

# CURRICULUM VITAE

MICHAEL I. NORTON

---

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

web. [www.people.hbs.edu/mnorton](http://www.people.hbs.edu/mnorton)  
email. [mnorton@hbs.edu](mailto:mnorton@hbs.edu)  
phone. 617.496.4593  
fax. 617.496.5853

## ACADEMIC AND EMPLOYMENT HISTORY

- July 2014 – Harvard Business School, Boston, MA  
Harold M. Brierley Professor of Business Administration
- July 2005 – Harvard Business School, Boston, MA  
June 2014 Assistant (2005-2010) and Associate (2010-2014) Professor
- 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), *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  
Marvin Bower Fellow, Harvard Business School, 2011-2013  
SAGE Young Scholars Award, Foundation for Social and Personality Psychology, 2011  
Member, Society of Experimental Social Psychology, 2012  
Best Paper Award (Finalist), International Journal of Research in Marketing, *Bolstering and Restoring Feelings of Competence via the IKEA Effect*, 2012.  
New York Times Magazine, 32 Innovations That Will Change Your Tomorrow, *The Kindness Hack*, 2012  
Wired Magazine's Smart List, 50 People Who Will Change the World, 2012  
Washington Post, Books Every Leader Should Read, *Happy Money: The Science of Smarter Spending*, 2013  
Best Paper Award, International Social Cognition Network, *The Emergence of "Us and Them" in 80 Lines of Code: Modeling Group Genesis in Homogeneous Populations*, 2014  
Park Award for the Best Article in the Journal of Consumer Psychology, *The IKEA Effect: When Labor Leads to Love*, 2015  
Wyss Award for Excellence in Mentoring, Harvard Business School, 2015  
Marketing Science Institute, Academic Trustee, 2016-2019  
Best Paper Award, International Social Cognition Network, *Experience Theory, or How Desserts Are Like Losses*, 2016  
Fellow, Association for Psychological Science, 2017  
Best Individual Paper, Society for Consumer Psychology, *Enacting Rituals to Improve Self-Control*, 2018  
Paul E. Green Award (Finalist), Journal of Marketing Research, *Does "Liking" Lead to Loving? The Impact of Joining a Brand's Social Network on Marketing Outcomes*, 2018

## BOOKS

Elizabeth Dunn and Michael Norton (2013). *Happy Money: The Science of Smarter Spending*. New York: Simon & Schuster.

Michael Norton, Derek Rucker, and Cait Lambertson (Eds.) (2015). *The Cambridge Handbook of Consumer Psychology*. New York: Cambridge University Press.

## JOURNAL PUBLICATIONS

- Kim, T., John, L.K., Rogers, T., & Norton, M.I. (in press). Procedural justice and the risks of consumer voting. *Management Science*.
- Kim, T., Zhang, T., & Norton, M.I. (in press). Pettiness in social exchange. *Journal of Experimental Psychology: General*.
- Mogilner, C. & Norton, M.I. (in press). Preferences for experienced versus remembered happiness. *Journal of Positive Psychology*.
- Schroeder, J.R., Risen, J., Gino, F., & Norton, M.I. (in press). Handshaking promotes deal-making by signaling cooperative intent. *Journal of Personality and Social Psychology*.
- Sezer, O. & Norton, M.I. (in press). Vicarious contagion decreases differentiation – and comes with costs. *Behavioral and Brain Sciences*.
- Consiglio, I., Kupor, D., Norton, M.I., & Gino, F. (2018). Brand (in)fidelity: When flirting with the competition strengthens brand relationships. *Journal of Consumer Psychology*, 28, 5-22.
- De Neve, J., Ward, G.W., De Keulenaer, F., Van Landeghem, B., Kavetsos, G., & Norton, M.I. (2018). The asymmetric experience of positive and negative economic growth: Global evidence using subjective well-being data. *Review of Economics and Statistics*, 100, 362-375.
- Donnelly, G.E., Zheng, T., Haisley, E. & Norton, M.I. (2018). The amount and source of millionaires' wealth (moderately) predicts their happiness. *Personality and Social Psychology Bulletin*, 44, 684-699.
- Lamberton, C., De Neve, J., & Norton, M.I. (2018). The power of voice in stimulating morality: Eliciting taxpayer preferences increases tax compliance. *Journal of Consumer Psychology*, 28, 310-328.
- Mohan, B., Schlager, T., Deshpandé, R., & Norton, M.I. (2018). Consumers avoid buying from firms with higher CEO-to-worker pay ratios. *Journal of Consumer Psychology*, 28, 344-352.
- Quoidbach, J., Mikolajczak, M., Gruber, J., Kogan, A., Kotsou, I. & Norton, M.I. (2018). The relationship between emotion diversity and health is robust, replicable, and theoretically-grounded. *Journal of Experimental Psychology: General*, 147, 451-458.
- Sezer, O., Gino, F., & Norton, M.I. (2018). Humblebragging: A distinct—and ineffective—self-presentation strategy. *Journal of Personality and Social Psychology*, 114, 52-74.
- Tian, A.D., Schroeder, J., Häubl, G., Risen, J.L., Norton, M.I., & Gino, F. (2018). Enacting rituals to improve self-control. *Journal of Personality and Social Psychology*, 114, 851-876.
- Whillans, A., Dunn, E.W., & Norton, M.I. (2018). Overcoming barriers to time-saving: Reminders of future busyness encourage consumers to buy time. *Social Influence*, 13, 117-124.
- Barasz, K., John, L.K., Keenan, E.A., & Norton, M.I. (2017). Pseudo-set framing. *Journal of Experimental Psychology: General*, 146, 1460-1477.
- Donnelly, G.E., Lamberton, C., Reczek, R.W., & Norton, M.I. (2017). Social recycling transforms unwanted goods into happiness. *Journal of the Association for Consumer Research*, 2, 48-63.
- Goranson, A.L., Ritter, R.S., Waytz, A., Norton, M.I., & Gray, K. (2017). Dying is unexpectedly positive. *Psychological Science*, 28, 988-999.
- Hauser, O.P. & Norton, M.I. (2017). (Mis)perceptions of inequality. *Current Opinion in Psychology*, 18, 21-25.

- Hobson, N.M., Gino, F., Norton, M.I., & Inzlicht, M. (2017). When novel rituals impact intergroup bias: Evidence from economic games and neurophysiology. *Psychological Science*, 28, 733-750.
- Jackson, J.D., Rand, D., Lewis, K., Norton, M.I., & Gray, K. (2017). Agent-based modeling: A guide for social psychologists. *Social Psychological and Personality Science*, 8, 387-395.
- John, L.K., Emrich, O., Gupta, S., & Norton, M.I. (2017). Does “liking” lead to loving? The impact of joining a brand’s social network on marketing outcomes. *Journal of Marketing Research*, 54, 144-155.
- Kupor, D.M., Flynn, F.J., & Norton, M.I. (2017). Half a gift is not half-hearted: A giver-receiver asymmetry in the thoughtfulness of partial gifts. *Personality and Social Psychology Bulletin*, 43, 1686-1695.
- Rogers, T., Moore, D.A., & Norton, M.I. (2017). The belief in a favorable future. *Psychological Science*, 28, 1290-1301.
- Rogers, T., Zeckhauser, R., Gino, F., Norton, M.I., & Schweitzer, M. (2017). Artful paltering: The risks and rewards of using truthful statements to mislead others. *Journal of Personality and Social Psychology*, 112, 456-473.
- Whillans, A.V., Dunn, E.W., Smeets, P., Bekkers, R., & Norton, M.I. (2017). Buying time promotes happiness. *Proceedings of the National Academy of Sciences*, 114, 8523-8527.
- Zhang, T., Gino, F., & Norton, M.I. (2017). The surprising effectiveness of hostile mediators. *Management Science*, 63, 1972-1992.
- Brooks, A.W., Schroeder, J.R., Risen, J., Gino, F., Galinsky, A., Norton, M.I., & Schweitzer, M.E. (2016). Don’t stop believing: Rituals improve performance by decreasing anxiety. *Organizational Behavior and Human Decision Processes*, 137, 71-85.
- DeCelles, K.A. & Norton, M.I. (2016). Physical and situational inequality on airplanes predicts air rage. *Proceedings of the National Academy of Sciences*, 113, 5588-5591.
- DeCelles, K.A. & Norton, M.I. (2016b). Relationships between inequality and air rage are robust to additional specifications. *Proceedings of the National Academy of Sciences*, 113, E4120.
- DeCelles, K.A. & Norton, M.I. (2016c). Association between front boarding and air rage is supported by theory and analysis. *Proceedings of the National Academy of Sciences*, 113, E7349-7350.
- Gino, F., Norton, M.I., & Weber, R. (2016). Motivated Bayesians: Feeling moral while acting egoistically. *Journal of Economic Perspectives*, 30, 189-212.
- John, L.K., Barasz, K., & Norton, M.I. (2016). Hiding personal information reveals the worst. *Proceedings of the National Academy of Sciences*, 113, 954-959.
- Kessler, J.B. & Norton, M.I. (2016). Tax aversion in labor supply. *Journal of Economic Behavior and Organization*, 124, 15-28.
- Martin, J.M., Reimann, M., & Norton, M.I. (2016). Experience theory, or how desserts are like losses. *Journal of Experimental Psychology: General*, 145, 1460-1472.
- Mogilner, C. & Norton, M.I. (2016). Time, money, and happiness. *Current Opinion in Psychology*, 10, 12-16.
- Sezer, O., Norton, M.I., Gino, F., & Vohs, K.D. (2016). Family rituals improve the holidays. *Journal of the Association for Consumer Research*, 1, 509-526.
- Chance, Z., Gino, F., Norton, M.I., & Ariely, D. (2015). The slow decay and quick revival of self-deception. *Frontiers in Psychology*, 6, 1075.
- Chance, Z. & Norton, M.I. (2015). The what and why of self-deception. *Current Opinion in Psychology*, 6, 104-107.

