

# CURRICULUM VITAE

MICHAEL I. NORTON

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## ACADEMIC AND EMPLOYMENT HISTORY

- July 2010 – Harvard Business School, Boston, MA  
Associate Professor of Marketing
- July 2005 – Harvard Business School, Boston, MA  
June 2010 Assistant Professor of Marketing
- January 2010 – Stanford Graduate School of Business  
February 2010 Visiting Scholar
- October 2009 – University of Pennsylvania, The Wharton School  
November 2009 Visiting Scholar
- November 2002 – Massachusetts Institute of Technology, Cambridge, MA  
June 2005 Post-Doctoral Fellow, Sloan School of Management and the Media Lab  
Advisor: Dan Ariely
- October 2000 – Princeton University, Princeton, NJ  
November 2002 Ph.D. in Psychology  
Dissertation: *Moral casuistry and the justification of biased judgment*  
Committee: John Darley (Advisor); Jonathan Cohen, Joel Cooper,  
Susan Fiske, Danny Kahneman, Debbie Prentice
- September 1998 – Princeton University, Princeton, NJ  
October 2000 M.A. in Psychology  
Thesis: *Vicarious dissonance: Attitude change from the inconsistency of others*  
Committee: Joel Cooper (Advisor); John Darley, Sam Glucksberg
- September 1993 – Williams College, Williamstown, MA  
June 1997 B.A. with Honors in Psychology and English, Magna Cum Laude  
Thesis: *An examination of political campaign debate strategies*  
Committee: Al Goethals (Advisor); Steve Fein

## HONORS AND AWARDS

Fellow, Mathey College, Princeton University, 1999-2002  
Fellow, Massachusetts General Hospital-NMR Program in fMRI, 2000  
Fellow, Summer Institute in Social Psychology, University of Colorado-Boulder, 2003  
Award for Distinction in Teaching, Harvard University, Fall 2003 & Spring 2004  
Fellow, Positive Psychology Summer Institute, University of Pennsylvania, 2005  
Fellow, Summer Institute in Informed Patient Choice, Dartmouth College, 2007  
New York Times Magazine Year in Ideas, *Ambiguity Promotes Liking*, 2007  
Wyss Award for Excellence in Mentorship, Harvard Business School, 2008  
Gordon Allport Intergroup Relations Prize (Honorable Mention), Society for the Psychological Study of Social Issues, *Seeing Race and Seeming Racist? Evaluating Strategic Colorblindness in Social Interaction*, 2008  
Harvard Business Review's Breakthrough Ideas, *The IKEA Effect*, 2009  
Marketing Science Institute's Young Scholar Program, 2009  
New York Times Magazine Year in Ideas, *The Counterfeit Self*, 2009  
Theoretical Innovation Prize, Society for Personality and Social Psychology, *When Dreaming is Believing: The (Motivated) Interpretation of Dreams*, 2010  
SAGE Young Scholars Award, Foundation for Social and Personality Psychology, 2011  
Marvin Bower Fellow, Harvard Business School, 2011-2013

## JOURNAL PUBLICATIONS

Adams, G.S., Flynn, F.J., & Norton, M.I. (in press). The gifts we keep on giving: Documenting and destigmatizing the regifting taboo. *Psychological Science*.

Aknin, L.B., Dunn, E.W., & Norton, M.I. (in press). Happiness runs in a circular motion: Evidence for a positive feedback loop between prosocial spending and happiness. *Journal of Happiness Studies*.

Anik, L. & Norton, M.I. (in press). iPhones for friends, refrigerators for family: How products prime social networks. *Social Influence*.

Apfelbaum, E.P., Norton, M.I., & Sommers, S.R. (in press). Racial colorblindness: Emergence, practice, and implications. *Current Directions in Psychological Science*.

Burroughs, J.E., Chaplin, L.N., Pandelaere, M., Norton, M.I., Ordabayeva, N., Gunz, A., & Dinauer, L. (in press). Using motivation theory to develop a transformative consumer research agenda for reducing materialism in society. *Journal of Public Policy and Marketing*.

Gneezy, A., Imas, A., Nelson, L.D., Brown, A., & Norton, M.I. (in press). Paying to be nice: Costly prosocial behavior and consistency. *Management Science*.

LeBoeuf, R.A. & Norton, M.I. (in press). Consequence-cause matching: Looking to the consequences of events to infer their causes. *Journal of Consumer Research*.

Norton, M.I., Mason, M.F., Vandello, J.A., Biga, A., & Dyer, R. (in press). An fMRI investigation of racial paralysis. *Social Cognitive and Affective Neuroscience*.

Norton, M.I., Mochon, D., & Ariely, D. (in press). The IKEA effect: When labor leads to love. *Journal of Consumer Psychology*.

Small, D.A., Pope, D.G., & Norton, M.I. (in press). An age penalty in racial preferences. *Social Psychological and Personality Science*.

Norton, M.I., Dunn, E.W., Carney, D.R., & Ariely, D. (2012). The persuasive "power" of stigma? *Organizational Behavior and Human Decision Processes*, 117, 261-268.

- Aknin, L.B., Sandstrom, G.M., Dunn, E.W., & Norton, M.I. (2011). It's the recipient that counts: Spending money on strong social ties leads to greater happiness than spending on weak social ties. *PLoS ONE*, *6*, e17018.
- Ariely, D. & Norton, M.I. (2011). From thinking too little to thinking too much: A continuum of decision making. *Wiley Interdisciplinary Reviews: Cognitive Science*, *2*, 39-46.
- Buell, R.W. & Norton, M.I. (2011). The labor illusion: How operational transparency increases perceived value. *Management Science*, *57*, 1564-1579.
- Chance, Z., Norton, M.I., Gino, F., & Ariely, D. (2011). Temporal view of the costs and benefits of self-deception. *Proceedings of the National Academy of Sciences*, *108*, 15655-15659.
- Mochon, D., Norton, M.I., & Ariely, D. (2011). Who benefits from religion? *Social Indicators Research*, *101*, 1-15.
- Norton, M.I., Anik, L., Aknin, L.B., & Dunn, E.W. (2011). Is life nasty, brutish, and short? Philosophies of life and well-being. *Social Psychological and Personality Science*, *2*, 570-575.
- Norton, M.I. & Ariely, D. (2011). Building a better America – one wealth quintile at a time. *Perspectives on Psychological Science*, *6*, 9-12.
- Norton, M.I., Frost, J.H., & Ariely, D. (2011). Does familiarity breed contempt or liking? Comment on Reis, Maniaci, Caprariello, Eastwick, and Finkel (2011). *Journal of Personality and Social Psychology*, *3*, 571-574.
- Norton, M.I. & Sommers, S.R. (2011). Whites see racism as a zero-sum game that they are now losing. *Perspectives on Psychological Science*, *6*, 215-218.
- Rogers, T. & Norton, M.I. (2011). The artful dodger: How to answer the wrong question the right way. *Journal of Experimental Psychology: Applied*, *17*, 139-147.
- Thompson, D.V. & Norton, M.I. (2011). The social utility of feature creep. *Journal of Marketing Research*, *48*, 555-565.
- Gino, F., Norton, M.I., & Ariely, D. (2010). The counterfeit self: The deceptive costs of faking it. *Psychological Science*, *21*, 712-720.
- Meyer, R.J., Vosgerau, J., Singh, V., Urbany, J.E., Zauberaman, G., Norton, M.I., Cui, T.H., Ratchford, B.T., Acquisti, A., Bell, D.R., & Kahn, B.E. (2010). Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research. *Marketing Letters*, *21*, 301-315.
- Aknin, L.B., Norton, M.I., & Dunn, E.W. (2009). From wealth to well-being? Money matters, but less than people think. *Journal of Positive Psychology*, *4*, 523-527.
- Ariely, D. & Norton, M.I. (2009). Conceptual consumption. *Annual Review of Psychology*, *60*, 475-499.
- Martin, J.M. & Norton, M.I. (2009). Shaping online consumer choice by partitioning the web. *Psychology and Marketing*, *26*, 908-926.
- Mason, M.F., Dyer, R., & Norton, M.I. (2009). Neural mechanisms of social influence. *Organizational Behavior and Human Decision Processes*, *110*, 152-159.
- Morewedge, C.K. & Norton, M.I. (2009). When dreaming is believing: The (motivated) interpretation of dreams. *Journal of Personality and Social Psychology*, *96*, 249-264.
- Apfelbaum, E.P., Pauker, K., Ambady, N., Sommers, S.R., & Norton, M.I. (2008). Learning (not) to talk about race: When older children underperform in social categorization. *Developmental Psychology*, *44*, 1513-1518.
- Apfelbaum, E.P., Sommers, S.R., & Norton, M.I. (2008). Seeing race and seeming racist? Evaluating strategic colorblindness in social interaction. *Journal of Personality and Social Psychology*, *95*, 918-932.

