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Princeton University
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Princeton, NJ 08544

Education

Rice University: Houston, TX
Cum Laude, B.A. Psychology, May 2000
Stanford University: Palo Alto, CA
M.A. Psychology, December 2002
Ph.D. Psychology, June 2004

Grants and Awards

- 2006 Ig Nobel Prize in Literature for the paper: Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with using long words needlessly.
- Hewlett Foundation 2006-8529 (2006-2007) -- Benefits of Applying Psychology to the study of Donation Behavior, \$58,000 (With Chris Olivola)
- NSF 0518811 (2005-2008) -- Fluency as a substitute for validity in cue selection, \$336,107
- Norman Anderson Research Fund (2003-2004). Spontaneous Discounting of Categorical Induction, \$2500
- National Science Foundation Graduate Fellowship Award Recipient
- Society for Judgment and Decision Making 2001 Best Student Poster Award
- European Association for Decision Making Gold Medal (1st place) Research Award
- NASA Zero Gravity Research Program (1998-1999) State Dependency in Recognition Memory under Variations in Gravitational Acceleration. (With Mike Watkins and Jim O'Donnell)
- National Merit Scholar

Publications

Oppenheimer, D.M. (2003). Not so Fast! (and not so Frugal!): Rethinking the Recognition Heuristic. *Cognition*, 90, B1-B9.

Oppenheimer, Daniel M. (2004) Spontaneous Discounting of Availability in Frequency Judgment Tasks. *Psychological Science* 15 (2), 100-105.

- Oppenheimer, D.M.** (2005). Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with using long words needlessly. *Applied Cognitive Psychology*, 20(2), 139-156.
- Monin, B., & **Oppenheimer, D.M.** (2005). Correlated averages vs. averaged correlations: Demonstrating the warm glow heuristic beyond aggregation. *Social Cognition*, 23, 257-278.
- Bangerter, A., & **Oppenheimer, D.M.** (2006). Accuracy of detecting referents of pointing gestures unaccompanied by language. *Gesture* 6:1, 85–102.
- Young, S.D., & **Oppenheimer, D.M.** (2006). Percentages Matter: Framing risk information can affect fear of side effects and medication compliance. *Clinical Therapeutics*
- Griffin, Z.M., & **Oppenheimer, D.M.** (2006). Looking and Lying: Speakers' Gazes Reflect Locus of Attention, not Content. *JEP:LMC*, 32 (4), 943-948
- Alter, A.L. & **Oppenheimer, D.M.** (2006). Predicting Stock Price Fluctuations Using Processing Fluency. Proceedings of the National Academy of Sciences.
- Alter, A.L. & **Oppenheimer, D.M.** (in press). Redirecting Research on the Hot Hand Effect from a Fixation on Basketball. *Thinking and Reasoning*.
- Oppenheimer, D.M.**, Leboeuf, R.A., & Brewer, N.T. (in press). Anchors Aweigh: Investigations in cross-modality anchoring. *Cognition*.

Service publications

- 1) **Oppenheimer, D.M.** (2003) Survey Spots. *Society for Judgment and Decision Making Newsletter*, 22(4)
- 2) **Oppenheimer, D.M.** (1999) The Undergraduate Perspective: Wasted potential. *APS Observer*, 12(8).

Manuscripts Under Review

- Oppenheimer, D.M.** & Frank, M.C. (under review). A rose in any other font wouldn't smell as sweet: Fluency effects in categorization. *Cognition*
- Alter, A.L. & **Oppenheimer, D.M.** (under review). Uniting the Tribes of Fluency into a Metacognitive Nation. *Psychological Bulletin*.
- Alter, A.L., **Oppenheimer, D.M.**, Epley, N. & Eyre, R. (under review). Overcoming Intuition: Metacognitive difficulty activates analytical reasoning. *JEP:General*
- Shah, A.K. & **Oppenheimer, D.M.** (under review). Heuristics made Easy: An effort Reduction framework of heuristic judgment. *Psychological Review*
- Shah, A.K. & **Oppenheimer, D.M.** (under review). Easy does it: The role of fluency in cue weighting. *JEP:LMC*

Blinder, D.S. & **Oppenheimer, D.M.** (under review). Setting the Priors: Beliefs about what sorts of mechanisms produce random sequences. *Journal of Behavioral Decision Making*.

Conference Papers and Invited Addresses

Olivola, C. & **Oppenheimer, D.M.** (2006, November) *Randomness in Retrospect*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, Tx.

Hall, C.C. & **Oppenheimer, D.M.** (2006, November) *Novel applications resulting from an alternate method of implementing social judgment theory*. Paper presented at the Brunswick Society Annual Meeting, Houston, Tx.

Oppenheimer, D.M. (2006, October). *The secret life of fluency*. Invited Address at University of Pennsylvania, Philadelphia, PA

Oppenheimer, D.M. (2006, October). *The secret life of fluency*. Invited Address at MIT, Cambridge, MA.

