

Zachary C. Burns

Kellogg School of Management
Northwestern University
2001 N Sheridan Rd., Jacobs Center 379
Evanston, IL 60208-2001
z-burns@kellogg.northwestern.edu

POSITION

2013 - Postdoctoral Fellow and Visiting Assistant Professor of Negotiations
Dispute Resolution Research Center
Kellogg School of Management, Northwestern University

EDUCATION and TRAINING

June 2013 Ph.D. Managerial and Organizational Behavior
University of Chicago Booth School of Business
Center for Decision Research

Dissertation: "It all happened so slow!": The impact of action speed on assessments of intentionality
(Committee: Eugene M. Caruso (Chair), Reid Hastie, Nicholas Epley, and Jonathan Masur)

2010 - 2013 Katherine Dusak Miller Ph.D. Fellow
University of Chicago Booth School of Business

2006 B.A. Mathematics
B.A. Economics
Cornell University

RESEARCH INTERESTS

Psychology of Morality and Ethics
Psychological Applications in Law
Judgment and Decision Making

PUBLICATIONS

Journal Articles

Burns, Z. C., Caruso, E. M. & Bartels, D. M. (2012). Predicting premeditation: Future behavior is seen as more intentional than past behavior. *Journal of Experimental Psychology: General*, 141, 227-232.

People's intuitions about the underlying causes of past and future actions might not be the same. In three studies, we demonstrate that people judge the same behavior as more intentional when it will be performed in the future than when it has been performed in the past. We found this temporal asymmetry in perceptions of both the strength of an individual's intention and the overall prevalence of intentional behavior in a population. Because of its heightened intentionality, people thought the same transgression deserved more severe punishment when it would occur in the future than when it did occur in the past. The difference in judgments of both intentionality and punishment were partly explained by the stronger emotional reactions that were elicited in response to future actions than past actions. We consider the implications of this temporal asymmetry for legal decision making and theories of attribution more generally.

Sprigman, C.J., Buccafusco, C.J., & Burns, Z.C. (2013). What's a name worth? Experimental tests of the value of attribution in intellectual property. *Boston University Law Review*, 9, 1387-1433.

Despite considerable research suggesting that creators value attribution – i.e., being named as the creator of a work – U.S. intellectual property (IP) law does not provide this right to the vast majority of creators, a right that is standard in many European countries. We report a series of experiments that are the first to attempt to quantitatively measure the value of attribution to creators. The first two experiments demonstrate that creators are willing to sacrifice significant economic payments in favor of receiving attribution for their work. The third experiment casts doubt on the value of giving creators such a default right; when creators are given a right to attribution as a default, they value credit *four times higher* than when attribution is not the default option. Our findings make clear that creators value attribution, and that the prospect of obtaining it can lead to a more efficient level of transacting. We also caution that, under certain conditions, providing creators with a default right to attribution will result in less efficient transacting.

Other Publications

Burns, Z. C., Chiu, A. & Wu, G. (2011). Overweighting of small probabilities. *Wiley Encyclopedia of Operations Research and Management Science*.

The psychological impact of a low probability or rare event is typically large relative to that event's actuarial likelihood. This overweighting follows a two-stage process. First, rare events tend to be overestimated because of the availability heuristic, anchoring on the "ignorance prior," and coarse chance categories. Second, when making decisions, low probability events are over-weighted because of the psychophysics of chance.

MANUSCRIPTS IN PREPARATION

Burns, Z. C., & Caruso, E. M. *"It all happened so slow!": The impact of action speed on assessments of intentionality.*

From YouTube to the courtroom, people have an increasing number of opportunities to view the actions of others on film. We uncover a novel factor that influences the assessment of an actor's videotaped behavior: the speed at which the recorded behavior is observed. Using videos of physical contact in various sporting events (studies 1 & 2), we demonstrate that participants who view events in slow motion (compared to regular speed) believe that actions are more intentional and that the actors who committed them deserve more punishment for harmful outcomes. We further explore three processes that potentially generate this effect: study 3 rejects the hypothesis that slow motion gives observers better insight into the actor's mind; study 4 rejects the hypothesis that slow motion facilitates confirmation bias; study 5 provides evidence that slow motion's impact on intentionality ratings is explained by observers' perceptions that qualitatively more time elapses in the slow condition. Study 6 explores the effect more generally, finding evidence that unintentional actions seem less intentional in slow motion, but in contrast to intentional actions, the effect is not mediated by perceived elapsed time.

