tversky, A. "Affect, Generalization and the Perception of Risk," *Journal of Personality & Social Psychology*, 1983, 45, 20-32.

## 2. Other articles

### A. Articles in books/proceedings

Weber, E., & Johnson, E. J. (2012). *Psychology and Behavioral Economics Lessons for the Design of a Green Growth Strategy* (No. WPS6240). World Bank Policy Research Working Paper.

Bellman, S., Johnson, E. J., Kobrin, S. J., & Lohse, G. L. (2004). International differences in information privacy concern: Implications for the globalization of electronic commerce. In *Advances in Consumer Research*, Vol. 31, pp. 362-363).

Lohse, J. & Johnson, E. J. "A Comparison of Two Process Tracing Methods For Choice Tasks," *Proceedings*, 29th Hawaii International Conference on System Sciences, January 1996.

Bettman J. R., Johnson, E. J., Payne J. W. "A perspective on using computers to monitor information acquisition." 1995, *Advances in Consumer Research Vol. XXII*, 49-51.

Johnson, E. J. & Russo, J. E. "Product Familiarity and Learning New Information," in Kent Monroe (Ed.), *Advances in Consumer Research, Vol. VIII*, Ann Arbor: Association for Consumer Research, 1981, 151-155.

Russo, J. E. & Johnson, E. J. "What do Consumers Know About Frequently Purchased Products?" in Jerry C. Olson (Ed.), *Advances in Consumer Research, Vol. VII*, Ann Arbor: Association for Consumer Research, 1980.

Johnson, E. J. & Russo, J. E. "The Organization of Product Information in Memory Identified by Recall Times," in H. Keith Hunt (Ed.), *Advances in Consumer Research, Vol. V*, Ann Arbor: Association for Consumer Research, 1978, 79-86.

### B. Invited Book Reviews

Johnson, E. J. "From Pittsburgh to Goteborg: Tracing Decision Processes from a European Perspective." A review of Henry Montgomery and Ola Svenson (Eds.) *Process and Structure in Human Decision Making*, in *Contemporary Psychology*, 1991 36, 429-430.

Johnson, E. J. "Tilt the Table Toward Good Choices." A review of Richard Thaler and Cass Sunstein, *Nudge: Improving Decisions About Health, Wealth, and Happiness*, in *Science*, 2008, 321, 203.

#### B. Chapters in books

Johnson, E. J., & Ratcliff, R. (2013). Computational and Process Models of Decision Making in Psychology and Behavioral Economics. In P. W. Glimcher & E. Fehr (Eds.), *Neuroeconomics: Decision Making and the Brain* (pp. 35–47). Academic Press. doi:10.1016/B978-0-12-416008-8.00003-6

Weber, E. U & Johnson, E. J. (2009) Decisions under Uncertainty: Psychological, Economic and Neuroeconomic Explanations of Risk Preference. In P. Glimcher, C. Camerer, E. Fehr and R. Poldrack (Eds). *Neuroeconomics: Decision-Making and the Brain*. Academic Press, 127-144.

Johnson, E., Pham, M., & Johar, G. (2007) "Consumer Behavior and Marketing" in *Social Psychology: Handbook of Basic Principles* (2nd Edition).. E.T. Higgins & A.W. Kruglanski, (Eds.) Guilford Press.

Weber, E. U., & Johnson, E. J. (2006). Constructing Preferences From Memories. In S. Lichtenstein & P. Slovic (Eds.), *The Construction of Value*. New York.

Buchan, Nancy, Rachel Croson, Eric Johnson, and George Wu (2005). "Gain and Loss Ultimatums" in John Morgan (ed.), *Advances in Applied Microeconomics* (Volume 13): *Experimental and Behavioral Economics*, Amsterdam: Elsevier, 1-13

Camerer, C. F., & Johnson, E. J. (2004). Thinking about Attention in Games: Backward and Forward Induction. In I. Brocas & J. Carillo (Eds.), *The Psychology of Economic Decisions* (Vol. 2): Oxford University Press.

Chapman, G. and Johnson, E. J. "Incorporating the Irrelevant: Anchors in Judgments of Belief and Value," in T. Gilovich, D. Griffin and D. Kahneman, (Eds.) *Intuitive Judgment: Heuristics and Biases*, Cambridge University Press, 2002.

Johnson, E.J. and Russo, J.E., "Co-evolution: Toward a Third Frame for Analyzing Competitive Decision Making," in G.S. Day and D. J. Reibstein (eds.), *Wharton on Dynamic Competitive Strategy*, 1997, Wiley, 177-197.

