DANIEL A. EFFRON

August, 2012

Kellogg School of Management
Northwestern University
2001 Sheridan Road, Jacobs Center 371
Evanston, IL 60208-2001
d-effron@kellogg.northwestern.edu

EDUCATION AND ACADEMIC POSITIONS

Northwestern University (September, 2011 -)

Visiting Assistant Professor of Management and Organizations, Kellogg School of Management

Postdoctoral Fellow, Dispute Resolution Research Center

Stanford University

Ph.D., social psychology (2011)

M.A., psychology (2009)

Dissertation title: "The Immoral Road Not Taken: Using Counterfactual Transgressions to Secure a Moral Identity."

** Received an American Psychological Association Dissertation Award (2010)*

Dissertation committee members: Dale Miller, Benoît Monin, Lee Ross, Elizabeth Mullen, Paul Brest

Yale University

B.A. in psychology, *magna cum laude* with distinction in the major (2005)

Thesis title: "Self-other differences in the perception of emotional bias: Evidence for informational constraints on the motivation to appear objective"

Advisors: Frank Keil and David Armor

PEER-REVIEWED PUBLICATIONS

Effron, D. A., Miller, D. T., & Monin, B. (in press). Inventing racist roads not taken: The licensing effect of immoral counterfactual behaviors. *Journal of Personality and Social Psychology*.

Effron, D. A., Monin, B., & Miller, D. T. (in press). The unhealthy road not taken: Licensing indulgence by exaggerating counterfactual sins. *Journal of Experimental Social Psychology*.

Effron, D. A., & Miller, D. T. (2012). How the moralization of issues grants social legitimacy to act on one's attitudes. *Personality and Social Psychology Bulletin, 38*, 690-701.

Merritt, A. C., Effron, D. A., Fein, S. Savitsky, K. K., Tuller, D. M., & Monin, B. (2012). The strategic pursuit of moral credentials. *Journal of Experimental Social Psychology*, *48*, 774-777.

Cehajic-Clancy, S., Effron, D. A., Halperin, E., Liberman, V., & Ross, L. D. (2011). Affirmation, acknowledgment of ingroup responsibility, group-based guilt, and support for reparative measures. *Journal of Personality and Social Psychology, 101*, 256-270.

Effron, D. A., & Miller, D. T. (2011). Diffusion of entitlement: An inhibitory effect of scarcity on consumption. *Journal of Experimental Social Psychology, 47,* 378-383.

Effron, D. A., & Miller, D. T. (2011). Reducing exposure to trust-related risks to avoid self-blame. *Personality and Social Psychology Bulletin, 37,* 181-192.

Effron, D. A., & Monin, B. (2010). Letting people off the hook: When do good deeds excuse transgressions? *Personality and Social Psychology Bulletin*, *36*, 1618-1634.

Merritt, A. M., Effron, D. A., & Monin, B. (2010). Moral self-licensing: When being good frees us to be bad. *Social and Personality Psychology Compass, 4*, 344-357.

Effron, D. A., Cameron, J. S., & Monin, B. (2009). Endorsing Obama licenses favoring Whites. *Journal of Experimental Social Psychology, 45,* 590-593.

Effron, D. A., Niedenthal, P. M., Gil, S., & Droit-Volet, S. (2006). Embodied temporal perception of emotion. *Emotion, 6*, 1-9.

BOOK CHAPTERS AND INVITED CONTRIBUTIONS

Effron, D. A. (2012). Hero or hypocrite? A psychological perspective on the risks and benefits of positive character evidence. *The Jury Expert*, *24*(4).

Miller, D. T., & Effron, D. A. (2010). Psychological license: When it is needed and how it functions. In M. P. Zanna and J. Olson (Eds.), *Advances in experimental social psychology* (Vol. 43, pp. 117-158). San Diego, CA: Academic Press/Elsevier.

Miller, D. T., Effron, D. A., & Zak, S. V. (2009). From moral outrage to social protest: The role of psychological standing. In D. R. Bobocel, A. C. Kay, M. P. Zanna & J. M. Olson (Eds.), *The psychology of justice and legitimacy: The Ontario symposium* (Vol. 11, pp. 103-123). New York: Psychological Press.

Niedenthal, P. M., Mondillon, L., Effron, D. A., & Barsalou, L. W. (2009). Representing social concepts modally and amodally. In F. Strack & J. Förster (Eds.), *Social cognition: The basis of human interaction. Frontiers of social psychology.* (pp. 23-47). New York: Psychological Press.

