

Gideon Nave

The Wharton School, University of Pennsylvania

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Education

2016 Ph.D., Computation and Neural Systems, California Institute of Technology

2011 M.Sc., Electrical Engineering, Technion - Israel Institute of Technology

2008 B.Sc., Electrical Engineering, Technion - Israel Institute of Technology

Academic Appointments

The Wharton School, University of Pennsylvania

2020 – present Carlos and Rosa de la Cruz Assistant Professor

2016 – 2020 Assistant Professor

Peer Reviewed Publications

1. Daviet, R., Aydogan, G., Jagannathan, K., Spilka, N., Koellinger, P., Kranzler, H. R., **Nave, G.**, & Wetherill, R. R. (2022), *Associations between alcohol consumption and grey and white matter volumes in the UK Biobank*. *Nature Communications*, 13(1), 1-11.
2. Daviet, R., **Nave, G.**, & Wind, J. (2022). Genetic data: Potential uses and misuses in marketing. *Journal of Marketing*, 86(1), 7-26.
3. Kweon, H., Aydogan, G., Dagher, A., Bzdok, D., Ruff, C. C., **Nave, G.**, Farah, M. J., Koellinger, P. D. Human brain anatomy reflects separable genetic and environmental components of socioeconomic status. *Science Advances* (forthcoming).
4. Pool, E. R., Gera, R., Fransen, A., Perez, O. D., Cremer, A., Aleksic, M., Tanwisuth, S., Quail, S., Ceceli, A. O., Manfredi, D. A., **Nave, G.**, Tricomi, E., Balleine, B., Schonberg, T., Schwabe, L., & O'Doherty, J. P. (2022). Determining the effects of training duration on the behavioral expression of habitual control in humans: a multi-laboratory investigation. *Learning and Memory*, 29(1), 16-28.

5. Klein, R. A., et al. (2022). Many Labs 4: Failure to Replicate Mortality Salience Effect With and Without Original Author Involvement. *Collabra: Psychology*.
6. Aydogan, G., Daviet, R., Linnér, R. K., Hare, T. A., Kable, J. W., Kranzler, H. R., Wetherill, R. R., Ruff, C. C., Koellinger, P. D., & Nave, G. (2021). Genetic underpinnings of risky behavior relate to altered neuroanatomy. *Nature Human Behaviour*, 1-8.
7. Nave, G., Koppin, C. M., Manfredi, D., Richards, G., Watson, S. J., Geffner, M. E., Yong, J. E., Kim, R., Ross, H. M., Serrano-Gonzalez, M., & Kim, M. S. (2021). No evidence for a difference in 2D:4D ratio between youth with elevated prenatal androgen exposure due to congenital adrenal hyperplasia and controls. *Hormones and Behavior*, 128, 104908.
8. Payzan-LeNestour, E., Pradier, L., Doran, J., Nave, G., & Balleine, B. (2021). Impact of ambient sound on risk perception in humans: Neuroeconomic investigations. *Scientific Reports*, 11(1), 1-13.
9. Spreng, R. N., Dimas, E., Mwilambwe-Tshilobo, L., Dagher, A., Koellinger, P., Nave, G., Ong, A., Kernbach, J. M., Wiecki, T. V., Ge, T., Li, Y., Holmes, A. J., Yeo, B. T. T., Turner, G. R., Dunbar, R. I. M. & Bzdok, D. (2020). The default network of the human brain underlies perceived social isolation. *Nature Communications*, 11(1), 1-11.
10. van Leeuwen, B., Smeets, P., Bovet, J., Nave, G., Stieglitz, J., & Whitehouse, A. (2020). Do sex hormones at birth predict later-life economic preferences? Evidence from a pregnancy birth cohort study. *Proceedings of the Royal Society B*, 287(1941), 20201756.
11. Wertenbroch, K., Schrift, R. Y., Alba, J. W., Barasch, A., Bhattacharjee, A., Giesler, M., Knobe, J., Lehmann, D. R., Matz, S., Nave, G., Parker, J. R., Puntoni, S., Zheng, Y., & Zwebner, Y. (2020). Autonomy in consumer choice. *Marketing Letters*, 31, 429-439.
12. Richards, G., Browne, W. V., Aydin, E., Constantinescu, M., Nave, G., Kim, M. S., & Watson, S. J. (2020). Digit ratio (2D:4D) and congenital adrenal hyperplasia (CAH): Systematic literature review and meta-analysis. *Hormones and Behavior*, 126, 104867.
13. Ebersole, et al. (2020). Many Labs 5: Testing pre-data-collection peer review as an intervention to increase replicability. *Advances in Methods and Practices in Psychological Science*, 3(3), 309-331.
14. Skorb, et al. (2020). Many Labs 5: Replication of van Dijk, van Kleef, Steinel, and van Beest (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 418-428.