Payne, J. W. Bettman, J. R., Johnson, E. J. & Luce. M. F. "An Information Processing Perspective on Choice" in J. R. Busemeyer, R. Hastie, D. L. Medin, (Eds.) *Decision Making from the Perspective of Cognitive Psychology*, Academic Press, 1995, 137-176.

Camerer, C., Johnson, E. J., Rymon, T. & Sen, S. "Cognition and Framing in Sequential Bargaining for Gains and Losses," in K. Binmore, A. Karman & P. Tani (Eds.), *Proceedings of the International Conference on Game Theory*, Cambridge MA: MIT Press, 1995.

Johnson, E. J., Payne, J. W. & Bettman, J. W. "Adapting to Time Constraints," in J. Maule and O. Svenson (Eds.) *Time Pressure and Stress in Human Judgment and Decision Making*, NY: Plenum, 1994.



- Payne, J. W., Bettman, J. R. & Johnson, E. J. "The Use of Multiple Strategies in Judgment and Choice," in N. J. Castellan Jr., (Ed.), *Current Issues in Individual and Group Decision Making*, Erlbaum, 1993.
- Camerer, C. & Johnson, Eric J., "The Process-Performance Paradox in Expert Judgment: How Can Experts Know So Much and Predict So Badly?" in A. Ericsson & J. Smith (Eds.), *Toward a General Theory of Expertise: Prospects and Limits*, Cambridge University Press, 1991.  
Reprinted in Goldstein, W., and Hogarth, R.M., (Eds.) *Research on Judgment and Decision-Making*, Cambridge University Press, 1997.
- Bettman, J. R., Johnson, E. J. & Payne, J. W., "Consumer Decision Making," in H. Kassarian, & T. Robertson (Eds.), *Handbook of Consumer Theory and Research*, Prentice Hall, 1991.
- Payne, J. W., Bettman, J. R., & Johnson, E. J. "The Adaptive Decision-Maker: Effort and Accuracy in Choice," in R. M. Hogarth (Ed.) *Insights in Decision-Making—A Tribute to Hillel J. Einhorn*, The University of Chicago Press, 1990.  
Reprinted in Goldstein, W., and Hogarth, R.M., (Eds.) *Research on Judgment and Decision-Making*, Cambridge University Press, 1997.
- Johnson, E. J. "Expertise and Decision Under Uncertainty: Process and Performance," in M. Chi, R. Glaser & M. Farr (Eds.), *The Nature of Expertise*, Lawrence Erlbaum Associates, 1988.
- Johnson, E. J. & Payne, J. "The Decision to Commit a Crime: An Information Processing Analysis," in R. Clarke & D. Cornish (Eds.), *Criminal Decision Making*, Springer-Verlag, 1986.
- Fischer, G. W. & Johnson, E. J. "Behavioral Decision Theory and Political Decision Making," in R. Lau (Ed.), *Political Cognition*, Lawrence Erlbaum Associates, 1986.
- Valle, V. & Johnson, E. J. "Consumer Response to Product Quality," in I. Frieze, D. Bar-Tal, and J. Carroll (Eds.), *New Approaches to Social Problems: Applications of Attribution Theory*, San Francisco, Jossey-Bass 1979.

d. Articles under review

- Goldstein, D. G., Johnson, E. J., & Sharpe, W. F. *Distribution Builder: A Tool for Measuring Preferences for Investment Risk*. Revise and resubmit. *Marketing Science*.
- Johnson, E. J., Gaechter, S., Westfall, J. & Hermann, A. *Mediators of Loss Aversion*. Under Review, *Journal of Consumer Psychology*.
- Johnson, E. J., Hardie, B. G. S., Meyer, R., & Walsh, J. *Observing Unobserved Heterogeneity Using Process Data to Enhance Choice Models*: Revise and resubmit, *Journal of Consumer Research*
- Gächter, S., Herrmann, A., & Johnson, E. J. *Measuring individual-level loss aversion using simple experiments*. Under review, *Management Science*.
- Heitmann, M., Johnson, E. J., Herrmann, A. & Goldstein D. G. *Pricing Add-Ons as Totals: How Changing Price Display can Influence Consumer Choice*. Revise and resubmit *Journal of*

*Marketing.*

e. Working Papers

Adams, M. and Johnson, E. J. and Mitchell, D. "Your Preferences May be Hazardous to Your Wealth: How False Consensus and Overconfidence Influence Judgments of Product Success."

3. Books

Payne, J. W., Bettman, J. R. & Johnson, E. J. *The Adaptive Decision-Maker*. Cambridge University Press, 1993.

Carroll, J. S. & Johnson, E. J. *Decision Research: A Field Guild*. Sage Publications, 1990.

