

Jason Riis

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The Wharton School
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<https://www.behavioralize.com/>

Employment

Behavioralize	Founder, Chief Behavioral Scientist Behavioralize, Applying Behavioral Science for Growth January 2018 – present
University of Pennsylvania	Senior Fellow Wharton School, Behavior Change for Good Initiative July 2018 – present
University of Pennsylvania	Lecturer and Research Scholar Wharton School, Marketing Department July 2013 – July 2018
Harvard Business School	Assistant Professor of Business Administration Marketing Unit June 2008 – July 2014
New York University	Visiting Assistant Professor of Marketing Leonard N. Stern School of Business June 2006 – May 2008
Princeton University	Postdoctoral Research Associate, June 2003 – May 2006 (Advisor: Daniel Kahneman)

Education

University of Michigan	Ph.D. in Psychology, 2003
University of Toronto	M.A. in Human Development and Applied Psychology, 1998
University of Toronto	B.Sc. in Psychology and Philosophy, 1994

Research Areas

- Critical thinking and health communication
- Behavior change, habit formation, and preference change
- Consumer decision making for food and health-related products
- Field experiments in marketing and healthcare
- Consumer preferences for mental and physical self-improvement

Publications

1. O'Bryan, A., Price, J., Riis, J. (2017). Using default options to increase healthy add-ons to a meal. *Journal of Marketing Behavior*, 2017, 3: 39–50
2. Dai, H., Mao, D., Riis, J., Volpp, K., Relish, M., Lawnicki, V., & Milkman, K. (2017). Effectiveness of medication adherence reminders tied to “Fresh Start” dates: a randomized clinical trial. *Journal of the American Medical Association: Cardiology*, 2 (4), pp. 453-455.
3. Riis, J., Fisher, J., & Rowe, S. (2016). How food marketers can sell smaller portions: Consumer insights and product innovation. *Appetite*, 105, 423-424.
4. Putnam-Farr, N., & Riis, J. (2016). Yes, I want to enroll: yes/no response formats increase response rates in marketing communications. *Journal of Marketing Research*, 53(3), 424-432.
5. Thorndike, A. N., Riis, J. & Levy, D. (2016). Social norms and financial incentives to promote employees' healthy food choices: A randomized controlled trial. *Preventive Medicine*, 86, 12-18.
6. Dai, H., Milkman, K., & Riis, J. (2015). Put your imperfections behind you: Temporal landmarks spur goal initiation when they signal new beginnings. *Psychological Science*, 26 (12), 1927 – 1936
7. Mohan, B., Chandon, P., Riis, J. (2015), Don't let that percentage fool you: investigating the relationship between percentage errors and ratios. *Journal of Marketing Behavior*.
8. Riis, J. & Ratner, R. (2015). Optimal design of health and nutrition messages. In I. Kawachi & C. Roberto (Eds.), *Behavioral Economics and Public Health*. Oxford University Press.

9. Dai, H., Milkman, K.L., & Riis, J. (2014). The fresh start effect: Temporal landmarks in life motivate aspirational behavior. *Management Science*.
10. Ratner, R., & Riis, J. (2014). Communicating science-based recommendations with memorable and actionable guidelines. *Proceedings of the National Academy of Sciences*, 11 (S4), 13634-13641.
11. Riis, J. (2014). Opportunities and barriers for smaller portions in food service: lessons from marketing and behavioral economics. *International Journal of Obesity*.
12. Thorndike, A. N., Riis, J., Sonnenberg, L. & Levy, D. (2014). Traffic-light labels and choice architecture: promoting healthy food choices. *American Journal of Preventive Medicine* 46(2), 143-149.
13. Sonnenberg, L., Gelsomin, E., Levy, D., Riis, J., Barraclough, S., & Thorndike, A. N. (2013). A traffic light food labeling intervention increases consumer awareness of health and healthy choices at the point-of-purchase. *Preventive Medicine*. 57 (2013) 253-257.
14. Riis, J. (2013). Getting the most out of financial incentives for weight loss. *Annals of Internal Medicine*, 158 (7), 560-561.
15. Price, J., & Riis, J. (2012). Behavioral economics and the psychology of fruit and vegetable consumption. *Journal of Food Studies*, 1(1), 1-13.
16. Levy, D., Riis, J., Sonnenberg, L., Barraclough, S., & Thorndike, A. N. (2012). Food choices of minority and low-income employees: a cafeteria intervention. *American Journal of Preventive Medicine*, 43, 240-248.
17. Thorndike, A. N., Sonnenberg, L., Riis, J., Barraclough, S., & Levy, D. (2012). A 2-phase labeling and choice architecture intervention to improve healthy food and beverage choice. *American Journal of Public Health*, 102(3), 527-533.
18. Schwartz, J., Riis, J., Elbel, B., & Ariely, D. (2012). Inviting consumers to downsize fast-food portions significantly reduces calorie consumption. *Health Affairs*, 31(2), 399-407.
19. Riis, J. (2010). Leveraging consumer psychology to make it easier to eat less. *Obesity and Weight Management*, 6(3), 123-125.
20. Riis, J., & Ratner, R. (2010). Simplified nutrition guidelines to fight obesity. In R. Batra, V. Strecher, & P. Keller (Eds.), *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*. Armonk, NY: ME Sharpe.

