

CURRICULUM VITAE

MICHAEL I. NORTON

Harvard Business School
Morgan Hall 189
Soldiers Field Road
Boston, MA 02163

web. www.people.hbs.edu/mnorton
email. mnorton@hbs.edu
phone. 617.496.4593
fax. 617.496.5853

ACADEMIC AND EMPLOYMENT HISTORY

- July 2005 – Harvard Business School, Boston, MA
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
- 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
Ambiguity Promotes Liking, New York Times Magazine Year in Ideas, 2007
Wyss Award for Excellence in Mentorship, Harvard Business School, 2008
Gordon Allport Intergroup Relations Prize, Honorable Mention, 2008
The IKEA Effect, Harvard Business Review's Breakthrough Ideas of 2009
Marketing Science Institute's Young Scholar Program, 2009
The Counterfeit Self, New York Times Magazine Year in Ideas, 2009

JOURNAL PUBLICATIONS

- Gino, F., Norton, M.I., & Ariely, D. (in press). The counterfeit self: The deceptive costs of faking it. *Psychological Science*.
- 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. (in press). Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research. *Marketing Letters*.
- 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.
- Johnson, C.S., Norton, M.I., Nelson, L.D., Stapel, D., & Chartrand, T.L. (2008). The downside of feeling better: Self-regard repair harms performance. *Self and Identity*, 7, 262-277.
- 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.

OTHER PUBLICATIONS

- Anik, L., Aknin, L.B., Norton, M.I., & Dunn, E.W. (in press). Feeling good about giving: The benefits (and costs) of self-interested charitable behavior. In D.M. Oppenheimer & C.Y. Olivola (Eds.), *Experimental approaches to the study of charitable giving*.
- Ariely, D. & Norton, M.I. (2009). How concepts affect consumption. *Harvard Business Review*, 87(6), 14-16.
- 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.
- 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.
- Ariely, D. & Norton, M.I. From thinking too little to thinking too much: A continuum of decision making.
- 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. Paying it forward: Greed and generosity in upstream reciprocity.
- LeBoeuf, R.A. & Norton, M.I. Consequence-cause matching: How and why people look to the consequences of events to infer the causes of events.
- Mochon, D., Norton, M.I., & Ariely, D. Looking up by looking down: Religiosity, intolerance, and well-being.
- Morewedge, C.K. & Norton, M.I. The meaning of spontaneous thought.
- Nelson, L.D., Gneezy, A., Brown, A., & Norton, M.I. Prosocial priming and licensing in the field.
- Norton, M.I., Anik, L., Aknin, L.B., & Dunn, E.W. Is life nasty, brutish, and short? Philosophies of life and well-being.
- Norton, M.I. & Ariely, D. Building a better America – one wealth quintile at a time.
- Norton, M.I., Dunn, E.W., Carney, D.R., & Ariely, D. The persuasive "power" of stigma?
- Norton, M.I., Mochon, D., & Ariely, D. The IKEA effect: When labor leads to love.
- Norton, M.I. & Sommers, S.R. Whites see racism as a (losing) zero-sum game.
- Rogers, T. & Norton, M.I. The artful dodger: How to answer the wrong question the right way.
- Thompson, D.V. & Norton, M.I. The social utility of feature fatigue.

MANUSCRIPTS IN PREPARATION

- Threat expressions fundamentally signal approach and avoidance tendencies (with Anthony J. Nelson, Reginald B. Adams, Jr., and Michael T. Stevenson)
- The benefits of prosocial spending, for individuals and organizations (with Lalin Anik, Lara B. Aknin, Jordi Quoidbach, and Elizabeth W. Dunn)
- The “fees → savings” link, or purchasing fifty pounds of pasta (with Leonard Lee)
- The labor illusion (with Ryan Buell)
- Experience theory, or why desserts feel like losses (with Jolie M. Martin and Martin Riemann)
- A brain-based model of preference (in)consistency (with Malia F. Mason and Rebecca Dyer)
- Racial paralysis (with Malia F. Mason, Joseph A. Vandello, Rebecca Dyer, and Andrew Biga)
- 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)
- Self-deception: A directional bias in updating the self (with Zoe Chance, Francesca Gino, and Dan Ariely)

COURSE MATERIALS

- Moon, Y., Norton, M., & Chen, D. (*PRODUCT*) *RED* (A). Harvard Business School Case 509-013.
- Moon, Y., Norton, M., & Chen, D. (*PRODUCT*) *RED* (B). Harvard Business School Supplement 509-014.
- Norton, M. & Moon, Y. (*PRODUCT*) *RED* (A) and (B) (TN). Harvard Business School Teaching Note 509-054.
- Norton, M., Villanueva, J., & Wathieu, L. *elBulli: The Taste of Innovation*. Harvard Business School Case 509-015.
- Norton, M., Villanueva, J., & Wathieu, L. *elBulli: The Taste of Innovation* (TN). Harvard Business School Teaching Note 509-055.
- Norton, M., Villanueva, J., & Wathieu, L. *elBulli: El Sabor de la Innovación* (Spanish version). Harvard Business School Case 509-S01.
- Ofek, E., Steenburgh, T., Norton, M., & Herman, K. *RKS Guitars*. Harvard Business School Case 507-003.
- Steenburgh, T. & Norton, M. *Sell Yourself!* Harvard Business School Exercise 507-045.
- Steenburgh, T. & Norton, M. *Sell Yourself!* (TN). Harvard Business School Teaching Note 507-069.
- Steenburgh, T. & Norton, M. *Pitch Yourself!* Harvard Business School Exercise 508-039.

CONFERENCE PRESENTATIONS

- 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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 of Personality and Social Psychology, Memphis, TN.
- Morewedge, C.K. & Norton, M.I. (January, 2007). *The interpretation of unintended thought*.

- Paper presented at the Society of 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 of 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 of 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 of 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 of 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 of 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 of 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 of 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, Vladas 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 of 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. (February, 2010). *Green marketing: Spurring pro-environmental consumption, conservation, and sustainability*. Symposium presented at the Society for Consumer Psychology, St. Pete Beach, FL.

INVITED PRESENTATIONS

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 (OPIM)
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
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
3/15/2010 University of British Columbia, Department of Psychology
3/22/2010 Erasmus University, Rotterdam School of Management and School of Economics
4/14/2010 Washington University in St. Louis, Olin 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 -)

Reviewer: Administrative Science Quarterly
Emotion
European Journal of Social Psychology
Journal of Behavioral Decision Making
Journal of Consumer Research
Journal of Economic Psychology
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Experimental Social Psychology
Journal of Interactive Marketing
Journal of Marketing Research
Journal of Neuroscience, Psychology, and Economics
Journal of Personality and Social Psychology
Marketing Science Institute
National Science Foundation
Organizational Behavior and Human Decision Processes
Psychological Science
Psychology and Marketing
Social Cognition
Social Science and Medicine
Social Sciences and Humanities Research Council of Canada
Spectrum (Institute of Electrical and Electronics Engineers)

Program Committee: Society for Consumer Psychology (2009, 2010)
Behavioral Decision Research in Management Conference (2010)

HOSTED CONFERENCES

The Meaning and Value of Labor (with Dan Ariely)
January, 2006. Massachusetts Institute of Technology, Sloan School of Management

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)