

Hal E. Hershfield

Anderson School of Management
University of California, Los Angeles
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ACADEMIC POSITIONS

Associate Professor of Marketing and Behavioral Decision Making, Anderson School of Management, UCLA	2017 - present
Assistant Professor of Marketing, Anderson School of Management, UCLA	2014 - 2017
Assistant Professor of Marketing, Stern School of Business, New York University with an Affiliated Appointment in the Psychology Department	2011 - 2014
Postdoctoral Fellow and Visiting Assistant Professor, Kellogg School of Management, Northwestern University	2009 - 2011

EDUCATION

Ph.D., Psychology, Stanford University	2009
Thesis: Thinking About Tomorrow: The Role of Time Horizons in Emotional Experience and Intertemporal Decision-Making	
Committee: Laura Carstensen (chair), Brian Knutson, Lee Ross, Al Bandura	
B.A., Psychology and English, magna cum laude, Tufts University	2001

RESEARCH INTERESTS

Judgment and decision making, consumer financial decision-making, behavioral economics, long-term thinking, time perspective, temporal discounting, mixed emotions, well-being

AWARDS AND HONORS

2017	Eric and "E" Juline Faculty Excellence in Research Award
2017	George J. Robbins Assistant Professor Teaching Award
2017	<i>Poets & Quants</i> 40 Under 40 Top Business School Professors
2011	Association for Psychological Science Rising Star Award
2011	Kellogg School of Management Teaching Impact Award
2008	Theoretical Developments in Social Gerontology Best Paper (award finalist), Gerontological Society of America
2008	Albert H. and Barbara Hastorf Award for Teaching, Stanford University
2006	Stanford University Centennial Teaching Assistant Award
2004 - 2007	Bay Area Affective Science Training Program
2001	Joanne Mary Sullivan Award for Psychology, Department of Psychology, Tufts University

PEER REVIEWED JOURNAL ARTICLES PUBLISHED

1. Hershfield, H.E. & Alter, A.L. (in press). Context matters: How macroeconomic forces may alter the reception of negative emotions in art. A commentary on Menninghaus, et al. *Behavioral and Brain Sciences*.
2. Madrian, B., Hershfield, H.E., Sussman, A.B., Bhargava, S., Huettel, S., Jamison, J., Johnson, E., Meier, S., Rick, S., & Shu, S. (in press). Policy applications of behavioral insights to household financial decision-making. *Behavioral Science & Policy*.
3. Larsen, J.T., Hershfield, H.E., Stastny, B.J., & Hester, N. (2017). On the relationship between positive and negative affect: Their correlation and co-occurrence. *Emotion, 17*, 323-336.
4. Goldstein, D.G., Hershfield, H.E., & Benartzi, S. (2016). The illusion of wealth and its reversal. *Journal of Marketing Research, 53*, 804-813.
5. Hershfield, H.E.*, Mogilner, C.*, & Barnea, U. (2016). People who choose time over money are happier. *Social Psychological and Personality Science, 7*, 697-706.
6. Hershfield, H.E.*, Sussman, A.B.*, O'Brien, R.L., & Bryan, C.J. (2015). Leveraging psychological insights to encourage the responsible use of consumer debt. *Perspectives on Psychological Science, 10*, 749-752.
7. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2015). Seeking lasting enjoyment with limited money: Financial constraints increase preference for material goods over experiences," *Journal of Consumer Research, 42*, 59-73.
8. Venkatraman, V., Dimoka, A., Pavlous, P., Vo, K., Hampton, W., Bollinger, B., Hershfield, H.E., Ishihara, M., & Winer, R. (2015). Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling. *Journal of Marketing Research, 4*, 436-452.
9. Van Gelder, J-L, Luciano, E., Kranenbarg, M., & Hershfield, H.E. (2015). Friends with my future self: A longitudinal vividness intervention reduces delinquency. *Criminology, 53*, 1-22.
10. Waytz, A., Hershfield, H.E.*, & Tamir, D.I.* (2015). Mental simulation and meaning in life. *Journal of Personality and Social Psychology, 108*, 336-355.
11. Hershfield, H.E. & Roese, N.J. (2015). Dual payoff warnings on credit card statements elicit suboptimal payoff decisions. *Journal of Consumer Psychology, 25*, 15-27.
12. Alter, A.* & Hershfield, H.E.* (2015). Still good evidence for that people search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 112*, E1171.
13. Alter, A.* & Hershfield, H.E.* (2014). People search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 111*, 17066-17070.
14. Hershfield, H.E., Bang, H.M., & Weber, E.U. (2014). National differences in environmental concern and performance predicted by country age. *Psychological Science, 25*, 152-160.

