

Jason D. Dana

Visiting Associate Professor of Marketing
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Education

PhD. Behavioral Decision Research, Carnegie Mellon University

M.S. Behavioral Decision Research, Carnegie Mellon University

M.A. Psychology (clinical), Indiana University of Pennsylvania

B.A. Psychology, Rutgers-Camden

Employment

Visiting Associate Professor, Marketing, University of Colorado, August 2025 - present

Associate Professor, Marketing and Management, Yale SOM, June 2019 – June 2025

Assistant Professor, Marketing and Management, Yale SOM, July 2014 – May 2019

Visiting Assistant Professor, Organizational Behavior, Yale SOM, July 2013 – June 2014

Assistant Professor of Psychology, University of Pennsylvania, July 2006 - June 2013

NIH postdoctoral trainee in quantitative methods, University of Illinois, 2005-2006

Refereed Publications

Klein Teeselink, B., van Dolder, D., van den Assem, M.J., and Dana, J. (in press). High stakes failures of backward induction. *Games and Economic Behavior*

Dana, J., van der Weele, J.J. (2026). Willful ignorance: A perspective from economics. *Current Opinion in Psychology*, 102210, doi: 10.1016/j.copsyc.2025.102210.

Dana, J., Newman, G.E., and Voichkek, G. (2024). Efficiency neglect: Why people are pessimistic about the effects of increasing population. *Journal of Experimental Psychology: General*, 153(5), 1213-25.

Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration (2024). Reproducibility in Management Science. *Management Science*. Note: member of the Management Science Reproducibility Collaboration. doi: 10.1287/mnsc.2023.03556.

Bhattacharjee, A., and Dana, J. (2024). Lay Economic Reasoning: An Integrative Review and Call to Action. *Consumer Psychology Review*, 7(1), 3-39.

Atanasov, P., Dana, J., and Klein Teeselink, B. (2024). Taste-Based Gender Favoritism in High Stakes Decisions: Evidence from The Price Is Right. *The Economic Journal*, 134(658), 856-883.

tho Pesch, F., and Dana, J. (2024). Attributional ambiguity reduces charitable giving by relaxing social norms. *Journal of Experimental Social Psychology*, 110(1):104530.

Davis-Stober, C., Dana, J., Kellen, D., McMullin, S., and Bonifay, W. (2024). Better Accuracy for Better Science...Through Random Conclusions. *Perspectives on Psychological Science*, 19(1), 223-243.

Johnson, S., & Dana, J. (2023). Nudges, regulations, and behavioral public choice. *Behavioral and Brain Sciences*, 46, E164. doi:10.1017/S0140525X23000857

Yu, L.Q., Dana, J., and Kable, J. (2022) Individuals with ventromedial frontal damage display unstable but transitive preferences during decision making. *Nature Communications*, 13:4758. <https://doi.org/10.1038/s41467-022-32511-w>

Mastroianni, A., and Dana, J. (2022). Widespread Misperceptions of Long-Term Attitude Change. *Proceedings of the National Academy of Sciences*, 119 (11) e2107260119.

Dana, J., Atanasov, P., Tetlock, P., and Mellers, B. (2019). Are markets more accurate than polls? The surprising informational value of “just asking.” *Judgment and Decision Making*, 14, 135-147.

Bhattacharjee, A., and Dana, J. (2018). Not all folk-economic beliefs are best understood through our ancestral past. [Commentary], *Behavioral and Brain Sciences*, 41, e163.

Davis-Stober, C., Dana, J., and Rouder, J. (2018). Estimation accuracy in the psychological sciences. *PLoS ONE*, 13(11): e0207239. <https://doi.org/10.1371/journal.pone.0207239>

Bhattacharjee, A., Dana, J., and Baron J. (2017). Anti-Profit Beliefs: How People Neglect the Societal Benefits of Profit, *Journal of Personality and Social Psychology*, 113:671-696.

Hafenbraedl, S., and Dana, J. (2017). “Mating motives are neither necessary nor sufficient for a beauty premium.” [Commentary] *Behavioral and Brain Sciences*, 40, e29.

Dana, J., and Davis-Stober, C. (2016). Rational foundations of fast and frugal heuristics: The ecological rationality of strategy selection via improper linear models. *Minds and Machines*, 26, 61-86.

Schweinsberg, M. & 61 authors (2016). The pipeline project: Pre-publication independent replications of a single laboratory's research pipeline. *Journal of Experimental Social Psychology*, 66, 55-67.

Dana, J., and Cain, D.M. (2015). Advice versus choice. *Current Opinion in Psychology*, 6, 173-176.

Davis-Stober, C., Budescu, D., Broomell, S., and Dana, J. (2015). The composition of optimally wise crowds. *Decision Analysis*, 12, 130-143.

