



H A R V A R D | B U S I N E S S | S C H O O L

Leslie K. John

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ACADEMIC POSITIONS

07/2022 – present	James E. Burke Professor, Harvard Business School
07/2021 – 06/2022	Professor, Harvard Business School
07/2016 – 07/2021	Marvin Bower Associate Professor, Harvard Business School
07/2011 – 06/2016	Assistant Professor, Harvard Business School

EDUCATION

May 2011	Ph.D., Behavioral Decision Research Carnegie Mellon University, Pittsburgh, PA
May 2008	M.Sc., Psychology & Behavioral Decision Research Carnegie Mellon University, Pittsburgh, PA
May 2006	B.A., Honors Psychology & Arts and Business Co-op University of Waterloo, Ontario, Canada
1992 – 2001	Trained at international ballet schools: National Ballet School of Canada, Toronto, Ontario, Canada Royal Winnipeg Ballet School, Manitoba, Canada John Cranko Ballet School, Stuttgart, Germany

RESEARCH INTERESTS

Disclosure, privacy, person perception, judgment and decision-making, behavioral economics, health, research methods & survey design

HONORS AND AWARDS

Marketing Science Institute Scholar, 2023

Recognition for individual articles:

- Finalist for the McKinsey Award, which recognizes the year's best *Harvard Business Review* article (Brooks & John, 2018)
- Winner of the Michael P. O'Donnell Paper of the Year for impactful research on a topic of timely importance in health promotion (John et al., 2018, *American Journal of Health Promotion*)
- Finalist for the American Marketing Association's Green Award, which recognizes articles with the most potential to contribute to marketing practice (John, Emrich, Gupta, & Norton, 2017, *Journal of Marketing Research*)
- Winner of the Future of Privacy Forum's Best Privacy Paper for Policy Makers (Acquisti, John, & Loewenstein, 2013, *Journal of Legal Studies*)

Marketing Science Institute Young Scholar, 2017

Association for Psychological Science Rising Star, 2016

Wired Innovation Fellow, 2016

Doctoral Fellowship, Facebook, Inc., 2010-2011

Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 2007-2010

AFFILIATIONS

Faculty Associate, Berkman Klein Center for Internet & Society, Harvard University, 2019-present

Research Fellow, Behavioural Economics in Action at Rotman (BEAR), University of Toronto, 2018-present

Affiliate Scientist, Center for Health and Happiness, Harvard Chan School of Public Health, 2014-present

Faculty Affiliate, Healthcare Initiative, Harvard Business School, 2013-present

Faculty Affiliate, Behavioral Insights Group, Harvard Kennedy School, 2013-present

Faculty Affiliate, University of Pennsylvania Center for Health Incentives & Behavioral Economics, 2011-present

PUBLICATIONS

Book

John, L.K. (in preparation). *Revealing: The Power of Sharing*. Riverhead.

Academic Journal Articles

Kim, T., Barasz, K., John, L.K., & Norton, M.I. (2023). Calculators for Women: When Identity-Based Appeals Backfire, *Journal of the Association for Consumer Research*, 8(1), 72-82.

Shilpa, M., Johar, G., + 17 authors including John, L.K. (2023). Reaching for Rigor and Relevance: Better Marketing Research for a Better World, *Marketing Letters*, 34(1), 1-12.

Jiang, L., John, L.K., Boghrati, R., & Kouchaki, M. (2022). Fostering Perceptions of Authenticity Via Sensitive Self-Disclosure, *Journal of Experimental Psychology: Applied*.

John, L. K., Blunden, H., Milkman, K. L., Foschini, L., & Tuckfield, B. (2022). The limits of inconspicuous incentives, *Organizational Behavior and Human Decision Processes*, 172, 104180.

Prinsloo, E., Barasz, K., John, L.K., & Norton, M.I. (2022). Opportunity Neglect: An Aversion to Low-probability Gains, *Psychological Science*, 33(11), 1857-1866

Brough, A.I., Norton, D.A., Sciarappa, S., & John, L.K. (2022). The Bulletproof Glass Effect: Unintended Consequences of Privacy Notices, *Journal of Marketing Research*.

Volger, S., Parrott, J.S., Elbel, B., John, L.K., Block, J., Gibson, L., Rothpletz-Puglia, P., & Roberto, C. A. (2022). Sugar-sweetened beverage purchases and intake at event arenas with and without a portion size cap, *Preventive Medicine Reports*, 25.

Keenan, E., Wilson, & John, L.K. (2022). When Less is More: Consumers Prefer Brands that Donate More in Relative versus Absolute Terms, *Marketing Letters*, 33(1), 31-43.

Donnelly, G. E., Guge, P. M., Howell, R.T., & John, L.K. (2021). A Salient Sugar Tax Decreases Sugary Drink Buying, *Psychological Science*, 32(11), 1830-1841.