- Chaplin, L.N. & Norton, M.I. (2015). Why we think we can't dance: Theory of mind and children's desire to perform. *Child Development*, 86, 651-658.
- Cuddy, A.J.C., Wolf, E.B., Glick, P., Crotty, S., Chong, J., & Norton, M.I. (2015). Men as cultural ideals: Cultural values moderate gender stereotype content. *Journal of Personality and Social Psychology*, 109, 622-635.
- Finkel, E.J., Norton, M.I., Reis, H.T., Ariely, D., Caprariello, P.A., Eastwick, P.W., Frost, J.H., & Maniaci, M.R. (2015). When does familiarity promote versus undermine interpersonal attraction? A proposed integrative model from erstwhile adversaries. *Perspectives on Psychological Science*, 10, 3-19.
- Koster, R., Sharot, T., Yuan, R., De Martino, B., Norton, M.I., & Dolan, R.J. (2015). How beliefs about self-creation inflate value in the human brain. *Frontiers in Human Neuroscience*, 9, 473.
- Kuziemko, I., Norton, M.I., Saez, E., & Stantcheva, S. (2015). How elastic are preferences for redistribution? Evidence from randomized survey experiments. *American Economic Review*, 105, 1478-1508.
- Rogers, T., Milkman, K.L., John, L.K., & Norton, M.I. (2015). Beyond good intentions: Prompting people to make plans improves follow-through on important tasks. *Behavioral Science and Policy*, 1(2), 33-41.
- Teachman, B.A., Norton, M.I., & Spellman, B.A. (2015). Memo to the President from a "Council of Psychological Science Advisors." *Perspectives on Psychological Science*, 10, 697-700.
- Anik, L. & Norton, M.I. (2014). Matchmaking promotes happiness. *Social Psychological and Personality Science*, 5, 644-652.
- Anik, L., Norton, M.I., & Ariely, D. (2014). Contingent match incentives increase donations. *Journal of Marketing Research*, 51, 790-801.
- Dunn, E.W., Aknin, L.B., & Norton, M.I. (2014). Prosocial spending and happiness: Using money to benefit others pays off. *Current Directions in Psychological Science*, 23, 41-47.
- Gray, K., Rand, D.G., Ert, E., Lewis, K., Hershman, S., & Norton, M.I. (2014). The emergence of "us and them" in 80 lines of code: Modeling group genesis in homogeneous populations. *Psychological Science*, 25, 982-990.
- Gray, K., Ward, A.F., & Norton, M.I. (2014). Paying it forward: Generalized reciprocity and the limits of generosity. *Journal of Experimental Psychology: General*, 143, 247-254.
- Kiatpongsan, S. & Norton, M.I. (2014). How much (more) should CEOs make? A universal desire for more equal pay. *Perspectives on Psychological Science*, 9, 587-593.
- Kupor, D.M., Tormala, Z.L., & Norton, M.I. (2014). The allure of unknown outcomes: Exploring the role of uncertainty in the preference for potential. *Journal of Experimental Social Psychology*, 55, 210-216.
- Kupor, D.M., Tormala, Z.L., Norton, M.I., & Rucker, D.D. (2014). Thought calibration: How thinking just the right amount increases one's influence and appeal. *Social Psychological and Personality Science*, 5, 263-270.
- Kuziemko, I., Buell, R.W., Reich, T., & Norton, M.I. (2014). Last-place aversion: Evidence and redistributive implications. *Quarterly Journal of Economics*, 129, 105-149.
- Leimgruber, K., Ward, A.F., Widness, J., Norton, M.I., Olson, K., Gray, K., & Santos, L. (2014). Give what you get: Capuchin monkeys (*Cebus apella*) and 4-year-old children pay forward positive and negative outcomes to conspecifics. *PLoS ONE*, 9, e87035.
- Morewedge, C.K., Giblin, C., & Norton, M.I. (2014). The (perceived) meaning of spontaneous thoughts. *Journal of Experimental Psychology: General*, 143, 1742-1754.
- Norton, M.I. (2014). Unequality: Who gets what and why it matters. *Policy Insights from the Behavioral and Brain Sciences*, 1, 151-155.

- Norton, M.I. & Gino, F. (2014). Rituals alleviate grieving for loved ones, lovers, and lotteries. *Journal of Experimental Psychology: General*, *143*, 266-272.
- Norton, M.I., Neal, D.T., Govan, C.L., Ariely, D., & Holland, E. (2014). The not-so-commonwealth of Australia: Evidence for a cross-cultural desire for a more equal distribution of wealth. *Analyses of Social Issues and Public Policy*, *14*, 339-351.
- Quoidbach, J., Gruber, J., Mikolajczak, M., Kogan, A., Kotsou, I. & Norton, M.I. (2014). Emodiversity and the emotional ecosystem. *Journal of Experimental Psychology: General*, *143*, 2057-2066.
- Rudd, M., Aaker, J., & Norton, M.I. (2014). Getting the most out of giving: Concretely framing a prosocial goal maximizes happiness. *Journal of Experimental Social Psychology*, *54*, 11-24.
- Shaw, A., Montinari, N., Piovesan, M., Olson, K.R., Gino, F., & Norton, M.I. (2014). Children develop a veil of fairness. *Journal of Experimental Psychology: General*, *143*, 363-375.
- Waytz, A. & Norton, M.I. (2014). Botsourcing and outsourcing: Robot, British, Chinese, and German workers are for thinking – not feeling – jobs. *Emotion*, *14*, 434-444.
- Zhang, T., Kim, T., Brooks, A.W., Gino, F., & Norton, M.I. (2014). A “present” for the future: The unexpected value of rediscovery. *Psychological Science*, *25*, 1851-1860.
- Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Burns, J., Biswas-Diener, R., Kemeza, I., Nyende, P., Ashton-James, C., & Norton, M.I. (2013). Prosocial spending and well-being: Cross-cultural evidence for a psychological universal. *Journal of Personality and Social Psychology*, *104*, 635-652.
- Aknin, L.B., Dunn, E.W., Sandstrom, G.M., & Norton, M.I. (2013). Does social connection turn good deeds into good feelings?: On the value of putting the “social” in prosocial spending. *International Journal of Happiness and Development*, *1*, 155-171.
- Aknin, L.B., Dunn, E.W., Whillans, A.V., Grant, A.M., & Norton, M.I. (2013). Making a difference matters: Impact unlocks the emotional benefits of prosocial spending. *Journal of Economic Behavior and Organization*, *88*, 90-95.
- Anik, L., Aknin, L.B., Norton, M.I., Dunn, E.W., & Quoidbach, J. (2013). Prosocial bonuses increase employee satisfaction and team performance. *PLoS ONE*, *8*, e75509.
- Burroughs, J.E., Chaplin, L.N., Pandelaere, M., Norton, M.I., Ordabayeva, N., Gunz, A., & Dinauer, L. (2013). Using motivation theory to develop a transformative consumer research agenda for reducing materialism in society. *Journal of Public Policy and Marketing*, *32*, 18-31.
- Giblin, C., Morewedge, C.K., & Norton, M.I. (2013). Unexpected benefits of deciding by mind wandering. *Frontiers in Perception Science*, *4* (598).
- John, L.K. & Norton, M.I. (2013). Converging to the lowest common denominator in physical health. *Health Psychology*, *32*, 1023-1028.
- Nelson, A.J., Adams, R.B., Stevenson, M.T., Weisbuch, M., & Norton, M.I. (2013). Approach-avoidance movement influences the decoding of anger and fear expressions. *Social Cognition*, *6*, 743-755.
- Norton, M.I. (2013). All ranks are local: Why humans are both (painfully) aware and (surprisingly) unaware of their lot in life. *Psychological Inquiry*, *24*, 124–125.
- Norton, M.I. & Ariely, D. (2013). American’s desire for less wealth inequality does not depend on how you ask them. *Judgment and Decision Making*, *8*, 393-394.
- Norton, M.I., Frost, J.H., & Ariely, D. (2013). Less is often more, but not always: Additional evidence that familiarity breeds contempt and a call for future research. *Journal of Personality and Social Psychology*, *105*, 921-923.

- Norton, M.I., Mason, M.F., Vandello, J.A., Biga, A., & Dyer, R. (2013). An fMRI investigation of racial paralysis. *Social Cognitive and Affective Neuroscience*, 8, 387-393.
- Vohs, K.D., Wang, Y., Gino, F., & Norton, M.I. (2013). Rituals enhance consumption. *Psychological Science*, 24, 1714-1721.
- Adams, G.S., Flynn, F.J., & Norton, M.I. (2012). The gifts we keep on giving: Documenting and destigmatizing the regifting taboo. *Psychological Science*, 23, 1145-1150.
- Aknin, L.B., Dunn, E.W., & Norton, M.I. (2012). Happiness runs in a circular motion: Evidence for a positive feedback loop between prosocial spending and happiness. *Journal of Happiness Studies*, 13, 347-355.
- Anik, L. & Norton, M.I. (2012). iPhones for friends, refrigerators for family: How products prime social networks. *Social Influence*, 7, 154-171.
- Apfelbaum, E.P., Norton, M.I., & Sommers, S.R. (2012). Racial colorblindness: Emergence, practice, and implications. *Current Directions in Psychological Science*, 21, 205-209.
- Gneezy, A., Imas, A., Nelson, L.D., Brown, A., & Norton, M.I. (2012). Paying to be nice: Costly prosocial behavior and consistency. *Management Science*, 58, 179-187.
- LeBoeuf, R.A. & Norton, M.I. (2012). Consequence-cause matching: Looking to the consequences of events to infer their causes. *Journal of Consumer Research*, 39, 128-141.
- Mochon, D., Norton, M.I., & Ariely, D. (2012). Bolstering and restoring feelings of competence via the IKEA effect. *International Journal of Research in Marketing*, 29, 363-369.
- Mogilner, C., Chance, Z., & Norton, M.I. (2012). Giving time gives you time. *Psychological Science*, 23, 1233-1238.
- 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.
- Norton, M.I., Mochon, D., & Ariely, D. (2012). The IKEA effect: When labor leads to love. *Journal of Consumer Psychology*, 22, 453-460.
- Small, D.A., Pope, D.G., & Norton, M.I. (2012). An age penalty in racial preferences. *Social Psychological and Personality Science*, 3, 730-737.
- Tormala, Z.L., Jia, J.S., & Norton, M.I. (2012). The preference for potential. *Journal of Personality and Social Psychology*, 103, 567-583.
- 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.

## COURSE MATERIALS

- Weiss, M., Norton, M.I., Norris, M., & McAra, S. *The \$70K CEO at Gravity Payments*. Harvard Business School Case 816-010.
- Weiss, M., Buell, R.W., Norton, M.I., McAra, S., & Norris, M. *The \$70K CEO at Gravity Payments* (TN). Harvard Business School Teaching Note 818-014.
- Avery, J. & Norton, M.I. *Learning from Extreme Consumers*. Harvard Business School Exercise 314-086.
- Gourville, J.T. & Norton, M.I. *Consumer Behavior and the Buying Process*. Harvard Business School Core Curriculum Reading 8167.
- John, L., Norton, M., & Norris, M. *Making stickK Stick: The Business of Behavioral Economics*. Harvard Business School Case 514-019.
- John, L. & Norton, M. *Making stickK Stick: The Business of Behavioral Economics* (TN). Harvard Business School Teaching Note 515-088.
- Keinan, A., Norton, M., Echeopar, G., & Scott, C. *Gastón Acurio: A Recipe for Success*. Harvard Business School Case 514-014.
- Norton, M.I. & Dann, J. *Juan Valdez: Innovation in Caffeination*. Harvard Business School Case 513-090.
- Norton, M.I. & Dann, J. *Juan Valdez: Innovation in Caffeination* (TN). Harvard Business School Teaching Note 514-027.
- Norton, M.I. & Dann, J. *Juan Valdez: Innovación en Cafetización* (Spanish version). Harvard Business School Case 513-S20.
- Norton, M.I., Wathieu, L., Sigman, B.P., & Bertini, M. *What's the Deal with LivingSocial?* Harvard Business School Case 512-065.
- Norton, M.I. *What's the Deal with LivingSocial?* (TN). Harvard Business School Teaching Note 513-086.  
see also Bertini, M., Wathieu, L., Sigman, B.P., & Norton, M.I. (2012). Do social deal sites really work? *Harvard Business Review*, 90(5), 139-141.
- Keinan, A., Avery, J., Wilson, F., & Norton, M.I. *Eileen Fisher: Redesigning the Brand*. Harvard Business School Case 512-085.
- Norton, M.I. & Avery, J. *The Pepsi Refresh Project: A Thirst for Change*. Harvard Business School Case 512-018.
- Norton, M.I. & Avery, J. *The Pepsi Refresh Project: A Thirst for Change* (TN). Harvard Business School Teaching Note 513-087.
- 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* (TN). Harvard Business School Teaching Note 512-016.
- 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.
- Norton, M.I. *Local Motors: Designed by the Crowd, Built by the Customer* (TN). Harvard Business School Teaching Note 513-088.
- 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.

