

Daniel Gray Goldstein

Principal Researcher
Microsoft Research, New York City

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Career Overview

2015-2016 President, Society for Judgment and Decision Making.

2012- Principal Researcher, Microsoft Research, New York City.

2009-2012 Principal Research Scientist, Microeconomics & Social Systems, Yahoo Research, New York City.

2011-2013 Honorary Research Fellow, London Business School.

2005-2010 Assistant Professor of Marketing, London Business School.

2002 Research Scientist, Columbia University, Center for the Decision Sciences.

2000 Director of Business Development & Products, Fatwire Corporation, New York.

1999 Research Scientist, Max Planck Institute, Berlin, Germany.

1998 Visiting Scholar, Harvard University, Department of Psychology (host: Dan Gilbert).

1998 Visiting Scholar, Stanford University, Department of Management Science and Engineering.

1997 Otto Hahn Medal, Germany.

1997 Research Scientist, Max Planck Institute, Munich, Germany.

1997 Ph.D. in Psychology, The University of Chicago.

1995 Doktorand, Max Planck Institute, Munich, Germany.

1994 MA in Psychology, The University of Chicago.

1993 Bachelor of Science with Honors and Distinction, University of Wisconsin – Madison. Computer Science and Comparative Literature (double major).

1990 Exchange student, Université de Provence Aix-Marseille III, Faculté des Lettres. Aix-En-Provence, France.

Citation count

- Citations: 10,500 (Fall 2017). H-index: 34, based on [Google Scholar](#)
- See [Researcher ID: A-7479-2008](#) or [ORCID: 0000-0002-0970-5598](#) or Scopus Author ID: 13908382900.

Articles

Christopher Riederer, Jake M. Hofman and Daniel G. Goldstein. (in press). To put that in perspective: Generating analogies that make numbers easier to understand. In **Proceedings of the 2018 ACM Conference on Human Factors in Computing Systems (CHI'18)**.

Daniel G. Goldstein, R. Preston McAfee, Siddharth Suri and James R. Wright. (2017). Learning in the repeated secretary problem. **Eighteenth ACM Conference on Electronic Commerce (EC'17)**. [[Download](#)]

Barowy, Daniel W., Emery D. Berger, Daniel G. Goldstein and Siddharth Suri. (2017). VoxPL: Programming with the wisdom of the crowd. In **Proceedings of the 2017 ACM Conference on Human Factors in Computing Systems (CHI '17)**, 2347-2358. [[Download](#)]

Schulte-Mecklenbeck, Michael, Joseph G. Johnson, Ulf Böckenholt, Daniel G. Goldstein, J. Edward Russo, Nicolette J. Sullivan, and Martijn C. Willemsen. (2017). Process-Tracing Methods in Decision Making: On Growing Up in the 70s. **Current Directions in Psychological Science**, **26(5)**, 442-450. [[Download](#)]

Goldstein, Daniel G., Hal E. Hershfield and Shlomo Benartzi. (2016). The illusion of wealth and its reversal. **Journal of Marketing Research**, **53 (5)**, 804-813. [[Download](#)]

Page, Lionel and Daniel G. Goldstein (2016). Subjective beliefs about the income distribution and preferences for redistribution. **Social Choice and Welfare**, **47(1)**, 25-61. [[Download](#)][[DOI](#)]

Barrio, Pablo J., Daniel G. Goldstein, & Jake M. Hofman. (2016). Improving comprehension of numbers in the news. In **Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems (CHI '16)**. [[Download](#)]

Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2015). Improving the effectiveness of time-based display advertising. **ACM Transactions on Economics and Computation**, **3(2)**, 1-20.

Goldstein, Daniel G., Siddharth Suri, R. Preston McAfee, Matthew Ekstrand-Abueg & Fernando Diaz. (2014). The economic and cognitive costs of annoying display advertisements. **Journal of Marketing Research**, **51(6)**, 742-752. [[Download](#)][**Finalist: Paul E. Green Award**]

Lambrecht, Anja, Avi Goldfarb, Alessandro Bonatti, Anindya Ghose, Daniel G. Goldstein, Randall Lewis, Anita Rao, Navdeep Sahni & Song Yao. (2014). How do firms make money selling digital goods online? **Marketing Letters**, **25**, 331-341. [[Download](#)]

Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2014). The wisdom of smaller, smarter crowds. **Proceedings of the Fifteenth ACM Conference on Electronic Commerce (EC'14)**, 471-488. [[Download](#)]

Goldstein, Daniel G., & David Rothschild. (2014). Lay understanding of probability distributions. **Judgment and Decision Making**, **9(1)**, 1-14. [[Download](#)]

Goel, Sharad, & Daniel G. Goldstein (2014). Predicting individual behavior with social networks. **Marketing Science**, **33(1)**, 82-93. [[Download](#)][[Appendix](#)]

Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2013). The cost of annoying ads. **Proceedings of the 22nd International World Wide Web Conference (WWW '13)**, 459-470. [Acceptance rate: 15%] [[Download](#)]

- Reprinted as in extended abstract form as Daniel G. Goldstein, R. Preston McAfee, and Siddharth Suri. (2014). The cost of annoying ads. **ACM SIGecom Exchanges**, **13(2)**, 47-52.

Smith, N. Craig, Daniel G. Goldstein, & Eric J. Johnson. (2013). Choice without awareness: Ethical and policy implications of defaults. **Journal of Public Policy and Marketing**, **32(2)**, 159-172. [[SSRN](#)] [[Download](#)]

Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2012). Improving the effectiveness of time-based display advertising. **Proceedings of the 13th ACM Conference on Electronic Commerce (EC'12)**, 639-654. [[Download](#)] [**Winner: Best Paper Award**]

- Reprinted as an extended abstract in the **Proceedings of the Twenty-Third International Joint Conference on Artificial Intelligence (IJCAI '13)**, 3007-3011.