Decelles, K.A., Adams, G.S., Howe, H., & John, L.K. (2021). Anger Damns the Innocent, *Psychological Science*, 32(8), 1214-1226.

Collins, H., Whillans, A.V., & John, L.K. (2021). Joy and Rigor in Behavioral Science, *Organizational Behavior and Human Decision Processes*, 164, 179-191.

Milkman, K. L., +42 authors including John, L.K., Duckworth, A.L. (2021). A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor's Appointment. *Proceedings of the National Academy of Sciences*, 118(20).

Mohan, B., Buell, R.W., & John, L.K. (2020). Lifting the Veil: The Benefits of Cost Transparency, *Marketing Science*, 39(6), 1033-1201.

Kim, T., Barasz, K., John, L.K. (2020). Consumer Disclosure, *Consumer Psychology Review*, 1-11.

John, L.K., Slepian, M.L., & Tamir, D. (2020). Tales of Two Motives: Disclosure and Concealment, *Current Opinion in Psychology*, 31, iv-vii.

Gershon, R., Cryder, C., & John, L.K. (2020). Why Prosocial Referral Incentives Work: The Interplay of Reputational Benefits and Action Costs, *Journal of Marketing Research*, 57(1), 156-172.

Bachireddy, C., Joung, A., John, L.K., Gino, F., Tuckfield, B., Foschini, L., & Milkman, K. (2019). Effect of Different Financial Incentive Structures on Promoting Physical Activity Among Adults, *JAMA Network Open*, 2(8), 1-13.

John, L.K., Loewenstein, G., Marder, A., & Callaham, M. (2019). Effect of Revealing Authors' Conflicts of Interests in Peer Review: Randomized Controlled Trial, *British Medical Journal*, 367: 15896.

Kim, T., John, L.K., Rogers, T. & Norton, M.I. (2019). Procedural Justice and the Risks of Consumer Voting, *Management Science*, 65(11), 5234-5251.

Blunden, H., Logg, J., Brooks, A.W., John, L.K., & Gino, F. (2019). Seeker Beware: The Interpersonal Costs of Ignoring Advice, *Organizational Behavior and Human Decision Processes*, 150, 83-100.

John, L.K., Jeong, M., Gino, F., & Huang, L. (2019). The Self-Presentational Consequences of Upholding One's Stance in Spite of the Evidence, *Organizational Behavior and Human Decision Processes*, 154, 1-14.

John, L.K., Blunden, H., & Liu, H. (2019). Shooting the Messenger, *Journal of Experimental Psychology: General*, 148(4), 644-666.

John, L.K., Donnelly, G.E., & Roberto, C. (2019). Using Behavioral Science to Inform Policies Limiting Sugary-Drink Portions: Reply to Wilson and Stolarz-Fantino (2018), *Psychological Science*, 30(7), 1103-1105.

Kim, T., Barasz, K. & John, L.K. (2019). Why Am I Seeing this Ad? The Effect of Ad Transparency on Ad Effectiveness, *Journal of Consumer Research*, 45(5), 906-932.

John, L.K., Troxel, A., Yancy, W., Friedman, J., Zhu, J. Yang, L., Halpern, S., Galvin, R., Miller-Kovach, K., Loewenstein, G. & Volpp, K. (2018). The Effect of Cost Sharing on an Employee Weight Loss Program: A Randomized Trial, *American Journal of Health Promotion*, 32(1), 170-176.

Donnelly, G.E.,* Zatz, L.Y.,* Svirsky, D., & John, L.K. (2018). The Effect of Graphic Warnings on Sugary-Drink Purchasing, *Psychological Science*, 29(8), 1321-1333. *The first two authors contributed equally.

Thomadsen, R., Rooderkerk, R., Amir, O., Arora, N., Bollinger, B., Hansen, K., John, L.K., Liu, W., Sela, A., Singh, V., Sudhir, K., Wood, W. (2018). How Context Affects Choice, *Customer Needs and Solutions*, 5(1), 3-14.

Callaham, M., & John, L.K. (2018). What Does It Take to Change an Editor's Mind? Identifying Minimally Important Difference Thresholds for Peer Reviewer Rating Scores of Scientific Articles, *Annals of Emergency Medicine*, 72(3), 314-318.e2.

John, L.K., Loewenstein, G., Acquisti, A. & Vosgerau, J. (2018). When and Why Randomized Response Techniques (Fail to) Elicit the Truth, *Organizational Behavior and Human Decision Processes*, 148, 101-123.

John, L.K., Emrich, O., Gupta, S. & Norton, M.I. (2017). Does "Liking" Lead to Loving? The Impact of Joining a Brand's Social Network on Marketing Outcomes, *Journal of Marketing Research*, 54(1), 144-155.