## BOOK CHAPTERS

- Krekel, C., Ward, G., De Neve, J-E., Blankson, A., Clark, A., Cooper, C., Harter, J., Lim, J., Litchfield, P., Moss, J., Norton, M.I., Rojas, M., & Whillans, A. (2018). Work and wellbeing: A global perspective. In J. Sachs (Ed.), *Global happiness policy report*.
- Mogilner, C., Whillans, A., & Norton, M.I. (2018). Time, money, and subjective well-being. In E. Diener, S. Oishi, & L. Tay (Eds.), *Handbook of well-being*. Salt Lake City, UT: DEF Publishers.
- Norton, M.I. (2016). There is (already) life on Mars. In J. Brockman (Ed.), *Know this: Today's most interesting and important scientific ideas, discoveries, and developments* (pp. 224-225). New York: Harper Perennial.
- Mogilner, C. & Norton, M.I. (2015). Consumer happiness and well-being. In M.I. Norton, D.D. Rucker, & C. Lambertson (Eds.), *The Cambridge handbook of consumer psychology* (pp. 5-28). New York: Cambridge University Press.
- Norton, M.I., Rucker, D.D., & Lambertson, C. (2015). Understanding consumers in the here, the now, and the tomorrow. In M.I. Norton, D.D. Rucker, & C. Lambertson (Eds.), *The Cambridge handbook of consumer psychology* (pp. 1-2). New York: Cambridge University Press.
- Norton, M.I. (2015). Not buggy enough. In J. Brockman (Ed.), *What to think about machines that think* (pp. 475-476). New York: Harper Perennial.
- Norton, M.I. (2015). What should CEOs be paid? Views from around the world. In *Thinking high and low: Exploring pay disparities in society* (pp. 22 -25). High Pay Centre.
- Norton, M.I. (2015). Markets are bad; markets are good. In J. Brockman (Ed.), *This idea must die: Scientific theories that are blocking progress* (pp. 341-342). New York: Harper Perennial.
- Norton, M.I. (2014). Science by (social) media. In J. Brockman (Ed.), *What should we be worried about? Real scenarios that keep scientists up at night* (pp. 143-145). New York: Harper Perennial.

- Norton, M.I. (2013). Imposing randomness. In J. Brockman (Ed.), *This explains everything: Deep, beautiful, and elegant theories of how the world works* (pp. 332-333). New York: Harper Perennial.
- Kuziemko, I. & Norton, M.I. (2012). Where is the demand for redistribution? In J. Byrne (Ed.), *The occupy handbook* (pp. 280-285). New York: Back Bay Books.
- 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

- Kim, T. & Norton, M.I. (June 10, 2018). Why using payment apps can hurt your relationships. *The Wall Street Journal*.
- Mohan, B. & Norton, M.I. (May 20, 2018). Consumers care about CEO-Employee pay ratios. *The Wall Street Journal*.
- Whillans, A.V., Norton, M.I., & Mogilner Holmes, C. (February 13, 2018). The scientifically proven best ways to spend time if you want to be happy. *Quartz at Work*.
- Lamberton, C. & Norton, M.I. (February 11, 2018). The secret to getting more people to pay their taxes. *The Wall Street Journal*.
- Donnelly G.E. & Norton, M.I. (December 7, 2017). Even for the very rich, more money brings happiness. *The Wall Street Journal*.
- Whillans, A.W. & Norton, M.I. (September 11, 2017). If you want to feel better, spend money on saving time. *The Wall Street Journal*.
- Norton, M.I. (March 26, 2017). How companies can benefit more from their corporate giving. *The Wall Street Journal*.
- Mogilner, C. & Norton, M.I. (December 11, 2016). Want to feel less time-stressed? *The Wall Street Journal*.
- Norton, M.I. (December 1, 2016). Moral consensus: A CEO should earn five times what workers get. *New Scientist*.
- Norton, M.I. & Sommers, S.R. (July 21, 2016). White people think racism is getting worse. Against white people. *The Washington Post*.
- Norton, M.I. (May 4, 2015). Why giving employees big raises makes business sense. *New York Observer*.
- Ariely, D., & Norton, M.I. (April 30, 2015). The data shows we want to end inequality. Here's how to start. *TED.com*
- Kuziemko, I., Norton, M.I., Saez, E., & Stantcheva, S. (March 26, 2015). What do Americans think should be done about inequality? *Washington Center for Equitable Growth*.
- Chaplin, L.N. & Norton, M.I. (February 24, 2015). Why don't you want to sing and dance in public? *Scientific American Mind*.

Norton, M.I. & Avery, J. (2014). Making charity pay. *Harvard Business Review*, 92(10), 26.

Waytz, A. & Norton, M.I. (June 1, 2014). How to make robots seem less creepy. *The Wall Street Journal*.

Dunn, E. & Norton, M. (April 27, 2014). Hello, stranger. *The New York Times*.

Norton, M. (March/April, 2014). Why greed begets more greed. *Scientific American Mind*.

Anik, L. & Norton, M. (February 11, 2014). Start playing cupid – it'll make you happier. *Scientific American*.

Dunn, E. & Norton, M. (February 9, 2014). Buyer's recourse. *The Boston Globe*.

Dunn, E. & Norton, M. (December 15, 2013). Three myths about gift giving. *CNN.com*.

Norton, M.I. & Apfelbaum, E.P. (2013). The costs of racial "color blindness." *Harvard Business Review*, 91 (7/8), 22.

Norton, M. (November 19, 2013). Bad behavior gets "paid forward" even more than good. *Scientific American*.

Norton, M. (September 10, 2013). Winning hearts with weak arguments. *Scientific American*.

Dunn, E. & Norton, M. (August 8, 2013). Parents, you don't need to buy more stuff. *CNN.com*.

Dunn, E. & Norton, M. (August, 2013). Choose tech that changes time, not saves it. *Wired*.

Dunn, E. & Norton, M. (July, 2013). How to buy happiness. *BBC Focus*.

Dunn, E. & Norton, M. (June 28, 2013). How money actually buys happiness. *HBR Blogs*.

Norton, M.I. (June 26, 2013). A new movement, as whites resist oppression. *The New York Times*.

Dunn, E. & Norton, M. (June 22, 2013). Happier spending. *The New York Times*.

Dunn, E. & Norton, M. (June 21, 2013). You have more time than you think. *CNN.com*.

Dunn, E. & Norton, M. (May 22, 2013). What's one way money *can* make you happier? *Parade*.

Dunn, E. & Norton, M. (May 20, 2013). Use your money to buy happier time. *CNN.com*.

Dunn, E. & Norton, M. (May 19, 2013). How to buy happiness. *Los Angeles Times*.

Norton, M. (May 18, 2013). Finally, proof that you can 'do well by doing good.' *Huffington Post*.

Dunn, E. & Norton, M. (May 15, 2013). When paying more stops paying off. *The Washington Post*.

Gino, F. & Norton, M. (May 14, 2013). Why rituals work. *Scientific American*.

Dunn, E. & Norton, M. (April 14, 2013). Heavens, not havens. *The New York Times*.

Norton, M.I. & Buell, R.W. (January, 2013). Love to wait – wonderful things are happening on your behalf. *Wired*.

Rogers, T. & Norton, M.I. (October 15, 2012). Don't let candidates dodge questions. *CNN.com*.

Rogers, T. & Norton, M.I. (October 3, 2012). A way to stop the dodges. *The New York Times*.

Rogers, T. & Norton, M.I. (September 22, 2012). Presidential debates: Why don't they just answer the question? *Los Angeles Times*.

Norton, M.I. (July 28, 2012). Inequality: The more money, the merrier? *New Scientist*.

Dunn, E. & Norton, M. (July 8, 2012). Don't indulge. Be happy. *The New York Times*.

Norton, M. & Dunn, E. (July 1, 2012). How to buy happiness. *CNN.com*.

Bertini, M., Wathieu, L., Sigman, B.P., & Norton, M.I. (2012). Do social deal sites really work? *Harvard Business Review*, 90(5), 139-141.

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. & Sommers, S.R. (May 22, 2011). Jockeying for stigma. *The New York Times*.
- Norton, M.I. (March 22, 2011). Living beyond your means. *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

- Angulo, A., Goldstein N., & Norton, M.I. Friendship fallout and bailout backlash: The psychology of borrowing and lending.
- Anik, L. & Norton, M.I. On being the tipping point: Social threshold incentives motivate behavior.
- Buell, R.W., Porter, E., & Norton, M.I. Surfacing the submerged state with operational transparency in government services.
- Chance, Z. & Norton, M.I. I give, therefore I have: Giving and subjective wealth.
- DeCelles, K.A., King, B.G., & Norton, M.I. Boycotting, buycotting, and cheap talk.
- Donnelly, G.E., Lambertson, C., Chance, Z., & Norton, M.I. "Repayment-by-Purchase" helps consumers to reduce credit card debt.
- Donnelly, G.E., Simester, D., & Norton, M.I. Voting for charity: The benefits for firms of direct consumer involvement in charitable campaigns.
- Fletcher, P.O., Gino, F., Norton, M.I., & Bazerman, M.B. The costs and benefits of positive illusions in competitive contexts.
- Garcia-Rada, X. & Norton, M.I. Putting differences between Republicans and Democrats in (global) perspective.
- Garcia-Rada, X., Sezer, O., & Norton, M.I. Rituals and nuptials: Relationship rituals predict relationship satisfaction.
- Hauser, O.P., Gino, F., & Norton, M.I. Budging beliefs, nudging behavior.
- Hauser, O.P., Greene, M., DeCelles, K.A., Norton, M.I., & Gino, F. Minority report: A big data approach to organizational attempts at deterring unethical behavior.
- Hauser, O.P., Kraft-Todd, G.T., Rand, D.G., Nowak, M.A., & Norton, M.I. Invisible inequality leads to punishing the poor and rewarding the rich.
- John, L.K., Garcia-Rada, X. & Norton, M.I. The revision bias: Preferences for revision absent objective improvement.
- Kiatpongsan, S. & Norton, M.I. Spreading the health: Americans' estimated and ideal distributions of health and healthcare.
- Kim, T., Sezer, O., Schroeder, J., Risen, J., Gino, F., & Norton, M.I. Group rituals improve group performance.