15. van Gelder, J-L, Hershfield, H.E., & Nordgren, L.F. (2013). Vividness of the future self predicts delinquency. *Psychological Science*, 24(6), 974-980.
16. Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2013). When bad can be good: Mixed emotions benefit physical health outcomes across the life span. *Social Psychological and Personality Science*, 4(1), 54-61.
17. Bryan, C.J. & Hershfield, H.E. (2012). You owe it to yourself: Boosting retirement saving with a responsibility-based appeal. *Journal of Experimental Psychology: General*, 141(3), 429-432.
18. Adler, J.* & Hershfield, H.E.* (2012). Mixed emotional experience is associated with and precedes improvements in psychological well-being. *PLoS ONE*, 7(4), 1-10.
19. Hershfield, H.E., Cohen, T., & Thompson, L. (2012). Short horizons and shady situations: When lack of continuity to our future selves leads to unethical behavior. *Organizational Behavior and Human Decision Processes*, 117, 298-310.
20. Hershfield, H.E. (2011). Future self-continuity: How conceptions of the future self transform intertemporal choice. *Annals of the New York Academy of Sciences*, 1235(2011), 30-43.
21. Hershfield, H.E., Goldstein, D.G., Sharpe, W.F., Fox, J., Yeykelvis, L., Carstensen, L.L., & Bailenson, J. (2011). Increasing saving behavior through age-progressed renderings of the future self. *Journal of Marketing Research*, 48, S23-S27.
22. Carstensen, L.L., Turan, B., Scheibe, S., Ram, N., Ersner-Hershfield, H., Samanez-Larkin, G.R., Brooks, K., & Nesselroade, J.R. (2011). Emotional experience improves with age: Evidence based on over 10 years of experience sampling. *Psychology and Aging*, 26(1), 21-33.
23. Ersner-Hershfield, H., Galinsky, A., Kray, L., & King, B. (2010). Country, company, connections: Counterfactual origins increase patriotism, organizational commitment, and social investment. *Psychological Science*, 21(10), 1479-1486.
24. Zhang, X., Ersner-Hershfield, H., & Fung, H.H. (2010). Age differences in poignancy in two different cultures: Cognitive reappraisal as a moderator. *Psychology and Aging*, 25(2), 310-320.
25. Levitt, J., Kubicki, M., Nestor, P.G., Ersner-Hershfield, H., Westin, C.F., Alvarado, J.L., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2010). A diffusion tensor imaging study of the anterior limb of the internal capsule in schizophrenia. *Psychiatry Research: Neuroimaging*, 184(3), 143-150.
26. Ersner-Hershfield, H., Carvel, D.S., & Isaacowitz, D.M. (2009). Feeling happy and sad, but only seeing the positive: Poignancy and the positivity effect in attention. *Motivation and Emotion*, 33(4), 333-342.
27. Ersner-Hershfield, H., Garton, M.T., Ballard, K., Samanez-Larkin, G.R., & Knutson, B. (2009). Don't stop thinking about tomorrow: Individual differences in future self-continuity account for saving. *Judgment and Decision Making*, 4(4), 280-286.