Barasz, K., John, L.K., Keenan, E., & Norton, M.I. (2017). Pseudo-Set Framing, *Journal of Experimental Psychology: General*, 146(10), 1460-1477.

John, L.K., Donnelly, G.E. & Roberto, C.A. (2017). Psychologically Informed Implementations of Sugary-Drink Portion Limits, *Psychological Science*, 28(5), 620-629.

Hofstetter, R., Rüppell, R., & John, L.K. (2017). Temporary Sharing Prompts Unrestrained Disclosures That Leave Lasting Negative Impressions, *Proceedings of the National Academy of Sciences*, 114(45), 11902-11907.

John, L.K., Barasz, K. & Norton, M.I. (2016). Hiding Personal Information Reveals the Worst, *Proceedings of the National Academy of Sciences*, 113(4), 954-959.

Barasz, K., Kim, T. & John, L.K. (2016). The Role of (Dis)similarity in (Mis)predicting Others' Preferences, *Journal of Marketing Research*, 53(4), 597-607.

Rogers, T., Milkman, K.L., John, L.K. & Norton, M.I. (2015). Beyond Good Intentions: Prompting People to Make Plans Improves Follow-through on Important Tasks, *Behavioral Science & Policy*, 1(2), 33-41.

John, L.K., Loewenstein, G. & Rick, S. (2014). Cheating More for Less: Upward Social Comparisons Motivate the Poorly Compensated to Cheat, *Organizational Behavior and Human Decision Processes*, 123(2), 101-109.

John, L.K. & Norton, M.I. (2013). Converging to the Lowest Common Denominator in Physical Health, *Health Psychology*, 32(9), 1023-1028.

Mitchell, M.S., Goodman, J.M., Alter, D.A., John, L.K., Oh, P.I., Pakosh, M.T., & Faulkner, G.E. (2013). Financial Incentives for Exercise Adherence in Adults: Systematic Review and Meta-analysis, *American Journal of Preventive Medicine*, 45(5), 658-667.

Acquisti, A., John, L.K. & Loewenstein, G. (2013). What is Privacy Worth? *Journal of Legal Studies*, 42(2), 249-274.

Haward, M.F., John, L.K., Lorenz, J.M. & Fischhoff, B. (2012). Effects of Description of Options on Parental Perinatal Decision-Making, *Pediatrics*, 129(5), 891-902.

John, L.K., Loewenstein, G. & Volpp, K. (2012). Empirical Observations on Longer-term Use of Incentives for Weight Loss, *Preventive Medicine*, 55, S68-S74.

Acquisti, A., John, L.K. & Loewenstein, G. (2012). The Impact of Relative Standards on the Propensity to Disclose, *Journal of Marketing Research*, 49(2), 160-174.

John, L.K., Loewenstein, G. & Prelec, D. (2012). Measuring the Prevalence of Questionable Research Practices With Incentives for Truth Telling, *Psychological Science*, 23(5), 524-532.

John, L.K., Loewenstein, G., Troxel, A., Norton, L., Fassbender, J. & Volpp, K. (2011). Financial Incentives for Extended Weight Loss: A Randomized, Controlled Trial, *Journal of General Internal Medicine*, 26(6), 621-626.

Koehler, D., White, R. & John, L.K. (2011). Good Intentions, Optimistic Self-Predictions, and Missed Opportunities, *Social Psychological and Personality Science*, 2(1), 90-96.

John, L.K., Acquisti, A. & Loewenstein, G. (2011). Strangers on a Plane: Context-Dependent Willingness to Divulge Sensitive Information, *Journal of Consumer Research*, 37(5), 858-873.

John, L.K. & Fischhoff, B. (2010). Changes of Heart: The Switch-Value Method for Assessing Value Uncertainty, *Medical Decision Making*, 30(3), 388-397.

Volpp, K., John, L.K., Troxel, A., Norton, L., Fassbender, J. & Loewenstein, G. (2008). Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial, *Journal of the American Medical Association*, 300(22), 2631-2637.

Book Chapters

LeBel, E. & John, L.K. (2017). Toward Transparent Reporting of Psychological Science, in S.O. Lilienfield and I.D. Waldman (Eds.), *Psychological Science Under Scrutiny: Recent Challenges and Proposed Solutions*, New York: John Wiley & Sons.

John, L.K. (2015). The Consumer Psychology of Online Privacy: Insights and Opportunities from Behavioral Decision Theory, in M. Norton, D. Rucker and C. Lamberton (Eds.), *Cambridge Handbook of Consumer Psychology*.

Loewenstein, G., John, L.K. & Volpp, K. (2013), Using Decision Errors to Help People Help Themselves, in E. Shafir (Ed.), *The Behavioral Foundations of Public Policy*, Princeton and Oxford: Princeton University Press, 361-379.