- Goel, Sharad, Duncan J. Watts, & Daniel G. Goldstein (2012). The structure of online diffusion networks. **Proceedings of the 13th ACM Conference on Electronic Commerce (EC'12)**, 623-638. [[Download](#)]
- Taleb, Nassim N. & Daniel G. Goldstein. (2012). The problem is beyond psychology: The real world is more random than regression analyses. **International Journal of Forecasting**, **28(3)**, 715-716.
- Johnson, E.J., Shu, S.B., Dellaert, B.G.C., Fox, C., Goldstein, D.G., Haeubl, G, Larrick, R.P., Payne, J.W., Peters, E., Schkade, D., Wansink, B. & Weber, E.U. (2012). Beyond nudges: Tools of a choice architecture. **Marketing Letters**, **23(2)**, 487-504. [[Download](#)]
- Hershfield, H. E., Goldstein, D. G., Sharpe, W. F., Fox, J., Yeykelis, L., Carstensen, L. L., & Bailenson, J. N. (2011). Increasing saving behavior through age-progressed renderings of the future self. **Journal of Marketing Research**, **48**, S23-S37. [[Download](#)]
- Dinner, Isaac, Eric J. Johnson, Daniel G. Goldstein, & Kaiya Liu (2011). Partitioning default effects: Why people choose not to choose. **Journal of Experimental Psychology: Applied**, **17(4)**, 332-341. [[Download](#)]
- Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2011). The effects of exposure time on memory of display advertisements. **Proceedings of the 12th ACM Conference on Electronic Commerce (EC'11)**, 49-58. [Acceptance rate: 26%] [[Download](#)]
- Goldstein, D. G., & Gigerenzer, G. (2011). The beauty of simple models: Themes in recognition heuristic research. **Judgment and Decision Making**, **6(5)**, 392-395. [[Download](#)]
- Pachur, T., Todd, P. M., Gigerenzer, G., Schooler, L. J. & Goldstein, D. G. (2011). The recognition heuristic: A review of theory and tests, **Frontiers in Cognitive Science**, **2 (article 147)**, 1-14. [[Download](#)]
- Gigerenzer, G. & Goldstein, D. G. (2011). The recognition heuristic: A decade of research. **Judgment and Decision Making**, **6(1)**, 100-121. [[Download](#)]
- Suri, S., Goldstein, D. G., & Mason, W. A. (2011). Honesty in an online labor market. **Proceedings of the Third Human Computation Workshop**. [[Download](#)]
- Herrmann, Andreas, Daniel G. Goldstein, Rupert Stadler, Jan R. Landwehr, Mark Heitmann , Reto Hofstetter, Frank Huber. (2011). The effect of default options on choice - Evidence from online product configurators. **Journal of Retailing and Consumer Services**, **18(6)**, 483 - 491.
- Marewski, J. N., Gaissmaier, W., Schooler, L. J., Goldstein, D. G., & Gigerenzer, G. (2010). From recognition to decisions: Extending and testing recognition-based Models for multi-alternative inference. **Psychonomic Bulletin and Review**, **17(3)**, 287-309. [[Download](#)]
- Marewski, J. N., Gaissmaier, W., Schooler, L. J., Goldstein, D. G., & Gigerenzer, G. (2009). Do voters use episodic knowledge to rely on recognition? In N. A. Taatgen & H. van Rijn (Eds.), **Proceedings of the Thirty-First Annual Conference of the Cognitive Science Society** (pp. 1524 - 1528). Austin, TX: Cognitive Science Society.
- Taleb, Nassim N., Daniel G. Goldstein, and Mark W. Spitznagel (2009). The six mistakes executives make in risk management. **Harvard Business Review**, **87(10)**, 78-81. [[Link](#)][[Note](#)]
- Reprinted in **Harvard Business Review OnPoint**, 2012 (Fall).
- Goldstein, D. G. & Gigerenzer, G. (2009). Fast and frugal forecasting. **International Journal of Forecasting**, **25**, 760-772. [[Download](#)] [**Winner: Outstanding Paper Award**]
- Goldstein, Daniel G., Eric J. Johnson, Andreas Herrmann, and Mark Heitmann (2008). Nudge your customers toward better choices. **Harvard Business Review**, **86(12)**, 99-105. [[Download](#)]

- Reprinted in German as Goldstein, Daniel G., Eric J. Johnson, Andreas Herrmann and Mark Heitmann. (2009). So lenken Sie Ihre Kunden. **Harvard Business Manager**, January 27. [[Link](#)]

Goldstein, Daniel G., Eric J. Johnson and William F. Sharpe (2008). Choosing outcomes versus choosing products: Consumer-focused retirement investment advice. **Journal of Consumer Research**, **35(3)**, 440-456. [[Download](#)]

Göritz, A. S., Wolff, H.-G. & Goldstein, D. G. (2008). Individual payments as a longer-term incentive in online panels. **Behavior Research Methods**, **40(4)**, 1144-1149. [[Download](#)]

Gigerenzer, G., Hoffrage, U., & Goldstein, D. G. (2008). Fast and frugal heuristics are plausible models of cognition: Reply to Dougherty, Franco-Watkins, and Thomas (2008). **Psychological Review**, **115(1)**, 230-237. [[Download](#)]

Gigerenzer, G., Hoffrage, U., & Goldstein, D. G. (2008). Postscript: Fast and frugal heuristics. **Psychological Review**, **115(1)**, 238-239. [[Download](#)]

Goldstein, D. G. & Taleb, N. N. (2007). We don't quite know what we are talking about when we talk about volatility. **Journal of Portfolio Management**, **33(4)**, 84-86. [[Download](#)]

Weber, E. U., Johnson, E. J., Milch, K. F., Chang, H., Brodscholl, J. C. & Goldstein, D. G. (2007). Asymmetric discounting in intertemporal choice: A Query Theory account. **Psychological Science**, **18(6)**, 516-523. [[Download](#)]

Goldstein, D. G. (2007). Getting attention for unrecognized brands. **Harvard Business Review**, **85(3)**, 24-28. [[Link](#)]

Goldstein, D. G. & Goldstein, D. C. (2006). Profiting from the long tail. **Harvard Business Review**, **84(6)**, 24-28. [[Link](#)]

Johnson, E. J., Steffel, M. L. & Goldstein, D. G. (2005). Making better decisions: From measuring to constructing preferences. **Health Psychology**, **24(4)**, S17-S22. [[Download](#)]

Johnson, E. J. & Goldstein, D. G. (2004). Defaults and donation decisions. **Transplantation**, **78(12)**, 1713-1716. [[Download](#)]

Johnson, E. J. & Goldstein, D. G. (2003). Do defaults save lives? **Science**, **302**, 1338-1339. [[Download](#)]

Goldstein, D. G. & Gigerenzer, G. (2002). Models of ecological rationality: The recognition heuristic. **Psychological Review**, **109**, 75-90. [[Download](#)]

- Reprinted in Gigerenzer, G., Hertwig, R., & Pachur, T. (Eds.). (2011). *Heuristics: The foundations of adaptive behavior*. New York: Oxford University Press.

Gigerenzer, G. & Goldstein, D. G. (1996). Reasoning the fast and frugal way: Models of bounded rationality. **Psychological Review**, **103**, 650-669. [[Download](#)]

- Reprinted in T. Connolly, H. R. Arkes & K. Hammond (Eds.). *Judgment and decision making: An interdisciplinary reader* (Second edition, 2000). Cambridge: Cambridge University Press.

- Reprinted in P. E. Earl (Ed.). (2001). *The Legacy of Herbert Simon in Economic Analysis*. Cheltenham: Edward Elgar Publishing.

- Reprinted in W. DeBondt (Ed.). (2005). *The Psychology of World Equity Markets*. International Library of Critical Writings in Economics. Cheltenham: Edward Elgar Publishing.

- Reprinted in K. Lamberts (Ed.). (2008). *Cognitive Science 6*. Sage: Los Angeles.

- Reprinted in N. Chater (Ed.). (2009). *Judgement and Decision Making*. Sage: London.

- Reprinted in Gigerenzer, G., Hertwig, R., & Pachur, T. (Eds.). (2011). *Heuristics: The foundations of adaptive behavior*. New York: Oxford University Press.

Goldstein, D. G. (1998). Inference from ignorance: The recognition heuristic. In M. A. Gernsbacher & S. J. Derry (Eds.) **Proceedings of the Twentieth Annual Conference of the Cognitive Science Society**. (pp.407-411). Mahwah, NJ: Erlbaum.

Gigerenzer, G. & Goldstein, D. G. (1996). Mind as computer: The birth of a metaphor. **Creativity Research Journal**, **9**, 131-144. [[Download](#)]

Goldstein, D. G. & Gigerenzer, G. (1996). Satisficing inference and the perks of ignorance. In G. Cottrell (Ed.) **Proceedings of the Eighteenth Annual Conference of the Cognitive Science Society**. (pp.137-141). Mahwah, NJ: Erlbaum.