Atanasov, P., Anderson, B., Cain, J., Schulkin, J., and Dana, J. (2015). Comparing physicians' personal prevention practices and their recommendations to patients. *Journal for Healthcare Quality*, 37, 189-198.

Cain, D., Dana, J., and Newman, G. (2014). Giving vs. giving in. *Academy of Management Annals*, 8, 505-533.

Davis-Stober, C., Budescu, D., Dana, J., and Broomell, S. (2014). When is a crowd wise? *Decision*, 1, 79-101.

Davis-Stober, C. and Dana, J. (2014). Comparing the Accuracy of Experimental Estimates to Guessing: A New Perspective on Replication and the 'Crisis of Confidence' in Psychology. *Behavior Research Methods*, 46, 1-14.

Winner of 2014 Clifford T. Morgan Best Article Award for the journal

Dana, J., Dawes, R. and Peterson, N. (2013). Belief in the unstructured interview: The persistence of an illusion. *Judgment and Decision Making*, 8, 512-520.

Dhingra, N., Gorn, Z., Kener, A., and Dana, J. (2012). The default pull: An experimental demonstration of subtle default effects on preferences. *Judgment and Decision Making*, 7, 69-76.

Regenwetter, M., Dana, J., and Davis-Stober, C. (2011). Transitivity of preferences. *Psychological Review*, 118, 42-56.

Inaugural Exeter Prize winner for best 2011 paper in Experimental Economics, Behavioral Economics, or Decision Theory

Regenwetter, M., Dana, J., Davis-Stober, C., and Guo, Y. (2011). Parsimonious Testing of Transitive or Intransitive Preferences: Reply to Birnbaum (2011). *Psychological Review*, 118, 684-688.

Atanasov, P., and Dana, J. (2011). Leveling the Playing Field: Dishonesty in the Face of Threat. *Journal of Economic Psychology*, 32, 809-817.

- Shalvi, S., Dana, J., Handgraaf, M., and DeDreu, C. (2011). Justified ethicality: Observing desired counterfactuals modifies ethical perceptions and behavior. *Organizational Behavior and Human Decision Processes*, 115, 181-190.
- Lange, N., Thomas, R., Dana, J., and Dawes, R. (2011). Contextual biases in the interpretation of auditory evidence. *Law and Human Behavior*, 35, 178-187.
- Regenwetter, M., Dana, J., and Davis-Stober, C. (2010). Testing transitivity of preferences on two-alternative forced choice data. *Frontiers of Quantitative Psychology and Measurement*, 1, 1-15.
- Davis-Stober, C., Dana, J., and Budescu, D. (2010). Why recognition is rational: Optimality results on single-variable decision rules. *Judgment and Decision Making*, 5, 216-229.
- Davis-Stober, C., Dana, J., and Budescu, D. (2010). A constrained linear estimator for multiple regression. *Psychometrika*, 75, 521-541.
- Dana, J. (2007). Is task complexity an exception to the superiority of mechanized judgment, or a barrier to it? *International Journal of Forecasting*, 23, 463-464.
- Dana, J., Weber, R. and J. X. Kuang. (2007). Exploiting Moral Wriggle Room: Experiments demonstrating an illusory preference for fairness. *Economic Theory*, 33, 67-80.
- Dana, J. and Dawes, R. (2007). Comment on Fiorello et al. "Interpreting intelligence test results for children with disabilities: Is global intelligence relevant?" *Applied Neuropsychology*, 14, 21-25.
- Kuang, J.X., Weber, R., and Dana, J. (2007). How effective is advice from interested parties? An experimental test using a pure coordination game. *Journal of Economic Behavior and Organization*, 62, 591-604.
- Dana, J., and Thomas, R. (2006). In defense of clinical judgment...and mechanical prediction. *Journal of Behavioral Decision Making*, 19, 413-428.
- Morgan, M.A., Dana, J., Loewenstein, G., Zinberg, S., and Schulkin, J. (2006). Physician interactions with the pharmaceutical industry. *Journal of Medical Ethics*, 32, 559-563.
- Dana, J., Cain, D.M., and Dawes, R. (2006). What you don't know won't hurt me: Costly (but quiet) exit in a dictator game. *Organizational Behavior and Human Decision Processes*, 100(2), 193-201.
- Gonzalez, C., Dana, J., Koshino, H., and Just, M. (2005). The Framing Effect and Risky Decisions: Examining Cognitive Functions with fMRI. *Journal of Economic Psychology*, 26, 1-20.

Dana, J., and Dawes, R. (2004). The superiority of simple alternatives to regression for social science predictions. *Journal of Educational and Behavioral Statistics*, 29(3), 317-331.