Academic Research Pipeline

Pentcheva, E. & John, L.K. Should I Stay or Should I Disclose? How Omission Bias Guides Our Disclosure Decisions, *working paper*.

Pentcheva, E. & John, L. The Agreeable Revealer: Personality Correlates of Self-Disclosure, *working paper*.

Krishnamurti, T. & John, L. Measuring the prevalence of sensitive behaviors, *working paper*.

Garcia-Rada, X., John, L.K., O'Brien, E., & Norton, M.I. A Preference for Revision Absent Objective Improvement, Harvard Business School Working Paper, No. 19-087, February 2022), *under review*.

Hofstetter, R., Kunath, G., & John, L.K., Connected with a Snap: How Brand Selfies Foster Connectedness, *under review*.

Small, M., Brant, K., Garcia-Rada, X., & John, L.K. People Avoid Their Support Network as Much as They Approach It—To Their Own Detriment, *under review*.

Managerial Publications

Print

John, L.K. Savvy Self-Promotion: The (Delicate) Art and Science of Bragging, *Harvard Business Review*. May-June 2021.

Brooks, A.W., & John, L.K. The Surprising Power of Questions, *Harvard Business Review*, May-June 2018.

John, L.K., Kim, T., & Barasz, K. Ads That Don't Overstep. *Harvard Business Review*, January-February 2018.

John, L.K., Mochon, D., Emrich, O. & Schwartz, J. What's the Value of a Like? *Harvard Business Review*, March-April 2017.

John, L.K. How to Negotiate with a Liar, *Harvard Business Review*, July-August 2016.

Digital

Jeong, M., John, L.K., Gino, F., & Huang, L. Research: Changing Your Mind Makes You Seem Intelligent, *Harvard Business Review.org*, September 2019 <https://hbr.org/2019/09/research-changing-your-mind-makes-you-seem-intelligent>

Blunden, H., Logg, J., Brooks. A.W., John, L.K., & Gino, F. How Asking Multiple People for Advice Can Backfire, *Harvard Business Review.org*, May 2019 <https://hbr.org/2019/05/how-asking-multiple-people-for-advice-can-backfire>

John, L.K., Blunden, H., & Liu, H. Research Confirms: When Receiving Bad News We Shoot the Messenger, *Harvard Business Review.org*, April 2019 <https://hbr.org/2019/04/research-confirms-when-receiving-bad-news-we-shoot-the-messenger>

John, L.K. Uninformed Consent, *Harvard Business Review.org*, Lead Article in “The Surveillance

Economy,” The Big Idea Series, September 2018 <https://hbr.org/cover-story/2018/09/uninformed-consent>

John, L.K. What Hiding Reveals, *People Science*, March 2018
<http://peoplescience.maritz.com/Articles/2018/What-Hiding%20Reveals>

John, L.K. Dear Negotiation Coach: Breaking Bad News, *Negotiation Briefings*, September 2017.

John, L.K. Warts and All Beats Hiding Facts, *Wired Magazine*, April 2017. Also available online:
<http://www.wired.co.uk/article/truth-dating-communication>

John, L.K. The Value of a Facebook Fan: Does “Liking” Influence Consumer Behavior? *American Marketing Association Scholarly Insights Blog*, February 13, 2017
<https://www.ama.org/resources/Pages/the-value-of-a-facebook-fan.aspx>

John, L.K. Dear Negotiation Coach: Dealing with Early-Bird Bidders, *Negotiation Briefings*, January 2017.

John, L.K. Dear Negotiation Coach: Encouraging Honesty, *Negotiation Briefings*, June 2016.

John, L.K. Dear Negotiation Coach: Minding the Gap, *Negotiation Briefings*, April 2015.

John, L.K. We Say We Want Privacy Online, But Our Actions Say Otherwise, *Harvard Business Review.org*, October 2015 <https://hbr.org/2015/10/we-say-we-want-privacy-online-but-our-actions-say-otherwise>

Course Materials

Buell, R. & John, L.K. “Commonwealth Bank of Australia: Unbanklike Experimentation,” Harvard Business School case 619-018 (2018) [27]. (Revised February 2020.)

Buell, R. & John, L.K. “Commonwealth Bank of Australia: Unbanklike Experimentation,” Harvard Business School teaching note 620-041 (2019) [44]. (Revised February 2020.)

John, L.K. “Fishbowl: Scaling Up,” Harvard Business School case 919-013 (2018) [23]. (Revised February 2020.)

John, L.K. “Fishbowl: Scaling Up,” Harvard Business School teaching note 920-022 (2019) [43]. (Revised February 2020.)

John, L.K. “Fishbowl: Scaling Up (video supplement),” Harvard Business School multimedia/video supplement 920-706 (2020).

John, L.K., Weiss, M., & Kelley, J. “Sidewalk Labs: Privacy in a City Built from the Internet Up,” Harvard Business School case 819-024 (2018) [29]. (Revised July 2019.)

