

David J. Hardisty

Curriculum Vitae

Sauder School of Business
University of British Columbia
2053 Main Mall
Vancouver, BC V6T 1Z2
Canada

<http://davidhardisty.info>
david.hardisty@sauder.ubc.ca

Current Position

Assistant Professor of Marketing & Behavioural Science, University of British Columbia,
July 2013-Present

Professional Experience

Acting Assistant Professor Stanford University Graduate School of Business, Stanford, CA, USA.	09/2011- 06/2013
Statistical Consultant Institute for Social and Economic Research and Policy, Columbia University. New York, NY, USA.	02/2010- 07/2011
Web Developer Self-Employed. www.e-sprinter.com .	07/2004- 09/2009

Education

Columbia University, NY, USA	PhD	Psychology	10/2011
Columbia University, NY, USA	MPhil	Psychology	05/2009
Columbia University, NY, USA	MA	Psychology	02/2009
Université Paris Descartes, France	Master of Research	Psychology	06/2006
Stanford University, CA, USA - Phi Beta Kappa, Honors, and Distinction	BA	Psychology	04/2003

Research Interests

Intertemporal Choice, Attribute Framing, Prosocial Marketing & Sustainability

Peer Reviewed Publications

Read, D., Olivola, C. Y., & Hardisty, D. J. (in press). The Value of Nothing: Asymmetric Attention to Opportunity Costs Drives Intertemporal Decision Making. *Management Science*.

Hardisty, D. J., & Pfeffer, J. (in press). Intertemporal uncertainty avoidance: When the future is uncertain, people prefer the present, and when the present is uncertain, people prefer the future. *Management Science*. DOI: 10.1287/mnsc.2015.2349

Wilson, R., Hardisty, D. J., Epanchin-Niell, R., Runge, M., Cottingham, K., Urban, D., Maguire, L., Hastings, A., Mumby, P., & Peters, D. (2015). A typology of timescale mismatches and behavioral interventions to diagnose and solve conservation problems. *Conservation Biology*, 30, 42-49. DOI: 10.1111/cobi.12632

Hardisty, D. J., Appelt, K. C., and Weber, E. U. (2013). Good or bad, we want it now: Present bias for gains and losses explains magnitude asymmetries in intertemporal choice. *Journal of Behavioral Decision Making*, 26, 348-361. DOI: 10.1002/bdm.1771.

Hardisty, D. J., Thompson, K., Krantz, D. H., & Weber, E. U. (2013). How to measure time preferences: An experimental comparison of three methods. *Judgment and Decision Making*, 8 (3), 236-249.

Hardisty, D. J., Orlove, B., Krantz, D. H., Small, A., Milch, K., & Osgood, D. E. (2012). About time: An integrative approach to effective environmental policy. *Global Environmental Change: Human and Policy Dimensions*, 22, 684-694. DOI: 10.1016/j.gloenvcha.2012.05.003

Arora, P., Peterson, N., Krantz, D. H., Hardisty, D. J., and Reddy, K. (2012). To cooperate or not to cooperate: Using new methodologies and frameworks to understand how affiliation influences cooperation in the present and future. *Journal of Economic Psychology*, 33(4), 842-853. DOI: 10.1016/j.joep.2012.02.006

Appelt, K. C., Hardisty, D. J., and Weber, E. U. (2011). Asymmetric discounting of gains and losses: A Query Theory account. *Journal of Risk and Uncertainty*, 43, 107-126. DOI: 10.1007/s11166-011-9125-1.

Hardisty, D. J., Johnson, E. J., and Weber, E. U. (2010). A dirty word or a dirty world? Attribute framing, political affiliation, and query theory. *Psychological Science*, 21(1), 86-92.

Hardisty, D. J. and Weber, E. U. (2009). Discounting future green: Money vs the environment. *Journal of Experimental Psychology: General*, 138(3), 329-340.

Hardisty, D. J. and Haaga, D. A. F. (2008). Diffusion of treatment research: Does open access matter? *Journal of Clinical Psychology*, 64(7), 821-839.

Manuscripts In Preparation

Hardisty, D. J., Frederick, S., and Weber, E. U. (in revision). The Dominance of Dread over Savoring as an Account of the Sign Effect in Discounting.

Hardisty, D. J., Howard, R. C., Knoll, M. & Sussman, A. (in prep). Consumer predictions and payday loans: Expecting the best and getting the worst.

Kas, J., Hardisty, D. J., & Haandgraf, M. (in prep). Steady steps versus sudden shifts: Cooperation in (un)equal step-level and continuous social dilemmas.

Hardisty, D. J., Kunreuther, H., Krantz, D. H., and Arora, P. (in preparation). "Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas.

Hardisty, D. J., Aaker, J., and Catapano, R. (in preparation). Happiness, meaning, and time.