Book Chapters and Other Publications

Jung, Jongbin, Connor Concannon, Ravi Shroff, Sharad Goel, Daniel G. Goldstein. (2017). Creating simple rules for complex decisions. **Harvard Business Review OnPoint**, (Fall), 20-21.

- Originally published on **HBR.org**, April 19, 2017. [[Link](#)]

Goldstein, D. G. & Dinner, I. M. (2013). A fairly mechanical method for policy innovation. In H. C. M. van Trijp (Ed.), **Encouraging Sustainable Behavior**. (pp. 55-68). New York: Psychology Press.

Johnson, E. J. & Goldstein, D. G. (2012). Decisions by default. In Eldar Shafir (Ed.), **Behavioral Foundations of Policy** (pp. 417-427). Princeton, NJ: Princeton University Press

Pachur, T., Todd, P. M., Gigerenzer, G., Schooler, L. J. & Goldstein, D. G. (2012) When is the recognition heuristic an adaptive tool? In Todd, P.M., Gigerenzer, G., and the ABC Research Group, **Ecological rationality: Intelligence in the world** (pp. 113-143). New York: Oxford University Press.

Bennis, W. M., Katsikopoulos, K. V., Goldstein, D. G., Dieckmann, A., & Berg, N. (2012). Designed to fit minds: Institutions and ecological rationality. In Todd, P.M., Gigerenzer, G., and the ABC Research Group, **Ecological rationality: Intelligence in the world** (pp. 409-427). New York: Oxford University Press.

Goldstein, D. G. (2011). Book Review. Doing Bayesian Data Analysis: A Tutorial with R and BUGS, John K. Kruschke. Academic Press, Elsevier (2011). **Journal of Economic Psychology**, **32(5)**, 724-725.

Goldstein, D. G. (2009). Heuristics. In P. Hedström & P. Bearman (Eds.), **The Oxford Handbook of Analytical Sociology**. (pp. 140-164). New York: Oxford University Press. [[Download](#)]

Goldstein, D. G. (2009). Undue diligence? **Business Strategy Review**, **20(4)**, 16-19.

- Reprinted as Goldstein, Daniel G. (2009). Gain an instant insight. *Strategy Magazine*, **22 (December)**, 8-11.

Goldstein, Daniel G. (2009). Default lines. **Business Strategy Review**, **20(3)**, 25-29.

- Reprinted in Chinese in *China Europe International Business School Business Review*, **25(5)**. [[Link](#)]

Goldstein, D. G. & Gigerenzer, G. (2008). The recognition heuristic and the less-is-more effect. In Plott C.R. & Smith V.L. (Eds), **The Handbook of Experimental Economics Results Volume 1** (pp. 987-992). Amsterdam: Elsevier.

Ortmann, A., Gigerenzer, G., Borges, B. & Goldstein, D. G. (2008) The recognition heuristic: A fast and frugal way to investment choice? In Plott C.R. & Smith V.L. (Eds), **The Handbook of Experimental Economics Results Volume 1** (pp. 993-1003). Amsterdam: Elsevier.

- Gigerenzer, G., Martignon, L., Hoffrage, U., Rieskamp, J., Czerlinski, J., & Goldstein, D. G. (2008). One-reason decision making. In Plott C.R. & Smith V.L. (Eds), **The Handbook of Experimental Economics Results Volume 1** (pp. 1004-1017). Amsterdam: Elsevier.
- Johnson, E. J. & Goldstein, D. G. (2008). We should be able to reduce the wait-list to death. **The Wall Street Journal**, December 24. [[Link](#)]
- Johnson, E. J. & Goldstein, D. G. (2006). Do defaults save lives? In S. Lichtenstein & P. Slovic (Eds.), **The Construction of Preference**. (pp. 682-688). New York: Cambridge University Press.
- Goldstein, D. G. Arkes, H. R., Beckenkamp, M., Cooter, R., Ellickson, R. C., Engel, C., Guthrie, C. P., Hertwig, R., Kurzenhaeuser, S., & Weber, E. U. (2006). How do heuristics mediate the impact of law on behavior? In G. Gigerenzer and C. Engel (Eds.), **Heuristics and the Law**. (pp. 439-465). Cambridge: MIT Press. [[Download](#)]
- Johnson, E. J. & Goldstein, D. G. (2006). The daily defaults that change lives. **Financial Times**, Aug. 29. [[Link](#)]
- Goldstein, D. G. & Johnson, E. J. (2006). Do defaults make a difference? **Marketing Insight**, 5, 14-15.
- Goldstein, D. G. (2002). Content management. **BEA WebLogic Developer's Journal**, 1(8).
- Goldstein, D. G., Gigerenzer, G., Hogarth, R. M., Kacelnik, A., Kareev, Y., Klein, G., Martignon, L., Payne, J. W. & Schlag, K. (2001). Why and when do simple heuristics work? In G. Gigerenzer and R. Selten (Eds.), **Bounded Rationality: The Adaptive Toolbox**. Cambridge: MIT Press.
- Goldstein, D. G. & Gigerenzer, G. (1999). The recognition heuristic: How ignorance makes us smart. In Gigerenzer, G., Todd, P. M. & the ABC Research Group, **Simple Heuristics That Make Us Smart** (pp. 37-58). New York: Oxford University Press.
- Gigerenzer, G. & Goldstein, D. G. (1999). Betting on one good reason: The Take The Best heuristic. In Gigerenzer, G., Todd, P. M. & the ABC Research Group, **Simple Heuristics That Make Us Smart** (pp. 75-95). New York: Oxford University Press.
- Borges, B., Goldstein, D. G., Ortmann, A., & Gigerenzer, G. (1999). Can ignorance beat the stock market? In Gigerenzer, G., Todd, P. M. & the ABC Research Group, **Simple Heuristics That Make Us Smart** (pp. 59-72). New York: Oxford University Press.
- Czerlinski, J., Gigerenzer, G., & Goldstein, D. G. (1999). How good are simple heuristics? In Gigerenzer, G., Todd, P. M. & the ABC Research Group, **Simple Heuristics That Make Us Smart** (pp. 97-118). New York: Oxford University Press. [[Download](#)]
- Goldstein, D. G., Sharpe, W. F., & Blythe, P. W. (1999). The distribution builder: An interactive tool for assessing investor risk preferences. **Proceedings of the Third International Stockholm Seminar on Risk Behavior and Risk Management**, Stockholm, Sweden.
- Goldstein, D. G., Blythe, P. W. & Sharpe, W. F. (1999). Assessing the risk preferences of individual investors. **Proceedings of the International Association for Research in Economic Psychology**, XXIVth Annual Colloquium, Belgirate, Italy.
- Goldstein, D. G. (1997). Models of bounded rationality for inference. Doctoral thesis, The University of Chicago. **Dissertation Abstracts International**, 58(01), 435B. (University Microfilms No. AAT 9720040).

Books

- Gigerenzer, G., Todd, P. M. & the ABC Research Group, **Simple Heuristics That Make Us Smart**. New York: Oxford University Press.

Todd, P. M., Gigerenzer, G. & the ABC Research Group, **Ecological Rationality: Intelligence in the Real World**. New York: Oxford University Press.

Pipeline

Revise and Resubmit

Goldstein, D. G., Johnson, E. J., & Sharpe, W. F. (Revise and resubmit). A new way to measure consumer risk preferences. **Marketing Science**. [[Download as working paper from SSRN](#)]

Under Review / In Preparation

Jung, Jongbin, Connor Concannon, Ravi Shroff, Sharad Goel, Daniel G. Goldstein. (under review). Simple rules for complex decisions. [[Download as working paper from Arxiv](#)]

Riderer, Christopher, Jake Hofman and Daniel G. Goldstein (in press). To put that in perspective: Generating analogies that make numbers easier to understand.