John, L.K., Weiss, M., & Kelley, J. "Sidewalk Labs: Privacy in a City Built from the Internet Up," Harvard Business School teaching note 820-023 (2019) [30]. (Revised February 2020.)

Keenan, L.K. & John, L.K. "Back to the Roots," Harvard Business School case 518-073 (2018) [23]. (Revised October 2019.)

Keenan, L.K. & John, L.K. "Back to the Roots," Harvard Business School teaching note 520-028 (2019) [17].

John, L.K. & Preble, M.G. "The Campbell Home (A)," Harvard Business School case 918-017 (2017) [20]. (Revised January 2020.)

John, L.K. & Preble, M.G. "The Campbell Home (B)," Harvard Business School case 918-018 (2017) [2]. (Revised January 2020.)

John, L.K. & Preble, M.G. "The Campbell Home (C)," Harvard Business School case 918-019 (2017) [1]. (Revised January 2020.)

John, L.K. "The Campbell Home (A), (B) and (C)," Harvard Business School teaching note 919-012 (2018) [21].

John, L.K., Quelch, J. & Huckman, R. "CVS Health: Promoting Drug Adherence," Harvard Business School case 515-010 (2015) [12]. (Revised July 2019.)

John, L.K., Quelch, J. & Huckman, R. "CVS Health: Promoting Drug Adherence," Harvard Business School teaching note 515-086 (2015) [12].

Dolan, R.J. & John, L.K. "Marketing Reading: Marketing Intelligence," Core Curriculum Reading Series, Harvard Business Publishing 8191, (2015) [39].

John, L.K., Norton, M.I. & Norris, M. "Making stickK Stick: The Business of Behavioral Economics," Harvard Business School case 514-019 (2014) [15]. (Revised June 2015.)

John, L.K. & Norton, M.I. "Making stickK Stick: The Business of Behavioral Economics," Harvard Business School teaching note 515-088 (2015) [13]. (Revised September 2016.)

Dolan, R.J. & John, L.K. "Kiehl's Since 1851: Pathway to Profitable Growth," Harvard Business School case 514-044 (2013) [26]. (Revised April 2015.)

Dolan, R.J. & John, L.K. "Kiehl's Since 1851: Pathway to Profitable Growth (B)," Harvard Business School supplement 514-046 (2013) [8]. (Revised March 2015.)

John, L.K. & Dolan, R.J. "Kiehl's Since 1851: Pathway to Profitable Growth," Harvard Business School teaching note 515-087 (2015) [16].

In Preparation

John, L.K. & Pierce, L. "Privacy at Civic Science," Harvard Business School case in preparation.

SELECTED GRANTS

2019 – 2024	<i>Behaviourally Informed Organizations</i> Social Sciences and Humanities Research Council of Canada, \$2,500,000 CAD With Dilip Soman (PI, University of Toronto) and 19 co-applicants
2015	<i>Optimally Rewarding Exercise and Building Healthy Habits</i> Foundations of Human Behavior Initiative, \$36,600 With B. Tuckfield (Wharton), K. Milkman (Wharton), and F. Gino (Harvard)
2014	<i>Evaluating Sugar-Sweetened Beverage Cap Policy</i> Obesity Society, \$25,000; Foundations of Human Behavior Initiative, \$15,000 With C. Roberto (PI, Harvard), J. Block (Harvard), and B. Elbel (NYU)
2007	<i>Research Grants, Financial Incentives for Weight Loss</i> U.S. Department of Agriculture, NICHD Population Studies Center, NIA Population Aging Research Center, Hewlett Foundation, \$128,000 With K. Volpp (PI, U Penn) & G. Loewenstein (CMU)

TEACHING

Primary teaching assignments

Negotiation, General Management Program, Executive Education (2024, 2025)
Negotiation and Behavioral Design, Program for Leadership Development, Executive Education (2019, 2020, 2021, 2022, 2023, 2024)
Negotiation, MBA Elective Curriculum course (Spring 2018, Spring 2019)
Negotiation, MBA Elective Curriculum course (Fall 2015)
Negotiation, MBA Elective Curriculum course (Spring 2015)
Marketing, MBA Required Curriculum course (2011-2013)

Secondary teaching activities

Rising Leaders Program, Qatar (2025)
Various custom executive education programs (2023-present)
Senior Executive Leadership Program, China (2023)
Australia Program for Leaders (2023)
Transforming Customer Experiences, Executive Education (2019)
Managing Healthcare Delivery, Executive Education (2018)
Driving Digital and Social Strategy, Executive Education (2016, 2017, 2018)
Behavioral Economics, Executive Education (2014 - 2021)
Harvard Catalyst Program (2016)
Harvard Graduate School of Design Executive Education (2016)
Changing the Game, Executive Education (2015, 2016)
Doctoral Seminar in Consumer Behavior, co-taught with Professor John Gourville (2014)

