

## DANIEL M. BARTELS

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### Academic Appointments

Associate Professor of Marketing, University of Chicago, 2016 – Present  
Assistant Professor of Marketing, University of Chicago, 2013 – 2016  
Assistant Professor of Marketing, Columbia University, 2010 – 2013  
Postdoctoral Fellow, Center for Decision Research, University of Chicago, 2007 – 2010

### Education

Ph.D., Cognitive Psychology, Northwestern University, 2007 (M.S. in 2002)  
Committee: Douglas Medin (chair), Lance Rips, Reid Hastie  
B.S., Psychology, University of Wisconsin – Green Bay, 2001

### RESEARCH

#### Interests

Judgment and Decision Making, Consumer Behavior, Moral Psychology, Concepts and Categories

#### Papers (and links)

- Landy, Justin F., Daniel K. Walco, and Daniel M. Bartels (forthcoming). "[What's wrong with using steroids? Exploring whether and why people oppose the use of performance enhancing drugs.](#)" *Journal of Personality and Social Psychology*.
- Molouki, Sarah and Daniel M. Bartels (2017), "[Personal Change and the Continuity of the Self](#)," *Cognitive Psychology*, 93, 1-17.
- Chen, Stephanie Y., Oleg Urminsky, and Daniel M. Bartels. (2016), "[Beliefs About the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity](#)," *Psychological Science*, 27, 1398-1406.
- Bartels, Daniel M., Christopher W. Baumann, Fiery A. Cushman, David A. Pizarro, and A. Peter McGraw (2016), "[Moral Judgment and Decision Making](#)," In G. Keren & G. Wu (Eds.) *The Wiley Blackwell Handbook of Judgment and Decision Making*. Chichester, UK: Wiley, 478-515.
- Bartels, Daniel M. and Oleg Urminsky (2015), "[To Know and To Care: How Awareness and Valuation of the Future Jointly Shape Consumer Spending](#)," *Journal of Consumer Research*, 41, 1469-1485. Media: ¶
- Bartels, Daniel M. and Eric J. Johnson (2015), "[Connecting Cognition and Consumer Choice](#)," *Cognition*, 135, 47-51.
- Reinholtz, Nicholas, Daniel M. Bartels, and Jeffrey R. Parker (2015), "[On the Mental Accounting of Restricted-Use Funds: How Gift Cards Change What People Purchase](#)," *Journal of Consumer Research*, 42, 596-614.
- Stewart, Neil, Christoph Ungemach, Adam J. L. Harris, Daniel M. Bartels, Ben R. Newell, Gabriele Paolacci, and Jesse Chandler (2015), "[The Average Laboratory Samples a Population of 7,300 Amazon Mechanical Turk Workers](#)," *Judgment and Decision Making*, 10, 479-491.
- Newman, George E., Daniel M. Bartels, and Rosanna K. Smith (2014), "[Are Artworks More like People than Artifacts? Individual Concepts and their Extensions](#)," *Topics in Cognitive Science*, 6, 647-662. Media: \*