15. Mathur, M. B et al. (2020). Many Labs 5: Registered multisite replication of the tempting-fate effects in Risen and Gilovich (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 394-404.
16. Nave, G., Daviet, R., Nadler, A., Zava, D., & Camerer, C. (2020). Reflecting on the evidence: A reply to Knight, McShane, et al. (2020). *Psychological Science*, 31(7), 898-900.
17. Mathur, M. B., Reichling, D. B., Lunardini, F., Geminiani, A., Antonietti, A., Ruijten, P. A. M., Levitan, C. A., Nave, G., Manfredi, D., Bessette-Symons, B., Szuts, A., & Aczel, B. (2020). Uncanny but not confusing: Multisite study of perceptual category confusion in the Uncanny Valley. *Computers in Human Behavior*, 103, 21-30.
18. Nave, G., Jung, W. H., Linner, R. K., Kable, J. W., & Koellinger, P. D. (2019). Are bigger brains smarter? Evidence from a large-scale preregistered study. *Psychological Science*, 30(1), 43-54.
19. Altmejd, A., Dreber, A., Forsell, E., Huber, J., Imai, T., Johannesson, M., Kirchler, M., Nave, G., & Camerer, C. (2019). Predicting the replicability of social science lab experiments. *PLoS ONE*, 14(12), e0225826.
20. Nadler, A., Camerer, C. F., Zava, D. T., Ortiz, T. L., Watson, N. V., Carre, J. M., & Nave, G. (2019). Does testosterone impair men's cognitive empathy? Evidence from two large-scale randomized controlled trials. *Proceedings of the Royal Society B*, 286(1910), 20191062.
21. Camerer, C. F., Nave, G., & Smith, A. (2019). Dynamic unstructured bargaining with private information: Theory, experiment, and outcome prediction. *Management Science*, 65(4), 1867-1890.
22. Camerer, C. F., Dreber, A., Holzmeister, F., Ho, T., Huber, J., Johannesson, M., Kirchler, M., Nave, G., Nosek, B. A., Pfeiffer, T., Altmejd, A., Buttrick, N., Chan, T., Chen, Y., Forsell, E., Gampa, A., Heikensten, E., Hummer, L., Imai, T., Isaksson, S., Manfredi, D., Rose, J., Wagenmakers, E., & Wu, H. (2018). Evaluating the replicability of social science experiments in Nature and Science between 2010 and 2015. *Nature Human Behaviour*, 2(9), 637-644.
23. Nave, G., Nadler, A., Dubois, D., Zava, D., Camerer, C., & Plassmann, H. (2018). Single-dose testosterone administration increases men's preference for status goods. *Nature Communications*, 9(1), 1-8.

