

# Erin Lea Krupka

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## EMPLOYMENT

School of Information, University of Michigan	Associate Dean for Faculty	7/1/23-Present
School of Information, University of Michigan	Ex-officio Dean's Advisory Committee	1/1/23-6/30/23
School of Information, University of Michigan	Doctoral Director	4/30/19-4/30/23
School of Information, University of Michigan	Professor (w. Tenure)	2024-Present
School of Information, University of Michigan	Associate Professor (w. Tenure)	2017-2024
School of Information, University of Michigan	Assistant Professor	2009-2017
IZA Institute of Labor Econ., Bonn, Germany	Research Associate	2007-Present

## EDUCATION

Carnegie Mellon University, Pittsburgh, PA - Ph.D., Behavioral Decision Research	2007
Carnegie Mellon University, Pittsburgh, PA - M.S., Behavioral Decision Research	2004
Carnegie Mellon University, Pittsburgh, PA - M.S., Social and Decision Science	2004
University of Chicago, Chicago, IL - MPP, Master of Public Policy	2002
Wheaton College, Norton, MA - B.A., Comparative Literature and a Wheaton Scholar	1997

## PUBLICATIONS

### Articles in refereed journals (students and post-docs underlined)

Hoover, H. and Krupka, E. L. (*forthcoming*). Different norms of sexual activity and consent seeking among college students: Social identity and statistical discrimination. *Journal of Economic Behavior and Organization*.

Bae, J., Choi, B., Krupka, E., & Lee, S. (2025). Harnessing Project Identity and Safety Norms to Promote Construction Workers' Safety Behavior: Field Intervention Study. *Journal of Construction Engineering and Management*, 151(3), 04024208.

Krupka, E. L., & Weber, R. A. (2025). Krupka-weber norm elicitation method: a review. *Elgar Encyclopedia of Behavioural and Experimental Economics* (eds. Chuah, S., Hoffmann, R., and Neelim, A.), Edward Elgar Publishing Ltd., 270-273.

Chang, D., Chen, R., Krupka, E. L., & Song, Z. (2024). Do policy instruments that restrict social identity expression increase economic cooperation? *European Economic Review*, 170, 104847.

\*Kullgren, J., Kim, H., Slowey, M., Colbert, J., Soyster, B., Winston, S., Ryan, K., Forman, J., Riba, M., Krupka, E. and Kerr, E., (2024). Using Behavioral Economics to Reduce Low-Value

Care Among Older Adults: A Cluster Randomized Clinical Trial. *JAMA Internal Medicine*, 184(3), 281-290. [\*2025 SGIM Best Published Research Paper of the Year Award]

Kimbrough, E., Krupka, E., Kumar, R., Murray, J., Ramalingam, A., Sánchez-Franco, S., Sarmiento, O. Kee, F., and Hunter, F. (2024). On the stability of norms and norm-following propensity: A cross-cultural panel study with adolescents. *Experimental Economics*, 1-28.

Murray, J.M., Sánchez-Franco, S.C., Sarmiento, O.L., Kimbrough, E.O., Tate, C., Montgomery, S.C., Kumar, R., Dunne, L., Ramalingam, A., Krupka, E.L. and Montes, F., (2023). Selection homophily and peer influence for adolescents' smoking and vaping norms and outcomes in high and middle-income settings. *Humanities and Social Sciences Communications*, 10(1), 1-35.

Krupka, E., Hoover, H., Eckel, C., Rosenblat, T., Ojumu, O., & Wilson, R. K. (2023). Multiple social identities cloud norm perception: Responses to COVID-19 among university aged Republicans and Democrats. *Frontiers in Behavioral Economics*, 2, 1205873.

Eckel, C., Hoover, H., Krupka, E., Sinha, N., & Wilson, R. (2023). Using social norms to explain giving behavior. *Experimental Economics*, 26(5), 1115-1141.

Tate, C., Kumar, R., Murray, J.M., Sanchez-Franco, S., Sarmiento, O.L., Montgomery, S.C., Zhou, H., Ramalingam, A., Krupka, E., Kimbrough, E. and Kee, F. (2022). The personality and cognitive traits associated with adolescents' sensitivity to social norms. *Scientific Reports*, 12(1), pp.1-11.

Krupka, E., R. Weber, R., Croson, R. T., and Hoover, H. (2022). When in Rome: Identifying Social Norms as a Group Phenomenon. *Judgement and Decision Making Journal*, 17(2), 263-283.

Murray, J.M., Kimbrough, E.O., Krupka, E. et al. (2020) Confirmatory factor analysis comparing incentivized experiments with self-report methods to elicit adolescent smoking and vaping social norms. *Scientific Reports* 10, 15818. <https://doi.org/10.1038/s41598-020-72784-z>

Hunter, Ruth, Montes, F., Murray, J. M., Sanchez-Franco, S., Montgomery, S. C., Jaramillo, J., Tate, C., Kumar, R., Dunne, L., Ramalingam, A., Kimbrough, E., Krupka, E., Zhou, H., Moore, L. Bauld, L., Llorente, B., Sarmiento, O. L., Kee, F. (2020). "Mechanisms Study: Using Game Theory to assess the effects of social norms and social networks on adolescent smoking in schools - a proof of concept study" *Frontiers in Public Health, section Public Health Education and Promotion*, 8, 377.