Hardisty, D. J., Treuer, G., and Weber, E. U. (in preparation). Temporal discount rates for real versus hypothetical gains and losses.

Other Publications

Soster, R. & Hardisty, D. J. (2015). Communicating with Schools and Getting Organized for Summer AMA Interviews. In *AMA Transitions Guide: Navigating the Progression from Doctoral Student to Marketing Professor*. Presented by: The American Marketing Association and The AMA Doctoral Student Special Interest Group.

Center for Research on Environmental Decisions. (2009). The psychology of climate change communication: A guide for scientists, journalists, educators, political

aides, and the interested public. New York. Contributed the sections titled "Framing and the Politics of Carbon" in part 2, and "Provide Near-Term Incentives" in part 8. See <http://www.cred.columbia.edu/guide/>.

Conference Presentations

* Indicates presenting author

- Read, D., Olivola, C. Y. & *Hardisty, D. J. (Feb 2016). The Value of Nothing: Asymmetric Attention to Opportunity Costs Drives Intertemporal Decision Making. Society for Consumer Psychology, St. Pete Beach, FL.
- *Hardisty, D. J., Frederick, S. & Weber, E. U. (Feb 2016). The bright side of dread: Anticipation asymmetries explain why losses are discounted less than gains. Society for Consumer Psychology, St. Pete Beach, FL.
- *Hardisty, D. J., Shim, Y., Sun, D. & Griffin, D. (Nov 2015). Encouraging Energy Efficiency: Product Labels Facilitate Temporal Tradeoffs. Society for Judgment and Decision Making, Chicago, IL.
- *Howard, R. C., Hardisty, D. J., Knoll, M., & Sussman, A. (Nov 2015). Understanding the Expense Prediction Bias . Society for Judgment and Decision Making, Chicago, IL.
- *Hardisty, D. J., Sussman, A., Knoll, M., Shaddy, F., & Howard, R. C. (Dec 2014). Predicting consumer use (and mis-use) of payday loans. Conference on Emotions and Well-being, Vancouver, BC.
- *Hardisty, D. J., & Pfeffer, J. (Nov 2012). Does Prospect Theory Hold in Intertemporal Choice? The interaction of time and risk in preferences for gains and losses. Society for Judgment and Decision Making, Minneapolis, MN.
- *Hardisty, D. J., Frederick, S. & Weber, E. U. (Oct 2012). Good or bad, we want it now: Resolution theory explains magnitude reversal in intertemporal choice. Association for Consumer Research, Vancouver, BC.
- *Hardisty, D. J., Frederick, S. & Weber, E. U. (June 2012). Dental procedures and movie star kisses: Dread looms larger than savoring. Behavioral Decision Research in Management, Boulder, CO.
- Appelt, K. C., *Hardisty, D. J., & Weber, E. U. (Oct 2011). I Want It Now!: Query Theory Explains Discounting Anomalies for Gains and Losses. Association for Consumer Research, St. Louis, MO.
- *Hardisty, D. J., Frederick, S. & Weber, E. U. (Nov 2010). "I can't stand waiting!" Dread looms larger than pleasurable anticipation. Society for Judgment and Decision Making, St. Louis, MO.

- *Hardisty, D. J., Thompson, K., Krantz, D., & Weber, E. U. (June 2010). How to measure discount rates? An experimental comparison of three methods. Behavioral Decision Research in Management, Pittsburgh, PA.
- *Hardisty, D. J., Appelt, K. C., & Weber, E. U. (Nov 2009). I want it now!: Why discount rates for losses show reverse frame and reverse magnitude effects. Society for Judgment and Decision Making, Boston, MA.
- *Hardisty, D. J., Kunreuther, H., Krantz, D. H., & Arora, P. (Aug 2009). Time horizons in interdependent security. International Conference on Social Dilemmas, Kyoto, Japan.
- *Hardisty, D. J., Johnson, E. J., & Weber, E. U. (Nov 2008). A Dirty Word or a Dirty World? Attribute Framing, Politics, and Query Theory. Society for Judgment and Decision Making, Chicago, IL. [also: transcript from presentation at Nov 7th CRED lab meeting]
- *Hardisty, D. J., Milch, K. F., Appelt, K., Handgraaf, M. J. J., Arora, P., Krantz, D. H. & Weber, E. U. (Nov 2007). Discounting of Environmental Goods and Discounting in Social Contexts. Society for Judgment and Decision Making, Long Beach, CA.