Alter, A.L. & **Oppenheimer, D.M.** (2006, June). *Effects of Fluency on the Stock Market*. Paper presented at Behavioral Decision Research in Management Annual Meeting, Santa Monica, Ca.

Oppenheimer, D.M. & Small, D. (2006, June). *Issues in Charitable Giving*. Symposium at Behavioral Decision Research in Management Annual Meeting, Santa Monica, Ca.

Oppenheimer, D.M. (2006, March) *Conceptions and Consequences of Randomness*. Invited Symposium at the Annual Meeting of the Eastern Psychological Society, Baltimore, MD.

Olivola, C. & **Oppenheimer, D.M.** (2006, March) *How Conceptions of Randomness Bias Memory*. Paper presented at the Annual Meeting of the Eastern Psychological Society, Baltimore, MD.

Blinder, D.S. & **Oppenheimer, D.M.** (2006, March) *Setting Priors: Beliefs about what kind of mechanisms produce random sequences*. Paper presented at the Annual Meeting of the Eastern Psychological Society, Baltimore, MD.

Oppenheimer, D.M. (2006, March). *Spontaneous Discounting of Fluency*. Invited address at University of Chicago, Chicago, IL.

Oppenheimer, D.M. (2006, January). *Spontaneous Discounting of Fluency*. Invited address at University of New South Wales, Sydney, New South Wales, Australia.

Oppenheimer, D.M. (2005, September). *Everything You Ever Wanted to Know about Discounting of Cognitive States in Heuristic Judgment but were Afraid to Ask*. Invited address at Cornell University, Ithaca, NY.

- Oppenheimer, D.M., & Monin, B.** (2005, May) Causal Reasoning and Fluency Experiences: Factors Influencing Metacognitive Discounting. Paper presented at the Annual Meeting of the American Psychological Society, Los Angeles, Ca
- Oppenheimer, D.M.** (2005, April) *Everything You Ever Wanted to Know about Discounting of Cognitive States in Heuristic Judgment but were Afraid to Ask.* Invited address at Yale University, New Haven, CT.
- Oppenheimer, D.M.** (2005, April) *Feature interactions in categorization.* Invited address at Yale University, New Haven, CT.
- Oppenheimer, D.M.** (2005, February) *Everything You Ever Wanted to Know about Discounting of Cognitive States in Heuristic Judgment but were Afraid to Ask.* Invited address at Temple University, Philadelphia, Pa.
- Oppenheimer, D.M.** (2004, November) *Anchors Aweigh: Investigations in cross modality anchoring.* Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, Mn.
- Oppenheimer, D.M.** (2004, July) *Everything You Ever Wanted to Know about Discounting of Cognitive States in Heuristic Judgment but were Afraid to Ask.* Invited address at University College of London, London, UK.
- Oppenheimer, D.M.** (2004, July) *Everything You Ever Wanted to Know about Discounting of Cognitive States in Heuristic Judgment but were Afraid to Ask.* Invited address at University of Warwick, Cambridge, UK.
- Oppenheimer, D.M.** (2004, January). *Discounting of Cognitive States in Heuristic Judgment.* Invited address at University of Illinois, Champaign-Urbana, IL.
- Oppenheimer, D.M.** (2004, January). *Discounting of Cognitive States in Heuristic Judgment.* Invited address at Northwestern University, Evanston, IL.
- Oppenheimer, D.M.** (2004, January). *Discounting of Cognitive States in Heuristic Judgment.* Invited address at Princeton University, Princeton, NJ.
- Oppenheimer, D.M., & Monin, B.** (2003, November). *Retrospective Gambler's Fallacy.* Paper presented at the Society for Judgment and Decision Making Annual Meeting, Vancouver, Canada.
- Griffin, Z. & **Oppenheimer, D.M.** (2003, November). *Looking and Lying: Speakers' Gazes Reflect Locus of Attention, not Content.* Paper presented at the Psychonomics Society Annual Meeting, Vancouver, Canada
- Griffin, Z.M., & **Oppenheimer, D.M.** (2003, August) *Looking and lying: Speakers gazes reflect attention rather than speech content.* Paper presented at the European Conference on Eye Movements, Dundee, Scotland.
- Oppenheimer, D.M.** (2003, June). *Complexity of Reasoning in Judgment and Decision Making.* Invited Address at Massachusetts Institute of Technology, Boston, Ma.
- Oppenheimer, D.M.** (2003, May). *Discounting of Cognitive States in Heuristic Judgment.* Paper presented at the Berkeley Stanford Social Psychology Conference, Berkeley, Ca.