4. Reports and other materials

a. Editorials

Hershey, John & Johnson, Eric J. "How to Decide on Auto Insurance" op-ed piece, *Philadelphia Inquirer*, July 1990.

Johnson, Eric & Goldstein, Daniel G. "The Daily Defaults That Change Lives" op-ed column, *Financial Times* (UK and North American Editions), August 29, 2006. [[Link](#)]

b. Letters to the Editor

Johnson, E. J. & Goldstein, D. G. (2008). We Should Be Able to Reduce the Wait-List to Death. *The Wall Street Journal*, December 24. [[Link](#)]

c. Business Press

Goldstein, Daniel G., Johnson, E.J., Herrmann, A. and Heitmann, M. (2008). Nudge Your Customers Toward Better Choices. *Harvard Business Review*, 86(12), 99-105. [[Link](#)]

Reprinted in German as So lenken Sie Ihre Kunden. *Harvard Business Manager*, January 27. [[Link](#)]

## C. Editorial activities

### 1. Editorial review boards

Member, Editorial Board, *Journal of Marketing Research*, 2011-  
Member, Editorial Board, *Journal of Consumer Research*, 1983-  
Member, Editorial Board, *Judgment and Decision Making*, 2007-  
Member, Editorial Board, *Journal of Neuroscience, Economics and Psychology* 2010-  
Member, Editorial Board, *Frontiers in Decision Neuroscience*, 2010-  
Member, Editorial Board, *Journal of Public Policy and Marketing*, 2003-2008.  
Member, Editorial Board, *Journal of Consumer Psychology*, 1994-2004.  
Member, Editorial Board, *Journal of Interactive Marketing*, 1997-2007.  
Member, Editorial Board, *Marketing Science*, 1985-94.  
Member, Editorial Board, *Marketing Letters*, 1988-2002.  
Advisory Board, *Review of Marketing*, 1988.  
Member, Review Panel, National Science Foundation,  
Faculty Awards for Women, 1991.  
Small Business Innovation Grants, 1993-1994  
Review Panel for Decision, Risk and Management Science, 1994-96

Occasional reviewer for:

*Management Science*,  
*Journal of Behavioral Decision Making*,  
*Journal of Personality and Social Psychology*,  
*Journal of Economic Behavior in Organizations*,  
*Journal of Experimental Psychology*,  
*Journal of Experimental Social Psychology*,  
*Organizational Behavior and Human Decision Processes*  
*Psychological Review*,  
*Psychological Science*,  
*Operations Research*,  
*Science*,  
*Proceedings of the National Academy of Sciences*,  
and the National Science Foundation.

### 2. Editorships.

Senior Editor, Decision Sciences, *Behavioral Science and Policy*. (2012-)  
Associate Editor, *Journal of Consumer Psychology*, 1993-1996  
Editor, Special Issue on Risk, (2004) *Journal of Public Policy and Marketing*,  
Editor, Special Section on E-Branding, (2003) *Electronic Markets*.

### 3. Other editorial activity

Judge, 1991-97, Chair, 1997, Hillel Einhorn Young Investigators Award, Judgment and Decision Making Society.

## Courses taught

1. Undergraduate courses (Wharton and Carnegie)  
Marketing Research, Marketing and Electronic Commerce, Marketing Management
  
2. Graduate courses

Marketing Management, Marketing Strategy, Marketing and Electronic Commerce, Marketing Research, Marketing Multinational Marketing Management, Negotiation, Consumer Behavior Doctoral Seminar, Consumer Behavior, Psychology of Decision-Making. Behavioral Economics: Customers and Markets, and co-developed The Psychology and Economics of Consumer Finance, and Future of Financial Services

Winner, Wharton: *MBA Core Teaching Award*, 1996.

Nominated for the *Anvil Award*, for MBA teaching quality, 1990.

Columbia AMA Award for *Class Most Useful After Graduation* and *Best Marketing Course You Have Taken at Columbia*, 2007

*Dean's Award for Innovation in the Classroom* with Steven Zeldes for Psychology and Economics of Consumer Finance, 2013.

## I PROFESSIONAL ACTIVITIES

### A. University-related activities

1. Committee membership
  - a. School committees

Columbia Business School Executive Committee 2007-2009

Columbia Business School Personnel Committee 2000-2005

Wharton Behavioral Lab Planning and Implementation Committee, Chair 1990-.

Wharton Computer Committee, 1990-3.

Wharton Research Policy Committee, 1989,1993, Chair, 1998.

Wharton Graduate Curriculum Committee, 1988.

Department Doctoral Committee, 1988-96.