Chang, D., Chen, R., and Krupka, E. (2019). Rhetoric matters: A social norms explanation for the anomaly of framing. *Games and Economic Behavior*, 116, 158-178.

Chen, Y., Jiang, M., and Krupka, E. (2019). Hunger and the Gender Gap. *Experimental Economics*, 22(4), 885-917.

Jenkins, K. R., Fakhoury, N., Richardson, C., Segar, M., Krupka, E., and Kullgren, J. (2019). Characterizing Employees' Preferences for Incentives for Healthy Behaviors: Examples to Improve Interest in Wellness Programs. *Health Promotion Practice*, 20(6), 880-889.

Kullgren, J., Krupka, E., Schachter, A., Linden, A., Miller, J., Acharya, J., Alford, J., Duffy, R., and Adler-Milstein, J. (2018). Primary Care Clinician Commitments to Choose Wisely About Low-Value Services: A Mixed-Methods, Stepped Wedge Cluster Randomized Trial. *British Medical Journal Quality and Safety*, 27: 355-364.

Anderson, K., Song, K., Lee, S., Krupka, E., Lee, H., and Park, M. (2017). Longitudinal Analysis of Normative Energy Use Feedback on Dormitory Occupants' Energy Consumption. *Applied Energy*, 189, 623-639.

Krupka, E., Leider, S., and Jiang, M. (2017). A Meeting of the Minds: Contracts and Social Norms. *Management Science*, 63(6), 1708-1729.

Krupka, E., and Croson, R.. (2016). The Differential Impact of Social Norms Cues on Charitable Contributions. *Journal of Economic Behavior & Organization*, 128, 149-158.

Zulman, D. M., Damschroder, L. J., Smith, R., Resnick P., Sen, A., Krupka, E., Richardson, C. (2013). Implementation and Evaluation of an Incentivized Internet-Mediated Walking Program for Obese Adults. *Translational Behavioral Medicine*, 3(4), 357-369.

Gino, F., Krupka, E., and Weber, R.. (2013). License to Cheat: Voluntary Regulation and Ethical Behavior. *Management Science*, 59(10), 2187-2203.

Krupka, E. and Stephens Jr., M. (2013). The Stability of Measured Time Preferences. *Journal of Economic Behavior and Organization*, 85, 11-19.

Krupka, E. and Weber, R. (2013). Identifying Social Norms Using Coordination Games: Why Does Dictator Game Sharing Vary?. *Journal of the European Economic Association*, 11(3), 495-524.

Burks, S. V. and Krupka, E. (2012). Behavioral Economic Field Experiments Can Identify Normative Alignments and Misalignments within a Corporate Hierarchy: Evidence from the Financial Services Industry. *Management Science*, 58(10), 203-217.

Krupka, E. and Weber, R. (2009). The Focusing and Informational Effects of Norms on Pro-Social Behavior. *The Journal of Economic Psychology*, 30(3), 307-320.

Lusardi, A., Cossa, R. and Krupka, E. (2001). Savings of Young Parents. *Journal of Human Resources*, 36(4), 762-794.

### **Refereed Conference Proceedings**

Chang, D., Krupka, E., Adar, E., and Acquisti, A. (2016). Design, Perception, and Action: Engineering Information Give-Away. *Proceedings of the 34<sup>th</sup> International Conference on Human Factors in Computing Systems 2016 (CHI 2016)*. San Jose, CA, USA. May 7-11, 2016. (Acceptance rate 22%)

Munson, S., Krupka, E., Richardson, C., and Resnick, P. (2015). Effects of Public Commitments and Accountability in a Technology-Supported Physical Activity Intervention. *Proceedings of the 33rd International Conference on Human Factors in Computing Systems 2015 (CHI 2015)*. Seoul, Korea. April 18-23. (Acceptance rate 25%)

Hullman, J., Krupka, E. and Adar, E. (2015). Evaluating Approaches to Crowd Source Visual Analytics. *Collective Intelligence Conference*

## Other publications

Cossa, R., Heckman, J., Kleindorfer (Krupka), E., Maciera, D., and Meltzer, D. (1999). Opportunities for Productive Government Involvement in Health in Argentina. Contracted by the World Bank and prepared for the Secretary of Fiscal Equity of the Argentine Government.

## WORK IN PROGRESS

Charness, G., Dimant, E., Gneezy, U., Krupka, E. (2025) Experimental Methods: Eliciting and Measuring Social Norms. *Submitted to Journal of Economic Behavior*

Krupka, E. and Lee, Y. (2025). The Persistent and Broad Effects of Disinformation on Behaviors, Beliefs, and Norms. *Manuscript available*.

Dimant, E.; Krupka, E.; Robertt, A. (2025). "Escalation and Polarization Spillovers", *Manuscript in preparation*.

Krupka, E. and Schneeberger, A. (2023). Determinants of norm compliance: Moral similarity and group identification. *Reject & Resubmitted, Management Science*.

Murray, J. M., Sanchez-Franco, S. C., Sarmiento, O. L., Kimbrough, E. O., Tate, C., Montgomery, S. C., Kumar, R., Dunne, L., Ramalingam, A., Krupka, E., Montes, F., Zhou, H., Moore, L., Bauld, L., Llorente, B., Kee, F., and Hunter, R. (2024). Moderators of peer influence effects for experimentally measured smoking and vaping norms, and other smoking outcomes, in adolescents from high and middle-income settings: the MECHANISMS study. *Submitted European Journal of Social Psychology*.