Conference Posters

* Indicates presenting author

- *Dhaliwal, N., Zhao, J., & Hardisty, D. J. (Nov 2015). Green biases: Evaluating renewable and non-renewable energy. Society for Judgment and Decision Making, Chicago, IL.
- *Molouki, S., Hardisty, D. J., & Caruso, E. (Nov 2015). The sign effect in past and future discounting. Society for Judgment and Decision Making, Chicago, IL.
- Hardisty, D. J., Howard, R. C., *Knoll, M., Shaddy, F. & Sussman, A. (May 2015). Consumer predictions and payday loans: Expecting the best and getting the worst. Consumer Financial Protection Bureau, Washington, DC.
- *Hardisty, D. J., Weber, E. U., & Treuer, G. (Nov 2011). Temporal Discounting of Real vs Hypothetical Gains and Losses. Society for Judgment and Decision Making, Seattle, WA.
- *Hardisty, D. J., Kunreuther, H., Krantz, D. H. & Arora, P. (Jan 2010). Time Horizons in Interdependent Security. Society for Personality and Social Psychology, Las Vegas, NV.

- *Hardisty, D. J., Kunreuther, H., Krantz, D. H. & Arora, P. (Nov 2009). Time Horizons in Interdependent Security. Society for Judgment and Decision Making, Boston, MA.
- *Hardisty, D. J., Johnson, E. J. & Weber, E. U. (May 2009). A Dirty Word or a Dirty World? Framing, Politics, and Query Theory. Association for Psychological Science, San Francisco, CA.
- *Hardisty, D. J., Johnson, E. J., & Weber, E. U. (Jan 2009). Framing Interacts With Political Affiliation to Predict Environmentally-Relevant Purchase Preferences. Association for Consumer Research, Hyderabad, India.
- *Hardisty, D. J. & Weber, E. U. (Nov 2008). Pricing Out Environmental Outcomes Yields Lower Discount Rates. Society for Judgment and Decision Making, Chicago, IL.
- Hardisty, D. J. & Haaga, D. A. H. (May 2008). Open Access Matters: Increasing Reading Rates and Responses by Mental Health Professionals. Association for Psychological Science, Chicago, IL.
- *Hardisty, D. J. & Sanitioso, R. B. (May 2007). Text Based Discussion Influences Group Risk Preference and Decision Making. Association for Psychological Science, Washington, DC.

Fellowships and Grants

SSHRC Insight Grant "Understanding and Eliminating the Expense Prediction Bias and Downstream Consequences" co-written with Abigail Sussman and Melissa Knoll	\$152,582	2016-2020
SSHRC Insight Development Grant "Predicting Consumer Use of Payday Loans"	\$74,650	2014-2016
Sauder Exploratory Research Grant "Resource Constraints"	\$9,050	2014-2015
NSF Doctoral Dissertation Research Improvement Grant: SES-1024599 "Doctoral Dissertation Research in DRMS: Discounting Future Losses" co-written with Elke Weber, Daphna Shohamy, and G. Elliott Wimmer	\$22,310	2010-2011
NSF Decision Risk and Management Science Grant. "Temporal Discounting of Social Goals" co-written with Dave Krantz and Elke Weber	\$644,335	2008-2011

NSF Graduate Research Fellow. "Temporal Discounting of Environmental Outcomes"	\$122,500	2007-2010
INSEAD Research Partner	\$1,500	2005-2006
Stanford Small Funds Grant Recipient	\$500	2002-2003
Stanford Summer Research Fellowship	\$3,000	2002

Courses Taught

Consumer Decision Making (COMM 663)	Instructor	2014,2016
Consumer Behaviour (COMM 362)	Instructor	2014-present
Decisions About the Future	Instructor	Fall 2012
Intro to Statistical Modeling in Psychology	TA & Lab Instructor	Fall 2010
Intro Statistics for Behavioral Scientists	TA & Lab Instructor	Fall 2009
Mind, Brain, and Behavior	TA	Spring 2009
Experimental Methods: Thinking and Decision Making	TA & Lab Instructor	Fall 2007
Developmental Psychology	TA	Fall 2006

Professional Service

Editorial Board Member

Journal of Behavioral Decision Making

Ad Hoc Reviewer

Analyses of Social Issues and Public Policy

Economics Letters

Energy and Buildings

Frontiers in Cognitive Psychology

Frontiers in Personality & Social Psychology

Health Economics

International Journal for the Psychology of Religion

Israeli Science Foundation

Journal of Consumer Research

Journal of Economic Psychology
Journal of Environmental Psychology
Judgment and Decision Making
Legal and Criminological Psychology
Management Science
National Science Foundation (NSF)
PLOS One
Psychological Science
Psychonomic Bulletin and Review
Quarterly Journal of Economic Psychology
Research Grants Council of Hong Kong
Risk Analysis
Social Behavior and Personality
Social Psychological and Personality Science
Social Sciences and Humanities Research Council of Canada (SSHRC)
Society for Consumer Psychology: Annual Conference
Society for Judgment and Decision Making: Annual Conference
Support Programs to Advance Research Capacity (SPARC)
Sustainability

Website Administrator

Society for Judgment and Decision Making: sjdm.org

International Conference on Social Dilemmas: socialdilemma.com