

## Loran F. Nordgren

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### ACADEMIC POSITIONS

- 2008- 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

- 2007 PhD, Social Psychology, *With Distinction*, University of Amsterdam
- 2001 BA, Psychology, *magna cum laude*, St. Olaf College

### AWARDS AND HONORS

- 2007 Theoretical Innovation Award, Society of Personality and Social Psychology, Awarded for A theory of unconscious thought. *Perspectives on Psychological Science, 1, 95-109*
- 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, Awarded for Unpacking perceived control: the mediating role of anticipated regret. *Journal of Behavioral Decision Making, 20, 533-544*
- 2003 Fulbright Scholarship, University of Amsterdam, *Evaluating the impact of national drug policies on implicit and explicit attitudes*

2001                      Gordon Allport Award, St. Olaf College, Awarded for Excellence in Psychology

## **GRANTS**

2008-2010              United States Department of Agriculture, Behavioral Health Economics Research Program, *Using Contrast Effects to Combat Obesity*, \$30,000

## **PUBLISHED MANUSCRIPTS**

Nordgren, L.F., van Harreveld, F., & van der Pligt, J. (In Press). The restraint bias: illusions of restraint promote impulsive behavior. *Psychological Science*.

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.

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.

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.

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.

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.

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.

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.\*

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.

Dijksterhuis, A. & Nordgren, L. F., (2006). A Theory of Unconscious Thought *Perspectives on Psychological Science*, *1*, 95-109.

Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Complex choices better made unconsciously? *Science*, *313*, 760-761.

Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Making choices without deliberation. *Science*, *312*, 1472.

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.

\* Featured as Editor's Choice in *Science*, *312*, p. 1849.

## WORKING MANUSCRIPTS

Nordgren, L.F., Banas, K., & MacDonlad, G. (under review). The pain of heartache: evidence of empathy gaps for social pain.

Nordgren, L.F. (in preparation). Perceptions of common illness: how underestimating the severity of common illness promotes contagion.

Nordgren, L.F., & Dijksterhuis, A. (in preparation). A devil on each shoulder: the two-pronged influence of impulsive states on self-control.

Nordgren, L.F. (in preparation). Mental fluency and prospective memory: why we overestimate our ability to recount the past.

## INVITED TALKS

2009, January	Utrecht University, Health Psychology Seminar
2008, May	University of Leuven, Marketing Seminar
2008, May	Utrecht University, Social Psychology Seminar
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**

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

Fall Quarter, 2008

Instructor Evaluation: Achieved 9.6 (out of 10)

Free University, Amsterdam

- *Attitudes and Persuasion*, undergraduate psychology course  
2007-2008  
Instructor Evaluation: Achieved 9.2 (out of 10)

- *Writing and Presenting for Publication*, research masters seminar  
2007-2008  
Instructor Evaluation: Achieved 9.4 (out of 10)

## **MEDIA MENTIONS**

The nature of temptation: Why those who speak against vice so often fall for it. July 5, 2009

*Boston Globe*

[http://www.boston.com/bostonglobe/ideas/articles/2009/07/05/the\\_nature\\_of\\_temptation/](http://www.boston.com/bostonglobe/ideas/articles/2009/07/05/the_nature_of_temptation/)

Trust your gut: Too much thinking leads to bad choices. January 26, 2009.

*E-Science News*

<http://esciencenews.com/articles/2009/01/26/trust.your.gut.too.much.thinking.leads.bad.choices>

Trust your gut: Too much thinking leads to bad choices. January 26, 2009.

*Physorg.com*

<http://www.physorg.com/news152205676.html>

Trust your gut: Too much thinking leads to bad choices. January 26, 2009

*Food Consumer*

[http://foodconsumer.org/7777/8888/Other\\_News\\_51/012611522009\\_Trust\\_your\\_gut\\_Too\\_much\\_thinking\\_leads\\_to\\_bad\\_choices.shtml](http://foodconsumer.org/7777/8888/Other_News_51/012611522009_Trust_your_gut_Too_much_thinking_leads_to_bad_choices.shtml)

*Twine*: Trust your gut: Too much thinking leads to bad choices. January 26, 2009

<http://www.twine.com/item/11tqf1sgy-1x/trust-your-gut-too-much-thinking-leads-to-bad-choices>

*Science Daily*: Trust your gut: Too much thinking leads to bad choices. January 27, 2009

<http://www.sciencedaily.com/releases/2009/01/090126112313.htm>

*Seed Magazine*: A break from decision making. February 13, 2006.

[http://seedmagazine.com/content/article/a\\_break\\_from\\_decision-making/](http://seedmagazine.com/content/article/a_break_from_decision-making/)

*Newsweek*: The empathy gap. July 11, 2006  
<http://www.newsweek.com/id/37367>

**Ad-hoc Reviewer:**

British Journal of Social Psychology  
European Journal of Social Psychology  
Journal of Personality and Social Psychology  
Psychological Science  
Social Cognition

**PROFESSIONAL AFFILIATIONS**

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American Psychological Association  
American Psychological Society  
Society for Personality and Social Psychology