Murray, J. M., Sanchez-Franco, S. C., Sarmiento, O. L., Kimbrough, E. O., Tate, C., Montgomery, S. C., Kumar, R., Dunne, L., Ramalingam, A., Krupka, E., Montes, F., Zhou, H., Moore, L., Bauld, L., Llorente, B., Kee, F., & Hunter, R. (2023). Mediation analysis investigating the mechanisms of two school-based smoking prevention interventions in adolescents from Northern Ireland and Bogotá: The MECHANISMS study. *Manuscript*.

Krupka, E. and Song, Z. (2021). An Empirical Analysis of "We Thinking" and Status. *Manuscript available*.

Krupka, E., Leider, S., and Jiang, M. (2021). Promises-keeping Norms and Renegotiation Behavior. *Manuscript*.

## GRANTS

### NSF

#### 2020-2023

Project Title: Collaborative Research: The Impact of COVID-19 on Norms, Risk-taking, Information and Trust

Directorate: Social, Economic Sci. (SES)

Program: Decision, Risk and Magmt. Sci

Award Number: 2027513  
Award Amount: \$199,793  
Role: **Co-PI**

The novel coronavirus (COVID-19) has hit countries around the world very hard. Governments and health organizations provide extensive information and recommend behavior to avoid contracting the disease and spreading it to others. In this project we exploit previous samples of subjects recruited under two prior NSF-supported projects to test the impact of the information and recommendations on behavior, social norms, trust in each other and institutions, and risk-tolerance. The **intellectual merit** is to study the impact of a national health catastrophe on information processing, social norms, trust and reciprocity and risk-taking. The **broader impacts** are to expand understanding of how COVID affects individual perceptions and behavior, as well as social norms, will provide crucial information relevant for policy design in the current setting and for the inevitable future outbreaks.

## 2018-2022

Project Title: Impacts of Heterogeneous Organizational Backgrounds and Social Norms on Employees' Behaviors in Temporary Organizations: Focusing on Safety Behavior in Construction Projects

Directorate: Social, Behavioral and Economic Sci. (SBE) / Social and Economic Sci. (SES)

Program: Science of Organizations

Award Number: 1759199

Award Amount: \$345,181

Role: **Co-PI**

The **intellectual merit** is to extend theories on temporary organizations and organizational identification by identifying the mechanisms through which desirable social norms are translated into organization members' behaviors with the help of organizational identification. Identifying effective managerial actions/strategies to increase workers' project identification contributes to the development of organizational actions/strategies that can overcome heterogeneous organizational backgrounds and short tenure issue in a temporary organization, which eventually will improve employee behaviors like safety. **Broader Impacts:** The proposed research will contribute to developing cost-efficient and durable safety management strategies driven by positive social influence and the enhanced project identification of workers. This benefits the construction industry's competitiveness and a wide variety of temporary organizations (e.g., R&D projects, task force, emergency response teams, international joint venture, and large scale events organizing committee), where multiple organizational backgrounds coexist and conflict with each other, and norms are fragmented. Effective education of students and professionals for climate and social influence-based management approaches increases the competitiveness of the U.S industries.

## 2015-2017

Project Title: Collaborative Research: SaTC Eager: Design, Perception, and Action – Engineering Information Give-Away

Directorate: Computer and Information Science and Engineering

Program: Secure and Trustworthy Computing (SaTC)

Award Number: 1537483

Award Amount: \$224,675

Role: **PI**

The **intellectual merit** lies in using experiments to identifying the impact of design on the perception of social norms and subsequent information divulging behavior. We test econometrically an extension of the privacy calculus model that includes a preference for norm compliance,

estimating an individual's willingness to trade-off between privacy preserving behavior and compliance with sharing norms. We demonstrate how tools from different disciplines can be used to enhance understanding of design in cybersecurity and HCI. Finally, the instruments we will design and test may be directly used to safeguard users from responding to malevolent norm-shaping interfaces. The **broadier impact** stems from affecting discourse and development of tools for the study of user interfaces as embodiments of social norms and other aspects of the culture and organization that the interface represents.

## 2012-2016

Project Title: REU Site: Incentive Centered Design  
 Directorate: Social, Behavioral and Economic Sci. (SBE)  
 Award Number: 1156469  
 Award Amount: \$350,000  
 Role: **PI (since 2012)**

**Intellectual merit:** This grant provides a diverse group of promising students with a short-term research experience to foster their intellectual growth as scientists, and to provide an important building block for a rewarding long-term career in the fields of social sciences and information technology unified by the incentive-centered design approach. The **broadier impacts** are to supplement traditional undergraduate study with access to research experiences as well as a broad range of educational and social activities that forge the participating students into a community of scholars. Second, this program specifically targets those students who come from undergraduate institutions that may not have large research programs as well as students from under-represented populations in STEM fields.

Project title: **Eager: The Covenants We Live By: Normative Social Influence on Behavior**  
 Directorate: Social, Behavioral and Economic Sci. (SBE)  
 Award Number: 1423043  
 Award Amount: \$55,000  
 Role: **PI**

**Intellectual Merit:** This grant advances the study of the impact of social norms on choice by characterizing empirical regularities related to the emergence and transmission of norms and supporting the on-going development and validation of a Norm Elicitation Protocol. One paper is currently in revise and resubmit status and three further projects are in development. **Broadier Impacts:** This work can be applied to those who seek to understand and shape behavior in arenas such as consumer, civic, or corporate behavior.