28. Ersner-Hershfield, H., Wimmer, G.E., & Knutson, B. (2009). Neural evidence for self-continuity in temporal discounting. *Social Cognitive and Affective Neuroscience*, 4(1), 85-92.
29. Ersner-Hershfield, H., Mikels, J. A., Sullivan, S., & Carstensen, L. L. (2008). Poignancy: Mixed emotional experience in the face of meaningful endings. *Journal of Personality and Social Psychology*, 94, 158-67.
30. Kuroki, N., Shenton, M.E., Salisbury, D.F., Hirayasu, Y., Onitsuka, T., Ersner-Hershfield, H., Yurgelun-Todd, D., Kikinis, R., Jolesz, F.A., & McCarley, R.W. (2006). Middle and inferior temporal gyrus matter volume abnormalities in first-episode schizophrenia: An MRI study. *American Journal of Psychiatry*, 163, 2103-2110.
31. Kubicki, M., Maier, S.E., Westin, C.F., Mamata, H., Ersner-Hershfield, H., Estepar, R., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2004). Comparison of single-shot echo planar and line scan protocols for diffusion tensor imaging. *Academic Radiology*, 11(2): 224-232.
32. Kubicki, M., Westin, C.F., Maier, S.E., Mamata, H., Frumin, M., Ersner-Hershfield, H., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2002). Diffusion tensor imaging and its application to neuropsychiatric disorders. *Harvard Review of Psychiatry*, 10, 324-336.

*Equal contribution

CHAPTERS IN BOOKS

1. Hershfield, H.E. & Bartels, D. (forthcoming). The future self. In Oettingen, G., Sevincer, A.T., & Gollwitzer, P.M. (eds). *The Psychology of Thinking about the Future*. The Guilford Press.
2. Morewedge, C. & Hershfield, H.E. (2015). Consumer prediction: Forecasted utility, psychological distance, and their intersection. In Norton, M., Rucker, D., & Lambertson, C. (eds.). *The Cambridge Handbook of Consumer Psychology* (pp. 65-89). New York, NY: Cambridge University Press.
3. Kray, L.J., Hershfield, H.E., George, L., & Galinsky, A.D. (2013). Twists of fate: Moments in time and what might have been in the emergence of meaning. In Markman, K., Proulx, T., & Lindberg, M. (eds.). *The Psychology of Meaning*. Washington, D.C.: American Psychological Association.
4. Hershfield, H.E., Brown, C.B., & Kray, L.J. (2013). Any second could be *the* second: How thinking about what might have been affects the emergence of meaning and commitment across the life span. In Routledge, C. & Hicks, J. (eds.). *The Experience of Meaning in Life: Classical Perspectives, Emerging Themes, and Controversies*.

OTHER

1. Fuchs, V. & Ersner-Hershfield, H. (2008). Inequality in length of life. *Stanford Institute for Economic Policy Research Policy Brief*. Stanford, CA.