21. McClure, S., & Riis, J. (2009). The neuroscience of preference. In D. Sander & K. Scherer (Eds.), *Oxford Companion to the Affective Sciences*, New York, NY: Oxford University Press.
22. Lacey, H. P., Fagerlin, A., Loewenstein, G., Smith, D.M., Riis, J., & Ubel, P. A. (2008). Are they really that happy? Exploring scale recalibration in estimates of well-being. *Health Psychology*, 27(6), 669-675.
23. Riis, J., Simmons, J. P., & Goodwin G. (2008). Preferences for enhancement pharmaceuticals: the reluctance to enhance fundamental traits. *Journal of Consumer Research*, 35(3), 495-508.
24. Pochon, J. B., Riis, J., Sanfey, A. G., Nystrom, L. E., & Cohen, J. D. (2008). Functional imaging of decision conflict. *Journal of Neuroscience*, 28(13), 3468-3473.
25. Damschroder, L. J., Ubel, P. A., Riis, J., & Smith, D. M. (2007). An alternative approach for eliciting willingness-to-pay: a randomized internet trial. *Judgment and Decision Making*, 2(2), 96-106.
26. Lacey, H. P., Fagerlin, A., Loewenstein, G., Smith, D. M., Riis, J., & Ubel, P. A. (2006). It must be awful for them: Healthy people overlook disease variability in quality of life judgments. *Judgment and Decision Making*, 1, 146-152.
27. Kahneman, D., & Riis, J. (2005). Living and thinking about it: two perspectives on life. In F. Huppert, N. Baylis, & B. Kaverne (Eds.), *The Science of Well-being: Integrating Neurobiology, Psychology, and Social Science*, 285-304. New York, NY: Oxford University Press.
28. Riis, J., Loewenstein, G., Baron, J., Jepson, C., Fagerlin, A., & Ubel, P. A. (2005). Ignorance of hedonic adaptation to hemodialysis: a study using ecological momentary assessment. *Journal of Experimental Psychology: General*, 134, 3-9.
29. Riis, J., & Schwarz, N. (2003). Approaching and avoiding Linda: Motor signals influence the conjunction fallacy. *Social Cognition*, 21(4), 247-262.
30. Baron, J., Asch, D. A., Fagerlin, A., Jepson, C., Loewenstein, G., Riis, J., Stineman, M., & Ubel, P. A. (2003). Effect of assessment method on the discrepancy between judgments of health disorders people have and do not have: a web study. *Medical Decision Making*, 23(5), 422-434.

Invited Talks for Continuing Medical Education, Industry, and Government (selective)