Strategic Marketing Management, Executive Education (2013-2014)
Guest Lecturer, Experimental Methods in Behavioral Research, Doctoral Program (2013)
Guest Lecturer, Micro Topics in Organizational Behavior, Doctoral Program (2012, 2014)

PRESENTATIONS

Invited presentations

Spring 2023	Presidents' Summit, Copenhagen
Fall 2022	Kellogg School of Management, Northwestern University (Marketing) --- <i>Maternity leave – spring 2022---</i>
Fall 2021	Fuqua School of Business, Duke University (Marketing)
Spring 2021	Tuck School of Business, Dartmouth University (Marketing)
Spring 2021	University of Arizona, Eller College of Management (Information Systems)
Spring 2021	Princeton University (Center for Information Technology Policy)
Spring 2021	Columbia Business School (Management)
Spring 2021	Data Colada seminar series --- <i>Maternity leave – fall 2020---</i>
March 2020	Harvard University (Psychology) – <i>postponed due to COVID-19</i>
February 2020	Boston University (Cyber Security, Law, and Society Alliance)
January 2020	Yale School of Management (Marketing)
November 2019	Psychology of Technology Institute, Washington, DC
October 2019	Harvard Business School (Technology, Operations, and Markets)
June 2019	Keynote, Behavioural Economics in Action at Rotman conference
May 2019	Rotterdam School of Management and Erasmus School of Economics
May 2019	Bocconi University, Marketing Group
January 2019	Stanford University, Graduate School of Business (Organizational Behavior)
November 2018	Northeastern University, D'Amore-McKim School of Business (Marketing)
November 2018	University of Texas at Austin, McCombs School of Business (Marketing)
October 2018	Carnegie Mellon University, Center for Behavioral Decision Research
September 2018	Washington University: Trust and Privacy in the Digital Age symposium
August 2018	Tech Policy Institute, Aspen Forum
May 2018	Massachusetts Institute of Technology, Sloan School of Management (Marketing)
Spring 2018	Transparency in Targeted Advertising (Marketing Science Institute)
March 2018	University of Manitoba, Asper School of Business (Marketing)
February 2018	University of Minnesota, Carlson School of Management (Marketing)
May 2017	INSEAD, Fontainebleau (Marketing)
March 2017	Keynote, Designing Privacy for Real People, Behavioural Economics in Action Rotman, University of Toronto
February 2017	University of Alberta (Marketing)
February 2017	Judgment and Decision Making Preconference, Annual Meeting of the Society for Personality and Social Psychology
February 2017	Washington University at St. Louis (Marketing)
January 2017	University of Chicago (Coase-Sandor Institute for Law and Economics)
December 2016	Boston Chief Information Security Officer Executive Summit

November 2016	Wired 2016
October 2016	Perspectives on Robust, Reliable, and Replicable Methods in the Psychological/Behavioral Sciences, Harvard University
June 2016	Behavioral Exchange, Cambridge, MA
April 2016	Anderson School of Management, UCLA (Marketing)
March 2016	Cornell University (Behavioral Economics and Decision Research seminar)
January 2016	The Future Frontiers of Online Privacy, University of Toronto
November 2015	University of Massachusetts, Amherst (Marketing)
July 2015	Chautauqua Institution
March 2015	Chicago Booth School of Business (Marketing)
May 2014	Faculty Research Symposium, Healthcare Initiative Spotlight, HBS
April 2014	Behavioral Economics & Public Health Workshop, Harvard School of Public Health
March 2014	Haas School of Business, University of California at Berkeley (Marketing)
March 2014	Behavioral Insights Group, Harvard University
February 2014	National Science Foundation (Workshop: Promoting Robust and Replicable Research)
February 2014	University of Vermont (Vermont Center on Behavior and Health)
February 2014	Boston University (Marketing)
November 2013	Institute for Quantitative Social Science, Harvard
October 2013	New England Marketing Consortium (Marketing)
October 2013	Yale School of Management (Marketing)
September 2013	University of Texas at Dallas (Economics)
August 2013	Insight Squared, Inc.
May 2013	Association for Psychological Science
May 2013	Consumer Health Summit, Stamford, CT
May 2013	Applying Field Experimentation to Behavior Research, Rady School, UC San Diego
April 2013	Ross School of Business, University of Michigan (Marketing)
March 2013	HubSpot, Inc.
March 2013	Columbia Business School (Marketing)
February 2013	Royal Flemish Academy of Belgium for Science and the Arts
November 2012	Wharton School, University of Pennsylvania (OPIM)
May 2012	Workshop on the Behavioral Economics of Innovation, Marketing Science Institute
March 2012	The Science of Getting People to do Good, Stanford Center for Social Innovation
February 2011	University of Vermont and U.S. Navy Medicine: Incentives and Health Symposium
November 2010	Yale School of Management (Organizational Behavior)
November 2010	Harvard Business School (Marketing)
October 2010	Leeds School of Business, University of Colorado at Boulder (Marketing)
October 2010	Rotman School of Management, University of Toronto (Marketing)
October 2010	Kellogg Graduate School of Management, Northwestern University (Marketing)
September 2010	University of Technology, Sydney, Australia (Marketing)
September 2010	Desautels Faculty of Management, McGill University (Marketing)
August 2010	Facebook, Inc.