- Ariely, D. & Norton, M.I. (2008). How actions create – not just reveal – preferences. *Trends in Cognitive Sciences*, 12, 13-16.
- Cole, C., Laurent, G., Drolet, A., Ebert, J., Gutchess, A., Lambert-Pandraud, R., Mullet, E., Norton, M.I., & Peters, E. (2008). Decision making and brand choice by older consumers. *Marketing Letters*, 19, 355-365.
- Dunn, E.W., Aknin, L.B., & Norton, M.I. (2008). Spending money on others promotes happiness. *Science*, 319, 1687-1688.
- Frost, J.H., Chance, Z., Norton, M.I., & Ariely, D. (2008). People are experience goods: Improving online dating with Virtual Dates. *Journal of Interactive Marketing*, 22, 51-61.
- Mochon, D., Norton, M.I., & Ariely, D. (2008). Getting off the hedonic treadmill, one step at a time: The impact of regular religious practice and exercise on well-being. *Journal of Economic Psychology*, 29, 632-642.
- Norton, M.I., Vandello, J.A., Biga, A., & Darley, J.M. (2008). Colorblindness and diversity: Conflicting goals in decisions influenced by race. *Social Cognition*, 26, 102-111.
- Sommers, S.R. & Norton, M.I. (2008). Race and jury selection: Psychological perspectives on the peremptory challenge debate. *American Psychologist*, 63, 527-539.
- Ariely, D. & Norton, M.I. (2007). Psychology and experimental economics: A gap in abstraction. *Current Directions in Psychological Science*, 16, 336-339.
- Cuddy, A.J.C., Rock, M.S., & Norton, M.I. (2007). Aid in the aftermath of Hurricane Katrina: Inferences of secondary emotions and intergroup helping. *Group Processes and Intergroup Relations*, 10, 107-118.
- Mason, M.F., Norton, M.I., Van Horn, J.D., Wegner, D.M., Grafton, S.T., & Macrae, C.N. (2007a). Wandering minds: The default network and stimulus-independent thought. *Science*, 315, 393-395.
- Mason, M.F., Norton, M.I., Van Horn, J.D., Wegner, D.M., Grafton, S.T., & Macrae, C.N. (2007b). Response to comment on “Wandering minds: The default network and stimulus-independent thought.” *Science*, 317, 43.
- Norton, M.I., Frost, J.H., & Ariely, D. (2007). Less is more: The lure of ambiguity, or why familiarity breeds contempt. *Journal of Personality and Social Psychology*, 92, 97-105.
- Norton, M.I., Sommers, S.R., & Brauner, S. (2007). Bias in jury selection: Justifying prohibited peremptory challenges. *Journal of Behavioral Decision Making*, 20, 467-479.
- Sommers, S.R. & Norton, M.I. (2007). Race-based judgments, race-neutral justifications: Experimental examination of peremptory use and the *Batson* challenge procedure. *Law and Human Behavior*, 31, 261-273.
- Norton, M.I., Sommers, S.R., Apfelbaum, E.P., Pura, N., & Ariely, D. (2006). Color blindness and interracial interaction: Playing the Political Correctness Game. *Psychological Science*, 17, 949-953.
- Norton, M.I., Sommers, S.R., Vandello, J.A., & Darley, J.M. (2006). Mixed motives and racial bias: The impact of legitimate and illegitimate criteria on decision-making. *Psychology, Public Policy, and Law*, 12, 36-55.
- Sommers, S.R. & Norton, M.I. (2006). Lay theories about White racists: What constitutes racism (and what doesn't). *Group Processes and Intergroup Relations*, 9, 117-138.
- Cuddy, A.J.C., Norton, M.I., & Fiske, S.T. (2005). This old stereotype: The stubbornness and pervasiveness of the elderly stereotype. *Journal of Social Issues*, 61, 267-285.
- Nelson, L.D. & Norton, M.I. (2005). From student to superhero: Situational primes shape future helping. *Journal of Experimental Social Psychology*, 41, 423-430.
- Monin, B., Norton, M.I., Cooper, J., & Hogg, M.A. (2004). Reacting to an assumed situation vs. conforming to an assumed reaction: The role of perceived speaker attitude in vicarious dissonance. *Group Processes and Intergroup Relations*, 7, 207-220.

- Norton, M.I., DiMicco, J.M., Caneel, R., & Ariely, D. (2004). AntiGroupWare and Second Messenger: Simple systems for improving (and eliminating) meetings. *BT Technology Journal*, 22, 83-88.
- Norton, M.I. & Goethals, G.R. (2004). Spin (and pitch) doctors: Campaign strategies in televised political debates. *Political Behavior*, 26, 227-248.
- Norton, M.I., Vandello, J.A., & Darley, J.M. (2004). Casuistry and social category bias. *Journal of Personality and Social Psychology*, 87, 817-831.
- Monin, B. & Norton, M.I. (2003). Perceptions of a fluid consensus: Uniqueness bias, false consensus, false polarization and pluralistic ignorance in a water conservation crisis. *Personality and Social Psychology Bulletin*, 29, 559-567.  
\* Reprinted in: Miller, D.T. (2006), *An Invitation to Social Psychology (Reader)*.
- Norton, M.I., Monin, B., Cooper, J., & Hogg, M.A. (2003). Vicarious dissonance: Attitude change from the inconsistency of others. *Journal of Personality and Social Psychology*, 85, 47-62.
- Fein, S., Morgan, S.J., Norton, M.I., & Sommers, S.R. (1997). Hype and suspicion: The effects of pretrial publicity, race, and suspicion on jurors' verdicts. *Journal of Social Issues*, 53, 487-502.

## BOOK CHAPTERS

- Aknin, L.B., Sandstrom, G.M., Dunn, E.W., & Norton, M.I. (2011). Investing in others: Prosocial spending for (pro)social change. In R. Biswas-Diener (Ed.), *Positive psychology as social change* (pp. 219-234). New York: Springer.
- Anik, L., Aknin, L.B., Norton, M.I., & Dunn, E.W. (2010). Feeling good about giving: The benefits (and costs) of self-interested charitable behavior. In D. M. Oppenheimer & C. Y. Olivola (Eds.), *The science of giving: Experimental approaches to the study of charity* (pp. 1-28). New York: Taylor & Francis.
- Chance, Z. & Norton, M.I. (2009). "I read Playboy for the articles": Justifying and rationalizing questionable preferences. In M.S. McGlone & M.L. Knapp (Eds.), *The interplay of truth and deception* (pp. 136-148). New York: Routledge.