Caruso, E. M., Bartels, D. M. & Burns, Z. C. *Damned if you do, but not if you did: When facing a moral dilemma is worse than having faced one.*

Though there have been many investigations of the differences between the past and the future, few have focused on the impact on moral rules. In several studies, we investigate the impact of prospection vs. retrospection on the assessment of the moral acceptability of an actor's actions. We find generally that breaking a moral rule in the future is worse than breaking a moral rule in the past, but the same does not hold for any arbitrary (i.e., non-moral) rule. We suggest that the special status of moral rules and their role in ordering society leads people to be less willing to consider future tradeoffs than for other types of rules.

Buccafusco, C.J., Fromer, J., Sprigman, C.J., & Burns, Z.C. *Experimental tests of intellectual property law's creativity threshold.*

In the United States, intellectual property (IP) law is intended to encourage the production of new creative works and inventions. Copyright and patent laws do this by providing qualifying authors and inventors with a bundle of exclusive rights relating to the use and development of their creations. In a series of experiments, we seek to extend the research on the effects of incentives into the realm of creativity and IP. Specifically, we want to test whether the existence of a creativity threshold that conditions entry into a prize lottery on meeting certain performance standards encourages people to be more creative. The experiments involve varying creativity tasks in which subjects are randomly assigned to conditions that are intended to model the different creativity thresholds employed by copyright and patent law. Doing so allows us to test whether the existence and nature of a threshold increases, decreases, or does not affect subjects' creativity.

WORK IN PROGRESS

Burns, Z. C. & Caruso, E. M. *On past probabilities and future injuries: A temporal investigation of the hand formula.*

Past research has shown that temporal perspectives have an effect on estimations of both the probability of harm and magnitude of harm, the two key determinants of the standard of care under tort law. Specifically, in hindsight, probability estimates are inflated, and in foresight, magnitude estimates are inflated. We test experimentally how these values change with respect to a temporal perspective and find that, though the values do partially offset, they do not do so completely, and as a result lead to inflated values for a standard of care in retrospect.

PRESENTATIONS

Chaired Conference Symposia

Burns, Z. C., & Caruso, E. M. (May, 2012). *Contextual influences on mental-state inference.* Symposium presented at the annual meeting for the American Psychological Society, Chicago, IL.

Conference Presentations

Burns, Z. C., & Caruso, E. M. (January, 2013). *"It all happened so slow!": The impact of action speed on assessments of intentionality.* Paper presented at the Psychology and Law preconference at the annual meeting for the Society of Personality and Social Psychology, New Orleans, LA.

Burns, Z. C., & Caruso, E. M. (August, 2012). *"It all happened so slow!": The impact of action speed on assessments of intentionality.* Paper presented at the annual meeting for the Academy of Management, Boston, MA.

Burns, Z. C., Caruso, E. M. & Bartels, D. M. (May, 2012). *Predicting premeditation: Future behavior is seen as more intentional than past behavior.* In Z. C. Burns & E. M. Caruso (Chairs), *Contextual influences on mental-state inference.* Symposium presented at the annual meeting for the Association for Psychological Science, Chicago, IL.

Burns, Z. C., Caruso, E. M. & Bartels, D. M. (November, 2011). *Predicting premeditation: Future behavior is seen as more intentional than past behavior.* Paper presented at the annual meeting for the Society of Judgment and Decision Making, Seattle, WA.

Burns, Z. C., Caruso, E. M. & Bartels, D. M. (November, 2011). *Predicting premeditation: Future behavior is seen as more intentional than past behavior.* Paper presented at the annual Conference on Empirical Legal Studies, Chicago, IL.

- Burns, Z. C., Caruso, E. M. & Bartels, D. M. (August, 2011). *It's the thought that will count: Future behavior is seen as more intentional than past behavior*. In C. Moore & F. Gino (Chairs), *Cognitive approaches to behavioral ethics*. Symposium conducted at the Academy of Management, San Antonio, TX.
- Burns, Z. C., & Caruso, E. M. (June, 2011). *On past probabilities and future injuries: A temporal investigation of the Hand Formula*. Paper presented at the annual meeting for Law and Society Association, San Francisco, CA.
- Burns, Z. C., Caruso, E. M. & Bartels, D. M. (May, 2011). *Where there's a "will" there's a will: Future behavior is seen as more intentional than past behavior*. Paper presented at the annual meeting for Midwest Psychological Association, Chicago, IL.
- Burns, Z. C., Caruso, E. M. & Bartels, D. M. (June, 2010). *It's the thought that will count: Future behavior is seen as more intentional than past behavior*. Paper presented at the bi-annual meeting for Behavioral Decision Research in Management, Pittsburgh, PA.