Donkers, Bas, Carlos Lourenço, Benedict G. C. Dellaert, Daniel G. Goldstein. (under review). Using Preferred Outcome Distributions to Estimate Value and Probability Weighting Functions in Decisions under Risk.

Goldstein, D. G. & Imai, K., Gøritz, A. S. & Gollwitzer, P. M. (draft complete). Nudging turnout: Mere measurement and implementation planning of intentions to vote. [[Download as working paper from SSRN](#)]

Gøritz, Anja S., Wolff, H.-G. & Goldstein, D. G. (Revise and Resubmit). Payments via Paypal as an incentive in longitudinal web-based studies.

Goldstein, D. G. (Data analysis). A regularity concerning diffusion and engagement. Target: Journal of Marketing Research.

Honors and Awards

Presented to Queen Máxima of the Netherlands and Dutch Finance Minister Jeroen Dijsselbloem (2014).

Elected President of the Society for Judgment and Decision Making (2015-2016 Term).

Elected to Executive Board, 2013-2016, Society for Judgment and Decision Making.

New Paths to Purpose Grant (with Hal Hershfield), Center for Decision Research, University of Chicago Booth School, 2013. (\$60,000)

Best Paper Award, The 13th ACM Conference on Electronic Commerce, 2012.

Transformative Consumer Research Grant (with Hal Hershfield), Association for Consumer Research, 2010.

Outstanding Paper Award, International Journal of Forecasting, 2009.

Outstanding Core Course Teaching Award, London Business School, 2008-2009.

London Business School Research Fellow of Marketing, 2007-2008 & 2008-2009.

Elected to Executive Board, 2007-2010, Society for Judgment and Decision Making.

Best Paper Award, 1999, International Stockholm Seminar on Risk Behavior and Risk Management. (25,000 SEK / \$3,500 award.)

Otto Hahn Medal, Germany, 1997.

Outstanding Student Papers Award, Eighteenth Annual Conference of the Cognitive Science Society, 1996.

Morton-Murphy Award for Outstanding Student Activity, The University of Chicago, 1995. (2 chosen annually from entire student body.)

Iron Cross Honor Society, The University of Wisconsin – Madison, 1992 (20 chosen annually from over 40,000 students.)

Honors Degree, The College of Letters and Science, The University of Wisconsin--Madison. (Less than 5 percent of class.)

Service

Service to Governments

2011 - Academic Advisory Panel. Behavioral Insights Team. In partnership with **Cabinet Office. Government of the United Kingdom.**

2010 Invited Presentation: Communicating with customers: How to improve mortgage loan disclosures. United States Department of the Treasury.

2009 Invited Presentation: How decision science can improve government policy. Behavioural Economics Conference, Government Economic Service, HM Treasury, Government of the United Kingdom.

2008 Invited Presentation: Defaults, choice architecture and choice overload. European Commission Directorate General for Health and Consumers Conference: How Can Behavioural Economics Improve Policies Affecting Consumers? European Commission, Brussels, Belgium.

2007 Review Panel: Excellence Initiative by the German Federal and State Governments to Promote Science and Research at German Universities

2006 Invited presentation. Financial Services Authority, Government of the United Kingdom.

Editorial Positions

2013 Associate Editor, **Marketing Science** Special Issue on Big Data: Integrating Marketing, Statistics, and Computer Science

2011 - Consulting Editor, **Judgment and Decision Making**

2010 Associate Editor, **Journal of Marketing Research** Special Issue on Consumer Financial Decision Making

2008 - Editorial Board, **International Journal of Research in Marketing**

Award Committees and Judgeships

2009 DeFinetti Award Jury: European Association for Decision Making

2008 Best Competitive Paper Award Committee: Association for Consumer Research Conference

2006 - 2009 Financial Services Forum Awards for Marketing Effectiveness, United Kingdom

Conference Organization

2013 - 2106 Co-Founder and co-chair: Annual Workshop on Crowdsourcing and Online Behavioral Experiments (COBE), with Sid Suri and Winter Mason

Program Committees

2017 International World Wide Web Conference (WWW 2017), Senior Program Committee
2016 ACM Conference on Economics and Computation (EC'16), Maastricht, Senior Program Committee
2016 Behavioral Decision Research in Management, Toronto
2015 Society for Consumer Psychology Conference, Vienna
2015 ACM Conference on Economics and Computation (EC'15), Portland
2014 Behavioral Decision Research in Management Conference, London
2012 Behavioral Decision Research in Management Conference, San Diego
2009 Society for Consumer Psychology Conference
2008 Association for Consumer Research Conference
2007 Association for Consumer Research Conference
2007 Association for Consumer Research Pre-Conference on Consumers Online

Service to Professional Organizations

2015 - 2016 President, Society for Judgment and Decision Making
2013 - Scientific Council of NETSPAR (Network for Studies on Pensions, Aging and Retirement), Netherlands
2013 - Advisory Board Member: Know What You Spend Foundation (Netherlands)
2013 - 2016 Executive Board (Elected Member): Society for Judgment and Decision Making
2010 - 2014 Advisory Board Member: Allianz Global Investors 2007 - 2010 Executive Board (Elected Member): Society for Judgment and Decision Making
2007 - Newsletter Editor: Society for Judgment and Decision Making
2007 Academic Member: Behavioral Finance Forum
2006 - 2008 Advisory Board: Centre for Economic Learning and Social Evolution (ELSE) of the Economic and Social Research Council (ESRC), United Kingdom

University Service

2014 Review Panel: Tilburg University Institute for Behavioral Economics Research (TIBER).
2012 - Fellow: Center for Measurable Marketing. New York University.
2012 - 2013 Fellow: Applied Statistics Center. Columbia University.
2009 Faculty Mentor Program - worked with LBS's Digital Engagement Team on internet marketing
2007 - 2008 Co-director (with Lionel Page): Economics of Behaviour and Decision Making Seminar Series. Collaboration between Westminster Business School and London Business School
2006 - 2008 Ph.D. Committee: London Business School
2006 - 2008 Examinations Board: London Business School
2005 - 2007 Faculty Sponsor: London Business School Acting Club

Teaching

Teaching Awards

Outstanding Core Course Teaching Award, London Business School, 2008-2009.

Instructor

Internet Marketing (Elective). London Business School. 2008-2009.
Marketing Strategy (MBA Core). London Business School. 2005-2009
Marketing Strategy (Executive MBA). London Business School. 2005-2009
Judgment and Decision Making (PhD). London Business School. 2006-2009
Online Advertising (Executive Education). London Business School (sessions). 2006-2009

Guest Lecturer

Innovation in the Connected World. Columbia University GSB. 2016. Guest lecturer.
Judgment and Decision Making. Yale School of Management. 2016. Guest lecturer.
Dealing with Data. NYU Stern School of Business. 2015. Guest lecturer.
Marketing Research. NYU Stern School of Business. 2014. Guest lecturer.
Marketing Research. The Wharton School of the University of Pennsylvania. Guest lecturer.
Product Management Insights. Cornell University Johnson Graduate School of Management. 2014. Guest lecturer.
Strategic Brand Management. Cornell University Johnson Graduate School of Management. 2014. Guest lecturer.
Marketing Analytics. Indiana University Kelley School of Business. 2013. Guest lecturer.
Customer Insights. NYU Stern School of Business. 2012-3. Guest lecturer.
Marketing Research. Columbia University GSB. 2012. Guest lecturer.
Customers and Markets. Columbia University GSB. 2012. Guest lecturer.
Advertising Management. Columbia University GSB. 2006. Guest lecturer.
Managing Brand Identity and Experience. Columbia University GSB. 2004. Guest lecturer.
Customers and Markets. Columbia University GSB. 2003-4. Guest lecturer.
Leadership Core. Columbia University GSB. 2003-4. Guest lecturer.
Power and Influence. Columbia University GSB. 2003-4. Guest lecturer.
Groups and Teams. Columbia University GSB. 2003-4. Guest lecturer.
Neural Networks I & II. University of Chicago. 1995. TA.
Introduction to Behavioral Research. The University of Chicago. 1993-4. TA.
Mathematics, Computer Science, French. 1992. Volunteer Community Tutor.