## ERINN (Economic Research on Identity, Norms and Narratives), The University of Oxford 2019-2023

Project Title: Social Identity: A flexible conception of identity and shared narratives or a fixed trait?  
 Award Amount: \$62,000  
 Role: PI  
 Duration: 2019-2023

One view of how social identity impacts choice is that it is driven by a fixed individual propensity to be attached to an identity. However, a different conceptualization of social identity attachment is that strength-of-attachment waxes and wanes with situational features. The **intellectual merit** of this research program is to identify parsimonious tests that distinguish between these two different concepts of how identity modulates behavior. Testing the “strength-of-attachment” conceptualization has considerable and important **broadier implications** for how we model and

craft policy-interventions that leverage social identity motivated behavior. If such phenomena as in-group favoritism are derived from attachment to group identity (and less from an individual tendency to be attached), then, and only then, does it makes sense to attempt to alter identity-motivated choice through framing our choices or creating policy interventions that alter the stories or narratives we tell. Further, the “strength of attachment” view has implications for the development of theory and the design of new methodologies for testing theories.

## **Medical Research Council, UK**

**2018-2023**

Project Title: Using Game Theory to assess the effects of social norms and social networks on adolescent smoking in schools: a proof of concept study

Award Amount: £729,225

Role: **Co-PI**

**Intellectual merit:** Contrast two school-based smoking prevention interventions among adolescents in the UK and Colombia to test norms-based mechanisms of action, characterize the mechanisms of action of smoking prevention interventions in schools, learning lessons for future intervention research. The **broader impacts** range from improved understanding of underlying mechanisms of population level behavior change interventions, through improving the approaches to their evaluation and informing future policy agendas.

## **The Donaghue Foundation**

**2016-2018**

Project Title: Provider, Patient, and Health System Effects of Provider Commitments to Choose Wisely

Award Amount: \$600,000

Role: **Co-PI**

**Intellectual Merit:** Clinicians’ decisions to order potentially unnecessary services -- such as those targeted in the Choosing Wisely® campaign -- are often affected by their high-pressure practice environments, which can make it hard to consistently avoid ordering low-value care. The field of behavioral economics offers a promising and highly scalable approach to decreasing use of low-value services: asking clinicians to commit to avoid ordering such services and providing them and their patients with resources to support adherence to this commitment. We evaluate the effects of such an intervention, which we call Committing to Choose Wisely (CCW), across 2 large health systems through a mixed-methods, stepped wedge cluster randomized trial. In each of the study clinics, clinicians will be invited to commit to following a set of targeted Choosing Wisely recommendations. Clinicians, who make such a commitment, and their patients, will receive access to key resources to support adherence to this commitment. To measure the effects of the intervention, we use clinical automated data and focused medical record review data to examine rates of orders for targeted services before and after the intervention. **Broader Impacts:** We disseminate our findings widely by partnering with the Michigan State Medical Society, a Statewide Health Learning Collaborative, and a National Steering Committee comprised of key stakeholders, including leaders from Choosing Wisely, the American College of Physicians and Consumers Reports.

## **Robert Wood Johnson Foundation**

**2013-2015**

Project Title: Decreasing Overuse of Low-Value Health Care Services Through Physician Precommitment

Award Amount: \$199,417  
Role: **Co-PI**

**Intellectual merit:** Physicians often make decisions about ordering low-value services during clinical encounters when their thinking can be rushed and susceptible to patient demands. Shifting physicians' decisions about ordering low-value services to the preencounter period when their thinking is slower and more deliberative -- and then inviting precommitment to avoid ordering a low-value service during the upcoming clinical encounter -- offers a highly scalable solution that would readily generalize to a range of care settings. We conduct a mixed-methods stepped wedge cluster randomized trial in primary care clinics. At the start of the control period, physicians will be shown the 3 applicable Choosing Wisely recommendations. In the intervention period, physicians who will be seeing a patient for 1 of the 3 target conditions will be shown the applicable Choosing Wisely recommendation and invited to precommit to avoid ordering a low-value service for that patient. Physicians will remain free to order services at any time without penalty. After the intervention period, we will conduct surveys and semistructured interviews with physicians to gain a deep understanding of their responses to the intervention so as to optimize its design. **Broader Impacts:** through dissemination to practicing communities we have the opportunity to change how care is delivered.

#### 2012-2013

Project Title: Impacts of Public Announcements of Goals and Outcomes on Goal Completion  
Award Amount: \$100,000  
Role: **Co-PI**

**Intellectual Merit:** We test the effect of public announcements of physical activity *goals* and of pre-committing to announcing the *outcome* through a controlled trial. All participants wear an uploading pedometer and access an online walking program (web interface was designed in-house). Daily step-count targets are exogenously set in an individually tailored way and automatically adjust on a weekly basis. In a between-subject design, subjects are in one of three conditions: goal setting and outcomes of goal attainment both only privately known, public goal setting (announcements are emailed to subjects' friends) and outcomes of goal attainment kept private, public goal setting and outcomes of goal attainment are public (both announcement and outcome are emailed to friends).