- Bauman, Christopher W., A. Peter McGraw, Daniel M. Bartels, and Caleb Warren (2014), "[Revisiting External Validity: Concerns about Trolley Problems and Other Sacrificial Dilemmas in Moral Psychology](#)," *Social and Personality Psychology Compass*, 8/9, 536-554. Media: ‡, ‡, §
- Urminsky, Oleg, Daniel M. Bartels, Paola Giuliano, George E. Newman, Stefano Puntoni, Lance J. Rips (2014), "[Choice and Self: How Synchronic and Diachronic Identity Shape Choices and Decision Making](#)," *Marketing Letters*, 25, 281-291.
- Bartels, Daniel M., Trevor Kvaran, and Shaun Nichols (2013), "[Selfless Giving](#)," *Cognition*, 129, 392-403. Media: ♥
- Burns, Zachary C., Eugene M. Caruso, and Daniel M. Bartels (2012), "[Predicting Premeditation: Future Behavior is Seen as More Intentional than Past Behavior](#)," *Journal of Experimental Psychology: General*, 141, 227-232.
- Robinson, Paul H., Sean E. Jackowitz and Daniel M. Bartels (2012), "[Extralegal Punishment Factors: A Study of Forgiveness, Hardship, Good Deeds, Apology, Remorse, and Other Such Discretionary Factors in Assessing Criminal Punishment](#)," *Vanderbilt Law Review*, 65, 737-826.
- Bartels, Daniel M. and Oleg Urminsky (2011), "[On Intertemporal Selfishness: How the Perceived Instability of Identity Underlies Impatient Consumption](#)," *Journal of Consumer Research*, 38, 182-198. Media: \*, ||, ¶, ¶, #, ♠, ♦, ♦, ♣
- Bartels, Daniel M. and David A. Pizarro (2011), "[The Mismeasure of Morals: Antisocial Personality Traits Predict Utilitarian Responses to Moral Dilemmas](#)," *Cognition*, 121, 154-161. Media: †, †, §, ♦, ♦
- Bartels, Daniel M. and Russell C. Burnett (2011), "[A Group Construal Account of Drop-in-the-Bucket Thinking in Policy Preference and Moral Judgment](#)," *Journal of Experimental Social Psychology*, 47, 50-57.
- Bartels, Daniel M. and Lance J. Rips (2010), "[Psychological Connectedness and Intertemporal Choice](#)," *Journal of Experimental Psychology: General*, 139, 49-69.
- Bennis, Will M., Douglas L. Medin and Daniel M. Bartels (2010), "[The Costs and Benefits of Calculation and Moral Rules](#)," *Perspectives on Psychological Science*, 5, 187-202.
- Bennis, Will M., Douglas L. Medin and Daniel M. Bartels (2010), "[Perspectives on the Ecology of Decision Modes: Reply to Comments](#)," *Perspectives on Psychological Science*, 5, 213-215.
- Robinson, Paul H., Michael T. Cahill, and Daniel M. Bartels (2010), "[Competing Theories of Blackmail: An Empirical Research Critique of Criminal Law Theory](#)," *Texas Law Review*, 89, 291-532. Media: \*
- Iliev, Rumen, Sonya Sachdeva, Daniel M. Bartels, Craig M. Joseph, Satoru Suzuki, and Douglas L. Medin (2009), "[Attending to Moral Values](#)," In Daniel M. Bartels, Christopher W. Bauman, Linda J. Skitka, and Douglas L. Medin (Eds.) *Moral Judgment and Decision Making: The Psychology of Learning and Motivation*, Vol 50. San Diego: Elsevier, 169-190.
- Bartels, Daniel M. (2008), "[Principled Moral Sentiment and the Flexibility of Moral Judgment and Decision Making](#)," *Cognition*, 108, 381-417.
- Day, Samuel B. and Daniel M. Bartels (2008), "[Representation over Time: The Effects of Temporal Distance on Similarity](#)," *Cognition*, 106, 1504-1513.
- Bartels, Daniel M. and Douglas L. Medin (2007), "[Are Morally Motivated Decision Makers Insensitive to the Consequences of their Choices?](#)" *Psychological Science*, 18, 24-28. Media: ♣

Bartels, Daniel M. (2006), "[Proportion Dominance: The Generality and Variability of Favoring Relative Savings over Absolute Savings](#)," *Organizational Behavior and Human Decision Processes*, 100, 76-95.

Bloomfield, Amber, Josh Sager, Daniel M. Bartels, and Douglas L. Medin (2006), "[Caring about Framing Effects](#)," *Mind and Society*, 5, 123-138.

Jameson, Jason T., Dedre Gentner, Samuel B. Day, Stella Christie, Julie Colhoun, and Daniel M. Bartels (2005), "[Clarifying the Role of Alignability in Similarity Comparisons](#)," *Proceedings of the 27th Annual Meeting of the Cognitive Science Society, CogSci2005*. Hillsdale, NJ: Earlbaum.