24. **Nave, G.**, Minxha, J., Greenberg, D. M., Kosinski, M., Stillwell, D., & Rentfrow, J. (2018). Musical preferences predict personality: Evidence from active listening and Facebook likes. *Psychological Science*, 29(7), 1145-1158.
25. Henderson, A., Thoelen, G., Nadler, A., Barraza, J., & **Nave, G.** (2018). Testing the influence of testosterone administration on men's honesty in a large laboratory experiment. *Scientific Reports*, 8(1), 1-10.
26. Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Eckles et al.: Facebook's optimization algorithms are highly unlikely to explain the effects of psychological targeting. *Proceedings of the National Academy of Sciences*, 115(23), E5256-E5257.
27. Margittai, Z., **Nave, G.**, Van Wingerden, M., Schnitzler, A., Schwabe, L., & Kalenscher, T. (2018). Combined effects of glucocorticoid and noradrenergic activity on loss aversion. *Neuropsychopharmacology*, 43(2), 334-341.
28. Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Sharp et al.: Psychological targeting produces robust effects. *Proceedings of the National Academy of Sciences*, 115(34), E7891.
29. Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2017). Psychological targeting as an effective approach to digital mass persuasion. *Proceedings of the National Academy of Sciences*, 114(48), 12714-12719.
30. **Nave, G.**, Nadler, A., Zava, D., & Camerer, C. (2017). Single-dose testosterone administration impairs cognitive reflection in men. *Psychological Science*, 28(10), 1398-1407.
31. Frydman, C., & **Nave, G.** (2017). Extrapolative beliefs in perceptual and economic decisions: Evidence of a common mechanism. *Management Science*, 63(7), 2340-2352.
32. Camerer, C. F., Dreber, A., Forsell, E., Ho, T., Huber, J., Johannesson, M., Kirchler, M., Almenberg, J., Altmejd, A., Chan, T., Heikensten, E., Holzmeister, F., Imai, T., Isaksson, S., **Nave, G.**, Pfeiffer, T., Razen, M., & Wu, H. (2016). Evaluating replicability of laboratory experiments in economics. *Science*, 351(6280), 1433-1436.
33. Brunlieb, C., **Nave, G.**, Camerer, C. F., Schosser, S., Vogt, B., Munte, T. F., & Heldmann, M. (2016). Vasopressin increases human risky cooperative behavior. *Proceedings of the National Academy of Sciences*, 113 (8), 2051-2056.

34. Lichters, M., Brunnlieb, C., **Nave, G.**, Sarstedt, M., & Vogt, B. (2016). The influence of serotonin deficiency on choice deferral and the compromise effect. *Journal of Marketing Research*, 53(2), 183-198.
35. Lane, A., Luminet, O., **Nave, G.**, & Mikolajczak, M. (2016). Is there a publication bias in behavioural intranasal oxytocin research on humans? Opening the file drawer of one laboratory. *Journal of Neuroendocrinology*, 28(4), 1-15.
36. Margittai, Z., **Nave, G.**, Strombach, T., van Wingerden, M., Schwabe, L., & Kalenscher, T. (2016). Exogenous cortisol causes a shift from deliberative to intuitive thinking. *Psychoneuroendocrinology*, 64, 131-135.
37. **Nave, G.**, Camerer, C., & McCullough, M. (2015). Does oxytocin increase trust in humans? A critical review of research. *Perspectives on Psychological Science*, 10(6), 772-789.
38. Lanchava, L., Carlson, K., Sebankova, B., Flegr, J., & **Nave, G.** (2015). No evidence of association between *Toxoplasma gondii* infection and financial risk taking in females. *PLoS ONE*, 10(9), e0136716.
39. **Nave, G.**, Eldar, Y. C., Inbar, G., Sinai, A., Pratt, H., & Zaaroor, M. (2013). Real-time change detection of steady-state evoked potentials. *Biological Cybernetics*, 107(1), 49-59.
40. Lindenbaum, O., Maskit, S., Kutiel, O., & **Nave, G.** (2010). Musical features extraction for audio-based search. *2010 IEEE 26th Convention of Electrical and Electronics Engineers in Israel*, 87-91.

Working Papers

41. Barnea, U., **Nave, G.**, & Mayer, R. *The effects of content ephemerality on information processing*. SSRN. <http://dx.doi.org/10.2139/ssrn.3660170>. Revise and resubmit (second round), *Journal of Marketing Research*.
42. Daviet, R., **Nave, G.**, Are genetic data predictive of taste preferences? A pre-registered study of 180,000 individuals. Revise and resubmit, *Journal of Marketing Research*.
43. **Nave, G.**, Rentfrow, J., & Bhatia, S. (2020). *We are what we watch: Movie plots predict the personality of those who "like" them*. PsyArXiv. [10.31234/osf.io/wsdu8](https://doi.org/10.31234/osf.io/wsdu8). Revise and resubmit, *Journal of Consumer Research*.

