

Daniel Mochon

A. B. Freeman School of Business
Tulane University
7 McAlister Drive
New Orleans, LA, 70118

dmochon@tulane.edu
<http://www.danielmochon.net>
Office: (504) 862-8067
Goldring/Woldenberg Complex 402U

Employment

July 2017 – Associate Professor of Marketing, A. B. Freeman School of Business, Tulane University.

July 2015 – June 2017. Albert Lechter Early Career Assistant Professor of Marketing, A. B. Freeman School of Business, Tulane University.

July 2011 – June 2017. Assistant Professor of Marketing, A. B. Freeman School of Business, Tulane University.

September 2010 – June 2011. Lecturer/Postdoctoral in Marketing, Rady School of Management, University of California, San Diego.

September 2008 – July 2010. Postdoctoral Associate in Marketing, Yale School of Management, Yale University.

Education

Ph.D. Management Science (Marketing Area), Sloan School of Management, MIT, 2008

B.A. Psychology, Magna Cum Laude, Brown University, 2002

Peer Reviewed Publications

Mazar, N., Mochon, D. & Ariely, D. (2018) “If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency,” *Journal of Consumer Psychology*, 28(3), 466-476.

Mochon, D., Johnson, K., Schwartz, J. & Ariely, D. (2017) “What are likes worth? A Facebook page field experiment,” *Journal of Marketing Research*, 54(2), 306-317.
**Finalist for the Paul E. Green Award*

Mochon, D., Schwartz, J., Maroba, J., Patel, D. & Ariely, D. (2017) “Gain without pain: The extended effects of a behavioral health intervention,” *Management Science*, 63(1), 58-72.

Schwartz, J., Mochon, D., Wyper, L., Maroba, J., Patel, D. & Ariely, D. (2014) “Healthier by pre-commitment,” *Psychological Science*, 25(2), 538-546.

Mochon, D. (2013). “Single option aversion,” *Journal of Consumer Research*, 40(October), 555-566.

- Mochon, D. & Frederick, S. (2013). "Anchoring in sequential judgments," *Organizational Behavior and Human Decision Processes*, 122(1), 69-79.
- 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(4), 363-369.
*Finalist for 2012 IJRM Best Article Award.
- Norton, M.I., Mochon, D. & Ariely, D. (2012). "The IKEA effect: When labor leads to love," *Journal of Consumer Psychology*, 22(3), 453-460.
*C.W. Park Outstanding Contribution to the Journal of Consumer Psychology Award winner
- Frederick, S. & Mochon, D. (2012). "A scale distortion theory of anchoring," *Journal of Experimental Psychology: General*, 141(1), 124-133.
- Newman, G.E. & Mochon, D. (2012). "Why are lotteries valued less? Multiple tests of a direct risk-aversion mechanism," *Judgment and Decision Making*, 7(1), 19-24.
- Mochon, D., Norton, M.I. & Ariely, D. (2011). "Who benefits from religion?," *Social Indicators Research*, 101(1), 1-15.
- Frederick, S., Meyer, A. & Mochon, D. (2011). "Characterizing perceptions of energy consumption," *Proceedings of the National Academy of Sciences*, 108(8), E23-E23.
- Frederick, S., Kahneman, D. & Mochon, D. (2010). "Elaborating a simpler theory of anchoring," *Journal of Consumer Psychology*, 20(1), 17-19.
- 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.
- Eastwick, P.W., Finkel, E.J., Mochon, D. & Ariely, D. (2007). "Selective vs. unselective romantic desire: Not all reciprocity is created equal," *Psychological Science*, 18(4), 317-319.
- Mochon, D. & Sloman, S.A. (2004). "Causal models frame interpretation of mathematical equations," *Psychonomic Bulletin and Review*, 11(6), 1099-1104.
- Mathalon, D.H., Woods, S.W., Miller, T.J., Maher, S.M., Mochon, D., Oustinovskaya, M. & McGlashan, T.H. (2004). "Auditory and visual P300 amplitude reduction in patients with prodromal symptoms of schizophrenia," *Biological Psychiatry*, 55, 9S-9S.