Advising

Ph.D.: Yvetta Simonyan

Ph.D. External Examiner: Mercè Roca

Research Interns: Konstanze Albrecht, Dan Barowy, Beatrice Belizaire, Isaac Dinner, Wendy Garrido, Pablo Javier Barrio González, Kelsey Heinze, Peggy Hu, Besir Wrayet.

Media Coverage - Major Outlets

ABC World News Tonight (2010)
CBS News (2012)
ESPN (2006)
Financial Times (2006, 2009a, 2009b)
Forbes (2009)
International Herald Tribune (2010)
Los Angeles Times (2008)
New York Times (2005, 2009, 2010, 2012)
New York Times Freakonomics Blog (2007, 2008)
Psychology Today (2007, 2008)
San Francisco Chronicle (2010)
Science News (1999)
Time Magazine (2003, 2007, 2012)
Today Show (NBC) (2011)
Wall Street Journal (2011, 2012, 2017)
Washington Post (2008)
Wired (2011, 2012)
Yahoo Finance (2012)

Media Coverage - Minor Outlets

Bloomberg (2001, 2008)
Bloomberg Markets (2008)
Exame - Brazil (2007)
The Globe and Mail (2009)

Haaretz - Israel (2007)
Institutional Investor (2010)
Les Affaires - Canada (2012)
Malcolm Gladwell's Web log (2006)
Marketwatch (2012)
Montreal Gazette (2010)
Science Daily (2008)

Reviewer

Acta Psychologica; American Marketing Association; Applied Cognitive Psychology; Association for Consumer Research; Behavioral Science and Policy; Cognition; Cognitive Science Society; European Journal of Cognitive Psychology; International Journal of Research in Marketing; Journal of Behavioral Decision Making; Journal of Consumer Research; Journal of Experimental Psychology: Learning, Memory, and Cognition; Journal of Marketing Research; Judgment and Decision Making; Management and Organization Review; Management Science; Marketing Science; Medical Decision Making; Organizational Behavior and Human Decision Processes; Psychological Review; Science; Social Cognition; Society for Judgment and Decision Making

Selected Presentations

I got tired of updating this ...

Goldstein, D. G. (2016). Invited presentation. Decision Making and Brain Research Conference. Shanghai, China.

Goldstein, D. G. (2016). Invited presentation. Yale Customer Insights Conference, New Haven.

Goldstein, D. G. (2016). Invited presentation. Social Innovation Center, INSEAD, France.

Goldstein, D. G. (2016). Competitive Paper. 54th Edwards Bayesian Research Conference.

Goldstein, D. G. (2016). Invited keynote. Think Forward Summit, Brussels.

Goldstein, D. G. (2016). Invited presentation. Management Department, Fuqua School of Business, Duke University.

Goldstein, D. G. (2016). Invited presentation. Department of Marketing, Temple University.

Goldstein, D. G. (2015). Keynote address. Annual Conference of the Center for Governance and Transparency. IAE Business School, Buenos Aires, Argentina.

Goldstein, D. G., Hofman J. M., and Barrio P. J. (2015). Competitive paper. Society for Judgment and Decision Making Conference, Chicago.

Goldstein, D. G. (2015). Invited presentation. Department of Marketing, Temple University.

Goldstein, D. G. (2015). Invited presentation. Santa Fe Institute.

Goldstein, D. G. (2015). Invited presentation. Concorc Conference, INSEAD, France.

Goldstein, D. G. (2015). Invited presentation. FIAP XIII International Seminar: Multi-pillar Pension Systems: investing in the future. Montevideo, Uruguay.

Goldstein, D. G. (2015). Invited presentation. AIG Data Science Seminar, New York.

Goldstein, D. G. (2015). Keynote address. World Pension Summit, The Hague.

Goldstein, D. G. (2015). Competitive paper. Theory and Practice in Marketing. Atlanta.

Goldstein, D. G. (2015). Invited presentation. IDC Herzliya, Israel.

Goldstein, D. G. (2015). Competitive paper. Yale Customer Insights Conference, New Haven.

Goldstein, D. G. (2015). Invited presentations. Maastricht University, Netherlands.

Goldstein, D. G. (2015). Invited presentation. Center for Experimental Social Sciences Workshop. Oxford University.

Goldstein, D. G. (2015). Invited presentation. The Judgment and Decision-Making Winter Symposium. Snowbird, Utah.

Goldstein, D. G. (2015). Invited presentation. Mellers Lab, Department of Psychology, University of Pennsylvania.

Goldstein, D. G. & Rothschild, D. M. (2014). Competitive paper. Society for Judgment and Decision Making Conference, Long Beach.

Goldstein, D. G. (2014). Invited Perspectives Session on Choice Architecture (with Eric Johnson and Jonathan Levav). Association for Consumer Research North American Conference, Baltimore.

Goldstein, D. G. (2014). Invited presentation. University of Virginia Darden School of Business.

Goldstein, D. G. (2014). Invited presentation. Responsible financial behavior in the long term. **Dutch Ministry of Finance** with Queen Máxima of the Netherlands in attendance.

Goldstein, D. G. (2014). Invited presentation. University of Lausanne Faculty of Business and Economics.

Goldstein, D. G. (2014). Competitive paper. The illusion of wealth and its reversal. Behavioral Decision Research in Management Conference. London, UK.

Suri, S., Goldstein, D. G. and McAfee, R. P. (2014). Competitive paper: The Wisdom of Smaller, Smarter Crowds. EC'14: 15th ACM Conference on Economics and Computation.

Goldstein, D. G. (2014). Competitive symposium participant. ECMI-AMA-EMAC Marketing & Innovation Symposium, Rotterdam.

Simonyan, Y. & Goldstein, D. G. (2014). Competitive paper. Academy of Marketing Science Conference, Indianapolis.

Goldstein, D. G. (2014). Invited presentation. Workshop on Bounded Rationality: Computational and Behavioural Aspects. School of Informatics at the University of Edinburgh.

Goldstein, D. G. (2014). Competitive paper: The cost of annoying ads. Applying Field Experimentation to Behavior Research Conference, San Diego, CA.

Goldstein, D. G. (2014). Invited presentation. Earth Institute Seminar, Earth Institute, Columbia University.

Goldstein, D. G. (2014). Invited presentation. Rady School of Management. University of California, San Diego.

Goldstein, D. G. (2014). R. Duncan Luce Memorial Lecture. The 52nd Annual Edwards Bayesian Research Conference. California State University. Fullerton, CA.