SELECTED CONFERENCE PRESENTATIONS AND SYMPOSIUM ORGANIZATION

1. Hershfield, H.E. & Maglio, S. (2017). *When does the present end and the future begin?*. Paper presented at the Judgment and Decision Making PreConference at the Society for Personality and Social Psychology, San Antonio, TX.
2. Greenberg, A.E. & Hershfield, H.E. (2016). *Debt aversion and the trajectories of psychological pain*. Paper presented at the Association for Consumer Research Conference, Berlin, Germany.
3. Hershfield, H.E. & Mazar, N. (2016). *Consumer financial decision-making*. Symposium organized for the 10th Triennial Choice Symposium, Lake Louise, Canada.
4. Hershfield, H.E. & Kramer, L. (2016). *Examining the effect of social distance on financial decision-making*. American Economic Association Annual Meeting, San Francisco, CA.
5. Hershfield, H.E. (2015). *Consider the future self*. Paper presented at the Center for the Study of Time's Conference on New Directions in Time Research, Reykjavik, Iceland.
6. Alter, A. & Hershfield, H.E. (2015). *Approaching a new decade leads to a search for meaning*. Paper presented at the University of Southern California Service Operations and Consumer Behavior Workshop, Los Angeles, CA.
7. Goldsmith, K. & Hershfield, H.E. (2014). *Why observers are more forgiving of our self-indulgent behavior when the behavioral context is atypical*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Long Beach, CA.
8. Goldsmith, Kelly and Hal E. Hershfield (2014). *Having Your Cake and Eating it Too: Why Self-indulgence is Judged Less Harshly in Atypical Behavioral Contexts*. Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD.
9. Alter, A. & Hershfield, H.E. (2014). *Approaching a new decade leads to a search for meaning*. Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD.
10. Maglio, S. & Hershfield, H.E. (2014). *When does the future start?* Paper presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.
11. Hershfield, H.E., van Gelder, J-L, & Nordgren, L.F. (2014). *Vividness of the future self predicts unethical behavior*. Paper presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.
12. Hershfield, H.E. & Roese, N. (2013). *Dual payoff warnings on credit card statements elicit suboptimal payoff decisions*. Paper presented at the Marketing in Israel Conference, Herzliya, Israel.
13. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2013). *Making limited discretionary money last: Financial constraints increase preference for material purchases by focusing consumers on longevity*. Paper presented at the Society for Consumer Psychology Annual Conference, Miami, FL.
14. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2013). *Making limited discretionary money last:*

- Financial constraints increase preference for material purchases by focusing consumers on longevity.* Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.
15. Hershfield, H.E., Galinsky, A.D., & Roese, N. (2013). *Wanting What Almost Wasn't: Counterfactual Reflection Heightens Valuation of Branded Products.* Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.
 16. Roese, N. & Hershfield, H.E. (2013). *Dual payoff warnings on credit card statements elicit suboptimal payoff decisions.* Paper presented at the American Psychological Association Annual Conference, Honolulu, HI.
 17. Hershfield, H.E., Cohen, T., & Thompson, L. (2012). *Short horizons and tempting situations: Lack of continuity to our future selves leads to unethical decision making and behavior.* Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.
 18. Hershfield, H.E. & Adler, J. (2012). *Mixed emotional experience is associated with and precedes improvements in psychological well-being.* Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.
 19. Hershfield, H.E., & Galinsky, A.D. (2012). *Respect for the elderly predicts national and individual saving.* Paper presented at the Society for Consumer Psychology International Conference, Florence, Italy.
 20. Goldstein, D. G. & Hershfield, H. (2012). *Perceived adequacy of income in retirement among working and retired populations.* Paper presented at Boulder Summer Conference on Consumer Financial Decision Making.
 21. Hershfield, H.E. & Goldstein, D.G. (2012). *Making the future self more vivid to increase retirement saving.* Paper presented at the European Marketing Association Conference, Lisbon, Portugal.
 22. Hershfield, H.E. & Thompson, L. (2012). *Short horizons and tempting situation: Lack of continuity to our future selves leads to unethical decision making and behavior.* Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.
 23. Hershfield, H.E. & Cohen, T. (2012). *Psychological Approaches to Understanding and Preventing Unethical Behavior.* Symposium at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.
 24. Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2012). *When bad can be good: Mixed emotions benefit physical health across the adult life span.* Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.
 25. Hershfield, H.E. & Goldstein, D.G. (2011). *Making the future self more vivid to increase retirement saving.* Paper presented at the Association for Consumer Research Annual Conference, St. Louis, MO.
 26. Hershfield, H.E. (2011). *Don't stop thinking about tomorrow: How constructing the future self can transform intertemporal choice.* Paper presented at the American Council of Life Insurers Conference on "Picturing Your Retirement Income", Washington, DC.