## POPULAR PRESS

- Rogers, T. & Norton, M.I. (January 23, 2012). Why lie when you can evade? *The New York Times*.
- Buell, R.W. & Norton, M.I. (2011). Think customers hate waiting? Not so fast... *Harvard Business Review*, 89(5), 34.
- Kuziemko, I. & Norton, M.I. (October 18, 2011). A shrewd slogan. *The New York Times*.
- Kuziemko, I. & Norton, M.I. (October 12, 2011). The 'last place aversion' paradox: The surprising psychology of the Occupy Wall Street protests. *Scientific American*.
- Kuziemko, I. & Norton, M.I. (September 19, 2011). "Last-place aversion." *The New York Times*.
- Norton, M.I. (March 22, 2011). Living beyond your means. *The New York Times*.
- Norton, M.I. & Sommers, S.R. (May 22, 2011). Jockeying for stigma. *The New York Times*.
- Rogers, T. & Norton, M.I. (2011). Artful dodging in the courtroom. *The Jury Expert*, 23.
- Norton, M.I. & Ariely, D. (November 8, 2010). Spreading the wealth. *Los Angeles Times*.
- Norton, M.I. (September 13, 2010). Yes, money can buy happiness. *Forbes Magazine*.
- Rogers, T. & Norton, M.I. (2010). People often trust eloquence more than honesty. *Harvard Business Review*, 88(11), 36-37.

- Ariely, D. & Norton, M.I. (2009). How concepts affect consumption. *Harvard Business Review*, 87(6), 14-16.
- Norton, M.I. (2009). The IKEA effect: When labor leads to love. *Breakthrough Ideas of 2009*, *Harvard Business Review*, 87(2), 30.
- Ariely, D. & Norton, M.I. (August, 2008). Don't hate the player, hate the game. *Boston Magazine*.
- Norton, M.I. & Dunn, E.W. (2008). Help employees give away some of that bonus. *Harvard Business Review*, 86 (7/8), 27.

## MANUSCRIPTS UNDER REVIEW

- Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Biswas-Diener, R., Kemeza, I., Nyende, P., Ashton-James, C., & Norton, M.I. Prosocial spending and well-being: Cross-cultural evidence for a psychological universal.
- Aknin, L.B., Dunn, E.W., Sandstrom, G.M., & Norton, M.I. Turning good deeds into good feelings: The value of putting the “social” in prosocial spending.
- Anik, L., Aknin, L.B., Norton, M.I., Dunn, E.W., & Quoidbach, J. Prosocial bonuses increase employee satisfaction and team performance.
- Anik, L. & Norton, M.I. The rewarding nature of matchmaking.
- Cuddy, A.J.C., Crotty, S., Chong, J., & Norton, M.I. Men as cultural ideals: How culture shapes gender stereotypes.
- Gray, K., Ward, A.F., & Norton, M.I. Random acts of cruelty: Greed is paid forward more than generosity.
- Kuziemko, I., Buell, R.W., Reich, T., & Norton, M.I. Last-place aversion: Evidence and redistributive implications.
- Lee, L. & Norton, M.I. The “Costco Effect” – or purchasing fifty pounds of pasta.
- Martin, J.M., Reimann, M., & Norton, M.I. Experience theory, or how desserts are like losses.
- Mochon, D., Norton, M.I., & Ariely, D. The IKEA Effect: Signaling and restoring feelings of competence.
- Mogilner, C., Chance, Z., & Norton, M.I. Giving time gives you time.
- Morewedge, C.K. & Norton, M.I. The meaning of spontaneous thought.
- Norton, M.I. & Gino, F. Rituals alleviate grieving for loved ones, lovers, and lotteries.
- Piovesan, M., Montinari, N., Gino, F., & Norton, M.I. Usage of the veil of fairness develops over childhood.
- Rudd, M., Aaker, J., & Norton, M.I. Leave them smiling: How small acts create more happiness than large acts.
- Shaw, A., Li, V., Olson, K.R., & Norton, M.I. Children apply ownership to ideas.
- Tormala, Z.L., Jia, J.S., & Norton, M.I. The preference for potential.

## MANUSCRIPTS IN PREPARATION

- Threat expressions fundamentally signal approach and avoidance tendencies (with Anthony J. Nelson, Reginald B. Adams, Jr., and Michael T. Stevenson)
- A brain-based model of preference (in)consistency (with Malia F. Mason and Rebecca Dyer)
- Persuasive robotics: On treating objects like women (with Mikey Siegel, Cynthia Breazeal, and Jeremy Bailenson)
- Anger denial: Denying outgroups anger and denying help to angry outgroups (with Amy J.C. Cuddy and Mindi Rock)

## COURSE MATERIALS

- Norton, M.I. & Avery, J. *The Pepsi Refresh Project: A Thirst for Change*. Harvard Business School Case 512-018.
- Norton, M.I. *Note on Evaluating Empirical Research*. Harvard Business School Note 512-019.
- Norton, M.I., Wilson, F., Avery, J., & Steenburgh, T.J. *Better World Books*. Harvard Business School Case 511-057.
- Norton, M.I., Wilson, F., Avery, J., & Steenburgh, T.J. *Better World Books Video*. Harvard Business School Video Supplement 512-701.
- Norton, M.I. & Dann, J. *Local Motors: Designed by the Crowd, Built by the Customer*. Harvard Business School Case 510-062.
- Moon, Y., Norton, M.I., & Chen, D. *(PRODUCT) RED (A)*. Harvard Business School Case 509-013.
- Moon, Y., Norton, M.I., & Chen, D. *(PRODUCT) RED (B)*. Harvard Business School Supplement 509-014.
- Norton, M.I. & Moon, Y. *(PRODUCT) RED (A) and (B) (TN)*. Harvard Business School Teaching Note 509-054.
- Moon, Y. & Norton, M.I. *(PRODUCT) RED Video (A) and (B)*. Harvard Business School Video Supplement 509-724.
- Norton, M.I., Villanueva, J., & Wathieu, L. *elBulli: The Taste of Innovation*. Harvard Business School Case 509-015.
- Norton, M.I., Villanueva, J., & Wathieu, L. *elBulli: The Taste of Innovation (TN)*. Harvard Business School Teaching Note 509-055.
- Norton, M.I., Villanueva, J., & Wathieu, L. *elBulli: El Sabor de la Innovación (Spanish version)*. Harvard Business School Case 509-S01.
- Ofek, E., Steenburgh, T., Norton, M.I., & Herman, K. *RKS Guitars*. Harvard Business School Case 507-003.
- Steenburgh, T. & Norton, M.I. *Pitch Yourself!* Harvard Business School Exercise 508-039.
- Steenburgh, T. & Norton, M.I. *Sell Yourself!* Harvard Business School Exercise 507-045.
- Steenburgh, T. & Norton, M.I. *Sell Yourself! (TN)*. Harvard Business School Teaching Note 507-069.