Department Colloquium Committee, co-chair, 1987.

Department Recruiting Committee, 1987-89,1991, 1997 co-chair, 1988, 1995, 2009.

- b. Doctoral dissertation committees

Columbia:

Lisa Zaval, Psychology (Postdoc, Columbia University)

Steven Atlas, Marketing (Assistant Professor, University of Rhode Island) Co-Chair

David Hardisty, Psychology (Assistant Professor, University of British Columbia)

Peter Jarnebrandt, Marketing. (Assistant Professor, European School of Management and Technology) Chair

Hannah Chang, Marketing

Jeff Brodschol, Psychology

Julia Kamelson, Psychology  
Christopher Camacho, Psychology  
Matthew Salganik, Sociology

Kyle Murray, Marketing, University of Alberta  
Noel Brewer, Psychology, Rutgers University

Wharton:

Naomi Mandel (Professor, University of Arizona), (Winner of Society for Consumer Psychology Dissertation Proposal Award), Advisor.  
Nancy Buchan (Associate Professor, University of South Carolina), (Winner of Marketing Science Institute Alden Clayton Doctoral Proposal Competition), Advisor  
Kimberly Taylor (Associate Professor, Florida International University), Chair  
Vicki Morwitz (Harvey Golub Professor of Business Leadership, New York University), Member  
Sankar Sen (Professor, Zicklin School of Business, Baruch College), Advisor

Carnegie Mellon:

David A. Schkade (Jerome Katzin Endowed Chair Professor of Management and Strategy, UCSD), Chair.  
Sanjoy Goshe (Professor, University of Wisconsin, Milwaukee), Chair.  
Henriette Sanft (Foote, Cone and Belding, Los Angeles), Chair.  
Scott Hawkins (Professor, University of Toronto), Co-Chair.

c. Post-doctoral Supervision.

Kirsten Appelt, 2012. Now at UBC.  
Gretchen Chapman, 1990-1992. Professor of Psychology, Rutgers University  
Daniel Goldstein 2002-5. Now at London Business School and Microsoft Labs  
Martijn Willemsen 2003-4. Now at Technical University, Eindhoven  
Michael Schulte-Mecklenbeck 2005-6. Now at the Max Planck Institute, Berlin.  
Kirstin Appelt, 2010, Now at the Pacific Group on Benefits and Health  
Jon Westfall, 2008-2011, Now Visiting Assistant Professor, Centenary College of Louisiana  
Ye Li, 2009-2011, Now Assistant Professor, University of California, Riverside  
Current Postdocs: Christoph Ungemach

B. Professional affiliations and memberships

President, Society for Neuroeconomics, 2013

President, Society for Judgment and Decision Making, 2004-5.

Executive Committee, Society for Neuroeconomics, 2008-2011, Program Committee 2010

Program Committee, Association for Consumer Research, 1992-95.

Co-Chair, Marketing Track, Behavioral Decision Research in Management, 1986, Co-Organizer 1990.

Program Committee, Judgment/Decision-Making Society, 1983-86, Chair, 1986, Executive Committee, 1986.

Memberships: Association for Consumer Research, American Marketing Association, American Psychological Association, Association for Psychological Science. Judgment/Decision-Making Society, INFORMS.

Member, Behavioral Economics and Consumer Finance Working Group, Russell Sage and Alfred P. Sloan Foundations 2009-

### C. Grants, Honors, and Awards

#### Awards and Honors

Recipient, Fellow in Consumer Behavior Award, Association for Consumer Research, 2012.

Distinguished Scientific Contribution Award, Society for Consumer Psychology, 2011.

TIAA-CREF Institute Fellow, 2012-

Visiting Scholar, The Russell Sage Foundation, New York, NY 1993-1994, 2007-2008.

Honorary Doctorate Economics (Dr. oec. h.c.), the University of St. Gallen for "trail-blazing work in the field of Behavioral Economics, which has made a substantial contribution towards the understanding of individual decision-making behavior, as well as for his services to the promotion of this discipline." 2009

Fellow, Association for Psychological Science, 2009

Faculty, American Marketing Association Doctoral Consortium, 1985, 1986, 1995, 1996, 1997.

National Science Foundation, Postdoctoral Fellowship, 1980-81.

Winner, Student Research Award Competition, Division 23, Consumer Psychology, American Psychological Association, 1978.