Goldstein, D. G. (2013). Invited presentation. Center for Healthcare Informatics and Policy. Weill Medical College of Cornell University, New York, NY.

Rothschild, D. M. & Goldstein, D. G. (2013). Competitive paper. Society for Judgment and Decision Making Conference, Toronto, Canada.

- Goldstein, D. G. (2013). Invited plenary address. Second International Seminar on Institutional Theory: Constitutional Courts and Political Reality. School of Law, Federal University of Rio de Janeiro, Brazil.
- Goldstein, D. G. (2013). Competitive symposium participant. Association for Consumer Research Conference, Chicago, IL.
- Goldstein, D. G. (2013). Invited presentation. Operations and Information Management Department, Wharton School of the University of Pennsylvania.
- Goldstein, D. G. (2013). Invited presentation. University of Texas--Austin McCombs School of Business.
- Goldstein, D. G. (2013). Invited presentation. Marketing Department, University of Chicago Graduate School of Business.
- Suri, S., Goldstein, D. G. and McAfee, R. P. (2013). Competitive paper. The 23rd International World Wide Web conference, WWW 2013, Rio de Janeiro, Brazil.
- Goldstein, D. G. (2013). Competitive workshop participant. 9th Triennial Choice Symposium, Noordwijk, The Netherlands.
- Goldstein, D. G. (2013). Competitive paper. Theory and Practice in Marketing Conference. London Business School, UK.
- Goldstein, D. G. (2013). Invited presentation. Judgment and Decision Making Winter Symposium, Utah.
- Goldstein, D. G. (2012). Invited presentation. Marketing Science Institute conference, Cambridge, MA.
- Goldstein, D. G. (2012). Keynote address. Advertising Research Foundation Industry Leader Forum, New York, NY.
- Rothschild, D. M. & Goldstein, D. G. (2012). Competitive paper: Lay understanding of observed distributions: Test of economic and psychological assumptions. Society for Judgment and Decision Making Conference, Minneapolis.
- Mason, W. A., Suri, S. & Goldstein, D. G. (2012). Competitive symposium paper: Honesty in an online labor market. Association for Consumer Research Conference, Vancouver.
- Rothschild, D. M. & Goldstein, D. G. (2012). Competitive paper: Lay understanding of observed distributions: Test of economic and psychological assumptions. Association for Consumer Research Conference, Vancouver.
- Goldstein, D. G. (2012). Invited plenary address: Aiding Financial Decision-Makers by Envisioning the Future. Academy of Behavioral Finance and Economics Conference, New York.
- Goldstein, D. G. (2012). Invited lecture. Max Planck Summer Institute on Bounded Rationality, Berlin, Germany.
- Goldstein, D. G. & Page, L. (2012). Competitive paper: Perceptions of income inequality. Behavioral Decision Research in Management Conference, Boulder.
- Rothschild, D. M. & Goldstein, D. G. (2012). Competitive paper: Lay understanding of observed distributions: Test of economic and psychological assumptions. Behavioral Decision Research in Management Conference, Boulder.
- Goldstein, D. G. & Hershfield, H. (2012). Competitive paper: Perceived adequacy of income in retirement among working and retired populations. Boulder Summer Conference on Consumer Financial Decision Making.

- Goel, S., Watts, D. J. & Goldstein, D.G. (2012). Competitive symposium paper: The structure of online diffusion networks. Marketing Science Conference, Boston.
- Goel, S. & Goldstein, D.G. (2012). Competitive paper: Predictive customer insights: Forecasting individual-level behavior with social networks. Wharton FoA Empirical Generalizations in Advertising Conference, University of Pennsylvania.
- Goel, S. & Goldstein, D.G. (2012). Competitive paper: Targeting strategy with social network data. Theory and Practice in Marketing Conference. Harvard Business School.
- Goel, S. & Goldstein, D.G. (2012). Competitive paper: Predictive customer insights: Forecasting individual-level behavior from social networks. Customer Insights Conference. Yale School of Management.
- Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2012). Competitive paper: Improving the effectiveness of time-based display advertising. The 13th ACM Conference on Electronic Commerce. Winner: Best paper award.
- Hershfield, H. & Goldstein, D. G. (2012). Invited presentation: Increasing saving behavior by showing people the face of their future self. Netspar Conference on Supporting Consumer Pension Decision Making Online, Erasmus University, Rotterdam.
- Goel, S. & Goldstein, D.G. (2012). Invited presentation: Targeting with social networks. Measurable Marketing in a Social World conference. Center for Measurable Marketing. NYU Stern School of Business.
- Goldstein, D. G. (2011). A tale of two selves. TED Conference, New York.
- Goldstein, D. G. & Simonyan, Y. (2011). Invited presentation. Workshop on Adaptive Cognition, University of Heidelberg, Germany.
- Goldstein, D. G., Dinner, I., Johnson, E. J. & Liu, K. (2011). Competitive symposium paper. Association for Consumer Research Conference, St. Louis.
- Ersner-Hershfield, H. & Goldstein, D. G. (2011). Competitive symposium paper. Association for Consumer Research Conference, St. Louis.
- Suri, S., Goldstein, D. G., & Mason, W. A. (2011). Competitive paper: Honesty in an online labor market. Proceedings of the Third Human Computation Workshop.
- Goldstein, D. G. (2011). Invited discussant. Boulder Summer Conference on Consumer Financial Decision Making Conference.
- Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2011). Competitive paper. The 12th ACM Conference on Electronic Commerce.
- Goldstein, D. G. (2011). Invited presentation. Behavioral Decision Making Colloquium, Anderson School of Management, UCLA.
- Goldstein, D. G. (2011). Invited Presentation. Department of Finance, Ivey School of Business, The University of Western Ontario.
- Goldstein, D. G. (2011). Invited Presentation. Department of Finance, Maastricht University, The Netherlands.
- Goldstein, D. G. (2011). Invited Presentation. Departments of Economics and Psychology, University of New South Wales, Australia.
- Goldstein, D. G. (2011). Invited Presentation: The Penn Symposium on Fostering and Financing Long Term Investments in Prevention and Protection The Wharton School, the University of Pennsylvania.

Goldstein, D. G. (2010). Invited Presentation: Communicating With Customers: How to Improve Mortgage Loan Disclosures. United States Department of the Treasury.

Goldstein, D. G. (2010). Invited Presentation: Predicting Behavior with social networks. Decision Process Colloquia. The Wharton School of the University of Pennsylvania.

Goldstein, D. G. (2010). Invited Presentation: Technologies for ensuring secure financial futures. Yahoo! Big Thinkers India Series. Bangalore, India.

Goldstein, D. G. (2010). Invited Discussant. Boulder Summer Conference on Consumer Financial Decision Making Conference.

Goldstein, D. G. (2010). Invited Presentation. Department of Finance and Risk Engineering, NYU-Poly.

Goldstein, D. G. (2010). Invited Presentation. Baron Lab, Department of Psychology. University of Pennsylvania.

Goldstein, D. G. (2009). Invited Presentation. Tilburg Institute for Behavioral Economics Research. Tilburg University, The Netherlands.

Goldstein, D. G. (2009). Invited Presentation. Department of Marketing. University of Colorado Leeds School of Business.

Goldstein, D. G. (2009). Invited Presentation: How decision science can improve government policy. Behavioural Economics Conference, Government Economic Service, **HM Treasury**, United Kingdom.

Goldstein, D. G. (2009). Competitive Symposium Participant. When Prevention-Oriented Investors Take Greater Risks: Eliminating a Confound. Association for Consumer Research Conference, Pittsburgh.