## COURSE MATERIALS IN PREPARATION

- LivingSocial* (with Luc Wathieu, Betsy Sigman, and Marco Bertini)
- Eileen Fisher: Redesigning the Brand* (with Anat Keinan, Jill Avery, and Fiona Wilson)

## CONFERENCE PRESENTATIONS

- Norton, M.I., Piovesan, M., Montinari, N., & Gino, F. (February, 2012). *The veil of fairness: Children learn to appear moral without behaving morally*. Paper presented at the Society for Consumer Psychology, Las Vegas, NV.
- Aknin, L.B., Norton, M.I., Anik, L., Dunn, E.W., & Quoidbach, J. (January, 2012). *Prosocial spending pays: The benefits of prosocial incentives on team performance*. Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Chance, Z., Norton, M.I., & Gino, F. (January, 2012). *A temporal view of self-deception*. Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Dunn, E.W., Aknin, L.B., & Norton, M.I. (January, 2012). *Around the world and under the skin:*

- How financial decision-making shapes well-being.* Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Piovesan, M., Montinari, N., Gino, F., & Norton, M.I. (January, 2012). *The veil of fairness: Children learn to appear moral without behaving morally.* Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Chance, Z. & Norton, M.I. (November, 2011). *Prosperity through philanthropy.* Paper presented at the Society for Judgment and Decision Making, Seattle, WA.
- Norton, M.I. & Gino, F. (November, 2011). *Rituals alleviate mourning, from lotteries to loved ones.* Paper presented at the Society for Judgment and Decision Making, Seattle, WA.
- Ward, A.F., Leimgruber, K., Gray, K., Norton, M.I., Olson, K., & Santos, L. (November, 2011). *Who pays what forward? Evidence from monkeys, children, and adults.* Paper presented at the Society for Judgment and Decision Making, Seattle, WA.
- Kuziemko, I., Buell, R., Reich, T., & Norton, M. (November, 2011). *Last-place aversion: Evidence and redistributive implications.* Paper presented at the NBER Public Economics Program, Cambridge, MA.
- Chance, Z., Mogilner, C., & Norton, M.I. (October, 2011). *Giving time gives you more time.* Paper presented at the Association for Consumer Research, St. Louis, MO.
- Chance, Z. & Norton, M.I. (October, 2011). *Prosperity through philanthropy.* Paper presented at the Association for Consumer Research, St. Louis, MO.
- Gneezy, A., Imas, A., Nelson, L.D., Brown, A., & Norton, M.I. (October, 2011). *Paying to be nice: Consistency and costly prosocial behavior.* Paper presented at the Association for Consumer Research, St. Louis, MO.
- Rogers, T. & Norton, M.I. (October, 2011). *The artful dodger: Answering the wrong question the right way.* Paper presented at the Association for Consumer Research, St. Louis, MO.
- Buell, R.W. & Norton, M.I. (August, 2011). *The labor illusion: How operational transparency increases perceived value.* Paper presented at the Academy of Management, San Antonio, Texas.
- Norton, M.I. & Sommers, S.R. (July, 2011). *Whites see racism as a zero-sum game that they are now losing.* Paper presented at the European Association of Social Psychology, Stockholm, Sweden.
- Zhang, T., Gino, F., & Norton, M.I. (July, 2011). *The surprising effectiveness of the mean mediator.* Paper presented at the International Association for Conflict Management, Istanbul, Turkey.
- Rogers, T. & Norton, M.I. (May, 2011). *The artful dodger: Answering the wrong question the right way.* Poster presented at the Association for Psychological Science, Washington, DC.
- Adams, G.S., Flynn, F.J., & Norton, M.I. (February, 2011). *The gifts we keep on giving: The psychology of regifting.* Paper presented at the Society for Consumer Psychology, Atlanta, GA.
- Anik, L. & Norton, M.I. (February, 2011). *iPhone for friends, Volvo for family: The network signaling power of products.* Paper presented at the Society for Consumer Psychology, Atlanta, GA.
- Chance, Z., Mogilner, C., & Norton, M.I. (February, 2011). *Giving time gives you time.* Paper presented at the Society for Consumer Psychology, Atlanta, GA.
- Martin, J.M., Reimann, M., & Norton, M.I. (February, 2011). *Reversals in risk preferences for experiences and money.* Paper presented at the Society for Consumer Psychology, Atlanta, GA.
- Rogers, T. & Norton, M.I. (February, 2011). *The artful dodger: Answering the wrong question the right way.* Paper presented at the Society for Consumer Psychology, Atlanta, GA.

- Aknin, L.B., Dunn, E.W., & Norton, M.I. (January, 2011). *A universal link between financial generosity and well-being*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, San Antonio, TX.
- Norton, M.I. & Sommers, S.R. (January, 2011). *Whites see racism as a zero-sum game that they are now losing*. Paper presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Anik, L. & Norton, M.I. (November, 2010). *The influence of products on network activation and WOM intentions*. Poster presented at the Society for Judgment and Decision Making, St. Louis, MO.
- Chance, Z. & Norton, M.I. (November, 2010). *"I give therefore I have": Charitable giving and subjective wealth*. Poster presented at the Society for Judgment and Decision Making, St. Louis, MO.
- Gino, F. & Norton, M.I. (November, 2010). *The impact of habitual rituals on grief and mourning*. Poster presented at the Society for Judgment and Decision Making, St. Louis, MO.
- Buell, R.W. & Norton, M.I. (November, 2010). *The labor illusion: How operational transparency increases perceived value*. Paper presented at the INFORMS Annual Meeting, Austin, TX.
- Anik, L. & Norton, M.I. (October, 2010). *Frisbee for friends, furniture for family: The influence of products on network activation and WOM intentions*. Poster presented at the Association for Consumer Research, Jacksonville, FL.
- Anik, L., Norton, M.I., Aknin, L.B., Quoidbach, J., & Dunn, E.W. (October, 2010). *The prosocial workplace: Prosocial spending increases employee satisfaction and job performance*. Paper presented at the Association for Consumer Research, Jacksonville, FL.
- Chance, Z. & Norton, M.I. (October, 2010). *I give therefore I have: Charitable donations and subjective wealth*. Paper presented at the Association for Consumer Research, Jacksonville, FL.
- Gray, K., Ward, A.F., & Norton, M.I. (October, 2010). *Paying it forward: Greed and generosity in indirect reciprocity*. Paper presented at the Association for Consumer Research, Jacksonville, FL.
- Norton, M.I., Mason, M.F., & Dyer, R. (October, 2010). *Neural mechanisms of social influence*. Paper presented at the Association for Consumer Research, Jacksonville, FL.
- Small, D., Pope, D., & Norton, M.I. (October, 2010). *Racial preferences in charitable behavior vary by age of recipient*. Paper presented at the Association for Consumer Research, Jacksonville, FL.
- Cuddy, A.J.C., Crotty, S., Chong, J., & Norton, M.I. (August, 2010). *Men as cultural ideals: How culture shapes gender stereotypes*. Paper presented at the Academy of Management, Montreal, Canada.
- Norton, M.I., Anik, L., Aknin, L.B., Quoidbach, J., & Dunn, E.W. (August, 2010). *The prosocial workplace: Prosocial spending increases employee satisfaction and job performance*. Paper presented at the Academy of Management, Montreal, Canada.
- Norton, M.I., Dunn, E.W., Carney, D.R., & Ariely, D. (August, 2010). *The persuasive appeal of stigma*. Paper presented at the Academy of Management, Montreal, Canada.
- Kuziemko, I., Reich, T., Buell, R., & Norton, M. (July, 2010). *Last-place aversion: Evidence and redistributive implications*. Paper presented at the NBER Labor Studies Workshop, Cambridge, MA.