- Kraft-Todd, G.T., Norton, M.I., & Rand, D.G. The selfishness of selfless people: Harnessing the theory of self-concept maintenance to increase charitable giving.
- Lee, L. & Norton, M.I. The “Costco Effect” – or purchasing fifty pounds of pasta.
- Neely, T.B., Satterstrom, P., & Norton, M.I. When (talking) less is more: Decreasing communication in the face of language barriers improves team performance.
- Norton, M.I., Mason, M.F., & Ariely, D. A brain-based model of preference (in)consistency.
- Reme, B., Bjelland, J., Canright, G.S., Iqbal, A.M., Grønnevet, G.A., Sundsøy, P.R., & Norton, M.I. Treating “customers as givers” increases product uptake.
- Sanders, M., Smith, S., Norton, M.I. Non-standard matches and charitable giving.
- Sezer, O., Brooks, A.W., & Norton, M.I. Backhanded compliments: How negative comparisons undermine flattery.
- Smeets, P., Whillans, A., Bekkers, R., & Norton, M.I. Control over time predicts greater life satisfaction among millionaires.
- Yang, H., Carmon, Z., Ariely, D., & Norton, M.I. The feeling of not knowing: Why teaching more can make students feel they learned less.

### CONFERENCE PRESENTATIONS

- Donnelly, G.E., Ksendzova, M., & Norton, M.I. (October, 2018). *Saving for experiences versus material goods*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Donnelly, G.E., Wilson, A., Whillans, A.V., & Norton, M.I. (October, 2018). *Communicating limited financial resources increases perceived trustworthiness and interpersonal connection*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Garcia-Rada, X., Steffel, M., Williams, E.F., & Norton, M.I. (October, 2018). *A preference for effort when caring for close others*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Hagerty, S. & Norton, M.I. (October, 2018). *Unintended consequences of inequality awareness*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Schroeder, J.R., Risen, J., Gino, F., & Norton, M.I. (October, 2018). *Handshaking promotes deal-making by signaling cooperative intent*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Sezer, O., Bitterly, B., Brooks, A.W., Schweitzer, M., & Norton, M.I. (October, 2018). *Inside jokes: Humor as social exclusion*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Whillans, A.V., Pow, J., & Norton, M.I. (October, 2018). *Time-saving purchases promote relationship satisfaction*. Paper presented at the Association for Consumer Research, Dallas, TX.
- Hauser, O.P., Greene, M., DeCelles, K.A., & Norton, M.I. (August, 2018). *Minority report: A modern perspective on reducing unethical behavior in organizations*. Paper presented at the Academy of Management, Chicago, IL.
- Rogers, T., Zeckhauser, R., Gino, F., Schweitzer, M., & Norton, M.I. (July, 2018). *Artful paltering: The risks and rewards of using truthful statements to mislead others*. Paper presented at the International Association for Conflict Management, Philadelphia, PA.
- Sezer, O., Brooks, A.W., & Norton, M.I. (July, 2018). *Backhanded compliments: How negative comparison undermines flattery*. Paper presented at the International Association for Conflict Management, Philadelphia, PA.
- John, L.K., Garcia-Rada, X. & Norton, M.I. (June, 2018). *The revision bias*. Paper presented at the Behavioral Decision Research in Management, Boston, MA.

- Garcia-Rada, X., Sezer, O., & Norton, M.I. (June, 2018). *Rituals and nuptials: Relationship rituals predict relationship satisfaction*. Paper presented at the European Association for Consumer Research, Ghent, Belgium.
- Ksendzova, M., Donnelly, G. E., & Norton, M. I. (June, 2018). *Saving for experiences versus material goods*. Paper presented at the European Association for Consumer Research, Ghent, Belgium.
- Hauser, O.P., Greene, M., Norton, M.I., & Gino, F. (April, 2018). *Minority report: A big data approach to organizational attempts at deterring unethical behavior*. Paper presented at the AOM Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, UK.
- Day, M. & Norton, M.I. (March, 2018). *Not so well-endowed? Perceived and ideal levels of U.S. college endowments*. Paper presented at the Society for Personality and Social Psychology, Atlanta, GA.
- Goranson, A.L., Ritter, R.S., Waytz, A., Norton, M.I., & Gray, K. (March, 2018). *Dying is unexpectedly positive*. Paper presented at the Society for Personality and Social Psychology, Atlanta, GA.
- Hauser, O.P., Norton, M.I., & Gino, F. (March, 2018). *Using big data and targeted nudges to reduce unethical claiming of government benefits*. Paper presented at the Society for Personality and Social Psychology, Atlanta, GA.
- Kraft-Todd, G.T., Rand, D., & Norton, M.I. (March, 2018). *“Setting a Price” for charitable giving increases donations*. Paper presented at the Society for Personality and Social Psychology, Atlanta, GA.
- Ksendzova, M., Norton, M. I., & Morewedge, C. K. (March, 2018). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Paper presented at the Society for Personality and Social Psychology, Atlanta, GA.
- Garcia-Rada, X., Norton, M.I., & Ratner, R. (February, 2018). *Sacrificing enjoyment for the sake of the relationship*. Paper presented at the Society for Consumer Psychology, Dallas, TX.
- Hagerty, S. & Norton, M.I. (February, 2018). *Mixing markets and morals*. Poster presented at the Society for Consumer Psychology, Dallas, TX.
- Kim, T., Barasz, K., John, L.K., & Norton, M.I. (February, 2018). *Pointlessly gendered: Reactance to typecasting*. Paper presented at the Society for Consumer Psychology, Dallas, TX.
- Ksendzova, M., Norton, M. I., & Morewedge, C. K. (February, 2018). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Paper presented at the Society for Consumer Psychology, Dallas, TX.
- Tian, D., Schroeder, J., Häubl, G., Risen, J.L., Norton, M.I., & Gino, F. (February, 2018). *Enacting rituals to improve self-control*. Paper presented at the Society for Consumer Psychology, Dallas, TX.
- Kiatpongsan, S. & Norton, M.I. (January, 2018). *Spreading the health: Americans’ estimated and ideal distributions of death and health(care)*. Paper presented at the American Economic Association, Philadelphia, PA.
- Hauser, O.P., Greene, M., Norton, M.I., & Gino, F. (November, 2017). *Using big data and targeted nudges to reduce unethical claiming of government benefits*. Paper presented at the Society for Judgment and Decision Making, Vancouver, Canada.
- Mohan, B., Schlager, T., Deshpandé, R., & Norton, M.I. (November, 2017). *Paying up for fair pay: Assessing pay ratio impact on consumer behavior*. Paper presented at the Society for Judgment and Decision Making, Vancouver, Canada.

- Sezer, O., Brooks, A.W., & Norton, M.I. (November, 2017). *Backhanded compliments: How negative comparisons undermine flattery*. Paper presented at the Society for Judgment and Decision Making, Vancouver, Canada.
- Whillans, A.V., Dunn, E.W., & Norton, M.I. (November, 2017). *Buying time promotes happiness*. Paper presented at the Society for Judgment and Decision Making, Vancouver, Canada.
- Garcia-Rada, X., Norton, M.I., & Ratner, R. (October, 2017). *Compromised experiences, compromised relationships*. Paper presented at the Association for Consumer Research, San Diego, CA.
- Goranson, A.L., Ritter, R.S., Waytz, A., Norton, M.I., & Gray, K. (October, 2017). *Losing our most special possession: The unexpected positivity of dying*. Paper presented at the Association for Consumer Research, San Diego, CA.
- Ksendzova, M., Norton, M. I., & Morewedge, C. K. (October, 2017). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*. Paper presented at the Association for Consumer Research, San Diego, CA.
- Whillans, A.V., Dunn, E.W., & Norton, M.I. (October, 2017). *Buying time promotes happiness*. Paper presented at the Association for Consumer Research, San Diego, CA.
- Whillans, A., Smeets, P., Bekkers, R., & Norton, M.I. (October, 2017). *Control over time predicts greater life satisfaction among millionaires*. Paper presented at the Association for Consumer Research, San Diego, CA.
- Rogers, T., Zeckhauser, R., Gino, F., Norton, M.I., & Schweitzer, M. (October, 2017). *Artful paltering: The risks and rewards of using truthful statements to mislead others*. Paper presented at the Society of Experimental Social Psychology, Boston, MA.
- Sezer, O., Brooks, A.W., & Norton, M.I. (October, 2017). *Backhanded compliments: How negative comparisons undermine flattery*. Paper presented at the Society of Experimental Social Psychology, Boston, MA.
- Norton, M.I. & Kiatpongsan, S. (August, 2017). *Spreading the health: Americans' estimated and ideal distributions of death and health(care)*. Paper presented at the Academy of Management, Atlanta, GA.
- Sezer, O., Brooks, A.W., & Norton, M.I. (July, 2017). *Backhanded compliments: How negative comparisons undermine flattery*. Paper presented at the International Association for Conflict Management, Berlin, Germany.
- Sezer, O., Gino, F., & Norton, M.I. (July, 2017). *Humblebragging: A distinct – and ineffective – self-presentation strategy*. Paper presented at the European Association for Social Psychology, Granada, Spain.
- Kim, T., Sezer, O., Schroeder, J., Risen, J., Gino, F., & Norton, M. (July, 2017). *Group rituals improve social coordination and effort*. Paper presented at the INGRoup Conference, St. Louis, MO.
- Smeets, P., Whillans, A., Bekkers, R., & Norton, M.I. (June, 2017). *Control over time predicts greater life satisfaction among millionaires*. Paper presented at the SCP Boutique Conference: Emotions, Motivation and Product Value, New York, NY.
- Whillans, A.V., Dunn, E.W., & Norton, M.I. (May, 2017). *Future time slack as a barrier to participation in the sharing economy*. Paper presented at the Positive Organizational Scholarship Research Conference, Ann Arbor, MI.
- Gino, F., Norton, M.I., & Weber, R.A. (May, 2017). *Motivated Bayesians: Feeling moral while acting egoistically*. Paper presented at the Association for Psychological Science, Boston, MA.
- Ksendzova, M., Morewedge, C. K., & Norton, M. I. (May, 2017). *The primacy of experience: Comparing the contributions of anticipation, experience, and memory to total utility*.

