

Loran F. Nordgren

Kellogg School of Management
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ACADEMIC POSITIONS

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| 2012- | Associate Professor
Kellogg School of Management, Northwestern University
Department of Management and Organizations |
| 2008-2012 | Assistant Professor
Kellogg School of Management, Northwestern University
Department of Management and Organizations |
| 2007-2008 | Assistant Professor
Free University, Amsterdam
Department of Social Psychology |

EDUCATION

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| 2007 | PhD, Social Psychology, <i>With Distinction</i> , University of Amsterdam |
| 2001 | BA, Psychology, <i>magna cum laude</i> , St. Olaf College |

AWARDS AND HONORS

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| 2013 | Kellogg Impact, Award, a student initiated award that recognizes excellence in the classroom. Fall quarter. |
| 2012 | Management and Organizations, core course Teacher of the year |
| 2011 | Selected for the <i>Excellence in Research</i> section of the 2011 Northwestern University office for research annual report |
| 2010 | Kellogg Impact Award, a student initiated award that recognizes excellence in the classroom. Fall quarter, section 71 & 72 |

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| 2007 | Theoretical Innovation Award, Society of Personality and Social Psychology |
| 2007 | Summer Institute Fellow, European Association of Social Psychology, Padova Italy |
| 2005 | De Finnetti Prize, European Association for Decision Making, Best Graduate Paper in Judgment and Decision Making |
| 2003 | Fulbright Scholarship, University of Amsterdam |
| 2001 | Gordon Allport Award, St. Olaf College, Awarded for Excellence in Psychology |

GRANTS

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| 2008-2010 | United States Department of Agriculture, Behavioral Health Economics Research Program, <i>Using Contrast Effects to Combat Obesity</i> , \$30,000 |
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SOFTWARE DEVELOPMENT

1. Candor – a web and mobile application that allows groups to innovate and make decisions more effectively. Available for download at www.usecandor.com
*Featured in Fast Company, July 29th, 2014

BOOKS

1. Hofmann, W., & Nordgren, L. F. (Eds.) (2015). *The psychology of desire*. New York: Guilford Press.

PUBLICATIONS

1. Hsu, Dennis Y., Li Huang, Loran F. Nordgren, Derek D. Rucker, and Adam D. Galinsky (forthcoming). The Music of Power: Perceptual and Behavioral Consequences of Powerful Music. *Social and Personality Psychological Science*.
2. Van Gelder, J.L., Hershfield, H.E., & Nordgren, L.F. (2013). Vividness of the Future Self Predicts Delinquency. *Psychological Science*, 24, 974-980.

3. Van Boven, L., Loewenstein, G., Dunning, D., & Nordgren, L.F. (2013). Changing places: A dual judgment model of empathy gaps in emotional perspective taking. In J. M. Olson & M. P. Zanna (Eds.), *Advances in Experimental Social Psychology*, Vol. 48
4. Nordgren, L.F. & Chou, E.Y. (2013) A devil on each shoulder: When (and why) greater cognitive capacity impairs self-control. *Social Psychological and Personality Science*, 4, 233-237.
5. Nordgren, L.F. & Chou, E. (2011). The push and pull of temptation: The bi-directional influence of temptation on self-control. *Psychological Science*, 22, 1386-1391.
6. Nordgren, L.F., & Dijksterhuis, A. (2011). Introduction: Still thinking different. *Social Cognition: Special Issue on Unconscious Thought*, 29, 625-628.
7. Strick, M., Dijksterhuis, A., Bos, M.W., Sjoerdma, A., van Baaren, R.B., & Nordgren, L.F. (2011). A meta-analysis of unconscious thought effects. *Social Cognition: Special Issue on Unconscious Thought*, 29, 738-762.
8. Nordgren, L.F., Morris McDonnell, M.H., & Loewenstein, G. (2011). What constitutes torture? Psychological impediments to an objective evaluation of interrogation tactics. *Psychological Science*, 22, 689-694.
9. Morris McDonnell, M.H., Nordgren, L.F., & Loewenstein, G. (2011). Torture in the Eyes of the Beholder: The Psychological Difficulty of Defining Torture in Law and Policy. *Vanderbilt Journal of Transnational Law*, 44(1), 87-122.
10. Nordgren, L.F., Bos, M.W., & Dijksterhuis, A. (2011). The Best of Both Worlds: Integrating conscious and unconscious thought best solves complex decisions. *Journal of Experimental Social Psychology*, 47, 509-511.
11. Nordgren, L.F., Banas, K., & MacDonald G. (2011). Empathy Gaps for Social Pain: Why People Underestimate the Pain of Social Suffering. *Journal of Personality and Social Psychology*, 100, 120-128.
12. Nordgren, L.F. & Mary-Hunter Morris (2011). The Scope-Severity Paradox: Why doing more harm is judged to be less harmful. *Social Psychological and Personality Science*, 2, 97-102.
13. Nordgren, L.F., van Harreveld, F., & van der Pligt, J. (2009). The restraint bias: how illusions of restraint promote impulsive behavior. *Psychological Science*, 20, 1523-1528.