- Buell, R.W. & Norton, M.I. (June, 2010). *The labor illusion: How operational transparency increases perceived value*. Paper presented at the MSOM Service Management SIG Conference, Haifa, Israel.
- Martin, J.M., Reimann, M., & Norton, M.I. (June, 2010). "*Experience*" theory: Reversals in risk-seeking for experiences and money. Paper presented at Behavioral Decision Research in Management, Pittsburgh, PA.
- Norton, M.I., Anik, L., Aknin, L.B., Quoidbach, J., & Dunn, E.W. (June, 2010). *The prosocial workplace: Prosocial spending increases employee satisfaction and job performance*. Paper presented at Behavioral Decision Research in Management, Pittsburgh, PA.
- Anik, L. & Norton, M.I. (May, 2010). *Mind the gap: On the well-being of social capitalists*. Poster presented at the Association for Psychological Science, Boston, MA.
- Aknin, L.B., Norton, M.I., & Dunn, E.W. (February, 2010). *From wealth to well-being? Money matters, but less than people think*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Anik, L. & Norton, M.I. (February, 2010). *Mind the gap: On the well-being of social capitalists*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Norton, M.I., Anik, L., Dunn, E.W., & Aknin, L.B. (February, 2010). *The benefits of prosocial spending for individuals and organizations*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Aknin, L.B., Norton, M.I., Ashton-James, C., Nyende, P., Kemeza, I., Dunn, E.W., & Biswas-Diener, R. (January, 2010). *Is there a feedback loop between prosocial spending and happiness? Evidence from Canada and Uganda*. Paper presented at the Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, L., Aknin, L.B., Dunn, E.W., & Norton, M.I. (January, 2010). *Prosocial spending increases job satisfaction and organizational commitment*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, L. & Norton, M.I. (January, 2010). *Egotistically resourceful social capitalists: The well-being benefits of bridging social actors and building network connections*. Poster presented at the Society for Personality and Social Psychology, Las Vegas, NV.
- Buell, R. & Norton, M.I. (January, 2010). *The labor illusion: When waiting increases liking*. Poster presented at the Society for Personality and Social Psychology, Las Vegas, NV.
- Mochon, D., Norton, M.I., & Ariely, D. (January, 2010). *Looking up by looking down: Religiosity, intolerance, and well-being*. Poster presented at the Psychology of Religion and Spirituality Preconference at the Society for Personality and Social Psychology, Las Vegas, NV.
- Norton, M.I., Mason, M.F., Vandello, J.A., Biga, A., & Dyer, R. (January, 2010). *Racial paralysis: The impact of colorblindness on interracial relations*. Paper presented at the Society for Personality and Social Psychology, Las Vegas, NV.
- Sandstrom, G.M., Aknin, L.B., Dunn, E.W., Norton, M.I. (January, 2010). *Spending money, spending time: Social interaction during interpersonal giving boosts happiness*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, L. & Norton, M.I. (November, 2009). *Selfish social connectors, their decisions to bridge social actors and build network connections*. Poster presented at the Society for Judgment and Decision Making, Boston, MA.
- Buell, R. & Norton, M.I. (November, 2009). *The labor illusion: When waiting increases liking*. Paper presented at the Society for Judgment and Decision Making, Boston, MA.

- Chance, Z. & Norton, M.I. (November, 2009). *Unintended consequences of fundraising tactics*. Poster presented at the Society for Judgment and Decision Making, Boston, MA.
- Chance, Z. & Norton, M.I. (October, 2009). *Unintended consequences of fundraising tactics*. Poster presented at the Association for Consumer Research, Pittsburgh, PA.
- Gino, F. & Norton, M.I. (October, 2009). *The counterfeit self: The deceptive costs of faking it*. Paper presented at the Association for Consumer Research, Pittsburgh, PA.
- Norton, M.I., Aknin, L.B., & Dunn, E.W. (October, 2009). *Putting the "social" in prosocial spending: Interpersonal giving promotes happiness*. Paper presented at the Association for Consumer Research, Pittsburgh, PA.
- Siegel, M., Breazeal, C., & Norton, M. (October, 2009). *Persuasive robotics: The influence of robot gender on human behavior*. Paper presented at the IEEE/RSJ International Conference on Intelligent Robots and Systems, St. Louis, MO.
- Norton, M.I., Mason, M.F., & Dyer, R. (October, 2009). *Neural mechanisms of social influence*. Paper presented at the Social and Affective Neuroscience Society, New York, NY.
- Anik, L. & Norton, M.I. (August, 2009). *Do good things come to those who wait? Procrastination and leading the good life*. Paper presented at the Biennial Procrastination Research Conference, Toronto, Canada.
- Norton, M.I. (June, 2009). *Materialism in the (failed) pursuit of happiness: Underlying causes and an intervention*. Paper presented at Transformative Consumer Research, Villanova University.
- Pauker, K., Apfelbaum, E.P., Ambady, N., Sommers, S.R., & Norton, M.I. (April, 2009). *Learning (not) to talk about race: An anomaly with social consequences*. Poster presented at the Society for Research in Child Development, Denver, CO.
- Anik, L., Norton, M.I., Aknin, L.B., & Dunn, E.W. (February, 2009). *Life really is nasty, brutish, and short – and no one is happy about it*. Poster presented at the Society for Consumer Psychology, San Diego, CA.
- Norton, M.I., Dunn, E.W., & Aknin, L.B. (February, 2009). *From wealth to well-being: Spending money on others promotes happiness*. Paper presented at the Society for Consumer Psychology, San Diego, CA.
- Norton, M.I., Dunn, E.W., Carney, D.R., & Ariely, D. (February, 2009). *The persuasive appeal of stigma*. Paper presented at the Society for Consumer Psychology, San Diego, CA.
- Anik, L. & Norton, M.I. (February, 2009). *Who really is your friend? Pursuing happiness in your perception of social networks*. Poster presented at the Society for Personality and Social Psychology, Tampa, FL.
- Apfelbaum, E.P., Pauker, K., Ambady, N., Sommers, S.R., & Norton, M.I. (February, 2009). *Learning (not) to talk about race: An anomaly in socio-cognitive development*. Paper presented at the Society for Personality and Social Psychology, Tampa, FL.
- Martin, J.M. & Norton, M.I. (February, 2009). *"Experience" theory: Comparing motivations for risky experiences and monetary gambles*. Poster presented at the Society for Personality and Social Psychology, Tampa, FL.
- Norton, M.I., Mochon, D., & Ariely, D. (February, 2009). *The IKEA effect: Why labor leads to love*. Paper presented at the Society for Personality and Social Psychology, Tampa, FL.
- Anik, L., Norton, M.I., Aknin, L.B., & Dunn, E.W. (November, 2008). *Life really is nasty, brutish, and short – and no one is happy about it*. Poster presented at the Society for Judgment and Decision Making, Chicago, IL.
- Martin, J.M. & Norton, M.I. (November, 2008). *"Experience" theory: Comparing preferences for risky experiences and monetary gambles*. Paper presented at the Society for Judgment and Decision Making, Chicago, IL.