WORKING PAPERS

Effron, D. A. (under review, *Organizational Behavioral and Human Decision Processes*). Making mountains out of molehills: Inflating one's moral credentials to preemptively secure a moral self-image.

Effron, D. A., & Gollwitzer, M. (in preparation). Rationalizing selfish behavior by exaggerating the risk of being exploited.

CURRENT PROJECTS

Szczurek, L., Effron, D. A., Markus, H. R., Uchida, Y., & Muluk, H. *Moral inconsistency seems more hypocritical in independent cultures: Evidence from the U.S., Japan, and Indonesia.*

Effron, D. A., & Murnighan, J. K. *How the fear of seeming hypocritical shapes the way people compensate for their misdeeds.*

Effron, D. A., Lucas, B., & Galinsky, A. D. "*If I don't do wrong, someone else will:" Licensing unethical behavior by mispredicting the consequences of being virtuous.*

Effron, D. A., & Finkel, E. J. *Feeling loyal in romantic relationships despite having a wandering eye.*

Halvorson, M. A., Effron, D. A., & Monin, B. *Justifying selfish behavior by overestimating its benefit to one's ingroup.*

Effron, D. A., & Merritt, A. M. *Mental preparation increases discriminatory decisions.*

HONORS, GRANTS, AND FELLOWSHIPS

Best Paper Proceedings selection, Academy of Management (2012)

Dispute Resolution Research Center grants (2011, 2012)

Edmond J. Safra Center for Ethics research grant and lab fellowship, Harvard University (2011)

Research Institute of Comparative Studies in Race and Ethnicity dissertation fellowship, Stanford University (2011)

American Psychological Association Dissertation Research Award (2010)

Society for Personality and Social Psychology Student Travel Award (2010)

Norman H. Anderson Research Grant, Stanford University (2010)

Stanford Center for International Conflict and Negotiation Fellowship (2008)

National Science Foundation Graduate Research Fellowship: honorable mention (2007)

Mellon Undergraduate Research Award, Yale University (2005)

Phi Beta Kappa, national academic honor society (inducted 2004)

Psi Chi, national psychology honor society (inducted 2004)

Bates Summer Travel Fellowship, Yale University (2004)

Class of 1956 Fellowship, Yale University (2004)

PAPER PRESENTATIONS AND INVITED TALKS

Effron, D. A., Miller, D. T., & Monin, B. (2012, August). Inventing racist roads not taken: The licensing effect of immoral counterfactual behavior. Academy of Management, Boston. **Best Paper Proceedings.*

Effron, D. A., Monin, B., & Miller, D. T. (2012, August). The unhealthy road not taken: Licensing indulgence by exaggerating counterfactual vices. Academy of Management, Boston, MA.

Effron, D. A., & Gollwitzer, M. (2012, July) Rationalizing selfish behavior by exaggerating the risk of being exploited. International Academy of Conflict Management, Stellenbosch, South Africa.

Effron, D. A. (2012, April). The path to virtue, the immoral road not taken, and the strategic pursuit of moral credentials. University of Illinois at Chicago.

Effron, D. A., Miller, D. T., & Monin, B. (2011, October). The racist road not taken: The licensing effect of imagining alternatives to reality. Society for Experimental Social Psychology, Washington, DC.

Effron, D. A. (2011, September). The unethical road not taken. Edmond J. Safra Center for Ethics, Harvard University.

Effron, D. A., Miller, D. T., & Monin, B. (2011, January). Remembering the road not taken as racist: Exaggerating past opportunities for immorality in order to seem moral. Society for Personality and Social Psychology, San Antonio.

Effron, D. A., & Monin, B. (2010, August). Granting others a license to transgress. International Society for Justice Research, Banff, Alberta.

O'Connor, K., Effron, D. A., Mullen, E., & Monin, B. (2010, August). Innocent by association: When a close other's good deeds license one's transgressions. International Society for Justice Research, Banff, Alberta.

Effron, D.A., & Monin, B. (2010, January). When does doing good license doing bad? The role of hypocrisy and moral ambiguity. Society for Personality and Social Psychology, Las Vegas.

Zitek, E. Z., & Effron, D. A. (2010). *Chaired Symposium*: Perspectives on moral licensing. Speakers: Emily Zitek, Sonya Sachdeva, Caitlin Powell, Daniel Effron. Society for Personality and Social Psychology, Las Vegas.