#### University of Michigan (internal)

##### 2020-2023

Project Title: Out-group minority bias and the persistence of stereotypes in sexual consent  
UM NCID  
Award Amount: \$4,980, **PI**

Using Identity Theory and behavioral economics, I identify the impact of implicit gender, race and sexual orientation bias on obtaining consent in the context of college students' sexual interactions. The central problem I tackle is this: bias stemming from identities rooted in gender, race, and sexual identification affect consent-seeking behavior among college students and require policy and support for seeking consent to be informed by knowledge of these biases. My results identify interventions at the intersection of behavior (consent seeking actions) and policy (setting guidelines and shaping norms) that prominently address inherent biases associated with race, gender and sexual orientation.

##### 2015-2016

Elizabeth Crosby, Award Amount: \$15,609, **PI**



**2014-2015**

Distinguished Award for Interdisciplinary Sustainability (DOW), Award Amount: \$5,000, **PI**

**2013-2015**

Office of Research (UMOR), Award Amount: \$25,945, **PI**

Office of the Vice President for Research (OVPR) grant, Amount: \$12,971, **PI**

**2012-2013**

Elizabeth Crosby, Award Amount: \$12,233, **PI**

**2011**

Rackham Summer Research support grant, Amount: \$3,000

Office of the Vice President for Research (OVPR), Amount: \$4,000, **PI**

**Other**

DFG/NSF Travel Grant for Conference on Contextualizing Economic Behavior, 2008

Center for Behavioral Decision Research Small Grants Program, March 2006

Graduate Student Association, Graduate Conference Funding, March 2006

Ford Motor Company Graduate Student Research Grant, February 2006

Ford Motor Company Graduate Student Research Grant, September 2002

GuSH, Graduate Small Project Help, September 2002

## **AWARDS and Honors**

**2024-2025**

Big Ten Academic Alliance Academic Leadership Program (ALP), nominated and selected

2025 SGIM Best Published Research Paper of the Year Award

Kullgren, J., Kim, H., Slowey, M., Colbert, J., Soyster, B., Winston, S.,  
Ryan, K., Forman, J., Riba, M., Krupka, E. and Kerr, E., (2024). Using  
Behavioral Economics to Reduce Low-Value Care Among Older Adults:  
A Cluster Randomized Clinical Trial. JAMA Internal Medicine, 184(3),  
281-290.

The Economic Science Association Prize for Exceptional Achievement

**2022-2023**

Advising Council at the University of Michigan (ACUM) Outstanding Advisor Award, nominated

**2018-2019**

Honored Instructor Award from University of Michigan Housing, nominated and selected

**2013-2014**

Golden Apple Award – student nominated and recognizes outstanding teaching, nominated

**2010-2011**

University of Michigan School of Information Outstanding Teacher Award, nominated and selected

## TEACHING

### Doctoral Student Courses

#### 2023

SI 706 Research and Writing a Critical Literature Review (developed in 2023)

#### 2022

SI 705 First Semester Experience

#### 2020

SI 710 Social Identity and Narratives (developed in 2020)

SI 705 First Semester Experience

#### 2019

SI 705 First Semester Experience

#### 2017

SI 840 Survey of Research Methods Seminar for School of Info. Students (redesigned in 2017)

(external) Morality & Ethical Choice: A feeling, a calculus or sacred value? (developed in 2017)

#### 2016-and prior

SI 717 Choice Architecture (developed in 2010), taught 3x

### Masters Student Courses

#### 2022

SI 617 Choice Architecture

SI 534 Theories of Social Influence

#### 2021

SI 617 Choice Architecture

#### 2020

SI 534 Theories of Social Influence

SI 534 Theories of Social Influence

#### 2016-and prior

SI 534 Theories of Social Influence (developed in 2009), taught 9x

SI 617 Choice Architecture (developed in 2010), taught 7x

### Undergraduate Student Courses

#### 2019

SI 110 Introduction to Information Studies (2x that cycle, Fall and Winter)

SI 334 Persuasion and Social Influence (developed in 2013)

#### 2018

SI 110 Introduction to Information Studies

#### 2017

SI 110 Introduction to Information Studies

SI 334 Persuasion and Social Influence

#### 2016-and prior

SI 334 Persuasion and Social Influence (developed in 2013), taught 3x

## CONFERENCES AND PROGRAM PARTICIPATION

### Invited Talks

#### 2025

2025 Florence Meeting on Behavioural and Experimental Economics

Economic Research on Identity, Norms, and Narratives (ERINN), Venice, Italy

Seminar in Microeconomics, Norms, University of Konstanz, Germany

#### 2024 (Limited due to start of my role as Associate Dean for Faculty)

**2023**

Directions of Polarization, Social Norms, and Trust in Societies: Perspectives from Behavioral Sciences, **Invited speaker and panelist**, Massachusetts Institute of Technology  
Center for Decision Making and Economic Psychology, Ben-Gurion University of the Negev, workshop presentation, conference presentation  
Ben-Gurion University of the Negev, Department of Economics Seminar, seminar speaker  
University of Haifa, Israel, Department of Economics Seminar, seminar speaker  
Max-Planck-Institute for Research on Collective Goods, **Junior faculty mentoring and seminar speaker**