- Lee, L. & Norton, M.I. (October, 2008). *The “fees → savings” link, or purchasing fifty pounds of pasta*. Paper presented at the Association for Consumer Research, San Francisco, CA.
- Apfelbaum, E. P., Sommers, S. R., Norton, M. I., Pauker, K. P., & Ambady, N. (August, 2008). *Emergence, practice, and consequences of strategic colorblindness in interracial interaction*. Paper presented at the American Psychological Association, Boston, MA.
- Mason, M.F., Norton, M.I., & Macrae, C.N. (June, 2008). *Hot cars and fast women: The neural correlates of preference judgments*. Poster presented at the Social and Affective Neuroscience Society, Boston, MA.
- Dunn, E.W., Aknin, L.B., & Norton, M.I. (April, 2008). *From wealth to well-being: Spending money on others promotes happiness*. Paper presented at Behavioral Decision Research in Management, La Jolla, CA.
- Martin, J.M. & Norton, M.I. (April, 2008). *Shaping online decision-making through attribute partitioning*. Poster presented at Behavioral Decision Research in Management, La Jolla, CA.
- Mason, M.F., Norton, M.I., & Macrae, C.N. (April, 2008). *How are preferences determined? It depends on what you are preferring*. Paper presented at Behavioral Decision Research in Management, La Jolla, CA.
- Norton, M.I. & Ariely, D. (April, 2008). *Building a better America – one wealth quintile at a time*. Paper presented at the Psychology and Social Justice Conference, New York, NY.
- Chance, Z. & Norton, M.I. (February, 2008). *Decision amnesia: Why taking your time leads to forgetting*. Paper presented at the Society for Consumer Psychology, New Orleans, LA.
- Lee, L. & Norton, M.I. (February, 2008). *Members only: Why paying fees can increase spending*. Paper presented at the Society for Consumer Psychology, New Orleans, LA.
- Martin, J.M., Barron, G.M., & Norton, M.I. (February, 2008). *Response to variance in the opinions of others: Preferable in positive domains, aversive in negative domains*. Paper presented at the Society for Consumer Psychology, New Orleans, LA.
- Norton, M. I., Cuddy, A. J. C., & Rock, M. I. (February, 2008). *No right to be mad: Denying outgroups anger and denying help to angry outgroups*. Paper presented at the Society for Consumer Psychology, New Orleans, LA.
- Aknin, L.B., Dunn, E.W., & Norton, M.I. (February, 2008). *Can money buy happiness?* Poster presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Aknin, L.B., Dunn, E.W., & Norton, M.I. (February, 2008). *From wealth to well-being: Spending money on others promotes happiness*. Poster presented at the Emotion Preconference at the Society for Personality and Social Psychology, Albuquerque, NM.
- Anik, L., Norton, M.I., Aknin, L.B., & Dunn, E.W. (February, 2008). *Life really is nasty, brutish, and short – and no one is happy about it*. Poster presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Apfelbaum, E.P., Sommers, S.R., & Norton, M.I. (February, 2008). *Efforts to avoid race during interracial interaction drain the capacity to regulate nonverbal behavior*. Poster presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Crotty, S.K., Cuddy, A.J.C., Chong, J., & Norton, M.I. (February, 2008). *Men are sometimes nicer, when sociability conveys status: Men as cultural defaults in the United States and South Korea*. Poster presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Cuddy, A. J. C., Norton, M. I., & Rock, M. (February, 2008). *No right to be mad: Denying outgroups anger and denying help to angry outgroups*. Paper presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Martin, J.M., Barron, G.M., & Norton, M.I. (February, 2008). *Choosing and rejecting*

- uncertainty: Preferences for variance in positive (and aversion to variance in negative) experiences.* Poster presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Martin, J.M. & Norton, M.I. (February, 2008). *Shaping online decision-making by partitioning the web.* Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Albuquerque, NM.
- Chance, Z. & Norton, M.I. (November, 2007). *Decision amnesia: Motivated forgetting of difficult choices.* Paper presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Cuddy, A. J. C. & Norton, M. I. (November, 2007). *No right to be mad: Denying anger and help to outgroup victims.* Paper presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Martin, J.M., Barron, G.M., & Norton, M.I. (November, 2007). *Choosing and rejecting uncertainty: Preferences for variance in positive (and aversion to variance in negative) experiences.* Paper presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Norton, M.I., Sommers, S.R., Vandello, J.A., & Darley, J.M. (November, 2007). *Justifying and rationalizing questionable preferences.* Paper presented at the Society for Judgment and Decision Making, Long Beach, CA
- Dunn, E. W., Aknin, L., & Norton, M. I. (October, 2007). *Then again, if you spend it right, money can buy happiness.* Paper presented at the Society of Experimental Social Psychology, Chicago, IL.
- Frost, J.H., Norton, M.I., & Ariely, D. (October, 2007). *Improving online dating with Virtual Dates.* Paper presented at the American Society for Information Science and Technology, Milwaukee, WI.
- Chance, Z. & Norton, M.I. (October, 2007). *Decision amnesia: Why taking your time leads to forgetting.* Paper presented at the Association for Consumer Research, Memphis, TN.
- LeBoeuf, R.A. & Norton, M.I. (October, 2007). *Effects that lead to causes: Using an event's outcomes to infer its causes.* Paper presented at the Association for Consumer Research, Memphis, TN.
- Norton, M.I. & Ariely, D. (October, 2007). *The "IKEA" effect: Why labor leads to love.* Paper presented at the Association for Consumer Research, Memphis, TN.
- Thompson, D.V. & Norton, M.I. (October, 2007). *The social utility of feature creep.* Paper presented at the Association for Consumer Research, Memphis, TN.
- Martin, J.M. & Norton, M.I. (October, 2007). *Partitioning the web: Shaping online consumer choice.* Paper presented at the Workshop on Human-Computer Interaction and Information Retrieval, Cambridge, MA.
- Dunn, E. W., Aknin, L., & Norton, M. I. (September, 2007). *Translating wealth into well-being: Can money buy happiness if you spend it right?* Paper presented at the International Conference on Hedonic Adaptation and Prediction, Cambridge, MA.
- Norton, M.I., Sommers, S.R., Apfelbaum, E.P., & Ariely, D. (August, 2007). *Strategic colorblindness and interracial interaction: Playing the "Political Correctness Game."* Paper presented at the Academy of Management, Philadelphia, PA.
- Norton, M.I. & Cuddy, A.J.C. (February, 2007). *Aiding victims of Hurricane Katrina: Helping when it hurts (me) the most.* Paper presented at the Society for Consumer Psychology, Las Vegas, NV.
- Aknin, L.B., Dunn, E.W., & Norton, M.I. (January, 2007). *From wealth to well-being: How money can increase happiness.* Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Memphis, TN.