- Paper presented at the Association for Psychological Science, Boston, MA.
- Sezer, O., Gino, F., & Norton, M.I. (February, 2017). *Humblebragging: A distinct – and ineffective – self-presentation strategy*. Paper presented at the Society for Consumer Psychology, San Francisco, CA.
- Norton, M.I., Smeets, P., Whillans, A., & Bekkers, R. (January, 2017). *Millionaires turn leisure time into happiness by keeping busy*. Paper presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Whillans, A.V., Dunn, E.W., & Norton, M.I. (January, 2017). *The benefits and barriers of buying time*. Paper presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Donnelly, G.E., Simester, D., & Norton, M.I. (November, 2016). *Voting for charity: The benefits for firms of direct consumer involvement in charitable campaigns*. Poster presented at the Society for Judgment and Decision Making, Boston, MA.
- John, L.K., Garcia-Rada, X., & Norton, M.I. (November, 2016). *The revision bias: Preferences for revised experiences absent objective improvement*. Paper presented at the Society for Judgment and Decision Making, Boston, MA.
- Donnelly, G.E., Simester, D., & Norton, M.I. (October, 2016). *Voting for charity: The benefits for firms of direct consumer involvement in charitable campaigns*. Paper presented at the Association for Consumer Research, Berlin, Germany.
- Kim, T., Zhang, T., & Norton, M.I. (October, 2016). *The negative consequences of petty exchange*. Paper presented at the Association for Consumer Research, Berlin, Germany.
- Mohan, B., Schlager, T., Deshpandé, R., & Norton, M.I. (October, 2016). *Paying up for fair pay: Consumers prefer firms with lower CEO-to-worker pay ratios*. Paper presented at the Association for Consumer Research, Berlin, Germany.
- Sezer, O., Brooks, A.W., & Norton, M.I. (October, 2016). *Backhanded compliments: Implicit social comparison undermines flattery*. Paper presented at the Association for Consumer Research, Berlin, Germany.
- Kiatpongsan, S. & Norton, M.I. (October, 2016). *Spreading the health: Americans' estimated and ideal distributions of death and health(care)*. Paper presented at the Society of Experimental Social Psychology, Santa Monica, CA.
- DeCelles, K.A. & Norton, M.I. (August, 2016). *Flying into a rage: Inequality on airplanes predicts air rage incidents*. Paper presented at the Academy of Management, Anaheim, CA.
- Hauser, O.P., Kraft-Todd, G.T., Rand, D.G., Nowak, M.A., & Norton, M.I. (August, 2016). *Invisible inequality leads to punishing the poor and rewarding the rich*. Paper presented at the Academy of Management, Anaheim, CA.
- Sezer, O. & Norton, M.I. (August, 2016). *Humblebragging: A distinct – and ineffective – self-presentation strategy*. Paper presented at the Academy of Management, Anaheim, CA.
- Sezer, O., Brooks, A.W., & Norton, M.I. (June, 2016). *Backhanded compliments: Implicit social comparison undermines flattery*. Paper presented at the International Association for Conflict Management, New York, NY.
- Sezer, O., Gino, F., & Norton, M.I. (June, 2016). *Humblebragging: A distinct – and ineffective – self-presentation strategy*. Paper presented at the International Association for Conflict Management, New York, NY.
- DeCelles, K.A. & Norton, M.I. (June, 2016). *Flying into a rage: Inequality on airplanes predicts air rage incidents*. Paper presented at Behavioral Decision Research in Management, Toronto, Canada.

- Hauser, O.P., Kraft-Todd, G.T., Rand, D.G., Nowak, M.A., & Norton, M.I. (June, 2016). *Rewarding the rich, punishing the poor: Unintended consequences of hidden inequality*. Paper presented at Behavioral Decision Research in Management, Toronto, Canada.
- Kiatpongsan, S. & Norton, M.I. (June, 2016). *Spreading the health: Americans' estimated and ideal distributions of death and health(care)*. Paper presented at Behavioral Decision Research in Management, Toronto, Canada.
- Norton, M.I. (May, 2016). *Voting and paying for greater equality*. Paper presented at the Association for Psychological Science, Chicago, IL.
- Anik, L. & Norton, M.I. (February, 2016). *On being the "tipping point": Threshold incentives motivate behavior*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Donnelly, G.E., Lambertson, C.P., Reczek, R.W., & Norton, M.I. (February, 2016). *From garbage to gift: "Social" recycling promotes happiness*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Donnelly, G.E., Simester, D., & Norton, M.I. (February, 2016). *Voting for charity: The benefits for firms of direct consumer involvement in charitable campaigns*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- John, L.K. & Norton, M.I. (February, 2016). *The revision bias: Preferences for revised experiences absent objective improvement*. Paper presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Nagengast, L., Bauer, J., & Norton, M.I. (February, 2016). *Money given away is more valuable*. Poster presented at the Society for Consumer Psychology, St. Pete Beach, FL.
- Durante, K.M., Kim, A., Norton, M.I., & Finkel, E.J. (January, 2016). *Consuming love: When the mating market resembles the super market*. Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Goranson, A., Ritter, R., Waytz, A., Norton, M., & Gray, K. (January, 2016). *Don't fear the reaper: The unexpected positivity of death*. Poster presented at the Society for Personality and Social Psychology, San Diego, CA.
- Sezer, O., Gino, F., & Norton, M.I. (January, 2016). *Humblebragging: A distinct – and ineffective – self-presentation strategy*. Paper presented at the Society for Personality and Social Psychology, San Diego, CA.
- Reit, E., Whillans, A.V., Pow, J., Norton, M.I. (January, 2016). *Partners in time: Time conflict and relationship satisfaction*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, San Diego, CA.
- Sezer, O., Brooks, A.W., Gino, F., & Norton, M.I. (January, 2016). *Backhanded compliments: When compliments fail to flatter*. Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, San Diego, CA.
- Whillans, A.V., Dunn, E.W., & Norton, M.I. (January, 2016). *The benefits and barriers of buying happier time*. Data blitz talk presented at the Judgment and Decision Making Preconference at the meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Kiatpongsan, S., Nuttavuthisit, K., & Norton, M.I. (January, 2016). *Economic inequality, family building and timing of childrearing*. Poster presented at the Society for Medical Decision Making Asia-Pacific Conference, Hong Kong.
- Kiatpongsan, S., Nuttavuthisit, K., & Norton, M.I. (January, 2016). *Spreading the healthcare: Thais' estimated versus ideal distributions of governmental healthcare spending*. Paper presented at the Society for Medical Decision Making Asia-Pacific Conference, Hong Kong.

- Buell, R.W. & Norton, M.I. (November, 2015). *Surfacing the submerged state: Operational transparency in government*. Paper presented at the Society for Judgment and Decision Making, Chicago, IL.
- DeCelles, K.A., Ahmed, M.B., & Norton, M.I. (November, 2015). *Flying into a rage: Inequality between first class and economy predicts air rage incidents*. Paper presented at the Society for Judgment and Decision Making, Chicago, IL.
- Hauser, O.P., Kraft-Todd, G.T., Rand, D.G., Nowak, M.A., & Norton, M.I. (November, 2015). *Punishing the poor and rewarding the rich*. Poster presented at the Society for Judgment and Decision Making, Chicago, IL.
- Tian, D., Schroeder, J., Häubl, G., Risen, J.L., Norton, M.I., & Gino, F. (November, 2015). *Rituals promote self-control*. Paper presented at the Society for Judgment and Decision Making, Chicago, IL.
- Anik, L. & Norton, M.I. (October, 2015). *On being the “tipping point”: Threshold incentives motivate behavior*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Donnelly, G.E., Chance, Z., & Norton, M.I. (October, 2015). *Piecemeal repayment: Paying toward specific purchases promotes higher repayments toward debt balances*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Donnelly, G.E., Lambertson, C.P., Reczek, R.W., & Norton, M.I. (October, 2015). *From garbage to gift: “Social” recycling promotes happiness*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- John, L.K. & Norton, M.I. (October, 2015). *The revision bias: Preferences for revised experiences absent objective improvement*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Martin, J.M., Reimann, M., & Norton, M.I. (October, 2015). *Risk preferences for experiences, or how desserts are like losses*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Sezer, O., Gino, F., & Norton, M.I. (October, 2015). *The psychology of humblebragging*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Ward, A.F., Norton, M.I., & Gray, K. (October, 2015). *Social and material concerns in paying it forward: People are selfish, but only in secret*. Paper presented at the Association for Consumer Research, New Orleans, LA.
- Norton, M.I. & Kiatpongsan, S. (September, 2015). *How much (more) should CEOs make? A universal desire for more equal pay*. Paper presented at the Society of Experimental Social Psychology, Denver, CO.
- Schroeder, J.R., Risen, J., Gino, F., & Norton, M.I. (June, 2015). *Handshaking promotes cooperative dealmaking*. Paper presented at the International Association for Conflict Management, Clearwater, FL.
- Hobson, N.M., Inzlicht, M., Norton, M., & Gino, F. (May, 2015). *Collective ritual leads to intergroup biases in behavior and neural action-perception monitoring*. Paper presented at the Association for Psychological Science, New York, NY.
- Kim, T., Sezer, O., Schroeder, J., Risen, J., Gino, F., & Norton, M. (May, 2015). *Group rituals improve group performance*. Paper presented at the Association for Psychological Science, New York, NY.
- Schroeder, J.R., Risen, J., Gino, F., & Norton, M.I. (May, 2015). *Handshaking promotes cooperative dealmaking*. Paper presented at the Association for Psychological Science, New York, NY.
- Sezer, O., Gino, F., & Norton, M.I. (May, 2015). *The psychology of humblebragging*. Poster presented at the Association for Psychological Science, New York, NY.

- Rogers, T. & Norton, M.I. (May, 2015). *The belief in a favorable future*. Paper presented at the Personal Identity Conference, Chicago, IL.
- Sezer, O., Gino, F., & Norton, M.I. (March, 2015). *The psychology of humblebragging*. Paper presented at the International Convention of Psychological Science, Amsterdam, The Netherlands.
- Anik, L. & Norton, M.I. (February, 2015). *On being the “tipping point”: Threshold incentives motivate behavior*. Poster presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Giblin, C., Morewedge, C.K., & Norton, M.I. (February, 2015). *The (perceived) meaning of spontaneous thoughts*. Poster presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Goldstein N., Angulo, A., & Norton, M.I. (February, 2015). *Friendship and finance: The psychology of borrowing and lending*. Paper presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Hauser, O. & Norton, M.I. (February, 2015). *Lack of awareness of inequality leads to punishment of the poor*. Paper presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Hobson, N.M., Norton, M.I., Gino, F., & Inzlicht, M. (February, 2015). *Collective ritual leads to intergroup biases in behavior and neural performance-monitoring*. Poster presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Kiatpongsan, S. & Norton, M.I. (February, 2015). *How much (more) should CEOs make? A universal desire for more equal pay*. Paper presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Norton, M.I., Donnelly, G., Zheng, T., & Haisley, E. (February, 2015). *How much do the wealthy (think they) need to be happy?* Paper presented at the Society for Personality and Social Psychology, Long Beach, CA.
- Donnelly, G.E., Lambertson, C.P., Reczek, R.W., & Norton, M.I. (February, 2015). *From garbage to gift: Social recycling promotes happiness*. Paper presented at the Society for Consumer Psychology, Phoenix, AZ.
- Kim, A., Durante, K.M., & Norton, M.I. (February, 2015). *Serendipity: The sweet side effects of no choice*. Paper presented at the Society for Consumer Psychology, Phoenix, AZ.
- Anik, L. & Norton, M.I. (November, 2014). *Matchmaking promotes happiness*. Paper presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Donnelly, G. E., Lambertson, C., P., Reczek, R. W., & Norton, M. I. (November, 2014). *Social recycling: Bringing happiness to waste disposal*. Poster presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Sezer, O., Gino, F., & Norton, M.I. (November, 2014). *The psychology of humblebragging*. Poster presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Zhang, T., Kim, T., Brooks, A.W., Gino, F., & Norton, M.I. (November, 2014). *A “present” for the future: The unexpected value of rediscovery*. Paper presented at the Society for Judgment and Decision Making, Long Beach, CA.
- Anik, L., Norton, M.I., & Ariely, D. (October, 2014). *Contingent match incentives increase one-time and recurring donations*. Paper presented at the Association for Consumer Research, Baltimore, MD.
- Donnelly, G., Chance, Z., & Norton, M.I. (October, 2014). *Balance reframing: Paying by the purchase promotes higher payments*. Paper presented at the Association for Consumer Research, Baltimore, MD.