14. Nordgren, L.F., & Dijksterhuis, A. (2009). The devil is in the deliberation: thinking too much reduces preference consistency. *Journal of Consumer Research*, 36, 39-46.
15. van Harreveld, F., Rutjens, B. T., Rotteveel, M., Nordgren, L. F., & van der Pligt, J. (2009). Ambivalence and decisional conflict as a cause of psychological discomfort: Feeling tense before jumping off the fence. *Journal of Experimental Social Psychology*, 45, 167-173.
17. Nordgren, L.F., van der Pligt, J., & van Harreveld, F. (2008). The instability of health cognitions: visceral states influence self-efficacy and related health beliefs. *Health Psychology*, 27, 722-727.
18. van Harreveld, F., van der Pligt, J., & Nordgren, L.F. (2008). The relativity of bad decisions: Social comparison as a means to alleviate regret. *British Journal of Social Psychology*, 47, 105-117.
19. Nordgren, L.F., van der Pligt, J., & van Harreveld, F. (2007). Evaluating Eve: visceral states influence the evaluation of impulsive behavior. *Journal of Personality and Social Psychology*, 93, 75-84.
20. Nordgren, L.F., van der Pligt, J., & van Harreveld, F. (2007). Unpacking perceived control: the mediating role of anticipated regret. *Journal of Behavioral Decision Making*, 20, 533-544.
 - * De Finnetti Prize, European Association for Decision Making, Best Graduate Paper in Judgment and Decision Making
21. Nordgren, L. F., van der Pligt, J., & van Harreveld, F. (2006). Visceral drives in retrospect: Explanations about the inaccessible past. *Psychological Science*, 17, 636-640.
 - *Featured as Editor's Choice in *Science*, 312, p. 1849.
22. Nordgren, L. F., van Harreveld, F., & van der Pligt, J., (2006). Ambivalence, discomfort, and motivated information processing. *Journal of Experimental Social Psychology*, 42, 252-258.
23. Dijksterhuis, A. & Nordgren, L. F., (2006). A Theory of Unconscious Thought *Perspectives on Psychological Science*, 1, 95-109.
 - * Theoretical Innovation Award, Society of Personality and Social Psychology
24. Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Complex choices better made unconsciously? *Science*, 313, 760-761.
25. Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Making choices without deliberation. *Science*, 312, 1472.

26. Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). On making the right choice: The deliberation-without-attention effect. *Science*, 311, 1005-1007.