Other Publications

- John, L.K., Mochon, D., Emrich, O., & Schwartz, J. (2017). "What's the value of a like? Social media endorsements don't work the way you might think," *Harvard Business Review*, March-April, 2800-2807.
- Mochon, D., Johnson, K., Schwartz, J. & Ariely, D. (2018) "What are likes worth? A Facebook field experiment," *Keller Center Research Report*, 11(4).

Working Papers

Mochon, D. & Schwartz, J. “Outrage Drives Facebook Users to Engage with Ideology Inconsistent Political Content,” under review at *Nature Human Behavior*.

Mochon, D., Erner, C., Mazar, N. & Ariely, D. “Scope insensitivity in debt repayment”

Duke, K., Mochon, D. & Amir, O. “On the risk attitude asymmetry between gains and losses”

Mochon, D. & Frederick, S. “Context dependent response order effects”

Frederick, S., Mochon, D. & Danilowitz, J.S. “Anchoring as inference”

Mochon, D. & Schwartz, J. “Contrast effects in the wild: The individual dynamics of online reviews”

Conference Presentations

- “The unexpected effect of anger on online engagement,” *Society for Judgment and Decision Making*, New Orleans, LA, 2018.
- “Scope insensitivity in debt repayment,” *Association for Consumer Research*, Dallas, TX, 2018.
- “Scope insensitivity in debt repayment,” *Behavioral Decision Research in Management*, Boston, MA, 2018.
- “What the ads you don’t see say about you: Implicit versus explicit discrimination in online advertising,” *Summer Decision Making Conference*, Chicago, IL, 2018.
- “What the ads you don’t see say about you: Implicit versus explicit discrimination in online advertising,” *Society for Consumer Psychology*, Dallas, TX, 2018.
- “Scope insensitivity in debt repayment,” *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, 2017.
- “Exposure to counter-attitudinal information online,” *Summer Decision Making Conference*, Philadelphia, PA, 2017.
- “Scope insensitivity in debt repayment,” *Society for Consumer Psychology*, San Francisco, CA, 2017.
- “How much is a like worth? A Facebook pages field experiment,” *ISCI Workshop in Management Science*, Puerto Varas, Chile, 2017.
- “Scope insensitivity in debt repayment,” *Society for Judgment and Decision Making*, Boston, MA, 2016.
- “Context dependent order effects,” *Summer Decision Making Conference*, New York, NY, 2016.
- “Scope insensitivity in debt repayment,” *Choice Symposium*, Lake Louise, AB, Canada, 2016.
- “Gain without pain: The extended effects of a behavioral health intervention,” *Society for Consumer Psychology*, St. Petersburg, FL, 2016.
- “Scope insensitivity in debt repayment,” *Winter Decision Making Conference*, Las Vegas, NV, 2016.
- “How much is a like worth? A field experiment of Facebook pages,” *Association for Consumer Research*, New Orleans, LA, 2015.
- “Gain without pain: The extended effects of a behavioral health intervention,” *Association for Consumer Research*, New Orleans, LA, 2015.
- “So you want to run a field experiment?” *Society for Consumer Psychology*, Phoenix, AZ, 2015.
- “How much is a like worth? A field experiment of Facebook pages,” *Winter AMA Conference*, San Antonio, TX, 2015.