- Quoidbach, J., Gruber, J., Kogan, A., Kotsou, I. & Norton, M.I. (October, 2014). *Emodiversity and the emotional ecosystem*. Paper presented at the Association for Consumer Research, Baltimore, MD.
- Rogers, T. & Norton, M.I. (October, 2014). *The belief in a favorable future*. Paper presented at the Association for Consumer Research, Baltimore, MD.
- Zhang, T., Gino, F., & Norton, M.I. (October, 2014). *The surprising effectiveness of the hostile mediator*. Paper presented at the Association for Consumer Research, Baltimore, MD.
- Zhang, T., Kim, T., Brooks, A.W., Gino, F., & Norton, M.I. (October, 2014). A “present” for the future: *The unexpected value of rediscovery*. Paper presented at the Association for Consumer Research, Baltimore, MD.
- Kogan, A., Brooks, A.W., Zhang, F., Sun, R., Simon-Thomas, E., Piff, P., Fan, S., Gruber, J., Quoidbach, J., Norton, M.I., Gronin, C., Fleming, P., & Keltner, D. (August, 2014). *Emotional expression on Facebook predicts well-being around the world*. Paper presented at the American Psychological Association, Washington, DC.
- Kiatpongsan, S. & Norton, M.I. (August, 2014). *How much (more) should CEOs make? Cross-cultural evidence of a desire for more equal pay*. Paper presented at the Academy of Management, Philadelphia, PA.
- Schroeder, J.R., Risen, J., Gino, F., & Norton, M.I. (August, 2014). *Handshaking promotes cooperative dealmaking*. Paper presented at the Academy of Management, Philadelphia, PA.
- Barasz, K., John, L.K., & Norton, M.I. (July, 2014). *Greater than the sum of its parts: How whole unit framing increases effort*. Paper presented at Behavioral Decision Research in Management, London, UK.
- Kuziemko, I., Norton, M.I., Saez, E., & Stantcheva, S. (July, 2014). *How elastic are preferences for redistribution? Evidence from randomized survey experiments*. NBER Summer Institute, Political Economy Workshop, Cambridge, MA.
- Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Burns, J., Biswas-Diener, R., Kemeza, I., Nyende, P., Ashton-James, C., Norton, M.I., & Broesch, T. (May, 2014). *Spending money on others leads to happiness around the world*. Paper presented at the Association for Psychological Science, San Francisco, CA.
- Donnelly, G.E., Zheng, T., Haisley, E. & Norton, M.I. (May, 2014). *Towards happiness, towards wealth: Conflicting desires among the wealthy*. Paper presented at the Association for Psychological Science, San Francisco, CA.
- Consiglio, I., Kupor, D., Norton, M.I., & Gino, F. (May, 2014). *Brand (in)fidelity: When flirting with the competition strengthens brand relationships*. Paper presented at Brands and Brand Relationships, Boston, MA.
- Anik, L., Norton, M.I., & Ariely, D. (March, 2014). *75% (social) proof: Contingent matching increases donor retention*. Paper presented at Applying Field Experimentation to Behavior Research, San Diego, CA.
- John, L.K., Emrich, O., Norton, M.I., & Gupta, S. (March, 2014). *What are Facebook “likes” really worth?* Poster presented at Applying Field Experimentation to Behavior Research, San Diego, CA.
- Anik, L., Norton, M.I., & Ariely, D. (March, 2014). *75% (social) proof: Converting one-time donors to recurring donors*. Paper presented at the Society for Consumer Psychology, Miami, FL.
- Buell, R.W. & Norton, M.I. (March, 2014). *Surfacing the submerged state: Operational transparency in government services*. Paper presented at the Society for Consumer Psychology, Miami, FL.

- Kim, T., John, L.K., Rogers, T., & Norton, M.I. (March, 2014). *What voting begets: Unintended consequences of direct democratic empowerment*. Paper presented at the Society for Consumer Psychology, Miami, FL.
- Vohs, K.D., Wang, Y., Gino, F., & Norton, M.I. (March, 2014). *Rituals enhance consumption*. Paper presented at the Society for Consumer Psychology, Miami, FL.
- Anik, L. & Norton, M.I. (February, 2014). *Matchmaking promotes happiness*. Paper presented at the Society for Personality and Social Psychology, Austin, TX.
- Fletcher, P.O., Gino, F., Norton, M.I., & Bazerman, M.B. (February, 2014). *The costs and benefits of positive illusions in competitive contexts*. Poster presented at the Society for Personality and Social Psychology, Austin, TX.
- Norton, M.I. & Gino, F. (February, 2014). *Rituals alleviate grieving for loved ones, lovers, and lotteries*. Paper presented at the Society for Personality and Social Psychology, Austin, TX.
- Sezer, O., Gino, F., & Norton, M.I. (February, 2014). *The psychology of leaving things behind, from parties to partners*. Poster presented at the Society for Personality and Social Psychology, Austin, TX.
- Wang, Y., Vohs, K.D., Gino, F., & Norton, M.I. (February, 2014). *Rituals make people savor what they consume, heighten pleasure, and make consumption better*. Paper presented at the Society for Personality and Social Psychology, Austin, TX.
- Waytz, A. & Norton, M.I. (February, 2014). *Botsourcing and outsourcing: Perspectives on using other agents for instrumental tasks*. Paper presented at the Society for Personality and Social Psychology, Austin, TX.
- De Neve, J., Ward, G.W., De Keulenaer, F., Van Landeghem, B., Kavetsos, G., & Norton, M.I. (January, 2014). *Loss aversion in the macroeconomy: Global evidence using subjective well-being data*. Paper presented at the American Economic Association, Philadelphia, PA.
- Kiatpongsan, S. & Norton, M.I. (January, 2014). *How much should doctors be paid? Cross-cultural evidence of preferences for pay ratios*. Poster presented at the Society for Medical Decision Making Asia-Pacific Conference, Singapore.
- Kiatpongsan, S., Kaimal, A., Norton, M.I., & Weinstein, M.C. (January, 2014). *Patient versus physician perceptions of the value of a medical service with ambiguous benefits*. Paper presented at the Society for Medical Decision Making Asia-Pacific Conference, Singapore.
- Kiatpongsan, S., Kaimal, A., Norton, M.I., & Weinstein, M.C. (January, 2014). *Patient and physician perceptions of the influence of conflicts of interest on a medical decision with ambiguous benefits*. Poster presented at the Society for Medical Decision Making Asia-Pacific Conference, Singapore.
- Barasz, K., John, L.K., & Norton, M.I. (November, 2013). *Greater than the sum of its parts: How whole unit framing increases effort*. Paper presented at the Society for Judgment and Decision Making, Toronto, ON.
- Rogers, T. & Norton, M.I. (November, 2013). *The belief in a favorable future*. Paper presented at the Society for Judgment and Decision Making, Toronto, ON.
- Sezer, O., Gino, F., & Norton, M.I. (November, 2013). *The psychology of leaving things behind, from parties to partners*. Poster presented at the Society for Judgment and Decision Making, Toronto, ON.
- Anik, L. & Norton, M.I. (October, 2013). *Matchmaking promotes happiness*. Paper presented at the Association for Consumer Research, Chicago, IL.

- Consiglio, I., Kupor, D., Gino, F., & Norton, M.I. (October, 2013). *Brand (in)fidelity: When flirting with the competition strengthens brand relationships*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Goldstein, N.J., Norton, M.I., & Angulo, A.N. (October, 2013). *Friendship and finance: The psychology of borrowing and lending*. Paper presented at the Association for Consumer Research, Chicago, IL.
- John, L.K. & Norton, M.I. (October, 2013). *What hiding reveals: Ironic effects of withholding information*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Kiatpongsan, S. & Norton, M.I. (October, 2013). *Spreading the health: Americans' estimated and ideal distributions of death and health(care)*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Kim, T., John, L.K., Rogers, T., & Norton, M.I. (October, 2013). *The negative consequences of empowering consumers and employees*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Lamberton, C., De Neve, J., & Norton, M.I. (October, 2013). *Increasing tax compliance by empowering taxpayers*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Mogilner, C. & Norton, M.I. (October, 2013). *Philosophies of happiness: Preferences for experienced and remembered happiness*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Rudd, M., Aaker, J., & Norton, M.I. (October, 2013). *Leave them smiling: How concretely framing a prosocial goal creates more happiness*. Paper presented at the Association for Consumer Research, Chicago, IL.
- Norton, M.I., Anik, L., Aknin, L.B., Dunn, E.W., & Quoidbach, J. (September, 2013). *Prosocial bonuses increase employee satisfaction and team performance*. Paper presented at the Society of Experimental Social Psychology, Berkeley, CA.
- Norton, M.I. (August, 2013). *Rituals alleviate grieving for loved ones, lovers, and lotteries*. Paper presented at the Academy of Management, Lake Buena Vista, Florida.
- Zhang, T., Gino, F., & Norton, M.I. (August, 2013). *The surprising effectiveness of hostile mediators*. Paper presented at the Academy of Management, Lake Buena Vista, Florida.
- Norton, M.I. & Kiatpongsan, S. (July, 2013). *Spreading the health: Americans' ideal distributions of health(care) and death*. Paper presented at the Society for Consumer Psychology Summer Conference, Honolulu, HI.
- Norton, M.I., Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Burns, J., Biswas-Diener, R., Kemeza, I., Nyende, P., & Ashton-James, C. (July, 2013). *Prosocial spending and well-being: Cross-cultural evidence for a psychological universal*. Paper presented at the European Association for Consumer Research, Barcelona, Spain.
- Kiatpongsan, S., Kaimal, A., Norton, M.I., & Weinstein, M.C. (June, 2013). *Patient and provider perceptions of the importance of conflicts of interest in a medical decision with ambiguous benefits*. Paper presented at the International Shared Decision Making Conference, Lima, Peru.
- Kiatpongsan, S., Kaimal, A., Norton, M.I., & Weinstein, M.C. (June, 2013). *Patient versus provider perceptions of the value of a medical service with ambiguous benefits*. Poster presented at the International Shared Decision Making Conference, Lima, Peru.
- John, L.K., Emrich, O., Norton, M.I., & Gupta, S. (May, 2013). *What are Facebook fans really worth?* Paper presented at Theory and Practice in Marketing, London, UK.
- Norton, M.I., Anik, L., & Ariely, D. (May, 2013). *75% (social) proof: Converting one-time donors to recurring donors*. Paper presented at Theory and Practice in Marketing, London, UK.