INVITED TALKS

2012, May	University of Chicago, cognitive science
2012, April	London Business School
2012, March	Harvard, NOM
2012, March	St. Olaf College
2012, February	University of Chicago, Booth Center for Decision Research
2012, February	University of Iowa, social psychology
2012, February	Purdue University, social psychology
2011, October	Princeton University, social psychology
2011, February	Northwestern University, Kellogg marketing
2010, April	University of Toronto, Rotman
2010, March	Duke University, Fuqua
2010, March	Humanity in Action, ethical leadership keynote address
2010, February	Northwestern University, Social psychology
2010, February	Stanford University, GSB
2008, May	University of Leuven, Marketing
2008, May	Utrecht University, Social Psychology
2008, April	Tilburg University, Institute for Behavioral Economics
2008, March	Free University Amsterdam, Social Psychology Seminar
2008, January	Northwestern University, Kellogg School of Management
2007, December	University of Chicago, Center for Decision Research
2007, October	University of Amsterdam, Kurt Lewin Institute
2007, August	Carnegie Mellon, Center for Behavioral Decision Research
2006, September	University of Amsterdam, Social Cognition Seminar

CONFERENCE PRESENTATIONS

* indicates a lead-author student working under my direct supervision

- *Hur, J.D., & Nordgren, L.F. (January, 2014). *Owning the Experience: How Possessions Shape our Memory and Decisions*. Society for Personality and Social Psychology Conference, Austin, TX.
- Hershfield, H., van Gelder, J.L., & Nordgren, L.F. (January, 2014). *Vividness of the Future Self and Unethical Choices*. Society for Personality and Social Psychology, Austin, TX

- *Hur, J.D., & Nordgren, L.F. (November, 2013). *Owning the Experience: How Possessions Shape our Memory and Decisions*. Society for Judgment and Decision-Making Conference, Toronto, Canada.
- *Mauskapf, M, Ruttan, R., & Nordgren, L.F. (August, 2013). *The Effects of Institutional complexity on Creative Cognition*. Academy of Management, Orlando, FL.
- *Mauskapf, M, Ruttan, R., & Nordgren, L.F. (July, 2013). *The Effects of Institutional complexity on Creative Cognition*. European Group on Organizational Studies (EGOS), Montreal, Canada
- *Hur, J.D., & Nordgren, L.F. (June, 2013) *Desire for Extrinsic Reward: Work for Money, then Love the Money*. Kellogg-Booth Student Symposium (KBSS), Chicago, IL.
- *Hur, J.D., & Nordgren, L.F. (May, 2013) *Desire for Extrinsic Reward: Work for Money, then Love the Money*. Chicago Psychology Graduate Student Research Symposium, Chicago, IL.
- *Lucas, B. J. & Nordgren, L. F. (May, 2012). *Threat looks better from a distance: The role of spatial distance in the simulation of threatening outcomes*. Poster presented at the Behavioral Decision Research in Management semi-annual conference, Boulder, CO.
- Nordgren, L.F. (2012, May). The Push and Pull of Temptation. American Psychological Association, Chicago, IL
- Nordgren, L.F. (2012, February). Empathy gap effects on social judgment. Society for Personality and Social Psychology, San Diego, CA.
- Nordgren, L.F., Morris McDonnell, M.H., & Loewenstein, G. (2011, October). What Constitutes Torture? Society for Experimental Social Psychology, Washington, D.C.
- Nordgren, L.F., Morris McDonnell, M.H., & Loewenstein, G. (2011, August). What Constitutes Torture? Academy of Management, San Antonio, TX.
- Chou, E.Y., & Nordgren, L.F. (2011, October). Safety in Numbers: How the Mere Presence of Others Increases Risk-Taking Behavior. Society for Judgment and Decision-Making, Seattle, WA.
- Bos, M.W., Nordgren, L.F., & Dijksterhuis, A. (2011). Using conscious and unconscious thought in decision making. Paper presented at the 16th General Meeting of the European Association of Social Psychology, Stockholm, Sweden.