- Food and Nutrition Conference and Expo, Chicago IL, October 2017
- Pfizer Consumer Healthcare, Peapack NJ, October 2017
- Cosmetic Medicine Bootcamp, Aspen CO, June 2017
- Alcaris Therapeutics, Philadelphia PA, April 2017
- Cosmetic Medicine Bootcamp, Aspen CO, June 2016
- Monsanto, St. Louis, MO, May 2016
- America's Health Insurance Plans, Chicago IL, October 2014
- Cosmetic Medicine Bootcamp, Aspen CO, June 2015
- Cosmetic Medicine Bootcamp, Aspen CO, June 2014
- HBS Healthcare Conference, Cambridge, Massachusetts, February 2014
- ConAgra, Omaha, Nebraska, October 2013
- Obesity 360, Washington DC, August 2013
- Allergan, Irvine, California, July 2013
- Compass Group, Atlanta, Georgia, March 2013
- HBS Healthcare Conference, Cambridge, Massachusetts, February 2013
- World Healthy Flavors Conference, Napa, California, January 2013
- Edelman, Health and Wellness Symposium, Toronto, Canada, June 2012
- Edelman, Health and Wellness Symposium, New York, NY, March 2012
- Produce for Better Health Convention, Monterey, CA, March 2012
- Australia and New Zealand Food Regulators Conference (by video), November 2011
- Conference in Aesthetic Medicine, Aspen, CO, July 2011
- Harvard Medical School Postgraduate Nutrition Symposium, July 2011
- Harvard Medical School Conference on Practical Approaches to Treating Obesity, June 2011
- Conference on Food Regulation and Behavioral Economics, Ottawa, Canada, May 2011
- Produce for Better Health Convention, Monterey, CA, March 2011
- Merck Global Obesity Workshop, Philadelphia, PA, June 2010

Teaching

- Marketing (core WEMBA), Wharton, 2015, 2016, 2017
- Consumer Behavior (Undergraduate), Wharton, 2015, 2016, 2017
- Consumer Behavior (MBA), Wharton, 2015
- Consumer Decision Making, IE Madrid, 2014, 2015, 2016
- Marketing (core MBA), Wharton, 2013, 2014
- Global Immersion – Istanbul, Turkey (MBA field course), Harvard Business School, 2013
- Managing Healthcare Delivery (Executive Education), Harvard Business School, 2011-12
- Marketing (core MBA), Harvard Business School, 2008, 2009, 2010, 2011, 2012
- Agribusiness Seminar (Executive Education), Harvard Business School, 2011, 2012
- Irish Food Board Fellowship (Marketing seminar), UCD Dublin, 2011
- Consumer Behavior (PhD seminar), Harvard Business School, 2010, 2012

- Introduction to Marketing (core undergraduate), NYU-Stern, 2006, 2007, 2008

Cases and Course Development Materials

1. H-E-B: Creating a movement to reduce obesity in Texas (with Jose Alvarez and Walter Salmon). Harvard Business School Case, 2012.
2. PatientsLikeMe: An online community of patients (with Sunil Gupta). Harvard Business School Case, 2011.
3. PatientsLikeMe: An online community of patients (with Sunil Gupta). Harvard Business School Teaching Note, 2011.
4. Red Lobster (with David Bell). Harvard Business School Case, 2010.
5. Red Lobster. Harvard Business School Teaching Note, 2011.
6. Emotiv Systems, Inc.: It's the thoughts that count (with Elie Ofek and Paul Hamilton). Harvard Business School Case, 2009.
7. Exercise on Estimation (with John Gourville). Harvard Business School Exercise, 2008.

Awards, Honors, and Scholarships

- William G. Whitney Award for Distinguished Teaching, Wharton School, University of Pennsylvania, 2018
- Robert Wood Johnson Foundation. Feedback, incentives and point-of-purchase interventions to engage employees in healthy eating behaviors (with Anne Thorndike, PI), 2012
- Harvard Catalyst Pilot Grant. A 2-phase labeling and choice architecture intervention to improve healthy food and beverage choice (with Anne Thorndike, Lilian Sonnenberg, Susan Barraclough, & Doug Levy), 2009
- Invited Participant, Advertising Educational Foundation Visiting Professor Program. Placed at Arnold advertising agency, Boston, MA., 2008
- Philip Brickman Award, Institute for Social Research, Ann Arbor, Michigan. Awarded to the outstanding graduate student paper in social psychology for overall scholarly excellence, originality, and significance of the research. (The paper has been published in the Journal of Experimental Psychology: General), 2003
- Dissertation Grant, Department of Psychology, University of Michigan, 2002
- Hough Fellowship for Research on Moral Psychology, Department of Psychology, University of Michigan, 2002
- Invited Participant, Summer Institute on Bounded Rationality in Psychology and Economics, Berlin, Germany. 2002
- Student Fellow, Russell Sage Foundation Summer Institute on Behavioral Economics, Berkeley, California. 2000

Professional Service

Editorial Review Board member:

- Journal of Marketing Research (2014 – 2016)

Ad hoc reviewer for:

- Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Cognitive Science, Journal of Experimental Psychology: Applied, Journal of Personality and Social Psychology, Medical Decision Making, Society for Consumer Psychology, Society for Judgment and Decision Making, Association for Consumer Research