- Vohs, K.D., Wang, Y., Gino, F., & Norton, M.I. (May, 2013). *Rituals enhance consumption*. Paper presented at the La Londe Conference, La Londe les Maures, France.
- Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Burns, J., & Norton, M.I. (May, 2013). *Prosocial spending and well-being: Cross-cultural evidence for a psychological universal*. Paper presented at the Association for Psychological Science, Washington, DC.
- Norton, M.I. & Kiatpongsan, S. (May, 2013). *Spreading the health: Americans' ideal distributions of health(care) and death*. Paper presented at the Association for Psychological Science, Washington, DC.
- Norton, M.I., Mason, M.F., Vandello, J.A., Biga, A., & Dyer, R. (April, 2013). *An fMRI investigation of racial paralysis*. Paper presented at the Society for Social and Affective Neuroscience, San Francisco, CA.
- Anik, L. & Norton, M.I. (February, 2013). *The rewarding nature of matchmaking*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- Gray, K., Ward, A.F., & Norton, M.I. (February, 2013). *Paying it forward: Generalized reciprocity and the limits of generosity*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- John, L.K. & Norton, M.I. (February, 2013). *What hiding reveals: Ironic effects of withholding information*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- John, L.K. & Norton, M.I. (February, 2013). *Exercising to the lowest common denominator*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- Kuziemko, I., Buell, R.W., Reich, T., & Norton, M.I. (February, 2013). *Last-place aversion: Evidence and redistributive implications*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- Mochon, D., Norton, M.I., & Ariely, D. (February, 2013). *The IKEA effect: Signaling and restoring feelings of competence*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- Rudd, M., Aaker, J., & Norton, M.I. (February, 2013). *Leave them smiling: How small goals create more happiness than large goals*. Paper presented at the Society for Consumer Psychology, San Antonio, TX.
- Aknin, L.B., Dunn, E.W., Sandstrom, G.M., & Norton, M.I. (January, 2013). *Social connection as a key catalyst for turning good deeds into good feelings*. Poster presented at the Society for Personality and Social Psychology, New Orleans, LA.
- Chance, Z. & Norton, M.I. (January, 2013). *Feeling richer by having less: Generosity, happiness, and subjective wealth*. Paper presented at the Society for Personality and Social Psychology, New Orleans, LA.
- Kraft-Todd, G.T., Rand, D., & Norton, M.I. (January, 2013). *"Scrooge aversion" and the value of asking for more: Framing donation appeals to optimize charitable donations*. Poster presented at the Society for Personality and Social Psychology, New Orleans, LA.
- John, L.K. & Norton, M.I. (January, 2013). *What hiding reveals: Ironic effects of withholding information*. Paper presented at the Society for Personality and Social Psychology, New Orleans, LA.
- Norton, M.I. & Kiatpongsan, S. (January, 2013). *Spreading the health: Americans' ideal distributions of health(care) and death*. Paper presented at the Society for Personality and Social Psychology, New Orleans, LA.
- Rock, M.S., Cuddy, A.J.C., & Norton, M.I. (January, 2013). *No right to be mad: Denying outgroups anger and denying help to angry outgroups*. Poster presented at the Society for Personality and Social Psychology, New Orleans, LA.

- Anik, L., & Norton, M.I. (November, 2012). *The rewarding nature of matchmaking*. Poster presented at the Workshop for Information and Decisions in Social Networks, Cambridge, MA.
- Kiatpongsan, S. & Norton, M.I. (November, 2012). *Spreading the health: Americans' estimated and ideal distributions of health and healthcare*. Paper presented at the Society for Judgment and Decision Making, Minneapolis, MN.
- Zhang, T., Gino, F., & Norton, M.I. (November, 2012). *The surprising effectiveness of the hostile mediator*. Paper presented at the Society for Judgment and Decision Making, Minneapolis, MN.
- Norton, M.I. & Chaplin, L.N. (October, 2012). *Why we think we can't dance: Performance and theory of mind in children*. Paper presented at the Society of Experimental Social Psychology, Austin, TX.
- Chaplin, L.N. & Norton, M.I. (October, 2012). *Why some children move and groove so well: A look at performance and theory of mind*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- John, L.K. & Norton, M.I. (October, 2012). *Exercising to the lowest common denominator*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- Mochon, D., Norton, M.I., & Ariely, D. (October, 2012). *The IKEA effect: Signaling and restoring feelings of competence*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- Norton, M.I., Aknin, L.B., Barrington-Leigh, C.P., Dunn, E.W., Helliwell, J.F., Biswas-Diener, R., Kemeza, I., Nyende, P., & Ashton-James, C. (October, 2012). *Prosocial spending and well-being: Cross-cultural evidence for a psychological universal*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- Norton, M.I. & Gino, F. (October, 2012). *Rituals alleviate grieving for lovers, loved ones, and lotteries*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- Vohs, K.D., Wang, Y., Gino, F., & Norton, M.I. (October, 2012). *Rituals enhance the experience of consumption*. Paper presented at the Association for Consumer Research, Vancouver, Canada.
- Kiatpongsan, S., Kaimal, A., Norton, M.I., & Weinstein, M.C. (October, 2012). *Effects of decision ambiguity and conflicts of interest on perceived value of a medical service*. Poster presented at the Society for Medical Decision Making, Phoenix, AZ.
- Kiatpongsan, S. & Norton, M.I. (October, 2012). *Spreading the health: Americans' estimated and ideal distributions of health and healthcare*. Poster presented at the Society for Medical Decision Making, Phoenix, AZ.
- Norton, M.I., Mason, M.F., & Ariely, D. (September, 2012). *A brain-based model of preference (in)consistency*. Paper presented at the Society for Neuroeconomics, Miami, FL.
- Norton, M.I. (July, 2012). *The meaning of spontaneous thought*. Paper presented at the International Conference on Thinking, London, UK.
- John, L.K. & Norton, M.I. (June, 2012). *Exercising to the lowest common denominator*. Paper presented at Behavioral Decision Research in Management, Boulder, CO.
- Rogers, T. & Norton, M.I. (June, 2012). *Artful dodger: Answering the wrong question the right way*. Paper presented at Behavioral Decision Research in Management, Boulder, CO.
- Zhang, T., Gino, F., & Norton, M.I. (June, 2012). *The surprising effectiveness of the mean mediator*. Poster presented at Behavioral Decision Research in Management, Boulder, CO.

- Norton, M.I., Anik, L., Aknin, L.B., Dunn, E.W., & Quoidbach, J. (June, 2012). *Prosocial incentives increase employee satisfaction and team performance*. Paper presented at the Canadian Psychological Association, Halifax, Canada.
- Norton, M.I., Dunn, E.W., Aknin, L.B., Anik, L., & Quoidbach, J. (May, 2012). *How prosocial spending improves your own happiness – at the office and at home*. Paper presented at the Association for Psychological Science, Chicago, IL.
- 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.
- Leimgruber, K., Ward, A.F., Norton, M.I., Olson, K., Gray, K., & Santos, L. (October, 2011). *Four-year-old children and capuchin monkeys (Cebus paella) pay forward generous and spiteful allocations in a non-anonymous donation task*. Poster presented at the annual meeting of the Cognitive Development Society, Philadelphia, PA.
- 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 preemptory 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. (September, 2015). Symposium Chair. *The social psychology of inequality*. Society of Experimental Social Psychology, Denver, CO. Other speakers: Lara Aknin, Jazmin Brown-Iannuzzi, Tom Gilovich.

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, 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 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/ PANELIST

Norton, M.I. (August, 2018). *The organizational and ethical consequences of technology*. Academy of Management, Chicago, IL.

Norton, M.I. (August, 2015). *Getting your writing done: Crafting a generative writing practice*. Academy of Management, Vancouver, Canada.

Norton, M.I. (August, 2015). *Getting beyond the first page: World class scholars and authors on the craft of writing a book*. Academy of Management, Vancouver, Canada.

Norton, M.I. (January, 2013). *Economics and well-being*. American Economic Association, San Diego, CA.

Norton, M.I. (June, 2012). *Focusing on the journey: Cognitive processes underlying romantic relationship judgments and decisions*. Canadian Psychological Association, Halifax, Canada.

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

12/11/2002 Stanford University, Graduate School of Business  
5/11/2004 Massachusetts Institute of Technology, The Media Lab  
10/22/2004 UCLA, Anderson School of Management (Marketing)  
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 (MORS)  
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  
8/27-28/2011 Startuponomics, San Francisco, CA  
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  
9/24/2011 Startuponomics, 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)  
2/28/2012 LeadsCon, Las Vegas, NV  
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)  
4/20/2012 Deception, Incentives and Behavior, UCSD – Rady School of Management  
5/10/2012 Happinomics, Museum of Science, Boston, MA  
5/11/2012 Consumer Health Summit, Stamford, CT  
5/18/2012 Marketing Science Institute, Behavioral Economics of Innovation  
7/23/2012 Awesome Summit, MIT Media Lab  
8/23-25/2012 Startuponomics, San Francisco, CA  
10/10/2012 Design Research Conference, Illinois Institute of Technology (Institute of Design)  
10/12/2012 New York University, Stern School of Business (Management and Organizations)

10/19/2012 Indiana University, Kelley School of Business (Marketing)  
10/23/2012 Harvard University, Department of Psychology  
10/25/2012 Relationships Preconference, Society of Experimental Social Psychology  
11/9/2012 University of Arkansas, Walton College of Business (Marketing)  
11/13/2012 Williams College, Department of Psychology  
11/20/2012 Harvard University, Behavioral and Experimental Economics Seminar  
11/30/2012 University of Western Ontario, Department of Psychology  
12/5/2012 Duke University, Fuqua School of Business (Management)  
1/16/2013 Justice & Morality Preconference, Society for Personality and Social Psychology  
1/25/2013 University of North Carolina, Department of Psychology  
2/5/2013 Lebanon Valley College, College Colloquium  
2/7/2013 Harvard Kennedy School, Women and Public Policy  
2/22/2013 University of Michigan, Ross School of Business (Marketing)  
3/8/2013 University of Colorado – Boulder, Leeds School of Business (Marketing)  
3/26/2013 Mars – Catalyst, Brussels, Belgium  
3/28/2013 Distinguished Speaker Series in Happiness, Yale University  
4/9/2013 Well-Being and Generosity, Warwick University  
4/12/2013 Marketing Science Institute, Building Trust in a Digital Age  
4/19/2013 Hong Kong University of Science and Technology Business School (Marketing)  
5/4/2013 Interdisciplinary Symposium on Decision Neuroscience, Temple University  
5/15/2013 Applying Field Experimentation to Behavior Research, UCSD – Rady  
5/20/2013 Google Zeitgeist, London, UK  
6/26/2013 Learning from Citizens' Calls, Emerson College  
7/4/2013 EACR, Moral Dynamics and Socially Responsible Consumer Behavior  
7/27/2013 Nexus Global Youth Summit on Innovative Philanthropy  
8/23/2013 BehaviorCon, Stamford, CT  
8/23-25/2013 Startuponomics, San Francisco, CA  
9/20/2013 The Banff Forum, Banff, Canada  
10/8/2013 Harvard Writers at Work, Cambridge, MA  
10/19/2013 Boston Book Festival, Boston, MA  
10/23/2013 American Magazine Media Conference, New York, NY  
10/28/2013 Topics in Privacy, Institute for Quantitative Social Science  
10/29/2013 Williams College, Department of Psychology  
11/11/2013 University of Rochester, Computer Science  
12/5/2013 World Economic Forum, Art of the Family Business, Miami, FL  
12/9/2013 Harvard Society of Mind, Brain and Behavior  
1/15/2014 National University of Singapore Business School  
1/18/2014 Meaning of Money, New York, NY  
2/12/2014 Human Dimensions of Organizations, UT – Austin  
2/13/2014 Training Preconference, Society for Personality and Social Psychology  
2/21/2014 Boston University, School of Management (Marketing)  
2/27/2014 Robert Wood Johnson Foundation Health and Society Scholars Seminar  
4/4/2014 Tulane University, Department of Psychology  
4/17/2014 Business & Environment Initiative, Harvard Business School  
4/18/2014 University of Minnesota, Carlson School of Management (Marketing)  
4/30/2014 University of Washington, Department of Psychology  
5/2/2014 University of Iowa, Tippie College of Business (Marketing)  
5/9/2014 Stony Brook Consumer Behavior Symposium, Consumer Well-Being  
5/30/2014 University of Copenhagen, Behavioral Economics Research in Dishonesty