- Apfelbaum, E.P., Sommers, S.R., & Norton, M.I. (January, 2007). *Strategic colorblindness: The paradox of unintended consequences*. Poster presented at the Society for Personality and Social Psychology, Memphis, TN.
- Chance, Z. & Norton, M.I. (January, 2007). *Motivated forgetting*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Memphis, TN.
- Cuddy, A. J. C. & Norton, M. I. (January, 2007). *Perceiving their anguish: Inferences of secondary emotions and intergroup helping*. Paper presented at the Society for Personality and Social Psychology, Memphis, TN.
- Martin, J.M., Barron, G.M., & Norton, M.I. (January, 2007). *Choosing to be uncertain: Preferences for high variance experiences*. Poster presented at the Society for Personality and Social Psychology, Memphis, TN.
- Mason, M.F., Norton, M.I., Van Horn, J.D., Wegner, D.M., Grafton, S.T., & Macrae, C.N. (January, 2007). *Wandering minds: Uncontrolled thought and the default network*. Paper presented at the Society for Personality and Social Psychology, Memphis, TN.
- Morewedge, C.K. & Norton, M.I. (January, 2007). *The interpretation of unintended thought*. Paper presented at the Society for Personality and Social Psychology, Memphis, TN.
- Norton, M.I. & Frost, J.F. (January, 2007). *Less is more: Why online dating is so disappointing, and how Virtual Dates can help*. Paper presented at the Society for Personality and Social Psychology, Memphis, TN.
- LeBoeuf, R.A. & Norton, M.I. (November, 2006). *Effects that lead to causes: The influence of events' consequences on their perceived causes*. Paper presented at the Society for Judgment and Decision Making, Houston, TX.
- Martin, J.M., Barron, G.M., & Norton, M.I. (November, 2006). *Preferences for high variance experiences: Risk-seeking in the domain of gains?* Paper presented at the Society for Judgment and Decision Making, Houston, TX.
- Norton, M.I., Frost, J.H., & Ariely, D. (November, 2006). *Less is more: The lure of ambiguity, or why familiarity breeds contempt*. Paper presented at the Society for Judgment and Decision Making, Houston, TX.
- Sommers, S. R., & Norton, M. I. (October, 2006). *Race-based judgments, race-neutral justifications: Experimental examination of peremptory use and the Batson challenge procedure*. Paper presented at the Conference on Empirical Legal Studies, Austin, TX.
- Frost, J.H., Norton, M.I., & Ariely, D. (August, 2006). *Virtual Dates: Bridging the online and offline dating gap*. Poster presented at the Association for Computing Machinery's Special Interest Group on Graphics and Interactive Techniques, Boston, MA.
- Cuddy, A. J. C., Norton, M. I., & Rock, M. (June, 2006). *Infra-humanization and helping Hurricane Katrina victims: Helping when it hurts (us) the most*. Poster presented at the Society for the Psychological Study of Social Issues, Long Beach, CA.
- Norton, M.I. & Ariely, D. (May, 2006). *Self-deception, or how cheating makes you smarter*. Paper presented at the Association for Psychological Science, New York, NY.
- Sommers, S. R., & Norton, M. I. (March, 2006). *Race, the peremptory challenge, and jury selection: Biased judgments, neutral justifications*. Paper presented at the American Psychology-Law Society, St. Petersburg, FL. Recipient of Minority Affairs Committee Conference Presentation Award.
- Lee, L. & Norton, M.I. (February, 2006). *Members only: Why paying fees can increase spending*. Paper presented at the Society for Consumer Psychology, Miami, FL.
- Norton, M.I., Dunn, E.W., & Ariely, D. (January, 2006). *Black is the new White: The persuasive appeal of stigma*. Paper presented at the Society for Personality and Social Psychology, Palm Springs, CA.

- Norton, M.I. & Ariely, D. (November, 2005). *The "IKEA effect": Why labor leads to love*. Paper presented at the Society for Judgment and Decision Making, Toronto, Ontario.
- Norton, M.I. & Ariely, D. (February, 2005). *Self-deception: Adverse effects of the desire to self-enhance*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Norton, M.I., Frost, J., & Ariely, D. (April, 2004). *Virtue in vagueness: Ambiguity and online dating*. Paper presented at the CHI Conference on Human Factors in Computing Systems, Vienna, Austria.
- Norton, M.I., Mazar, N., & Ariely, D. (November, 2003). *Self-deception: How we come to believe we are better than we truly are*. Paper presented at the Society for Judgment and Decision Making, Vancouver, British Columbia.
- Monin, B., Norton, M.I., Cooper, J., & Hogg, M.A. (February, 2002). *Dissonance and the collective self: Vicarious dissonance based on shared group membership*. Paper presented at the Society for Personality and Social Psychology, Savannah, GA.
- Norton, M.I., Vandello, J.A., & Darley, J.M. (February, 2002). *Using 'factual' information to justify questionable choices*. Poster presented at the Society for Personality and Social Psychology, Savannah, GA.
- Sommers, S.R. & Norton, M.I. (May, 2001). *Beliefs about racists: Traits and behaviors associated with white racism*. Paper presented at the Midwestern Psychological Association, Chicago, IL.
- Johnson, C.S., Norton, M.I., Nelson, L.D., & Chartrand, T.L. (February, 2001). *Effects of attainability and category versus exemplar primes on inspiration and performance*. Poster presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Norton, M.I. & Nelson, L.D. (February, 2001). *Eradicating the ineradicable: False consensus and false uniqueness as malleable biases*. Poster presented at the Society for Personality and Social Psychology, San Antonio, TX. Recipient of Conference Travel Award.
- Monin, B., Norton, M.I., & Miller, D.T. (June, 2000). *Behavioral groups: Inferring traits from behavior at the group level*. Poster presented at the American Psychological Society, Miami, FL.
- Norton, M.I., Monin, B., & Cooper, J. (June, 2000). *Vicarious dissonance: Observing inconsistency in group members leads to individual attitude change*. Paper presented at the American Psychological Society, Miami, FL.
- Norton, M.I., Monin, B., & Cooper, J. (June, 1999). *Vicarious dissonance as a function of group status*. Poster presented at the American Psychological Society, Denver, CO.

## CHAired SYMPOSIA

- Norton, M.I. & Vohs, K.D. (February, 2009). Symposium Co-Chairs. *Interpersonal persuasion, from the overt to the covert*. Society for Consumer Psychology, San Diego, CA. Other speakers: Noah Goldstein, Rosellina Ferraro.
- Olson, K.R. & Norton, M.I. (February, 2009). Symposium Co-Chairs. *The psychology of owning (and disowning) possessions, people, and even ourselves*. Society for Personality and Social Psychology, Tampa, FL. Other speakers: Art Aron, Anjan Chatterjee.
- Thompson, D.V. & Norton, M.I. (October, 2007). Symposium Co-Chairs. *The social nature of consumer behavior*. Association for Consumer Research, Memphis, TN. Other speakers: Jennifer Argo, Noah Goldstein, Vlaslas Griskevicius. Discussant: John Deighton.
- Norton, M.I. (May, 2006). Symposium Chair. *Self-deception: The paradoxical nature of fooling oneself*. Association for Psychological Science, New York, NY. Other speakers: Jordan Peterson, Robert Trivers, Rich McNally. Discussant: Del Paulhus.

- Norton, M.I. & Lee, L. (February, 2006). Symposium Co-Chairs. *Committed consumers: Psychological investment and consumer behavior*. Society for Consumer Psychology, Miami, FL. Other speakers: Joe Nunes, Kathleen Vohs.
- Norton, M.I. (January, 2006). Symposium Chair. *Stigma in an age of political correctness: Ironic benefits of low status*. Society for Personality and Social Psychology, Palm Springs, CA. Other speakers: Wendy Mendes, Eden King, Jennifer Randall Crosby. Discussant: Chris Crandall.
- Norton, M.I. (November, 2005). Symposium Chair. *The psychology of labor: Effort impacts preferences and inferences*. Society for Judgment and Decision Making, Toronto, Ontario. Other speakers: Emir Kamenica, Justin Kruger, Leif Nelson.

## **DISCUSSANT**

- Norton, M.I. (June, 2010). *Mental accounting and savings, spending, and repaying*. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
- Norton, M.I. (February, 2010). *Green marketing: Spurring pro-environmental consumption, conservation, and sustainability*. Society for Consumer Psychology, St. Pete Beach, FL.