27. Ersner-Hershfield, H. (2011). *Using video technology to enhance retirement saving*. Paper presented at *InvestmentNews Retirement Income Summit*, Chicago, IL.
28. Ersner-Hershfield, H., (2010). *Using novel methods in consumer research*. Paper presented at Federal Reserve Board Forum on Consumer Research & Testing, Washington, DC.
29. Ersner-Hershfield, H. & Goldstein, D.G. (2010). *Increasing retirement saving by making the future self more vivid*. Paper presented at Rand Behavioral Finance Forum, Washington, D.C.
30. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). Is it just in your head?: Neural measures of future self-continuity predict temporal discounting. Paper presented at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.
31. Olivola, C.Y. & Ersner-Hershfield, H. (2009). Seeing the future self as an other: Intertemporal choices as interpersonal decisions. Symposium at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.
32. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). Saving for the future self: Neural measures of future self-continuity predict temporal discounting. Paper presented at the Association for Consumer Research Annual Conference, Pittsburgh, Pennsylvania.
33. Ersner-Hershfield, H. & Carstensen, L.L. (2009). Long-term effects of poignancy on physical health. Paper presented at the Association for Psychological Science Annual Meeting, San Francisco, California.
34. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2008). Neural evidence for self-continuity in temporal discounting. Paper presented at the Society for Neuroscience Annual Conference, Washington, D.C.
35. Ersner-Hershfield, H. & Blanchard-Fields, F. (2008). The experience of mixed emotions. Symposium at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.
36. Ersner-Hershfield, H., Mikels, J.A., Carstensen, L.L. (2008). Poignancy: Mixed emotional experience in the face of meaningful endings. Paper presented at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.
37. Zhang, Xin, Ersner-Hershfield, H., Fung, H.H. (2007). Poignancy study in Hong Kong. Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.
38. Ersner-Hershfield, H., Cooper, J., Ghahremani, D.G., Aron, A., Aron, E. N., Lichty, W., Mazaika, P. K., Gabrieli, S., Gabrieli, J.D.E. (2007). Do highly sensitive people have different brains?. Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.
39. Ersner-Hershfield, H. & Carstensen, L.L. (2006). Emotional complexity in everyday life across the course of the lifespan. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Dallas, Texas.

40. Ersner-Hershfield, H. & Mikels, J. A. (2005). Emotional Complexity across the Lifespan. Symposium at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.
41. Ersner-Hershfield H., Mikels, J. A., Sullivan, S. J., & Carstensen, L. L. (2005). Poignancy: Mixed emotions in the face of a meaningful ending. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

INVITED TALKS

The National Academies of Sciences, Engineering, and Medicine		June 2017
University of Chicago, Booth	Behavioral Science	May 2017
University College London	Experimental Psychology	April 2017
Indiana University, Kelley	Marketing	April 2017
Cornell University	Behavioral Economics and Decision Research	March 2017
University of Arizona, Eller	Marketing	November 2016
University of Toronto, Rotman	Marketing	November 2015
UCSD, Rady	Marketing	March 2015
Duke University, Fuqua	Marketing	March 2015
USC	Social Psychology	January 2015
UCLA	Social Psychology	November 2014
UCSD	Social Psychology	November 2014
UC Berkeley, Haas	Marketing	January 2014
Stanford University, GSB	Marketing	January 2014
Harvard University Business School	NOM	January 2014
UCLA, Anderson	Behavioral Decision Making	October 2013
USC, Marshall	Marketing	October 2013
Princeton University	Social Psychology	September 2013
HEC Business School	Marketing	April 2013
University of Maastricht	Finance	April 2013
Harvard University Business School	NOM	March 2013
University of Pennsylvania, Wharton	Marketing	March 2013
Temple University, Fox	Marketing	February 2013
Yale University	Psychology	February 2013
Hewlett Foundation		February 2012
Carnegie Mellon University	Behavioral Decision Research	October 2011
NYU	Social Psychology	October 2011
Purdue University	Consumer Science	June 2011
Yale University	Center for International Finance	May 2011
University of Colorado, Leeds	Marketing	November 2010
Dartmouth, Tuck	Marketing	November 2010
NYU, Stern	Marketing	October 2010
UCLA, Anderson	Marketing	September 2010
Purdue University	Psychology & Gerontology	January 2010
Northwestern University	Psychology	October 2009
Northwestern University, Kellogg	Management	March 2009
USC	Psychology & Gerontology	January 2009