Media key: \* *New York Times*, † *The Economist*, ‡ *The Atlantic*, § *Wall Street Journal*, || *Time*, ¶ *US News and World Report*, # *Money Magazine*, ♠ *Chicago Tribune*, ♥ *Scientific American*, ♦ *Psychology Today*, ♣ *Boston Globe*

### **Books**

Bartels, Daniel M., Christopher W. Bauman, Linda J. Skitka, and Douglas L. Medin, Eds. (2009), "[Moral Judgment and Decision Making: The Psychology of Learning and Motivation, Vol. 50](#)," San Diego: Elsevier

### **Projects in Various Stages of Development**

With Stephen A. Atlas (in revision), "Periodic Pricing Revisited: Beyond Pennies-a-Day."

With Sarah Molouki and Oleg Urminsky (in preparation), "Neglecting Decline: Remembered and Predicted Personal Development Diverge from Actual Longitudinal Change."

With Marc Scholten and Daniel Read (in preparation), "Tradeoffs and Choice-Set Effects in Intertemporal Choice."

With Oleg Urminsky (in preparation), "Similarity in Context: Implications for Consumer Judgment and Choice."

With Rachel Meng and Stephanie Y. Chen (in revision), "Reasoning About Preference Diversity When Taking and Seeking Advice."

### **Conference and Symposium Organization and Program Committees**

Sloman, Steven S., David Lagnado, Daniel M. Bartels, Ulrike Hahn, Charles Kemp, Joshua Knobe, Tania Lombrozo, Mike Oaksford, Daniel Oppenheimer, David Over (2016), "[International Conference on Thinking](#)," Providence, RI.

Dale, Rick, Carolyn Jennings, Paul Maglio, Teenie Matlock, Anne Warlaumont, and Jeff Yoshimi (2015), "[CogSci 2015: Mind, Technology, & Society](#)," Pasadena, CA.

Bartels, Daniel M., Oleg Urminsky, and Stephanie Y. Chen (2015), "[Interdisciplinary Conference on Personal Identity and Decision Making](#)," Chicago, IL

McGraw, A. Peter, Daniel M. Bartels, Russell Belk, and Janet Schwartz (2014), "Morality in the Marketplace," Session presented at the meeting of the Association for Consumer Research, Baltimore, MD.

Urminsky, Oleg and Daniel M. Bartels (2013), "[Choice and Self: How Identity Shapes Choices and Decision Making](#)," Symposium presented at the Ninth Triennial Choice Symposium, Noordwijk, the Netherlands.

Bartels, Daniel M. and A. Peter McGraw (2010), "[Moral Flexibility in Judgment and Decision Making](#)," Symposium presented at the meeting of the Society for Judgment and Decision Making, St. Louis, MO.

Bartels, Daniel M. and A. Peter McGraw (2010), "[\*Moral Flexibility in Consumer Behavior\*](#)," Symposium presented at the meeting of the Association for Consumer Research, Jacksonville, FL.

Bartels, Daniel M. (2009, October), "[\*Long-term Decisions and Focusing on the Future\*](#)," Symposium presented at the meeting of the Association for Consumer Research, Pittsburgh, PA.

Bauman, Christopher W., Daniel M. Bartels, Craig M. Joseph, and Adam D. Galinsky (2007, April), "[\*Values-Driven Judgment and Reasoning\*](#)," Conference funded by the Ford Motor Company Center for Global Citizenship and presented at Northwestern University's Kellogg School of Management, Evanston, IL.

Bartels, Daniel M. (2006, November), "*Morally-Motivated Judgment and Decision Making*," Symposium presented at the meeting of the Society for Judgment and Decision Making, Houston, TX.

### **Selected Conference and Invited Presentations**

Chen, Stephanie Y., Oleg Urminsky, and Daniel M. Bartels (2016), "*Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity*," Presented at the 2016 meeting of the Society for Consumer Psychology, Tampa, FL. Also presented at the 2015 meeting of the Cognitive Science Society, Pasadena, CA, and the 2015 meeting of the Society for Judgment and Decision Making, Chicago, IL.

Molouki, Sarah, Daniel M. Bartels, and Oleg Urminsky (2016), "Neglecting Decline: Remembered and Predicted Personal Development Diverge from Actual Longitudinal Change," Presented at the 2016 meeting of the Society for Personality and Social Psychology, San Diego, CA.