**2022**

iSEE 2022 (International Symposium in Experimental Economics) NYU Abu Dhabi, presenter  
Iowa Economics Department, seminar speaker  
Bogotá Experimental Economics Conference, **Keynote address**  
NoBeC (Norms and Behavioral Change) Penn Center for Social Norms and Behavioral Dynamics

**2021**

RExCon21: International Conference on Social norms, **Keynote address**  
NIDDK Michigan Center for Diabetes Translation Research at the University of Michigan, **Keynote address**  
Purdue University, Economics Department, seminar speaker  
Queens University, Kingston, Ontario, Economics Seminar

**2020**

Middlebury College Economics Department, seminar speaker  
Max Planck Institute for Research on Collective Goods, seminar speaker  
University of Vienna, Business and Economics Department, seminar speaker

**2018**

Latin-American Workshop on Experimental and Behavioural Social Sciences (LAWEBESS) at Universidad de Santiago de Chile, Santiago, **Keynote address**  
The Institute of Continuing Legal Education, **Keynote address**  
University of Berlin, department of Economics, seminar speaker  
University of Cologne, Department of Management, Economics and Social Sciences, **Junior faculty mentoring and seminar speaker**

**2016**

Workshop on Cultural Transmission and Social Norms, University of East Anglia, Economics  
NYU Stern School, Collective Intelligence Conference, **Plenary speaker**  
Texas A&M University, Economics Department, seminar speaker  
The University of Pennsylvania, Department of Philosophy, Politics and Econ., seminar speaker  
Workshop in Honor of John Van Huyck, Dallas, TX, seminar speaker

**2015**

University of Cologne, Department of Management, Economics and Social Sciences, **Junior faculty mentoring and seminar speaker**  
The University of Michigan Ross Business School, Marketing Department, seminar speaker  
The University of Nottingham, School of Economics, seminar speaker  
Pennsylvania State University, Smeal College of Business, seminar speaker  
University of Massachusetts Amherst, Department of Resource Economics, seminar speaker

University of Michigan, Presidential Inauguration Privacy Symposium, **invited speaker**

**2014**

Indiana University-Purdue University Indianapolis, Indiana University Public Policy Institute  
School of Public and Environmental Affairs, **Round table speaker**  
Florida State University, Economics Department, seminar speaker  
University of Zurich (ETH), Economics Department, seminar speaker  
University of Michigan, Department of Psychology, seminar speaker

**2013**

Florida State University, Economics Department, seminar speaker

**2012**

University of Iowa, **STEM speaker series**  
University of Iowa, Economics Department, seminar speaker  
University of Michigan, Ross School of Business and the Erb Institute, seminar speaker

**2011**

INSEAD Business School, Decision Science and Org. Behavior Seminar, seminar speaker  
University of Michigan, Department of Psychology, seminar speaker  
University of Michigan, Ross Business School Inter-disciplinary Committee on Org. Studies  
University of Michigan, Stiet panel discussant on “Research Ethics”  
University of Michigan, Ross Business School, seminar speaker  
University of Konstanz, Switzerland, seminar speaker  
University of California Berkley, Economics Department, seminar speaker

**2009**

Erasmus University, School of Economics, seminar speaker  
Georgia State University, Andrew Young School, **seminar speaker and Junior Mentoring Lunch**

**2008**

University of Helsinki, School of Economics, seminar speaker  
UT-Dallas, Economics Department, seminar speaker  
Contextualizing Economic Behavior, **featured speaker**  
XI Summer School on Economics and Philosophy: Social Norms, Foundations for Human Social  
Behavior, seminar speaker

**Conference Presentations**

**2025** (Limited due to my role as Associate Dean for Faculty + start of ESA Mentoring Director)

**2024** (Limited due to my role as Associate Dean for Faculty)

Behavioral Measurement Conference, Goethe University, Frankfurt, conference presentation

**2023**

Allied Social Science Associations Meetings, (ASSA / ESA Session)

**2022**

Economic Science Association (ESA)

**2021**

Allied Social Science Associations Meetings, (ASSA / ESA Session)  
2021 Society of General Internal Medicine Annual Meeting, paper presented

**2020**

Academy of Management, Vancouver. "Social Norms in Organizations: An Expansive View of Conformity and Deviance in the Workplace", **selected as a showcase symposium for the Organizational Behavior division**

**2019**

ERINN Social Norms Conference (Economic Research on Identity, Norms and Narratives), University of Oxford, England  
ERINN Social Identity Conference (Economic Research on Identity, Norms and Narratives), London School of Economics, England  
European Workshop on Behavioral and Experimental Economics (EWEBE), Lyon, France

**2018**

ERINN Conference (Econ. Research on Identity, Norms and Narratives), Uni. of Oxford, England  
Workshop on Cultural Transmission and Social Norms, MIT, Boston  
Norms and Behavior Change, University of Pennsylvania

**2017**

INFORMS 2017, Atlanta, GA  
Cesifo (Center for Econ. Studies and Ifo Inst. for Econ. Research) conference, Munich, Germany  
Florence-Konstanz workshop on Norms and Multi-Ethnic Societies, Florence, Italy  
Cultural Transmission of Social Norms, Nottingham University, England  
Allied Social Science Associations Meetings (ASSA / SABE session)

**2016**

International Conference on Human Factors in Computing Systems (CHI)  
Experimental Science Association (ESA)  
Behavioral Decision Research in Management