Goldstein, D. G. (2009). Competitive Symposium Participant. British Psychological Society, 26th Annual Cognitive Psychology Section Conference, Hertfordshire, UK.

Goldstein, D. G. (2009). Invited Presentation: Simple rules for complex times. Global Leadership Summit, London Business School.

Goldstein, D. G. (2009). Invited Presentation: Improving decision behavior. ESMT European School of Management and Technology Annual Forum, Berlin, Germany.

Goldstein, D. G. (2009). Invited Presentation. Yahoo! Research. Santa Clara, CA.

Goldstein, D. G. (2009). Invited Presentation. Geary Institute, University College, Dublin, Ireland.

Goldstein, D. G. (2008). Invited Presentation: Defaults, choice architecture and choice overload. European Commission Directorate General for Health and Consumers Conference "**How Can Behavioural Economics Improve Policies Affecting Consumers?**" Brussels, Belgium.

Goldstein, D. G. (2008). Invited Presentation. Department of Marketing, Columbia University Graduate School of Business.

Goldstein, D. G. (2008). Invited Presentation. Department of Marketing, New York University Stern School of Business.

Goldstein, D. G. (2008). Invited Presentation. Decision Sciences, INSEAD, Fontainebleau, France.

Goldstein, D. G. (2008). Invited Presentation. Department of Marketing Management, Erasmus University, Rotterdam, The Netherlands.

Goldstein, D. G. (2008). Competitive paper. Society for Judgment and Decision Making Conference, Chicago.

- Goldstein, D. G. (2008). Competitive symposium participant. INFORMS Annual Meeting, Washington, DC.
- Goldstein, D. G. (2008). Competitive symposium participant. Association for Consumer Research Conference, San Francisco.
- Goldstein, D. G. (2008). Competitive symposium participant. European Marketing Academy Conference, Brighton, UK.
- Goldstein, D. G. (2007). Invited Presentation. Department of Marketing and Organisation. Katholieke Universiteit, Leuven, Belgium.
- Goldstein, D. G. (2007). Invited Presentation. School of Psychology, University of Plymouth.
- Goldstein, D. G. (2007). Presenter. Economics of Behaviour and Decision Making Seminar, Westminster Business School.
- Goldstein, D. G. (2007). Competitive paper. 21st Research Conference on Subjective Probability, Utility, and Decision Making (SPUDM21), Warsaw.
- Goldstein, D. G. (2007). Competitive symposium discussant on "Experience-Based Decisions", 22nd Research Conference on Subjective Probability, Utility, and Decision Making (SPUDM22), Warsaw.
- Goldstein, D. G. (2007). Invited presentation. Behavioral Decision Making Colloquim, Anderson School of Management, UCLA.
- Goldstein, D. G. (2007). Invited presentation. Department of Psychology, University College London.
- Goldstein, D. G. (2007). Invited presentation. London Judgment and Decision Making Group.
- Goldstein, D. G. (2006). Invited presentation. Faculty of Psychology, University of Basel, Switzerland.
- Goldstein, D. G. (2006). Invited presentation. Wellcome Trust Centre for Neuroimaging, University College, London.
- Goldstein, D. G. (2006). Invited presentation. **Financial Services Authority**, United Kingdom.
- Goldstein, D. G. et al (2006) Competitive Roundtable: How to do (better) Web-based Research. Association for Consumer Research Conference, Orlando, FL.
- Goldstein, D. G. (2006). Invited presentation: Consumer Preferences for Investment Products. Consumer Behavior and Bounded Rationality Conference. Economic and Social Research Council Center for Economic Learning and Social Evolution, University College London.
- Goldstein, D. G. (2006). Invited paper. Behavioural Finance and Market Efficiency Conference, Warwick Business School, United Kingdom.
- Goldstein, D. G. (2006). Competitive paper. Yale Conference on Collaborative and Interdisciplinary Marketing Research.
- Goldstein, D. G. (2006). Competitive paper. Marketing and Public Policy Conference, Long Beach, CA.
- Goldstein, D. G. (2006). Invited presentation. Leeds University Business School Center for Decision Research.
- Goldstein, D. G. (2006). Invited presentation. London School of Economics.
- Goldstein, D. G. (2005). Defaults as Queries: How Defaults Change Preferences. Society for Judgment and Decision Making Conference. Toronto.
- Goldstein, D. G. (2005). Enabling Consumers To Specify Risk Preferences Directly as an Example Of Transformative Consumer Research. Association for Consumer Research Conference, San Antonio.

- Goldstein, D. G. (2005). Measuring consumer risk-return preferences. London School of Economics.
- Goldstein, D. G. (2005). Risk Aversion and Loss Aversion in Retirement Investors. 20th Research Conference on Subjective Probability, Utility, and Decision Making (SPUDM20), Stockholm.
- Goldstein, D. G. (2005). Measuring consumer risk-return preferences. Harvard Business School.
- Goldstein, D. G. (2005). Measuring consumer risk-return preferences. Singapore Management University.
- Goldstein, D. G. (2005). Measuring consumer risk-return preferences. Zicklin School of Business, Baruch College.
- Goldstein, D. G. (2005). Risk aversion and loss aversion in retirement investors. Fordham University Business School.
- Goldstein, D. G. (2005). Measuring consumer risk-return preferences. The Eller College of Business and Public Administration, University of Arizona.
- Goldstein, D. G. (2004). Risk aversion and loss aversion in retirement investors. Society for Judgement and Decision Making 2004 Annual Conference, Minneapolis.
- Goldstein, D. G. (2004). Risk aversion and loss aversion in retirement investors. The Ninth Behavioral Decision Research in Management Conference, Duke University.
- Goldstein, D. G. (2004). Individual differences in loss aversion in investors. MIT Sloan School of Business.
- Goldstein, D. G. (2003). Consumers, Risk, and Loss Aversion. University of Pennsylvania Wharton School of Business.
- Goldstein, D. G. (2003). Risk, Uncertainty, and Consumer Behavior. London Business School.
- Goldstein, D. G., Johnson, E. J. & Sharpe, W. F. (2003). An interactive tool for profiling attitudes of consumers of risk-related products. Twenty-Fifth Marketing Science Conference, University of Maryland.
- Goldstein, D. G. (2002). Simple heuristics for decision making. Center for the Decision Sciences. Columbia University.
- Goldstein, D. G. (2002). Reasoning by recognition. Columbia University Social Science Network.
- Goldstein, D. G. (1999). Decision making in improvisational settings. 107th Annual Convention of the American Psychological Association. Boston.
- Goldstein, D.G. (1999). Less-is-more effects in the Real World. Bi-annual Conference on Subjective Probability, Utility and Decision Making. European Association for Decision Making. Mannheim, Germany.
- Goldstein, D.G. (1999). Models of ecological rationality: The recognition heuristic. Psychological Colloquium, Free University of Berlin.
- Goldstein, D. G., Sharpe, W. F., & Blythe, P. W. (1999). The distribution builder: An interactive tool for assessing investor risk preferences. The Third International Stockholm Seminar on Risk Behavior and Risk Management, Stockholm, Sweden.
- Goldstein, D. G., Blythe, P. W. & Sharpe, W. F. (1999). Assessing the risk preferences of individual investors. International Association for Research in Economic Psychology XXIVth Annual Colloquium, Belgirate, Italy.
- Goldstein, D. G. (1999). Group report on why and when simple heuristics work. Dahlem Conference on Bounded Rationality. Berlin, Germany.