Hastie, Reid and Daniel M. Bartels (2015), "Explanation-based Projection," Presented at the Psychonomic Society's 2015 Leading Edge Workshop: The Process of Explanation, Champaign, IL.

Rachel Meng, Stephanie Chen, and Daniel M. Bartels (2015), "*Reasoning About Preference Diversity When Taking and Seeking Advice*," Presented at the 2015 meeting of the Association for Consumer Research, New Orleans, LA.

Urminsky, Oleg and Daniel M. Bartels (2015), "*Similarity in Context: Implications for Judgment and Choice*," Presented at SPUDM2015: The meeting of the European Society for Decision Making. Also presented at the 2010 Meeting of the Society for Judgment and Decision Making, St. Louis, MO, the 2012 meeting of the Society for Consumer Psychology, Atlanta, GA, and at the 2011 meeting of the Cognitive Science Society, Boston, MA.

Molouki, Sarah and Daniel M. Bartels (2015), "*Personal Change and the Continuity of the Self*," Presented at the 2015 meeting of the Cognitive Science Society, Pasadena, CA.

Bartels, Daniel M. and Oleg Urminsky (2015), "*Tradeoff Salience and Connectedness to the Future Self Jointly Increase Consumer Savings*," Presented at the Consumer Financial Protection Bureau Research Conference. Also presented at the 2014 meeting of the Cognitive Science Society, Quebec City, Canada, the 2011 Society for Judgment and Decision Making, Seattle, WA, the 2012 meeting of the Society for Consumer Psychology, Atlanta, GA, and the 2012 meeting of Behavioral Decision Research in Management, Boulder, CO, and the 2014 meeting of the Association for Consumer Research, Chicago, IL, and the 2016 meeting of the Society for Personality and Social Psychology, San Diego, CA.

Meng, Rachel, Stephanie Y. Chen, and Daniel M. Bartels (2014), "*Valuing Dissimilarity: The Role of Diversity in Preference Predictions*," Presented at the 2014 meeting of the Society for Judgment and Decision Making.

- Molouki, S., Daniel M. Bartels, and Hal E. Hershfield (2014), "*Who Will I Be Tomorrow? The Effect of Expected Personal Change on Future-Oriented Behaviors and Feelings*," Presented at the 2014 meeting of the Society for Judgment and Decision Making.
- Newman, George E., Daniel M. Bartels, and Rosanna K. Smith (2014), "Are Artworks More like People than Artifacts? Individual Concepts and their Extensions," Presented at the 2014 meeting of the Association for Consumer Research, Baltimore, MD.
- Reinholtz, Nicholas, Daniel M. Bartels, and Jeffrey R. Parker (2014), "*Mentally Accounting for Restricted Funds: How Gift Cards Change Consumer Preferences*," Presented at the 2014 meeting of the Cognitive Science Society, Quebec City, Canada. Also presented at the 2014 meeting of the Society for Consumer Psychology, Miami, FL.
- Atlas, Stephen A. and Daniel M. Bartels (2014), "*Pennies-a-Day: Periodic Pricing and Intangible Rewards*," Presented at the 2014 meeting of Behavioral Decision Research in Management, London, UK. Also presented at the 2011 meeting of the Association for Consumer Research, St. Louis, MO, and the 2011 meeting of the Society for Judgment and Decision Making, Seattle, WA.
- Bartels, Daniel M. (2014), "*Psychological Connectedness to the Future Self*," Presented at Self Over Time: Identity, Practical Reasoning, and Behaviour, London, UK. Also presented at the Experimental Philosophy of the Self Conference, New York, NY and at the Ninth Triennial Choice Symposium, Noordwijk, the Netherlands.
- Bartels, Daniel M., Trevor Kvaran, and Shaun Nichols (2014), "*Selfless Giving*," Presented at the meeting of the International Society for Justice Research, New York, NY.
- Bartels, Daniel M. (2013), "*Helping people help their future selves*," Presented at the Choice Architecture Conference at Columbia University, New York, NY.
- Bauman, Christopher W., A. Peter McGraw, Daniel M. Bartels, and Caleb Warren (2012), "*Trolleyology: On the Misappropriation of a Thought Experiment*," Presented at the meeting of the Society for Judgment and Decision Making, Minneapolis, MN. Also presented at the meeting of the 2012 Society for Personality and Social Psychology, San Diego, CA.
- Bartels, Daniel M. and David A. Pizarro (2012), "*Who's a Utilitarian?*" Presented at the meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Bartels, Daniel M. (2011), "*How Psychological Connectedness to the Future Self Affects Saving and Spending*," Presented at the Behavioral Finance Forum, Washington, D.C.
- Burns, Zachary C., Daniel M. Bartels, and Eugene M. Caruso (2011), "Predicting Premeditation: Future Behavior is Seen as More Intentional than Past Behavior," Presented at the Meeting of the Society for Judgment and Decision Making, Seattle, WA. Also presented at the 2010 meeting of Behavioral Decision Research in Management, Pittsburgh, PA, the 2011 meeting of the Academy of Management, San Antonio, TX, the 2011 meeting of Empirical Legal Studies, Chicago, IL, and the 2011 meeting of the Law and Society Association, San Francisco, CA.
- Bartels, Daniel M. (2011), "*How Thoughts about the Future Self Affect Far-sighted Behavior*," Presented at the NYU Law Furman Center Symposium on Sustainable Homeownership, New York, NY.
- Bartels, Daniel M. (2010), "*Imagining and Caring about Distant Future Welfare*," Presented at the Wharton Symposium on Fostering and Financing Long-Term Investments in Prevention and Protection, Philadelphia, PA.