TEACHING EXPERIENCE

UCLA Anderson School of Management

Introduction to Marketing, FEMBA, MBA (highest achieved rating: 4.93 / 5)

NYU Stern School of Business

Introduction to Marketing, Undergraduate (highest achieved rating: 6.90 / 7)

Kellogg School of Management

Negotiations, MBA (highest achieved rating: 9.70 / 10)

Stanford University

Personality and Individual Differences: Co-Instructor (4.50 / 5.0)

Advanced Statistics Technique and Theory: Teaching Assistant

Introduction to Statistics: Head Teaching Assistant

Longevity: Head Teaching Assistant

Introduction to Social Psychology: Teaching Assistant

ADVISING EXPERIENCE

Dissertation Committee Member

Hye Min Bang, Management, Duke Fuqua

Charlene Chu, Marketing, UCLA Anderson, 2017

Sam Maglio, Psychology, NYU, 2012

Sarah Molouki, Marketing, University of Chicago Booth, 2017

Sara Robertson, Psychology, University of Warwick, 2013

Stephanie Tully, Marketing, NYU, 2015

Daniel Walters, Management & Organizations, UCLA Anderson, 2017

SERVICE

Ad-Hoc Reviewer

Basic and Applied Social Psychology

Behavioral and Brain Sciences

Behavioral Science & Policy

Cognition

Cognitive Psychology

Communication Research

Computers and Human Behavior

Current Directions in Psychological Science

Developmental Psychology

Emotion

Experimental Aging Review

European Journal of Social Psychology

Journal of Affective Disorders

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Economic Behavior & Organization

Journal of Economic Psychology

Journal of Experimental Social Psychology
Journal of Marketing Research
Journal of Personality
Journal of Personality and Social Psychology
Judgment and Decision Making
Management Science
Motivation and Emotion
Organizational Behavior and Human Decision Processes
Proceedings of the National Academy of Sciences, USA
Psychological Science
Psychology & Aging
PLoS ONE
Social Cognition
Social Cognitive and Affective Neuroscience
Social Science Computer Review

University Committees

Ph.D. Liason, Behavioral Decision Making	UCLA Anderson	2017-present
Teaching Improvement Committee	UCLA Anderson	2016-2019
Teaching Innovation Task Force	UCLA Anderson	2016-2018
Seminar Series Organizer	UCLA Anderson	2015-2016
Legislative Assembly Representative	UCLA	2015-2017
Colloquium Series Organizer	NYU Stern	2012-2013
JDM Journal Club Organizer	NYU Stern	2011-2014
Colloquium Committee	Stanford University	2007-2008
Search Committee for the Dean of Humanities and Sciences	Stanford University	2008

PROFESSIONAL AFFILIATIONS

Association for Psychological Science
Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Personality

GRANTS

2015	Science of Imagination, Templeton Foundation, with Diana Tamir and Adam Waytz, \$200,000
2013	University of Chicago New Paths to Purpose, with Dan Goldstein, \$62,500
2011	Yahoo! Faculty Research and Engagement Award, with Dan Goldstein, \$10,000
2010	Transformative Consumer Research Grant from Association for Consumer Research, with Dan Goldstein, \$2,500
2009	Dispute Resolution Research Center Grant, \$4,000
2008	Russell Sage Foundation Small Grant in Behavioral Economics, \$5,000
2008	Center on Advancing Decision Making in Aging, Seed Grant with Christopher Bryan and Lee Ross: Exploring the effectiveness of duty-based arguments for retirement saving, \$38,000
2007	Center on Advancing Decision Making in Aging, Seed Grant with Jeremy

- 2007 Bailenson: The vividness of your future self: Using immersive virtual reality to increase retirement saving, \$38,000
Center on Advancing Decision Making in Aging, Seed Grant with Brian Knutson and Kacey Ballard: Investing in the future you: Delay discounting in younger and older adults, \$40,000
- 2004 Norman H. Anderson Research Grant, \$1,000