Dana, J., and Loewenstein, G. (2003). Psychological aspects of gifts from drug companies - Reply. *Journal of the American Medical Association*, 290, 2406-7.

Dana, J., and Loewenstein, G. (2003). A social science perspective on gifts to physicians from industry. *Journal of the American Medical Association*, 290, 252-255.

Chapters and other publications

Auster, S. and Dana, J. (2021). *Utilizing strategic ignorance in negotiations*. In: Deliberate Ignorance: Choosing Not to Know, edited by R. Hertwig and C. Engel. Strüngmann Forum Reports, vol. 29, J. R. Lupp, series editor. Cambridge, MA: MIT Press. pp. 155-184. ISBN 9780262363273

Trimmer, P. C., McElreath, R., Auster, S., Brown, G. D. A., Dana, J., Gigerenzer, G., Golman, R., Hilbe, C., Kandler, A., Kareev, Y., Schooler, L. J., and Szech, N. (2021). *The zoo of models of deliberate ignorance*. In: Deliberate Ignorance: Choosing Not to Know, edited by R. Hertwig and C. Engel. Strüngmann Forum Reports, vol. 29, J. R. Lupp, series editor. Cambridge, MA: MIT Press. pp. 155-184. ISBN 9780262363273

Konow, J., Schwitzgebel, E., Bicchieri, C., Dana, J., Jiménez-Buedo, M. (2013). Experiments in economics and philosophy. *Economics and Philosophy*, 29, 151-153.

Dana, J., Loewenstein, G., and Weber, R. (2012). Ethical immunity: How people violate their own moral standards without feeling they are doing so. In D. De Cremer, & A.E. Tenbrunsel (Eds.), *Behavioral business ethics: Shaping an emerging field*. New York: Psychology Press.

Dana, J. (2009). How psychological research can inform policies for dealing with conflicts of interest in medicine. Appendix D in: IOM (Institute of Medicine). (2009). *Conflict of interest in medical research, education, and practice*. Washington, DC: The National Academies Press.

Dana, J. (2009). Perspective from a psychologist. In J. Spandorfer, C. Pohl, T. Nasca, and S.L. Rattner (Eds.) *Professionalism in Medicine: The Case-Based Guide for Medical Students*. New York: Cambridge University Press.

Dana, J. (2008). What makes improper linear models tick? In J. Krueger (Ed.) *Rationality and Social Responsibility: Essays in honor of Robyn Mason Dawes*. Mahwah, NJ: Lawrence Erlbaum Associates.

Dana, J. (2006). Strategic ignorance and ethical behavior in organizations. In M. A. Neale, E. A. Mannix, & A. E. Tenbrunsel (Eds.) *Research on Managing Groups and Teams Volume 8: Ethics and Groups*. San Diego, CA: JAI Press.

Dana, J. (2005). Conflicts of interest and strategic ignorance of harm. In D. Moore, D. Cain, G. Loewenstein, and M. Bazerman (eds.) *Conflicts of Interest: Problems and Solutions from Law, Medicine and Organizational Settings*. London: Cambridge University Press.

Popular Press

Bhattacharjee, A., and Dana, J. (November 28, 2017). People Think Companies Can't Do Good and Make Money. Can Companies Prove Them Wrong? *Harvard Business Review* (digital article).

Dana, J. (April 8, 2017). The Utter Uselessness of Job Interviews. *The New York Times* (Op-ed).

Teaching Cases

Springer, N., and Dana, J. Giant Bicycle: Bike sharing in Taipei. Yale Case 20-036
Kinkead, G., Dana, J., and Cox, J. Buy now, pay later. Yale Case 23-012.

Invited Presentations

2024: Legal Studies & Business Ethics, Wharton
2023: Economics & Finance series, Karlsruhe Institute of Technology
2022: NoBeC speaker series University of Pennsylvania
2021: DR@W group, Warwick University
2020: Data Colada Seminar Series; Ben Gurion University DMEP seminar
2019: 29th Ernst Strungmann Forum, Frankfurt; Honesty Project Conference, Wake Forest University; Blue Moon Seminar Series, Barcelona
2018: University of Massachusetts Isenberg School (Marketing), Maastricht University (Finance), Rotterdam School of Management (Marketing), Temple University (Marketing), Society for Personality and Social Psychology JDM preconference
2017: UCLA Anderson (Behavioral Decision Making Seminar), University of Amsterdam (Experimental Economics), University of Illinois (Marketing and Management), Berkeley Haas (Marketing), Elizabethtown College, University of Michigan (Marketing), Equal Employment Opportunity Commission (Chicago District)
2016: SJDM preconference on debiasing at Boston University, University of Pennsylvania Behavioral Ethics Lab, Wharton School (Decision Processes Seminar)
2014: University of Chicago (Marketing), Russell Sage Foundation Meaning of Money conference
2013: Finding Foundations for Bounded Rationality, Max Planck Berlin; Rady School of Business, UCSD (Economics/Strategy); UNED Madrid (Logic, History, and Philosophy of Science); Carnegie Mellon University (Behavioral Decision Research); Field Committee on Decision Research, University of Maryland; Yale School of Management (Organizational Behavior); Duke Fuqua School of Business (Management)