- Bartels, Daniel M. (2010), "*Contemporary Insights on the Role of Motivation in Consumer Financial Decision Making*," Presented at the U.S. Federal Reserve Board of Governors Forum on Consumer Research and Testing: Tools for Evidence-Based Policymaking in Financial Services, Washington, D.C.
- Bartels, Daniel M., Kerry F. Milch, and Oleg Urminsky (2010), "Understanding the 'Self' in Self-Control: The Effects of Connectedness to Future Self on Far-Sightedness," Presented at the meeting of the Association for Consumer Research, Jacksonville, FL.
- Tannenbaum, David and Daniel M. Bartels (2010), "*Choosing for the right reasons: Value-driven reasoning in consumer choice*," Presented at the meeting of the Association for Consumer Research, Jacksonville, FL. Also presented at the 2010 meeting of the Society for Judgment and Decision Making, St. Louis, MO.
- Bartels, Daniel M. and Oleg Urminsky (2010), "*Impatience as Intertemporal Egoism*," Presented at the meeting of the Cognitive Science Society, Portland, OR.
- Bartels, Daniel M. (2010), "*Moral Flexibility in Judgment and Decision Making*," Presented at the International Legal Ethics Conference, Stanford, CA.
- Bartels, Daniel M. and Oleg Urminsky (2010), "*How The Perceived (Dis)continuity of Identity Underlies Intertemporal Choice*," Presented at the Consumer Financial Decision Making Conference, Boulder, CO.
- Bartels, Daniel M. and Oleg Urminsky (2010), "*Connectedness to the Future Self and Intertemporal Choice*," Presented at the Behavioral Decision Research in Management Conference, Pittsburgh, PA.
- Li, Ye, Daniel M. Bartels, and George Wu (2009), "*A Pairwise Contrast Model of Intuitive Probabilistic Inference*," Presented at the meeting of the Society for Judgment and Decision Making, Boston, MA.
- Bartels, Daniel M., Oleg Urminsky, and Lance J. Rips (2009), "*How the Perceived (Dis)continuity of Identity Affects Intertemporal Choice*," Presented at the meeting of the Association for Consumer Research, Pittsburgh, PA. Also presented at the 2009 meeting of the Society for Consumer Psychology, San Diego, CA.
- Bartels, Daniel M. and Lance J. Rips (2008), "*Psychological Connectedness and Temporal Discounting*," Presented at the meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Caruso, Eugene M. and Daniel M. Bartels (2008), "*When Facing a Moral Dilemma is Worse than Having Faced One*," Presented at the meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Goodwin, Geoffrey P. and Daniel M. Bartels (2008), "*Two Routes to Inferring that Others Share your Moral and Nonmoral Beliefs: Egocentric Projection and the Perceived Objectivity of Belief*," Presented at the meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Day, Samuel B. and Daniel M. Bartels (2008), "*Event Representation, Similarity, and Preference in Temporal Context*," Presented at the meeting of the Association for Consumer Research, San Francisco, California. Also presented at the 2007 meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Bartels, Daniel M. (2007), "*Accounting for the Flexibility of Moral Value-Driven Judgment*," Presented at the meeting of the Cognitive Science Society, Nashville, TN.
- Bartels, Daniel M. and Will M. Bennis (2006), "*Deontology and Consequentialism in Morally-Motivated Decision Making*," Presented at the meeting of the Society for Judgment and Decision Making, Houston, TX.
- Day, Samuel B. and Daniel M. Bartels (2006), "*Representation across Time: Generalizing Temporal Effects on Perceived Similarity*," Presented at the meeting of the Cognitive Science Society, Vancouver, Canada.