**2015**

International Conference on Human Factors in Computing Systems (CHI)  
SaTC Eager Grantees Workshop: "Workshop on Creating Lasting Relationships Among Computer Scientists and Social Scientists: What Works and What Doesn't"  
Behavioral Economics and Health Symposium, University of Pennsylvania Center for Health Incentives and Behavioral Economics (CHIBE)  
Social Norms and Institutions, University of Zurich (ETH) sponsored special topics conference  
Allied Social Science Associations Meetings (ASSA / AEA session)  
Experimental Science Association (ESA)

**2014**

Allied Social Science Associations Meetings (ASSA / ESA session)

**2011**

Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Allied Social Science Associations Meetings (ASSA / AEA session organizer)  
Experimental Science Association

**2010**

Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Experimental Science Association

**2009**

Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Experimental Science Association

**2008**

Allied Social Science Associations Meetings (ASSA / ESA session)  
Allied Social Science Associations Meetings (ASSA / AEA session)  
Experimental Science Association (ESA)  
Behavioral Decision Research in Management (session organizer and presenter)

**2007**

Society for Judgment and Decision Making

**2006**

Society for Judgment and Decision Making  
Behavioral Decision Research in Management

## **PhD STUDENTS**

### **Chair**

2028 (expected) David Ruttenberg, PhD

2023

Zhewei Song, PhD

2018

Daphne Chang, PhD

2017

Carrie Wenjing Xu, PhD

### **Committee member**

2019

Christopher Marra, Dept. of Music, University of Michigan PhD

2018

Carolyn Watson, Economics Dept. University of Michigan, Undergrad. Honors Thesis

2016

Jackman, Dana, Dept. of Natural Resources and Environment, University of Michigan PhD

2015

Anderson, Kyle, Dept. of Civil Engineering, University of Michigan PhD

2015

Beer, Ruth, Ross Business school Dept. of Business Adm., University of Michigan, PhD

2015

Jiang, Ming, School of Information, University of Michigan, PhD

### **Pre- and Post-Doc supervision**

2023-present

Sandhya Srinivas, Pre-doc supervision

2020-2022

Hanna Hoover, PhD, Post-doc supervision

2019-2020

Monica Tincopa, MD, MSc, Post-doc supervision

2015-2016

Jeffrey Kullgren, Assistant Prof. Dept. of Internal Med. UM, career proposal mentor

## **SERVICE**

### **Internal Service - School of Information and University of Michigan (select)**

**2025**

Coordination and Communications Lead for UMSI school-wide move to new facilities  
2024-2025 Faculty Budget Engagement Committee – Office of the Provost

**2024**

**Co-Chair on the Volunteer Code of Conduct Taskforce**

Compiled a comprehensive list of volunteer roles and categories across UMSI to ensure the draft would be broadly applicable; Consulted with the Office of General Counsel (OGC) and the Equity, Civil Rights, and Title IX Office (ECRT) to understand relevant legal frameworks and existing policies; Identified university-wide policies and procedures related to volunteers to provide comparison and context; Collected and reviewed existing UM and UMSI documents and agreements related to volunteers, identifying key gaps; Recommended changing the name of the document from a “Code of Conduct” to a “Statement of Expectations”; Drafted and revised the expectations statement through multiple feedback cycles with OGC, ECRT, and UMSI leadership before finalizing a version to share with the community.

**Coordination and Communications Lead for UMSI school-wide move to new facilities**

Planning and Strategy (develop a comprehensive move plan and timeline, evaluate the new location to ensure it meets unit needs, identify key requirements for the new facility); Some Budget Management (obtain quotes for move support from vendors); Launch major communications strategy (I served as the primary point of contact for all parties involved in the move, communicated plans and expectations to employees, students, and contractors, provide updates and addressed concerns or questions throughout the process, ensure all staff, faculty, and students were informed about the move process and timeline); Logistics Coordination (schedule move date, consider and create business operations plans to minimize downtime, communications plans around packing, transporting, and unpacking, organized the transfer of services, and technology infrastructure); Space and Resource Management (planned the layout of the new space to meet business needs, ensured furniture, office equipment, and technology meets needs, arranged for necessary renovations or installations at the new site); Staff Coordination (assigned roles and responsibilities to team members involved in the move, arrange for orientation to the new facility); Post-Move Activities (oversaw the setup and functionality of the new premises, created processes to address issues or deficiencies, conducted a post-move evaluation to problem solve).

**2024-2025 Faculty Budget Engagement Committee – Office of the Provost**

**2023**

Ex-officio on the Dean’s Advisory Committee (July ‘23, start Associate Dean for Faculty.)  
Doctoral Program Director, School of Information (through April 30, 2023)  
Promotion and Tenure Committee

**2022**

Doctoral Program Director, School of Information  
Promotion and Tenure Committee

**2021**

Doctoral Program Director, School of Information  
Promotion and Tenure committee  
University of Michigan African Presidential Scholars (UMAPS) Mentor

**2020**

Doctoral Program Director  
University of Michigan African Presidential Scholars (UMAPS) Mentor

Over the past decade, the African Studies Center has run a program that brings early and mid-career African scholars to campus for semester-long research residencies. The program known as the University of Michigan African Presidential Scholars (UMAPS) program

**2019**

Doctoral Program, School of Information  
Promotion and Tenure review  
Search committee for Causal Inference and Machine Learning