- Goldstein, D. G. (1998). Empirical evidence of less-is-more effects. Society for Judgment and Decision Making Conference. Dallas.
- Goldstein, D. G. (1998). Models of bounded rationality: The recognition heuristic. Department of Economics. Harvard University.
- Goldstein, D. G. (1998). Three visions of rationality. Department of Cognitive Sciences. Brown University.
- Goldstein, D. G. (1998). Inference from ignorance: The recognition heuristic. Twentieth Annual Conference of the Cognitive Science Society, Madison, WI.
- Goldstein, D. G. (1998). The recognition heuristic: How to exploit a lack of knowledge. Department of Psychology, Stanford University.
- Goldstein, D. G. (1998). Making good inferences with missing information and very little computation. Seminar on Computational Learning and Adaptation, Center for the Study of Language and Information, Stanford University.
- Goldstein, D. G. (1998). Models of bounded rationality for inference. Decision Analysis Working Group, Department of Engineering-Economic Systems and Operations Research, Stanford University.
- Goldstein, D. G. (1998). Economic inferences based on mere recognition. Workshop on Individual Differences in Economic Behavior and Games. International Center for Economic Research. Turin, Italy.
- Goldstein, D. G. (1997). Reasoning the fast and frugal way. Presentation to the Max Planck Institute for Human Development, Berlin, Germany.
- Goldstein, D. G. & Gigerenzer, G. (1997). Recognition: How to exploit your own ignorance. Poster presentation. The 1997 Meeting of the Society for Judgment and Decision Making, Philadelphia, Pennsylvania.
- Goldstein, D. G. (1997). Reasoning the fast and frugal way: Models of bounded rationality. Behavioral Science Workshop, Graduate School of Business, The University of Chicago.
- Goldstein, D. G. (1996). Recognition as a fundamental heuristic for inference: How organisms exploit their own lack of knowledge to make fast and accurate inferences. The 1996 Meeting of the Society for Judgment and Decision Making, Chicago, Illinois.
- Goldstein, D. G. (1996). The fast and frugal route to reasoning: Models of bounded rationality. British Psychological Society Third International Conference on Thinking. University College, London, England.
- Goldstein, D. G. (1996). How the computer created cognitive psychology. British Psychological Society Third International Conference on Thinking. University College, London, England.
- Goldstein, D. G., Gigerenzer, G. & Miller, G. F. (1996). The adaptiveness of recognition. Thirteenth Biennial Conference of the International Society for Human Ethology, Vienna, Austria.
- Goldstein, D. G. & Gigerenzer, G. (1996). Satisficing inference and the perks of ignorance. Eighteenth Annual Meeting of the Cognitive Science Society, San Diego, California.
- Goldstein, D. G. (1996). How to exploit the structure of environments to achieve near-optimal reasoning: Satisficing algorithms that stand up to rational favorites. International Society for Ecological Psychology Annual Meeting, Hartford, Connecticut, 1996.
- Goldstein, D. G. (1995). Models of bounded rationality for inference: Dealing with constraints of limited time and knowledge. The 15th Annual Meeting of the Society for Subjective Probability Utility and Decision-Making, Jerusalem, Israel.
- Goldstein, D. G. (1995). The less-is-more effect in inference. Poster presentation, The 15th Annual Meeting of the Society for Subjective Probability Utility and Decision-Making, Jerusalem, Israel.

Goldstein, D. G. (1994). The less-is-more effect in inference. Third Practical Aspects of Memory Conference. College Park, Maryland.

Goldstein, D. G. (1994). The recognition principle. Northwestern University, Evanston, Illinois.

Goldstein, D. G. (1991). Language processing with push-down automata. Department of Linguistics and Computer Science. Université de Provence, Aix-en-Provence, France.

Martignon, L., Hoffrage, U., & Goldstein, D. G. (1999). Environment structures that influence heuristic performance. The 1999 Meeting of the Society for Judgment and Decision Making, Los Angeles, California.

Czerlinski, J., & Goldstein, D. G. (1996). Attractiveness: Some cues weigh infinitely more than others. The 13th Biennial Conference of the International Society for Human Ethology, Vienna, Austria.

Czerlinski, J., Goldstein, D. G. & Gigerenzer, G. (1996). Models of bounded rationality for inference: dealing with constraints of limited time and knowledge. The 38th Tagung experimentell arbeitender Psychologen, Eichstaett, Germany.

Czerlinski, J., Gigerenzer, G., & Goldstein, D. G. (1996). When it pays to be a lazy thinker. Poster at the Workshop on Evolutionary and Ecological Modeling, London, England.

Languages

French (Highly proficient. High Pass on University of Chicago proficiency exam).

German (Highly proficient. High Pass on University of Chicago proficiency exam).

Spanish (Moderate. Six years of study).

Large-Scale Computer Programs

DISTRIBUTION BUILDER (with William Sharpe and Phil Blythe) - An interactive tool for assessing investor risk attitudes as well as the pricing and computation of dynamic investment strategies. (Java, over 2000 lines).

STRUCTURALIST GILLIGAN - a case-based engine to predict story outcomes in the domain of television sitcoms. (LISP, over 2000 lines.)

Employment

Columbia University, NY, NY. Associate Director of the Center for the Decision Sciences. September 2002 -

Fatwire Corporation, NY, NY. Director of Business Development. Director of Products. Jan 2000 - August 2002.

Computer College of Silicon Valley, Menlo Park, CA. Senior Java Instructor. Winter - Spring, 1998.

Rolling Stone Magazine, NY, NY. Web developer (www.rollingstone.com); Perl, cgi-bin and HTML programmer. Per contract, 1997.

Fairchild Publications, NY, NY. Web site developer (for America Online); Perl, cgi-bin and HTML programmer. December 1996.

Max Planck Institute for Psychological Research, Munich, Germany. Unix system administrator; web site developer; Perl, UNIX shell and HTML programmer. 1995 - 1996.

Signature Group, Shaumburg, IL. Internet web site developer (www.netsite.com); Perl, UNIX shell, cgi-bin and HTML programmer. Summer 1995.

Gigerenzer Lab, Department of Psychology, University of Chicago. Simulation research programmer (C, LISP, Mathematica); Local area network administrator. 1993 - 1995.

Regier Lab, Department of Psychology, University of Chicago. Neural net and UNIX shell programmer. Winter - Spring 1995.

Barsalou Lab, Department of Psychology, University of Chicago. Multimedia programmer. Summer 1992.

Center For Applied Linguistics, Washington, DC. Local area network supervisor; database programmer. Summers 1991-1992.

Dictionary of American Regional English, University of Wisconsin--Madison. Volunteer research assistant. 1991.

Laboratory of Clinical Studies, National Institute of Alcohol Abuse and Alcoholism Intramural Research Program, National Institutes of Health, Bethesda, MD. Research assistant. Summer 1987.

Trivia

Worked internationally as a theatre director. 1994-2005.

References

R. Preston McAfee, Microsoft Research.

Duncan Watts, Microsoft Research.

Professor Eric J. Johnson, Marketing, Columbia University Graduate School of Business, New York, NY 10027

Professor Elke U. Weber, Management, Columbia University Graduate School of Business, New York, NY 10027

Professor William F. Sharpe, Department of Finance, Graduate School of Business, Stanford University, Stanford, CA 94305

Professor Gerd Gigerenzer, Max Planck Institute for Human Development, Lentzeallee 94, 14195 Berlin, Germany