#### Grants.

TIAA-CREF Institute, "Customized Choice Architecture: Helping without Nudging" with Kirstin Appelt 2014-15 [\$90,000]

National Institute of Health 1 R01 AG044941-01. Principal Investigator: Johnson, Eric J. Project Title: Cognitive and Emotional Sources of Wisdom in Decision Making Across the Lifespan, with Elke Weber, Ye Li, and Liza Zaval. [\$320,000]

National Endowment for Financial Education Grant 5326. Cognitive Capabilities, Decision-Making Capabilities and Financial Outcomes Across the Lifespan, with Ye Li. [\$164,997]

NIA and SSA for co-funding of the Decision Making over the Lifespan, supplement to grant R01-AG-27934 with Olivia Toubia and Dan Bartels. [\$90,000]

Alfred P. Sloan Foundation/Russell Sage Foundation Number 2011-5-12 ECON: To Conduct Behavioral Research on Decision-Making by Consumers that Informs the Design of Health Insurance Exchanges [\$124,948]

Alfred P. Sloan Foundation/Russell Sage Foundation: Accounting for Tastes and Skill: The Impact of Individual Differences on Annuity and Post-Mortgage Decision Making 2010-11 [\$85,000]

Social Security Administration: "Deciding to Retire" (Supplement to NIA grant) 2010-12 [\$184,419]

National Institute of Aging, National Institute of Health, with Elke Weber and Yaakov Stern. "Decision-Making Across the Life Span" 2007-2012 [\$1,600,000]

National Science Foundation: Risk, Decision and Management Science, with Elke Weber "Preferences As Memories." 2004-2006. [\$427,000]

National Science Foundation, Digital Government Program, 2002 [\$100,000]

Founder and Director, The Wharton Forum for Electronic Commerce, a public-private initiative that brought together corporate partners, including AT&T, IBM, State Farm, Johnson and Johnson, British Airways, and Fannie Mae (among others) to conduct research in the area of computer-mediated commerce. December 1996-August 1999. [Total Funding, under my directorship: \$1,550,000].

National Science Foundation, Economics and Decision, Risk and Management Science Programs (Joint Funding), with Colin Camerer, 1990-1991 [\$116,000].

National Science Foundation, Risk, Decision and Management Science, "The Role of Insurance, Compensation, Regulation, and Protective Behavior in Decision Making about Risk and Misfortune," with J. Baron, C. Camerer, N. Doherty, P. Kleindorfer & H. Kunreuther, 1988-1991, [\$1,167,000].

National Science Foundation, Risk, Decision and Management Science, "Strategies for Judgment: A Process Tracing Investigation of Effort and Accuracy," 1988-1990. [\$107,555]

Office of Naval Research, Engineering Psychology Program, "Adaptive Decision Strategies," with John Payne and James Bettman, 1987-1990 [\$350,000].

Office of Naval Research, Engineering Psychology Program, "Effort and Accuracy in Choice," with John Payne and James Bettman, 1984-1987 [\$325,000].

National Science Foundation, Decision and Management Science, "Cognitive Processes and Preference Assessment in Multiple Objective Decision Analysis," with Gregory Fischer and Mark Kamlet, 1983 [\$49,000].

## **OUTSIDE ACTIVITIES DISCLOSURE**

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest. Here is the list of my outside activities for the last five years:

1. Unpaid Service

Member, Research Advisory Board, The Harmony Institute 2010-  
Member, Research Advisory Board, Credability 2011-2013  
TIAA-CREF Institute Fellow, 2012-  
Evaluator, Max Plank Institute PhD Program on Risk. 2011

2. Unpaid Research

Questionnaire Design, Strategic Business Insights Inc.  
Recipient of grants to study consumer financial decision-making and consumer health care decisions on exchanges, The Alfred P. Sloan and Russell Sage Foundations.  
Recipient of grants from the National Science Foundation, the Social Security Administration, and the National Institute of Aging.  
Design of Research Program on Mortgages, Citibank, N. A.

3. Unpaid Teaching

Lecture on Behavioral Economics, Pfizer (for the Marketing Science Institute)

4. Paid Service, Teaching and Research

Consulting and presentation, Annuity Choice, Allianz Global Investors 2011.  
Consulting on program design to increase financial literacy, New York Stock Exchange Foundation 2011  
Consulting on Marketing Strategy for Activeion 2009-2010  
Consulting on decision research for a large insurance company, non-disclosure agreement signed. 2012-2013  
Advisory board for financial services start-up, non-disclosure agreement signed. 2014-  
Proposal Reviewer, The Russell Sage Foundation 2012, Alfred P. Sloan Foundation, 2014  
Consulting for a large automaker on marketing program design, non-disclosure agreement signed. 2014  
Consulting for insurance provider on website and marketing program design, non-disclosure agreement signed 2014-15  
Judge, TIAA-CREF Institute, *Paul Samuelson Award*, 2013,2014