**2018**

PhD Committee member  
Attended a Faculty workshop on Graduate Admissions for Excellence and Diversity for Nicole E.  
Causal Inference and Machine Learning Search

**2017**

PhD Committee member  
SBEE seminar series coordinator  
BEE lab group coordinator

**2016**

PhD Curriculum Committee  
Large-scale Causal Behavior Analytics and Social Design search committee member

**2015**

Mhealthy Committee Member  
Career Proposal Mentor to Jeffrey Kullgren

**2014**

MSI (Master at the School of Information) Curriculum Task Force  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program  
Career Proposal Mentor to Jeffrey Kullgren

**2013**

The Undergraduate Committee  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program

**2012**

The Doctoral Committee  
The Undergraduate Task Force  
Faculty Search- Incentive Centered Design  
Specialization coordinator for Incentive Centered Design  
Homecoming activities for School of Information Alums  
Society for Information Management, Policy, Law and Economics (SIMPLE)  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program

**2011**

The Undergraduate Committee  
Interviewed for the School of Information at ASSA  
Teaching Evaluation for Lecturers at the School of Information  
Spoke at the Doctoral Symposium at the School of Information



**2010**

The Undergraduate Committee

**External Service (select)**

**2025**

Director of Mentoring for the Economic Science Association (ESA), through 2026  
Junior faculty mentoring workshop, University of Konstanz

**2024 (Limited due to my role as Associate Dean for Faculty)**

Director of Mentoring for the Economic Science Association (ESA), through 2026  
Implement faculty-led mentorship program to support early-career researchers; Facilitate mentoring matches based on research interests; Develop resources and tools to support mentees (see ESA web page for those resources); Community engagement and programming support at all ESA regional and international meetings; Host mentoring panels for the Global, Asia-Pacific, European, South American, North American, and Africa meetings as well as for BREW-ESA.

**2023**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
Jr. faculty mentoring workshop; Max Planck Institute for Collective Goods, Bonn, Germany.  
Mentoring lab for faculty working on gender, LGBTQ+, race in economics research; virtual.

**2022**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
Norwegian University of Science and Technology, Mentor to the Outstanding Academic Fellows Programme. (Begin May 23, 2022; program period will run from June 2022 to June 2026).  
Jr. faculty mentoring workshop; New York University Abu Dhabi, Economics Department.  
Jr. PhD, Post-doc, faculty mentoring workshop; Bogotá Experimental Econ Conference.  
Mentoring lab for faculty working on gender, LGBTQ+, race in economics research; virtual.

**2021**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
CeMENT Mentor for Junior Faculty (American Economic Association; 5 year commitment).  
Mentoring panel for pre-tenure; Economic Science Association conference.

**2020**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
CeMENT Mentor for Junior Faculty (American Economic Association; 5 year commitment).

**2019**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
CeMENT Mentor for Junior Faculty (American Economic Association; 5 year commitment).  
Jr. female faculty mentoring workshop; University of Cologne (Germany) business school.

**2018**

Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board.  
Jr. female faculty mentoring workshop; University of Cologne (Germany) business school.  
CeMENT Mentor for Junior Faculty (American Economic Association; 5 year commitment)

Economic Science Association (ESA) Board Member.

**2016**

Collective Intelligence Organizing Committee.  
Economic Science Association (ESA) Board Member.

**2015**

Economic Science Association (ESA) Board Member (2015, 3 year appointment).

**2011**

Women's mentoring program at the Institute for the Study of Labor (IZA), Bonn Germany.

## **EDITORIAL**

**2025 (Limited due to my role as Associate Dean for Faculty)**

Journal of Judgment and Decision Making, Associate Editor (3 year appointment, renewed 1/2023)

**2024 (Limited due to my role as Associate Dean for Faculty)**

Journal of Judgment and Decision Making, Associate Editor (3 year appointment, renewed 1/2023)

**2023**

European Economic Review; *Social Norms: Enforcement, Breakdown & Polarization*, Special Issue; Edited by E. Krupka, L. Balafoutas, S. Gächter, E. Dimant and D. Levine

Journal of Judgment and Decision Making, Associate Editor (3 year appointment, renewed 1/2023)

**2022**

European Economic Review; *Social Norms: Enforcement, Breakdown & Polarization*, Special Issue Editor

Economic Journal, Associate Editor

Journal of Judgment and Decision Making, Associate

**2021**

Economic Journal, Associate Editor

Journal of Judgment and Decision Making, Associate Editor

**2020**

Economic Journal, Associate Editor (3 year appointment starting in 2020)

Journal of Judgment and Decision Making, Associate Editor

**2019**

Journal of Judgment and Decision Making, Associate Editor (3 year appointment starting 2019)

## **REFeree AND GRANT REVIEWING**

- American Economic Review
- American Economic Journal: Microeconomics
- Econometrica
- Economic Inquiry

- Experimental Economics
- Games and Economic Behavior
- Journal of Behavioral Decision Making
- Journal of Economic Behavior and Organization
- Journal of European Economic Association
- Journal of Judgement and Decision Making
- Journal of Law, Economics, and Organizations
- Journal of Public Economics
- Journal of Economic Psychology
- Management Science
  
- Computer Human Interaction
- International Journal of Manpower
  
- NSF Grant reviewing