6/3/2014 Behavioural Exchange, Sydney, Australia  
6/6/2014 University of Cambridge, Judge Business School  
6/18/2014 MastermindTalks, Toronto, Canada  
8/22-24/2014 Startuponomics, San Francisco, CA  
8/28-29/2014 University of Zurich, Experimental/Behavioral Workshop  
9/19/2014 University of Southern California, Marshall School of Business (Management)  
10/14/2014 Design for Action, Washington, DC  
10/21/2014 Behavioral Insights Conference, Cambridge, MA  
11/6/2014 reThink Food, Napa Valley, CA  
12/5/2014 Villanova University, Department of Psychology  
1/26/2015 Google Civic Engagement Team, Civics Research Workshop  
2/6/2015 University of Manitoba, Asper School of Business (Marketing)  
2/12/2015 University of Kentucky, Department of Psychology  
3/11/2015 Spring School in Behavioral Economics, UCSD – Rady  
3/13/2015 Morality, Incentives and Unethical Behavior Conference, UCSD – Rady  
3/16/2015 SXSW, Austin, TX  
4/10/2015 University of Wisconsin-Madison, School of Business (Marketing)  
4/24/2015 Fermilab Arts and Lecture Series  
5/5/2015 Blue State Digital, New York, NY  
5/22/2015 Ontario Government Communications Conference, Toronto, Canada  
5/27/2015 Cause Marketing Forum, Chicago, IL  
5/27/2015 Action Design Chicago, Chicago, IL  
5/29/2015 Revitalize, Tucson, AZ  
6/2/2015 Science of Response Conference, London, UK  
7/14/2015 Action Design Boston, Boston, MA  
7/28/2015 Centre for Liveable Cities, Ministry of National Development, Singapore  
7/30/2015 Marketing Science Ideas Xchange, Sydney, Australia  
9/2/2015 Behavioural Exchange, London, UK  
9/7/2015 Swiss Consumer Research Summit, Zurich, Switzerland  
9/12/2015 Science of Philanthropy Initiative, Chicago, IL  
9/24/2015 Yale University, Behavioral Sciences Workshop  
10/5/2015 University of Pennsylvania, Wharton (Decision Processes)  
10/12/2015 NHH Norwegian School of Economics  
10/22/2015 Companies & Causes Canada, Toronto, Canada  
11/3/2015 L2 Clinic, New York, NY  
11/3/2015 ideas42, New York, NY  
11/3/2015 The New York Times DealBook Conference, New York, NY  
11/4/2015 University of Pittsburgh, Institute for Entrepreneurial Excellence  
11/6/2015 University of Houston, Bauer College of Business (Marketing)  
11/7/2015 TEDxHarvardCollege, Cambridge, MA  
11/11/2015 University of Miami, School of Business  
12/9/2015 IDEO, Cambridge, MA  
1/28/2016 Social Class Preconference, Society for Personality and Social Psychology  
1/28/2016 Presidential Symposium, Society for Personality and Social Psychology  
3/18/2016 Harvard Kennedy School, Project on Municipal Innovation  
3/28/2016 Harvard Inequality & Social Policy Seminar  
4/4/2016 Yale University, Department of Psychology (Social)  
4/6/2016 Swarthmore College, Psychology/Economics Seminar  
4/28/2016 Harvard Thinks Happy, Harvard University

5/26/2016 Global Sports Management Summit, New York, NY  
6/22/2016 Uber, Boston, MA  
8/26/2016 Mayors Innovation Project, Berkeley, CA  
9/23/2016 Marketing Science Institute, Immersion 2016  
10/10/2016 University of Nebraska – Lincoln, Department of Psychology  
10/11/2016 Behavioral Science and Marketing Summit, San Francisco, CA  
10/13/2016 ideas42 Behavioral Summit, New York, NY  
10/21/2016 Behavioral Ethics, Harvard University  
11/4/2016 UCLA, Anderson School of Management (Behavioral Decision Making)  
11/14/2016 RAND Behavioral Finance Conference, Washington, DC  
11/22/2016 Nudgeapalooza at Deloitte, Washington, DC  
12/2/2016 Science of Health and Happiness Symposium, Boston, MA  
12/8/2016 University of St. Gallen, Institute for Customer Insight  
12/9/2016 University of Zurich, Department of Economics  
12/16/2016 Causes and Consequences of Decision-Making in Urban Contexts, Radcliffe  
1/12-13/2017 Alienation and Meaning in Production and Consumption, Munich, Germany  
2/7/2017 University of Tilburg, Department of Economics  
2/8/2017 Maastricht University, School of Business and Economics (Finance)  
2/18/2017 Spotlight Session, Society for Consumer Psychology, San Francisco, CA  
4/14/2017 Ohio State University, Fisher College of Business (Marketing)  
4/20/2017 Columbia Business School (Marketing)  
4/27/2017 Society for Affective Science, Positive Emotions Preconference, Boston, MA  
4/29/2017 Society for Affective Science, Boston, MA  
5/4-5/2017 Understanding Cognition and Decision Making by Children, USC  
5/12/2017 Southern Ontario Behavioural Decision Research, Kingston, ON  
5/16/2017 Action Design Miami, Miami, FL  
5/31/2017 Thought Leadership on the Sales Profession Conference, Paris, France  
6/14/2017 SHINE Summit, Harvard University  
8/23/2017 Penn State Smeal School of Business (Marketing)  
10/5/2017 University of Chicago, Department of Psychology  
10/6/2017 University of Michigan, Jaffe Symposium on Security and Scarcity  
10/20/2017 PopTech, Camden, ME  
12/13/2017 IESEG School of Management  
12/14/2017 Association of Dutch Social Psychologists (ASPO), VU Amsterdam  
1/25/2018 Carnegie Mellon University, Center for Behavioral and Decision Research  
1/30/2018 Columbia Business School (Management)  
2/9/2018 University of Pennsylvania, Wharton (Marketing)  
2/22/2018 Yale University, Department of Psychology  
3/1/2018 Behavioural Insights in Canada Conference, Toronto, Canada  
4/5/2018 ESADE Business School  
4/19/2018 University of Arizona, Eller College of Management (Marketing)  
5/9/2018 The Wall Street Journal's Future of Everything Festival, New York, NY  
5/11/2018 University of Washington, Foster School of Business (Marketing)  
5/18/2018 Cornell University, Johnson Graduate School of Management (Marketing)  
5/23/2018 German Academic Association for Business Research, Magdeburg, Germany  
6/5/2018 Marketing and Public Policy Doctoral Consortium, Columbus, OH  
6/18/2018 Fairness, Inequality, and Rationality (FAIR), Bergen, Norway  
6/26/2018 University of Oxford, Saïd Business School (Marketing)  
11/1/2018 Northeastern University, D'Amore-McKim School of Business (Marketing)

11/28/2018 Duke University, Fuqua School of Business (Marketing)  
12/4/2018 Boston College, Carroll School of Management (Marketing)

## **SERVICE**

*Associate Editor* Perspectives on Psychological Science, Special Issue on “Council of Psychological Advisors” (2014)

*Editorial Board:* Journal of Experimental Social Psychology (2008 – 2016)  
Journal of Neuroscience, Psychology, and Economics (2009 – )  
Social Psychological and Personality Science (2009 – 2010, 2011 – )  
Journal of Consumer Psychology (2012 – )  
Journal of Consumer Research (2012 – 2014)  
Journal of Socio-Economics (2013 – )  
Journal of Marketing Behavior (2014 – )  
Current Opinion in Psychology (2014 – )  
Journal of Personality and Social Psychology, ASC (2015 – )  
International Journal of Research in Marketing (2015 – )

*Reviewer:* Administrative Science Quarterly  
American Economic Review  
American Political Science Review  
Analyses of Social Issues and Public Policy  
Basic and Applied Social Psychology  
Behavior Research Methods  
Behavioral and Brain Sciences  
British Journal of Psychology  
Cognition  
Current Directions in Psychological Science  
Current Gerontology and Geriatrics Research  
Emotion  
European Journal of Social Psychology  
Frontiers in Perception Science  
Group Processes and Intergroup Relations  
Harvard Undergraduate Research Journal  
International Journal of Research in Marketing  
Israel Science Foundation  
John Templeton Foundation  
Journal of Behavioral Decision Making  
Journal of Consumer Psychology  
Journal of Consumer Research  
Journal of Economic Behavior and Organization  
Journal of Economic Psychology  
Journal of the European Economic Association  
Journal of Experimental Psychology: Applied  
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 Behavior  
Journal of Marketing Research  
Journal of Neuroscience, Psychology, and Economics  
Journal of Personality  
Journal of Personality and Social Psychology  
Journal of Politics  
Kyklos  
Management Science  
Marketing Letters  
Marketing Science  
Marketing Science Institute  
National Science Centre, Poland  
National Science Foundation  
Nature  
Nature Climate Change  
Nature Human Behavior  
Netherlands Organisation for Scientific Research  
NeuroImage  
Organizational Behavior and Human Decision Processes  
Oxford University Press  
Personality and Social Psychology Bulletin  
Perspectives on Psychological Science  
Philosophical Psychology  
PLoS ONE  
Proceedings of the National Academy of Sciences  
Psychological Bulletin  
Psychological Science  
Psychology and Marketing  
Public Opinion Quarterly  
Research Council KU Leuven  
Research Foundation – Flanders  
Research Grant Council of Hong Kong  
Russell Sage Foundation  
Science  
Sex Roles  
Social Cognition  
Social Indicators Research  
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)  
Time-Sharing Experiments for the Social Sciences (TESS)

*Program Committee:* Association for Consumer Research (2011, 2013, 2014, 2016, 2017)  
Behavioral Decision Research in Management (2010, 2014, 2016)

Society for Consumer Psychology (2009, 2010, 2012, 2013, 2014, 2016, 2017, 2018)

Society for Consumer Psychology – International (2012, 2015)

Society for Personality and Social Psychology (2012)

*Organizer:*

The Meaning and Value of Labor (2006)

Society for Consumer Psychology Doctoral Consortium (2014)

Behavioral Economics and Philanthropy (2014)

Behavioral Decision Research in Management (2018)

Society for Affective Science (2019)

## **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)

Norton, M.I. & Hauser, O. *Worlds of difference: Exploring the causal impact of income inequality and mobility on production and happiness* (Eric M. Mindich Research Fund for the Foundations of Human Behavior)

Buell, R., Chakraborty, J., & Norton, M.I. *Last-place aversion in queues* (Marketing Science Institute #4-2005)

Reimann, M. & Norton, M.I. *Why desserts are like monetary losses but dentist visits are like monetary gains* (Marketing Science Institute #4-2006)