

Jason Riis

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EMPLOYMENT

Harvard Business School Assistant Professor of Business Administration (Marketing Unit)	2008-present
New York University, Leonard N. Stern School of Business Visiting Assistant Professor of Marketing	2006-2008
Princeton University, Woodrow Wilson School of Public and International Affairs Postdoctoral Research Associate (Under supervision of Daniel Kahneman)	2003-2006

EDUCATION

University of Michigan Ph.D. in Psychology	1998-2003
University of Toronto M.A. in Human Development and Applied Psychology	1996-1998
University of Toronto B.Sc. in Psychology and Philosophy	1989-1994

RESEARCH INTERESTS

I study consumer behavior and health using the methods and theories of experimental psychology and behavioral economics. Particular problems that I am currently investigating include:

- Consumer decision making in food service and food retail environments (shopper marketing)
- Effective design of workplace wellness programs
- Habits, behavior change, and preference change
- Adherence and engagement in healthcare
- Consumer preferences for improvements in well-being, mental performance, and appearance

RESEARCH PUBLICATIONS

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1. Riis, J. (2013). Getting the most out of financial incentives for weight loss. *Annals of Internal Medicine*, 158 (7), 560-561.
 2. Price, J., & Riis, J. (2012). Behavioral economics and the psychology of fruit and vegetable consumption. *Journal of Food Studies*, 1(1), 1-13.
 3. 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.
 4. 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.
 5. 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.
 6. Riis, J. (2010). Leveraging consumer psychology to make it easier to eat less. *Obesity and Weight Management*, 6(3), 123-125.
 7. 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.
 8. 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.

9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. Riis, J., & Schwarz, N. (2003). Approaching and avoiding Linda: Motor signals influence the conjunction fallacy. *Social Cognition, 21*(4), 247-262.
17. 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.

WORKING PAPERS

1. Dai, J., Milkman, K., & Riis, J. (2013). The fresh start effect: breaking points in life motivate virtuous behavior. (Under review).
2. Riis, J., Ratner, R., & Roberto, C. (2013). What good is a guideline if people can't remember it: an analysis of pictorial food-based dietary guidelines. (Under review).
3. Sonnenberg, L., Thorndike, A. N., Riis, J., Barraclough, S., & Levy, D. (2013). A traffic light food labeling intervention increases consumer awareness of health and healthy choices at the point-of-purchase. (Under review).
4. Manivannan, B. M., Chandon, P., & Riis, J. (2013). Don't let that percentage fool you: investigating the relationship between percentage errors and ratios.
5. Putnam-Farr, N., & Riis, J. (2013). Choosing to participate: The effects of message type on enrollment and participation.
6. Thorndike, A. N., Sonnenberg, L., Riis, J., Barraclough, S., & Levy, D. (2013). Long term effectiveness of a workplace healthy eating intervention.
7. Riis, J., & Moorman, C. (2013). Effectiveness of a nutrition labeling system at a regional supermarket chain.

TEACHING

- Global Immersion – Istanbul, Turkey (MBA field course), Harvard Business School, 2013
- Marketing (core MBA), Harvard Business School, 2008, 2009, 2010, 2011, 2012
- Managing Healthcare Delivery (Executive Education), Harvard Business School, 2011, 2012
- Agribusiness (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

HARVARD BUSINESS SCHOOL CASES

1. H-E-B: Creating a movement to reduce obesity in Texas (with Jose Alvarez and Walter Salmon)
2. PatientsLikeMe: An online community of patients (with Sunil Gupta)
3. Red Lobster (with David Bell)
4. Emotiv Systems, Inc.: It's the thoughts that count (with Elie Ofek and Paul Hamilton)
5. Exercise on estimation (with John Gourville)