- Nordgren, L.F. (2011, March). Can Behavioral Economics Help to Curb Substance Abuse? Behavioral Economics and Health Annual Symposium, Philadelphia PA.
- Nordgren, L.F. (2010, May). Temptation, Impulse, and Illusions of Self-Restraint. American Psychological Association Annual Conference, Boston, MA.
- Nordgren, L.F. (2010, April). Using contrast effects to combat obesity. Behavioral Health Economics Research Conference on Obesity, Washington, D.C.
- Nordgren, L.F. (2010, April). The Restraint Bias: Temptation, Impulse, and Illusions of Self-Restraint. Social psychologist of Chicago Annual Conference, Chicago, IL.
- Nordgren, L.F. (2008, June). The Restraint Bias: The pitfalls of inflated self-control beliefs. Paper presented at the European Association of Experimental Social Psychology, Opatija, Croatia.
- Nordgren, L.F. (2008, February). Thinking about Feeling: The Nature and Significance of the Empathy Gap. Paper presented at the Social Cognition Pre-Conference at the Society for Personality and Social Psychology, Albuquerque, NM.
- Nordgren, L.F. (2007, October). The Restraint Bias: The pitfalls of inflated self-control beliefs. Paper presented at the Tilburg Institute for Behavioral Economics, Tilburg University, The Netherlands.
- Nordgren, L.F. (2007, August). A day in the Life...of a Dieter. Paper presented at the conference of Behavioral Health Economics, Washington D.C.
- Nordgren, L.F. (2007, May). The Restraint Bias: inflated self-control beliefs discourage precaution against temptation. Paper presented at the Kurt Lewin Institute colloquium on self-control. The Free University, Amsterdam, The Netherlands.
- Nordgren, L. F., van Harreveld, F., & van der Pligt, J. (November, 2006). Feeling is believing: how affect shapes our perceptions of behavior. Paper presented at the Free University Emotion colloquium. Amsterdam, The Netherlands.
- Nordgren, L. F., van Harreveld, F., & van der Pligt, J. (2005, October). Unpacking perceived control: the mediating role of anticipated regret." Paper presented at the Annual Meeting of the Subjective Probability and Decision Making. Stockholm, Sweden.
- Nordgren, L. F., van Harreveld, F., & van der Pligt, J. (2005, September). Unpacking perceived control: the mediating role of anticipated regret. Paper

presented at the European Association of Experimental Social Psychology.
Wuerzburg, Germany.

- Nordgren, L. F., van Harreveld, F., & van der Pligt, J.(2005, September). Visceral drives in retrospect: Explanations about the inaccessible past. Paper presented at the Annual Meeting of the European Social Cognition Network. Vitznau, Switzerland.

TEACHING EXPERIENCE

Kellogg School of Management

Leadership in Organizations, MBA course 2008-2011,

- Achieved a 9.8/10 course evaluation

Individual in the Organization, PhD seminar 2010-2011

- Achieved a 9.3/10 course evaluation

Free University, Amsterdam

Attitudes and Persuasion, undergraduate psychology course 2007-2008

Writing and Presenting for Publication, research masters seminar 2007-2008

ADVISING EXPERIENCE

Dissertation Committee Member

Eileen Chou, MORS, Northwestern University

Soo Kim, Marketing, Northwestern University

MORS Second Year Paper Committee Member

Eileen Chou, MORS, Northwestern University

Sohyeon Shim, MORS, Northwestern University

Jiyin Cao, MORS, Northwestern University

Rachel Ruttan, MORS, Northwestern University

EDITORIAL WORK

Guest Editor

Social Cognition. Special Issue on Unconscious Thought, 2011.

Ad-hoc Reviewer

British Journal of Social Psychology

European Journal of Social Psychology

Journal of Experimental Social Psychology

Journal of Behavioral Decision Making

Journal of Personality and Social Psychology

Psychological Science
Social Cognition
Social Psychology and Personality Science

PROFESSIONAL AFFILIATIONS

Academy of Management
American Psychological Association
American Psychological Society
Society for Experimental Social Psychology
Society for Personality and Social Psychology

Outside Activities

Kellogg encourages its faculty members to disclose any activities that might present a real or apparent conflict of interest. The following list includes the organizations with which I have worked, typically doing training presentations on leadership, from January 1st, 2013 to March 24th, 2014.

Aspen Waste Management
Booz and Co.
National Broadcasters Association
BP Global
CREW- Commercial Real Estate for Women