- “The individual dynamics of online reviews,” *Association for Consumer Research*, Baltimore, MD, 2014.
- “On the risk attitude asymmetry between gains and losses,” *Summer Decision Making Symposium*, Washington, D.C., 2014.
- “Gain without pain: The extended effects of a behavioral health intervention,” *Rady Field Experiments Conference*, La Jolla, CA, 2014.
- “Healthier by precommitment,” *Society for Judgment and Decision Making*, Toronto, ON, 2013.
- “Single option aversion,” *Association for Consumer Research*, Chicago, IL, 2013.
- “S.S. Stevens goes on Yelp: The psychophysics of online reviews,” *Summer Decision Making Symposium*, Las Vegas, NV, 2013.
- “The IKEA effect: Signaling and restoring feelings of competence,” *Society for Consumer Psychology*, San Antonio, TX, 2013.
- “Single option aversion” *Winter Decision Making Symposium*, Savannah, GA, 2012.
- “The IKEA effect: Signaling and restoring feelings of competence,” *Association for Consumer Research*, Vancouver, BC, 2012.
- “Single option aversion: Rule based choice deferral,” *Society for Consumer Psychology*, Atlanta, GA, 2011.
- “The middle option bias: Is the compromise effect driven by a response order effect?,” *Association for Consumer Research*, Jacksonville, FL, 2010.
- “When are crowds wise?” *Invited discussant, Fifth Annual Whitebox Behavioral Conference*, New Haven, CT, 2009.
- “Causes of anchoring in sequential judgment,” *Society for Consumer Psychology*, San Diego, CA, 2009.
- “Single option aversion: When the illusion of choice reduces deferral,” *Society for Judgment and Decision Making*, Chicago, IL, 2008.
- “Big raccoons and small giraffes: Anchoring in sequential judgments,” *Society for Judgment and Decision Making*, Long Beach, CA, 2007.
- “Big raccoons and small giraffes: Anchoring in sequential judgments,” *Association for Consumer Research*, Memphis, TN, 2007.
- “Anchoring in sequential judgment,” *London Business School Trans-Atlantic Conference*, London, UK, 2007.
- “Easy or hard decisions? Resolving vs. consequential decision difficulty,” *Society for Judgment and Decision Making*, Houston, TX, 2006.

Invited Talks

Bocconi University, Marketing Department, Milan, Italy.
Carnegie Mellon University, Tepper Business School, Pittsburgh, PA.
Carnegie Mellon University, Social and Decision Sciences, Pittsburgh, PA.
Erasmus University, Rotterdam School of Management, Rotterdam, Netherlands.
Southern Methodist University, Cox School of Business, Dallas TX.
Stanford University, Graduate School of Business, Stanford, CA.
Tulane University, Freeman School of Business, New Orleans, LA.
University of California, Los Angeles, Anderson School of Management, Los Angeles, CA
University of California, Riverside, Anderson Graduate School of Management, Riverside, CA.
University of California, San Diego, Department of Psychology, La Jolla, CA.
University of California, San Diego, Rady School of Business, La Jolla, CA.
University of Chicago, Booth School of Business, Chicago, IL.
University of Florida, Warrington College of Business, Gainesville, FL.
University of Maryland, Robert H. Smith School of Business, College Park, MD
University of Oregon, Lundquist College of Business, Eugene, OR.
University of Pennsylvania, Wharton School, Philadelphia, PA.
University of Southern California, Marshall School of Business, Los Angeles, CA.
University of Wisconsin, Wisconsin School of Business, Madison, WI.
Washington University in St. Louis, Olin Business School, St. Louis, MO.

Professional Service

Ad hoc reviewer: *Appetite; Archive for the Psychology of Religion; Cognition; European Research Council; Financial Planning Review; Food Quality and Preference; International Journal for the Psychology of Religion; International Journal of Research in Marketing; Israel Science Foundation; Journal of Behavioral Decision Making; Journal of Cognitive Psychology; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Information Policy; Journal of Marketing Behavior; Journal of Marketing Research; Journal of the Association for Consumer Research; Judgment and Decision Making; Management Science; Marketing Letters; Marketing Science; Memory & Cognition, MIS Quarterly; National Science Foundation, Organizational Behavior and Human Decision Processes; Personality and Social Psychology Bulletin; PLOS ONE; Proceedings of the National Academy of Sciences; PsyCh Journal; Public Health Nutrition; Quarterly Journal of Experimental Psychology; Social Science Research; Thinking and Reasoning.*

Editorial Review Board: *Journal of Consumer Psychology* (2019 -)

Conference Co-Chair: 2015 SCP-APA Summer Conference.

Teaching

MKTG 7250 – Social Media and Online Marketing (MBA Marketing Elective)
A. B. Freeman School of Business, Fall 2016-2018

MKTG 4250 – Social and Online Marketing (Undergraduate Marketing Elective)
A. B. Freeman School of Business, Fall 2011-2018

MKTG 7980 – Consumer Behavior & Persuasion (MBA Independent Study)
Tulane University, Spring 2017

ECON 7990 – Seminar in Experimental Economics (PhD Seminar)
Tulane University, Spring 2017

MGT 209 – Social Media Marketing (MBA Marketing Elective)
Rady School of Management, Fall 2010

MGT 299 – Independent Study (MBA)
Rady School of Management, Spring 2011