2012: Institute for Ethical Leadership, Rosemont College; Deception, Incentives and Behavior Symposium, Rady School of Business
2011: Yale University (Developmental Psychology); Mainz Workshop on Behavioral Economics, University of Mainz; 14th Urrutia Elejalde Summer School on Economics and Philosophy; Universidad de los Andes (Industrial Engineering); George Mason University (Public Choice) Rady School of Business, UCSD (Economics/Strategy)
2010: Behavioral Business Ethics: Ideas on an emerging field, Notre Dame; Robert Wood Johnson Scholars Program, University of Pennsylvania;
2009: Fordham University (Psychology)
2008: 11th Urrutia Elejalde Summer School on Economics and Philosophy; American Bar Association National Conference on Professional Responsibility; University of Texas-Dallas (Management)
2007: Harvard School of Business (NOM Department)
2006: Grand Rounds, Henry Ford Hospital; Workshop on the Biology of Trust in the Resolution of Conflict, Emory University, International Symposium on Forecasting
2005: International Symposium on Forecasting; Festschrift for Robyn Dawes, APS annual convention; Wharton School of Business (OPIM); Center for Decision Research, University of Chicago GSB
2004: Research on Managing Groups and Teams: Ethics in Groups
2003: Grand Rounds, Howard University Family Practice Clinic; Carnegie-Bosch Institute Conference on Conflict of Interest; Cornell University Behavioral Economics and Decision Seminar

Peer Review

Editorial Review Board: Organizational Behavior and Human Decision Processes; Decision; Journal of Neuroscience, Psychology, and Economics (2012-2017)

Ad Hoc Reviewing: American Economic Journal: Microeconomics, American Economic Review, American Economic Review: Insights, British Journal of Management, British Journal of Mathematical and Statistical Psychology, Carnegie Trust Incentive Grants, Child Development, Cognition, Constitutional Political Economy, Decision, Decision Analysis, Ecological Economics, Economic Inquiry, Economic Journal, Economics Letters, European Economic Review, European Journal for Philosophy of Science, European Journal of Personality, European Journal of Political Economy, Experimental Psychology, Frontiers in Psychology, Games and Economic Behavior, Hastings Center Report, Industrial and Labor Relations Review, Israeli Science Foundation, Journal of Applied Research in Memory and Cognition, Journal of the Association for Consumer Research, Journal of Behavioral Decision Making, Journal of Behavioral and Experimental Economics, Journal of Bioethical Inquiry, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Empirical Research on Human Research Ethics, Journal of the European Economic Association, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Health Economics, Journal of Marketing Research, Journal of Mathematical Psychology, Journal of Neuroscience Psychology and Economics, Journal of Personality and Social Psychology,

Journal of Public Economics, Judgment and Decision Making, Management Science, Medical Decision Making, Multivariate Behavioral Research, National Science Foundation, Nature Human Behaviour, Neuroscience & Biobehavioral Reviews, Organization Science, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Review, Philosophical Psychology, Philosophy of Science, PLOS ONE, Proceedings of the National Academy of Sciences, Psychological Bulletin, Psychological Methods, Psychological Reports, Psychological Science, Psychometrika, Psychonomic Bulletin & Review, Quarterly Journal of Experimental Psychology, Review of Behavioral Economics, Review of Economics and Statistics, Review of Economic Studies, Royal Society Open Science, Science, Science Advances, Scientific Reports, Sociological Methods & Research, Southern Economic Journal, U.S.-Israel Binational Science Foundation, Swiss National Science Foundation, Wyoming Agricultural Experiment Station

Ad Hoc Conference Reviewing: Behavioral Decision Research in Management (2010, 2016, 2018, 2020, 2024), Society for Judgment and Decision Making (2011, 2012, 2013, 2014, 2015, 2016, 2018, 2019, 2020, 2021, 2023, 2025), Society for Consumer Psychology (2016, 2017, 2018), Association for Consumer Research (2017, 2021, 2024, 2025)

Conference Organizer: 14th Urrutia Elejalde Summer School on Economics and Philosophy, July 2011

Professional Memberships

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making