## **INVITED PRESENTATIONS**

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|------------|---|
| 12/11/2002 | Stanford University, Graduate School of Business                              |
| 5/11/2004  | Massachusetts Institute of Technology, The Media Lab                          |
| 10/22/2004 | University of California – Los Angeles, Anderson School of Management         |
| 10/29/2004 | New York University, Stern School of Business (Marketing)                     |
| 11/11/2004 | Harvard University, Harvard Business School (Marketing)                       |
| 1/14/2005  | Northwestern University, Kellogg School of Management (OB)                    |
| 1/20/2005  | Carnegie Mellon University, Social and Decision Sciences                      |
| 1/10/2006  | Massachusetts General Hospital, Visual NeuroCognition Lab                     |
| 2/6/2006   | University of Pennsylvania, Wharton (Decision Processes)                      |
| 2/21/2006  | Harvard University, Department of Psychology                                  |
| 11/30/2006 | Massachusetts Institute of Technology, Sloan School of Management (Marketing) |
| 3/15/2007  | Northeastern University, Department of Psychology                             |
| 4/4/2007   | Princeton University, Department of Psychology                                |
| 5/11/2007  | Yale University, Yale Center for Customer Insights                            |
| 6/16/2007  | Seventh Triennial Invitational Choice Symposium, Wharton                      |
| 10/7/2007  | University of Texas – Austin, Conference on Deception’s Blood Relatives       |
| 2/11/2008  | Center for Human Science, Chapel Hill, North Carolina                         |
| 2/13/2008  | Duke University, Fuqua School of Business (Marketing)                         |
| 3/31/2008  | University of Chicago, Graduate School of Business (CDR)                      |
| 7/9/2008   | University of Navarra, IESE Business School                                   |
| 9/19/2008  | Northeast Marketing Consortium (NEMC)   |
| 10/17/2008 | Erin Anderson Invitational B2B Conference, Wharton                            |
| 10/23/2008 | Relationships Preconference, Society of Experimental Social Psychology        |
| 1/23/2009  | University of Alberta, School of Business (Marketing)                         |
| 1/30/2009  | University of Massachusetts – Amherst, Department of Psychology               |
| 2/28/2009  | University of Florida, Warrington (Marketing)                                 |
| 3/27/2009  | INSEAD, Marketing and Organizational Behavior                                 |
| 4/15/2009  | University of California – Berkeley, Haas School of Business (OB)             |
| 4/27/2009  | Massachusetts Institute of Technology, Sloan School of Management (Marketing) |

5/22/2009 Princeton University, Festschrift in Honor of John Darley  
6/19/2009 Digital Economy Symposium, Harvard Business School  
8/7/2009 Stanford Institute for Theoretical Economics, Experimental Economics Track  
9/18/2009 Northwestern University, Kellogg School of Management (Marketing)  
9/21/2009 Yale University, Department of Psychology  
9/28-29/2009 Kurt Lewin Institute, VU University Amsterdam  
11/3/2009 University of Pennsylvania, Wharton (OPIM)  
11/11/2009 Columbia Business School (Decision Making and Negotiations)  
11/12/2009 University of Pennsylvania, Wharton (Marketing)  
12/3/2009 University of Michigan, Decision Consortium  
12/14/2009 European School of Management and Technology (Marketing)  
1/13/2010 Stanford University, Graduate School of Business (Marketing and OB)  
1/22/2010 University of California – Berkeley, Haas School of Business (Marketing)  
1/28/2010 Judgment and Decision Making Preconference, SPSP  
2/1/2010 Stanford University, Department of Psychology  
3/6/2010 Stanford University, Stanford Center for Social Innovation  
3/15/2010 University of British Columbia, Department of Psychology  
3/22/2010 Erasmus University, Rotterdam School of Management and School of Economics  
4/5/2010 Cooperation Seminar, Berkman Center for Internet and Society  
5/15/2010 Eighth Triennial Invitational Choice Symposium, Key Largo, FL  
9/25/2010 Interdisciplinary Symposium on Decision Neuroscience, Temple University  
10/26/2010 Princeton University, Department of Psychology  
11/5/2010 University of Massachusetts, Isenberg School of Management (Marketing)  
11/12/2010 Southern Methodist University, Cox School of Business (Marketing)  
12/3/2010 Temple University, Fox School of Business (Marketing)  
1/19/2011 Harvard Business School, Behavioral Ethics Camp  
2/11/2011 Washington University in St. Louis, Olin School of Business (Marketing)  
3/24/2011 London Business School (OB)  
4/1/2011 Paduano Symposium on Business Ethics, New York University  
4/4/2011 University of Pittsburgh, Katz Graduate School of Business (Marketing)  
4/14/2011 Massachusetts Institute of Technology, The Media Lab  
4/25/2011 Marketing Science Institute, 50th Anniversary Celebration  
5/12/2011 University of California – San Diego, Rady School of Management (Marketing)  
6/12/2011 American Society of Trial Consultants, Seattle, WA  
6/27/2011 Conference on Social Product Development and Co-Creation, Phoenix, AZ  
9/15/2011 Marketing Science Institute, Immersion Conference  
9/17/2011 Interdisciplinary Symposium on Decision Neuroscience, Temple University  
9/23/2011 TED<sup>x</sup> East, New York, NY.  
9/28/2011 Yale University, Yale School of Management (Marketing)  
10/5/2011 Harvard University, Decision Making Workshop  
10/20/2011 University of Richmond, Jepson School of Leadership Studies  
10/26/2011 Bocconi University (Marketing)  
11/15/2011 Williams College, Department of Psychology  
11/19/2011 TED<sup>x</sup> Cambridge, Cambridge, MA  
11/28/2011 Massachusetts Institute of Technology, Sloan School of Management (Marketing)  
12/13/2011 University of Groningen, School of Economics and Business (Marketing and OB)  
1/20/2012 Ohio State University, Fisher College of Business (Marketing)  
2/9/2012 Carnegie Mellon University, Center for Behavioral Decision Research  
2/23/2012 University of Miami, School of Business (Marketing)

3/4/2012 TED<sup>x</sup> Somerville, Somerville, MA  
3/7/2012 Cornell University, Behavioral Economics and Decision Research  
3/8/2012 Cornell University, Johnson Graduate School of Management (Marketing)  
3/9/2012 Harvard University, Political Psychology and Behavior Workshop  
3/13/2012 University of Melbourne, Department of Psychology & Business School  
3/23/2012 University of Toronto, Rotman School of Management (Marketing)  
3/30/2012 Georgetown University, McDonough School of Business (Marketing)  
3/11/2013 Hong Kong University of Science and Technology Business School (Marketing)

## SERVICE

*Editorial Board:* Journal of Experimental Social Psychology (2008 – )  
Journal of Neuroscience, Psychology, and Economics (2009 – )  
Social Psychological and Personality Science (2009 – 2010, 2011 – )  
Journal of Consumer Psychology (2012 – )

*Reviewer:* Administrative Science Quarterly  
Basic and Applied Social Psychology  
Cognition  
Emotion  
European Journal of Social Psychology  
Group Processes and Intergroup Relations  
International Journal of Research in Marketing  
Israel Science Foundation  
Journal of Behavioral Decision Making  
Journal of Consumer Psychology  
Journal of Consumer Research  
Journal of Economic Psychology  
Journal of Experimental Psychology: General  
Journal of Experimental Psychology: Learning, Memory, and Cognition  
Journal of Experimental Social Psychology  
Journal of Interactive Marketing  
Journal of Marketing  
Journal of Marketing Research  
Journal of Neuroscience, Psychology, and Economics  
Journal of Personality and Social Psychology  
Management Science  
Marketing Science Institute  
National Science Foundation  
Organizational Behavior and Human Decision Processes  
Personality and Social Psychology Bulletin  
Psychological Science  
Psychology and Marketing  
Social Cognition  
Social Influence  
Social Psychological and Personality Science  
Social Science and Medicine  
Social Science Research  
Social Sciences and Humanities Research Council of Canada

Spectrum (Institute of Electrical and Electronics Engineers)

*Program Committee:* Association for Consumer Research (2011)  
Behavioral Decision Research in Management (2010)  
Society for Consumer Psychology (2009, 2010, 2012)  
Society for Consumer Psychology – International (2012)  
Society for Personality and Social Psychology (2012)

## **GRANTS**

Cuddy, A.J.C. & Norton, M.I. *Inferred and experienced intergroup emotions as predictors of helping of victim groups: Helping when we – not they – need it most* (NSF #0554909: \$39,579)