Recent talk invitations which I regrettably had to decline to devote time to write my book

Fall 2024

Darden School, University of Virginia (Organizational Behavior)

Spring 2024

Wharton School, University of Pennsylvania (Marketing)

Selected Talks at Peer-Reviewed Scientific Meetings (does not include talks by co-authors)

Brough, A., & John, L.K. The Bulletproof Glass Effect

- Association for Consumer Research, 2019 (Atlanta)
- Society for Consumer Psychology, 2017 (San Francisco)

Donnelly, G.E., Zatz, L., Svirsky, D., & John, L.K. The Effect of Graphic Warnings on Sugary Drink Purchasing

- Academy of Management, 2018 (Chicago)

Hofstetter, R., Rueppell, R., & John, L.K. Temporary Sharing, Enduring Impressions

- Digitized Behavior, Behavioral Decision Research in Management pre-conference, 2018 (Boston)
- Marketing Science, University of Southern California, 2017 (Los Angeles)
- Academy of Management, 2017 (Atlanta)
- Association for Consumer Research, 2017 (San Diego)
- Society for Judgment and Decision Making, 2017 (Vancouver)

John, L.K., Blunden, H., & Liu, H. Shooting the Messenger

- Academy of Management, 2017 (Atlanta)
- Society for Experimental Social Psychology, 2017 (Boston)

John, L.K., Donnelly, G.E. & Roberto, C. Setting the Record Straight on Soda Size Cap Policies.

- Association for Consumer Research, 2015 (New Orleans)
- Society for Consumer Psychology, 2016 (St. Petersburg)
- Tenth Triennial Invitational Choice Symposium, 2016 (Lake Louise, Canada)
- Behavioral Exchange, 2016 (Boston)

John, L.K., Garcia-Rada, X. & Norton, M.I. Revision Bias: Preferences for Revised Experiences Absent Objective Improvement

- Behavioral Decision Research in Management, 2018 (Boston)
- Association for Consumer Research, 2015 (New Orleans)
- Society for Consumer Psychology, 2016 (St. Petersburg)
- Society for Judgment and Decision Making, 2016 (Boston)

John, L.K., Emrich, O., Gupta, S. & Norton, M.I. What are Facebook Fans Really Worth?, Theory and Practice of Marketing, London Business School, 2013 (London)

John, L.K. & Norton, M.I. What Hiding Reveals

- Society for Personality and Social Psychology, 2013 (New Orleans)

- Society for Consumer Psychology, 2013 (San Antonio)
- Association for Consumer Research, 2013 (Chicago)

John, L.K. & Norton, M.I. Walking While Working

- Behavioral Decision Research in Management, 2012 (Boulder)
- Association for Consumer Research, 2012 (Vancouver)
- Society for Consumer Psychology, 2013 (San Antonio)

John, L.K., Loewenstein, G. & Prelec, D. Measuring the Prevalence of Questionable Research Practices with Incentives for Truth Telling

- Society for Personality and Social Psychology, 2012 (San Diego)
- Association for Psychological Science, 2012 (Chicago)
- American Psychological Association, 2012 (Orlando)

John, L.K., Loewenstein, G. & Acquisti, A. Paradoxical Effects of Randomized Response Techniques

- Society for Judgment and Decision Making, 2011 (Seattle)
- Academy of Management, 2018 (Chicago)

John, L.K., Loewenstein, G. & Rick, S. Cheating More for Less, Behavioral Decision Research in Management, 2010 (Pittsburgh)

Volpp, K., John, L.K., Norton, L., Fassbender, J., Troxel, A. & Loewenstein, G. Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial

- Society for Judgment and Decision Making, 2008 (Chicago)
- Society for Medical Decision Making, 2008 (Philadelphia)

John, L.K., Acquisti, A. & Loewenstein, G. Inconsistent Preferences for Privacy, Behavioral Decision Research in Management, Rady School of Management, 2008 (UC San Diego)

Discussant / Panelist

John, L.K. Knowledge Forum: Better Marketing for a Better World, Association for Consumer Research, 2021

John, L.K. Conversation on Translating Consumer Research into Policy, Society for Consumer Psychology, 2017 (San Francisco).