Invited Presentations

- Burns, Z.C. (July 2013). *What's a name worth? Experimental tests of the value of attribution in intellectual property*. Presented at the Third Annual Research Roundtable on the Law and Economics of Digital Markets (Northwestern Law), Chicago, IL.
- Burns, Z. C. (March, 2013). *How two facets of time shape judgments of intentionality*. Presented to the Dispute Resolution Research Center at Kellogg School of Management (Northwestern University), Chicago, IL.
- Burns, Z. C. (March, 2012). *How time influences judgments of (un)ethical behavior*. Presented to the Ford Center for Global Citizenship at Kellogg School of Management (Northwestern University), Chicago, IL.

Poster Presentations

- Burns, Z. C., & Caruso, E. M. (November, 2012). *"It all happened so slow!": The impact of action speed on assessments of intentionality*. Poster presented at the annual meeting for the Society of Judgment and Decision Making, Minneapolis, MN. Winner of Best Student Poster award.
- Burns, Z. C., Bartels, D. M., & Caruso, E. M. (January, 2012). *Predicting Premeditation: Future Behavior is Seen as More Intentional than Past Behavior*. Poster presented at the annual meeting for the Society of Personality and Social Psychology, San Diego, CA.
- Burns, Z. C., Bartels, D. M., & Caruso, E. M. (January, 2011). *It's the thought that will count: Future behavior is seen as more intentional than past behavior*. Poster presented at the Judgment and Decision Making preconference at the annual meeting for the Society of Personality and Social Psychology, San Antonio, TX. Winner of student travel award.
- Burns, Z. C., Bartels, D. M., & Caruso, E. M. (November, 2009). *It's the thought that will count: Future behavior is seen as more intentional than past behavior*. Poster presented at the annual meeting for the Society of Judgment and Decision Making, Boston, MA.
- Burns, Z. C., Gold, M.A., Corbie-Smith, G., Coyne-Beasley, T. & Akers, A. Y. (October, 2007). *Rationality in adolescent sexual decision-making: Adolescent understanding of sexually transmitted infection risk and risk reduction strategies*. Poster presented at the annual meeting for the Society of Medical Decision Making, Pittsburgh, PA.

HONORS and AWARDS

- | | |
|------|--|
| 2012 | Best Student Poster award (1 st place).
“It all happened so slow!”: The impact of action speed on assessments of intentionality.
Society of Judgment and Decision Making. |
| 2012 | Deputy Dean Letter for Teaching Excellence.
(Most recent. <i>Also received in 2010, 2009 and 2008.</i>) |
| 2012 | Katherine Dusak Miller PhD Fellowship, Chicago Booth.
Fellowship to support dissertation year in residence.
(Most recent. <i>Also received in 2011 and 2010</i>) |
| 2011 | Student Travel Award, Stern School of Business.
Judgment and Decision Making Preconference at the annual meeting of the Society for Personality and Social Psychology. |

TEACHING

Graduate Level Teaching (at University of Chicago Booth School of Business, unless otherwise noted):

Head Teaching Assistant, **Advanced Negotiations**, Spring 2013 (G. Wu)

Teaching Assistant, **Power and Influence**, Spring 2013 (H. Caruso)

Head Teaching Assistant, **The Practice of Leadership in Business**, Winter 2013 (L. Ginzel)

Head Teaching Assistant, **Strategies and Processes of Negotiation**, Fall 2012 (L. Ginzel)

Teaching Assistant, **Power and Influence**, (Executive MBA Program) Chicago, IL, Summer 2012* (H. Caruso)

Teaching Assistant, **Strategies and Processes of Negotiation**, Spring 2012 (E. Zinchenko)

Teaching Assistant, **Management in Organizations** (University of Chicago Harris School of Public Policy), Spring 2011 (S. Ashworth)

Head Teaching Assistant, **Managerial Decision Making**, Winters 2008-2012 (G. Wu)

Head Teaching Assistant, **Managerial Decision Making**, Springs 2008- 2011 (R. Thaler)

Teaching Assistant, **Strategies and Processes of Negotiation**, Summer 2008 (O. Sheldon)

Head Teaching Assistant, **Managerial Decision Making**, Autumns 2008- 2010 (C. Hsee)

Teaching Assistant, **Strategies and Processes of Negotiation**, Winter 2009 (S. Bhargava)

Teaching Assistant, **Managerial Decision Making** (Executive MBA Program), London, UK, Summers 2009*-2010*, 2013 (G. Wu)

Teaching Assistant, **Managerial Decision Making** (Executive MBA Program), Chicago, IL, Summer 2010* (N. Epley)

Teaching Assistant, **Managing in Organizations**, Summer 2010 (N. Epley)

* *Received a letter from the deputy dean for teaching excellence.*