Effron, D. A., Cameron, J. C., & Monin, B. (2009, May). Endorsing Obama licenses favoring Whites. Berkeley University.

Effron, D. A., Cameron, J. C., & Monin, B. (2009, February). Endorsing Obama licenses favoring Whites. Justice and Morality Preconference, Society for Personality and Social Psychology, Tampa.

Effron, D. A., Mills, C. M. & Keil, F. C. (2004, June). Le biais d'intérêt personnel et le jugement social. Presented at l'Institut National de la Recherche Agronomique, Clermont-Ferrand, France.

POSTER PRESENTATIONS

Effron, D. A., & Miller, D. T. (2010, August). Reducing risk exposure in order to avoid feeling like a sucker. International Society for Justice Research, Banff, Alberta.

O'Connor, K., Effron, D. A., Mullen, E., & Monin, B. (2010, February). Vicarious moral credentials: When one person's good deeds license another's transgressions. Justice and Morality preconference, Society for Personality and Social Psychology, Las Vegas.

Effron, D. A., & Miller, D. T. (2009, February). What right do I have? Wanting, but not taking, scarce resources. Society for Personality and Social Psychology, Tampa.

Effron, D. A., & Miller, D. T. (2008, February). Moralization, self-interest, and the entitlement to speak up. Society for Personality and Social Psychology, Albuquerque.

Gil, S., Effron, D., Niedenthal, P. M., Droit-Volet, S. (2005, March). Embodied temporal perception of emotion. Humaine WP6 conference, Paris, France.

Mills, C. M., Keil, F. C., & Effron, D. A. (2004, June). The development of cynicism. Jean Piaget Society, Toronto.

MEDIA MENTIONS AND INTERVIEWS

Chicago Tribune (August 23, 2009). Studies of racial attitudes grapple with Obama factor.

Los Angeles Times (August 19, 2009). Testing Obama's effect on racial attitudes.

Süddeutsche Zeitung (August 13, 2009). Lizenz zur Sünde.

Psychology Today (June, 2009). Two steps forward, one step back.

New Hampshire Public Radio (May 6, 2009). The "I voted for Obama" effect. [live interview]

New Scientist (June 5, 2009). Obama's success isn't all good news for black Americans.

Stern (April 29, 2009). Obamas schwarzes Dilemma

TEACHING EXPERIENCE

Advisor

Masters thesis co-advisor for Frederike Woettke (2012), Phillips-University Marburg, Germany

Undergraduate honors thesis and masters thesis co-advisor for Max Halvorson (2011 and 2012), Stanford Psychology

Undergraduate honors thesis co-advisor for Daniel Tuller (2010), Stanford Psychology

Instructor

Negotiations, *primary instructor* (2011-2012: 3 sections taught. 2012-2013: 3 sections scheduled). Kellogg School of Management, Northwestern University
Achieved overall instructor rating of 8.5/10.

Introduction to Social Psychology, *co-instructor* (2009). Stanford Psychology
Overall instructor rating: 4.3/5.

General Psychology, *co-instructor* (2008). Stanford Psychology
Overall instructor rating: 4.6/5.

Social Research Methods, *co-instructor* (2006). University of Massachusetts Boston
(Instructor ratings not available)

Human Development, *supervised primary instructor* (2006), *co-instructor* (2005). UMass Boston
(Instructor ratings not available)

Teaching assistant

Introduction to Social Psychology, *head TA* (2009). Stanford Psychology

Judgment and Decision-Making, *TA* (2010). Stanford: School of Law, Public Policy Program, and Program in International Policy Studies

Social Psychology (graduate level), *TA* (2008). Stanford Psychology

Introduction to Psychology, *TA* (2007, 2008). Stanford Psychology

JudgeMental: Social Judgments and Decision-Making, *TA* (2005).
Duke University Talent Identification Program

Ad Hoc Reviewer

Journal of Personality and Social Psychology (x2)
Psychological Science
Organizational Behavioral and Human Decision Processes
Journal of Experimental Social Psychology (x6)
Personality and Social Psychology Bulletin
Personality and Social Psychology Review
Political Psychology
British Journal of Social Psychology
Motivation and Emotion
Journal of Applied Social Psychology
Israel Science Foundation
International Association of Conflict Management annual conference (2012)
Society for Personality and Social Psychology annual conference (2013)
Time-sharing Experiments for the Social Sciences (TESS)