John, L.K. Causes and Consequences of Consumer Susceptibility to Financial Dishonesty, Conference on Consumer Financial Decision Making, 2016 (Boulder).

John, L.K. Think outside the Lab: Using Field Data in Behavioral Research, Association for Consumer Research, 2012 (Vancouver).

SERVICE

Co-Editor: Special Issue of *Current Opinion in Psychology*: Privacy and Disclosure, Online and in Social Interactions (2020)

Editorial Board: *Journal of Marketing* (2022 – present)
Journal of Consumer Research (2020 – 2024)
Journal of Marketing Research (2018 – 2020, 2023 – present)
Social Psychological and Personality Science (2017 – 2019)

Reviewing: *Advances in Methods and Practices in Psychological Science*
American Psychologist
Annals of Behavioral Medicine
Computers in Human Behavior
Health Economics
Healthcare Policy
International Journal of Research in Marketing
Journal of the American Medical Association
Journal of the Association of Consumer Research
Journal of Computer Mediated Communication
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Behavior
Journal of Empirical Legal Studies
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Management
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Journal of Public Policy and Marketing
The Lancet
Management Information Systems Quarterly
Management Science
Marketing Science
Medical Decision Making
National Institute of Health
National Science Foundation
Nature Human Behavior
Organization Science
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
PLOS One
Preventive Medicine
Proceedings of the National Academy of Sciences
Psychological Methods
Psychological Science
Science

Social Psychology
Social Psychological and Personality Science

Program Committee:	Behavioral Decision Research in Management, 2016, 2018, 2020 Society for Judgment and Decision Making, 2015-2019
Organizer:	Behavioral Decision Research in Management, 2018 Behavioral Insights Group Graduate Student Workshop, 2016 Women in Judgment and Decision Making Keynote and Luncheon, 2014, 2013, 2012
Other:	Promotion and tenure committees, 2022-present Marketing Science Institute Behavioral Economics Roundtable, 2016-17

DOCTORAL ADVISING

- Kate Barasz, HBS Marketing (DBA 2016, initial placement: IESE Marketing, 2018 placement: HBS)
- Bhavya Mohan, HBS Marketing (DBA 2016, placement: USF Marketing)
- Tami Kim, HBS Marketing (DBA 2017, placement: UVA Darden School, Marketing; now at Tuck School, Dartmouth University, Marketing)
- Grant Donnelly, HBS Marketing (DBA 2018, placement: The Ohio State University, Marketing)
- Martha Jeong, HBS Micro OB (PhD 2019, placement: HKUST, Management)
- Annie Wilson, HBS Marketing (PhD 2020, placement: Vanguard and The Wharton School)
- MoonSoo Choi, HBS Technology, Operations, and Management (DBA 2021, placement: Amazon)
- Ximena Garcia-Rada, HBS Marketing (PhD 2021, placement: Texas A&M, Marketing)
- Hayley Blunden, HBS Micro OB (PhD 2022, placement: American University)
- Emily Prinsloo, HBS Marketing (PhD 2023, placement: Rice University)
- Jimin Nam, HBS Marketing (PhD 2024, placement: Wash U St. Louis, now at MIT)
- Jen Abel, HBS Micro OB (PhD expected 2026)

SELECTED OUTSIDE ACTIVITIES

2024 – present	Expert consultant for Plaintiff in Torres et al. v Prudential, Inc.
2024 – present	Expert consultant in United States of America v Schwartz
2024	Expert consultant for Plaintiff in Texas v Meta Platforms, Inc.
2023	Expert consultant for Plaintiff in Douez v Facebook, Inc.
2023	Decision-Making in the Age of AI, Harvard Club of Australia
2022 – present	Managing partner, Behavioral Science Consulting LLC (strategic and litigation consulting in privacy, survey design, consumer research, judgment and decision-making, marketing and consumer behavior)
2021-2022	Expert consultant for Plaintiff in Calhoun et al. v Google, LLC

2017 – present	Keynote talks, clients include: Goldman Sachs, J.P. Morgan, MediaAlpha, Tinuiti
2017	Research consultant for Pepsico
2017	Commonwealth Bank of Australia
2016	Mars, Inc.
2015	Expert consultant for Plaintiff in Bollea (aka Hulk Hogan) v Gawker, Inc
2012 – 2014	Weight Watchers, Inc.
2009 – 2011	Blue Cross Blue Shield
2008 – 2009	Glaxo Smith Kline; Genzyme
2008 – 2010	McKinsey & Company

SELECTED MEDIA COVERAGE

Bloomberg, Boston Public Radio, Business Insider, Canadian Broadcasting Corporation Radio, The Globe and Mail, Harvard Magazine, Los Angeles Times, National Public Radio, Nature, The New York Times, PBS Newshour, Scientific American, Times Magazine, The Wall Street Journal, Wired Magazine