44. Chen, F., Nave, G., & Wang, L. (2020). *Calculated punishment*. SSRN. <http://dx.doi.org/10.2139/ssrn.3626299>
45. Nadler, A., Wibrall, M., Dohmen, T., Falk, A., Previhero, A., Weber, B., Camerer, C., Dreber, A., & Nave, G. (2021). *Does Testosterone Administration Increase Competitiveness, Confidence and Financial Risk-taking in Men?* PsyArXiv. [10.31234/osf.io/62af7](https://doi.org/10.31234/osf.io/62af7). Under review, *Proceedings of the Royal Society B*.
46. Manfredi, D., & Nave, G. (2019). *Beyond the bat and the ball: Overcoming familiarity effects in the cognitive reflection test by rewording its questions*. SSRN. <http://dx.doi.org/10.2139/ssrn.3445138>
47. Menon, A., Nave, G., & Bhatia, S. (2018). *Emotional expressions predict risky decisions by S&P 500 executives*. SSRN. <http://dx.doi.org/10.2139/ssrn.3303000>

Awards & Honors

- 2021 Poets & Quants Selection, “World’s Best 40 B-School Professors under the Age of 40”
- 2020 Wharton Teaching Excellence Award
- 2020 NSF CAREER Award “Investigating the neuroanatomical and neurofunctional foundations of risk tolerance in large-scale, genetically-informed studies”. \$889,496 awarded for 2020-2025
- 2020 Association for Psychological Science (APS) Rising Star Award
- 2020 Top 50 most read Life and Biological Sciences papers. *Nature Communications*. For Spreng et al. (2020).
- 2019 Pre-registration Challenge, Center for Open Science (with Philipp Koellinger)
- 2018 Top 100 papers that most caught the public imagination. *Altmetrics*. For Camerer et al. (2018), *Nature Human Behaviour*.
- 2018 Top 50 most read Life and Biological Sciences papers. *Nature Communications*. For Nave et al. (2018)
- 2016 Society for Judgment and Decision Making, Einhorn new investigator award runner-up (with Carey Frydman)
- 2014 Russell Sage Behavioral Economics small grant
- 2014 I-FREE small grant (with Amos Nadler and Colin Camerer)
- 2010 SIPL distinguished project Wilk family award (with Ariel Tanjy & Yair Racher)
- 2010 Technion Excellence in Teaching Award

Conference Presentations

- 2021 Association for Consumer Research
Prediction, Registration, and Replication of Scientific Findings workshop (LMU Munich)
- 2020 International Conference on Neuroeconomics and Neuromanagement, Zhejiang University Hangzhou (Keynote)
Interdisciplinary Symposium on Decision Neuroscience (ISDN)
Society for Consumer Psychology
- 2019 Polygenic scores and Brain imaging symposium (McGill Neuroscience Institute)
Society for Neuroeconomics
The Choice Symposium
Wharton Behavioral Insights from Text Conference
- 2018 The Developmental Origins of Economic Preferences, IAST Toulouse
Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
American Marketing Association (AMA) Winter conference
- 2017 Subjective Probability, Utility and Decision Making (SPUDM)
Association for Consumer Research, Latin America
Four School Marketing Conference
- 2016 Marketing in Israel
Wharton Neuroscience Initiative Conference
Association for Consumer Research
Russell Sage Early Career Behavioral Economics Conference
Behavioral Decision Research in Management (BDRM)
Interdisciplinary Symposium on Decision Neuroscience (ISDN)
Mahoney Institute for Neuroscience, University of Pennsylvania, annual retreat
Society for Personality and Social Psychology (SPSP)
- 2015 Society for Judgment and Decision-making (SJDM),
Russell Sage Early Career Behavioral Economics Conference
Society for Consumer Psychology International Conference