Day, Samuel B. and Daniel M. Bartels (2005), "*The Effects of Prior Use on Preference*," Presented at the meeting of the Cognitive Science Society, Stresa, Italy. Also presented at the 2005 meeting of the Society for Judgment and Decision Making, Toronto, Canada.

Hastie, Reid and Daniel M. Bartels (2004), "*How Neuroscientists Should Study Risky Decision Making*," Presented at the National Institute on Drug Abuse symposium: "Drug Abuse: A Workshop on Behavioral and Economic Research", Bethesda, MD.

Day, Samuel B. and Daniel M. Bartels (2004), "*Temporal Distance, Event Representation, and Similarity*," Presented at the meeting of the Cognitive Science Society, Chicago, IL.

## **TEACHING**

### **Graduate**

Consumer Behavior (University of Chicago Booth School of Business)  
—*Full-time MBA, Evening MBA, Weekend MBA*

Behavioral Economics and Decision Making (Columbia Business School)  
—*Full-time MBA, Executive MBA, Berkeley-Columbia Executive MBA*

Information Processing in Consumer Behavior (Columbia Business School)  
—*Ph.D Program*

Marketing Literature Seminar (University of Chicago Booth School of Business)  
—*Ph.D Program*

### **Undergraduate**

The Psychology of Decision Making (Northwestern University)

## **SERVICE**

### **Editorial Board Member**

*Journal of Consumer Research; Cognition*

### **Ad hoc reviewer**

#### Journals

*Journal of Marketing Research; Marketing Science; Trends in Cognitive Sciences; Psychological Bulletin; Psychological Review; Proceedings of the National Academy of Sciences; Personality and Social Psychology Review; Perspectives on Psychological Science; Journal of Personality and Social Psychology; Current Directions in Psychological Science; Psychological Science; Cognitive Psychology; Journal of Experimental Psychology: General; Cognitive, Affective, and Behavioral Neuroscience; Emotion; Organizational Behavior and Human Decision Processes; Journal of Personality; PLoS One; Journal of Experimental Psychology: Learning, Memory, and Cognition; Personality and Social Psychology Bulletin; Management Science; Journal of Experimental Social Psychology; Cognitive Science; Social Psychological and Personality Science; Judgment and Decision Making; Acta Psychologica; Journal of Behavioral Decision Making; Journal of Business Ethics; Journal of Economic Psychology; Journal of Economic Behavior and Organization; Marketing Letters; Journal of Applied Social Psychology; Decision Analysis*

### **Funding Organizations**

*National Science Foundation; John Templeton Foundation; U.S.-Israel Binational Science Foundation*

### **Committees**

Columbia Marketing Division Ph.D. Program Committee  
Columbia Marketing Division Recruiting Committee  
Columbia Business School Behavioral Lab Committee  
Society for Consumer Psychology Committee on Scientific Practices

### **OUTSIDE ACTIVITIES**

#### **Consulting/Advisory Panels/Training/Expert Witness**

*Major League Baseball  
draftFCB  
The Carlyle Group*

### **AFFILIATIONS**

[Association for Consumer Research](#)

[Cognitive Science Society](#)

[Society for Consumer Psychology](#)

[Society for Judgment and Decision Making](#)