- International Meeting on Experimental and Behavioral Social Sciences
 Society for Personality and Social Psychology (SPSP)
- 2014 Society for the Advancement of Behavioral Economics (SABE)
 SABE pre-conference, Neuroeconomics keynote
 Bay Area Behavioral and Experimental Economics Workshop
 Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
- 2013 Society for Social and Affective Neuroscience
 Nordic Conference on Behavioral and Experimental Economics
 Economics Science Association (ESA) N. American regional meeting
- 2011 IEEE 26th Conference of Electrical and Electronics Engineers in Israel

Invited Seminars

- 2021 Maastricht University
- 2020 Chicago Booth, Yale School of Management, Caltech
- 2019 Zhejiang University Hangzhou, Nanjing University, Shenzhen University, INSEAD, Ben Gurion University
- 2018 Carnegie Mellon University, Max Planck Institute of Human Development Berlin
- 2017 Stanford Graduate School of Business, UC Louvain, Tilburg University, Free University of Amsterdam, Karolinska Institutet, Stockholm School of Economics, University of New South Wales, CIDE Mexico
- 2016 Technion – Israel Institute of Technology, Tel Aviv University, Nipissing University, University of Toronto, The Wharton School University of Pennsylvania
- 2015 Judge Business School Cambridge University, London Business School, Bocconi University Milan, Rotterdam School of Management Erasmus University, IESE Barcelona, The Wharton School University of Pennsylvania, National University of Singapore, Columbia Business School, Rady School of Management UCSD, Düsseldorf University, Maastricht University, Zürich University, Alicante University, Bocconi University Milan, University College London, Warwick Business School, Nuffield College, Oxford, University of Amsterdam, Tel Aviv University
- 2014 University of Miami, Claremont Graduate University, Rady School of Management (UCSD), University of Texas Austin

2013 Charles University Prague, University of Amsterdam, Maastricht University, University Pompeu Fabra, NHH Bergen, Karolinska Institutet, INSEAD, Technion – Israel Institute of Technology, Tel Aviv University, IDC Herzelia

Advising

Uri Barnea, Marketing PhD Program at The Wharton School, University of Pennsylvania. Currently an Assistant Professor at Bocconi University

Remi Daviet, Postdoctoral Advising. Currently an Assistant Professor at University of Wisconsin Madison

Teaching

MBA

Consumer Neuroscience: MKTG850 (2020, 2021)

Data and Analysis for Marketing Decisions: MKTG712 (2017-2019)

Wharton Global Immersion program (GIP): Israel, Jordan & United Arab Emirates (2017)

Executive MBA

Data and Analysis for Marketing Decisions MKTG712 (2019)

Undergraduate

Consumer Neuroscience: MKTG350 (2020, 2021)

Data and Analysis for Marketing Decisions MKTG212 (2017-2019)

Executive Education

Digital Marketing Strategies for the Digital Economy (2016-2018)

Leveraging Neuroscience for Business Impact (2018-2019)

Professional Service

Editorial Board

Emotion (contributing editor, 2017)

Ad-hoc Reviewer

Adaptive Human Behavior and Physiology, Agribusiness, American Psychologist, Behavioral and Brain Sciences, Biological Psychiatry, Current Psychology, eLife, Emotion, eNeuro, Frontiers in Behavioral Science, Frontiers in Neuroscience, Hormones and Behavior, Journal of Behavioral Decision Making, Journal of Economic Psychology, Journal of Empirical Legal Studies, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Neuroscience,

Journal of Personality and Social Psychology, Journal of Research in Personality, Management Science, Nature Communications, Nature Human Behaviour, NeuroImage, Neuropsychologia, PeerJ, PLOS One, Proceedings of the National Academy of Science, Proceedings of the Royal Society B, Psychological Science, Psychological Medicine, Psychology and Personality Sciences, Psychoneuroendocrinology, Science Advances, Scientific Reports, Social Cognitive and Affective Neuroscience, Social Neuroscience

Grant Reviewer

National Science Foundation (NSF), Israel Science Foundation (ISF), The Netherlands Organisation for Scientific Research (NWO)

Miscellaneous

Israeli and Austrian citizen, US permanent resident

Languages: Hebrew (native), English, Spanish, Arabic (basic), German (basic).