- Oppenheimer, D.M.**, (2002, November). *Discounting of Cognitive States in Heuristic Judgment*. Paper presented at the meeting of the Society for Judgment and Decision Making, Kansas City, Mo.
- Oppenheimer, D.M.** & Davidenko, N. (2002, June) *Instructional Manipulation Checks: How to Maintain Statistical Power with up to 30% Fewer Subjects*. Paper presented at the meeting of the Association for Psychological Science, New Orleans, La.
- Oppenheimer, D.M.** (2002, May) *Obfuscation and Complexification*. Paper presented at the Stanford-Berkeley Cognitive Psychology Conference, Stanford, Ca.
- Davidenko, N., & **Oppenheimer, D.M.** (2002, May). *Instructional Manipulation Checks*. Paper presented at the Stanford-Berkeley Cognitive Psychology Conference, Stanford, Ca.
- Bangerter, A. & **Oppenheimer, D.M.** (2002, April) *Inefficacy of unaided pointing as a referential gesture*. Invited Address at IBM Research Center, San Jose, Ca.
- Oppenheimer, D.M.** (2001, May). *Parallel Systems: A voting model of decision Making*. Paper presented at the Berkeley-Stanford Cognitive Psychology Conference, Berkeley, Ca.

Conference Posters

- Alter, A.L., **Oppenheimer, D.M.**, Epley, N. & Eyre, R. (2006, November). *Overcoming Intuition: Metacognitive Difficulty Activates Analytic Reasoning*. Poster Presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, Tx.
- Shah, A.K. & **Oppenheimer, D.M.** (2006, November) *The role of fluency in cue weighting*. Poster Presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, Tx.
- Steffel, M. & **Oppenheimer, D.M.** (2006, November) *Comparison standards in social judgment*. Poster Presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, Tx
- Oppenheimer, D.M.** & Alter, A.L. (2005, November). *Malleability of Fluency Based Judgment*. Poster Presented at the Annual Meeting of the Society for Judgment and Decision Making
- Olivola, C. & **Oppenheimer, D.M.** (2005, August). *How Conceptions of Randomness Bias Memory*. Poster presented at Subjective probability, utility, and decision making, Stockholm, Sweden.

- Hotchkiss, K.M., **Oppenheimer, D.M.**, & Monin, B. (2004, November). Self construal and risk preference. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, Mn.
- Oppenheimer, D.M.** (2004, August). *Fluency in Categorization*. Poster presented at the Annual Meeting of the Cognitive Science Society, Chicago, Illinois.
- Oppenheimer, D.M.** (2004, May). *Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly*. Poster Presented at the Association for Psychological Science Annual Meeting, Chicago, Illinois.
- Hotchkiss, K.M., **Oppenheimer, D.M.**, & Monin, B. (2004, January). *Contrast effects in nonconscious priming of risk preference*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Austin, Texas.
- Van Os, N., **Oppenheimer, D.M.**, & Monin, B. (2003, November) *The effect of cognitive load on spontaneous discounting*. Poster presented at the Society for Judgment and Decision Making Annual Meeting, Vancouver, Canada.
- Choi, B.Y., **Oppenheimer, D.M.**, & Monin, B., (2003, August). *Motivational biases in judgments of streaks in random sequences*. Poster presented at Subjective probability, utility, and decision making, Zurich, Switzerland.
- Monin, B., & **Oppenheimer D.M.** (2003, June). *Individual vs. Aggregated Data: An examination of the Warm Glow Heuristic*. Poster presented at the meeting of the Association for Psychological Science, Atlanta, Ga.
- Oppenheimer, D.M.**, & Monin, B. (2003, June). *Examining the Inverse Gambler's Fallacy*. Poster presented at the meeting of the Association for Psychological Science Annual Meeting, Atlanta, Ga.
- Oppenheimer, D.M.** (2003, February) *Consequences of Erudite Vernacular Utilized Regardless of Necessity: Problems with using long words needlessly*. Poster presented at the meeting of the Society for Personality and Social Psychology, Los Angeles, Ca.
- Oppenheimer, D.M.**, McKenzie, C.H.M., & Le, V. (2002, November). *Elimination of Framing Effects through Explicitly Provided Reference Points*. Poster presented at the meeting of the Society for Judgment and Decision Making, Kansas City, Mo.
- Malinek, T.R., & **Oppenheimer, D.M.** (2002, November). *Probabilistic Intertemporal Choice and Framing Effects*. Poster presented at the meeting of the Society for Judgment and Decision Making, Kansas City, Mo.
- Oppenheimer, D.M.** (2002, August). *Not so Fast! (and not so Frugal): Rethinking the Recognition Heuristic*. Poster presented at the meeting of the Cognitive Science Society, Fairfax, Va.
- Oppenheimer, D.M.** (2001, November) *Parallel Systems Models: A Voting Theory Framework for Decision Making*. Poster presented at the meeting of the Society for Judgment and Decision Making, Orlando, Fl.

Oppenheimer, D.M. & Brelsford, J. (1999, June) *The Cognitive Basis of Deception: Increased Reaction Times in Generating Deceptive Messages*. Poster presented at the meeting of the American Psychological Society, Denver, Co.

Oppenheimer, D.M., & Brelsford J. (1998, June) *Applied Magical Thinking: Photographs as Substitutes for Live Supervision in Simple Tasks*. Poster presented at the meeting of the American Psychological Society, Washington, D.C.

Teaching Experience

Instructor:

Psychology and Public Policy – Princeton University, Spring 2006
Introduction to Psychology – Princeton University Fall 2005, 2006
Policy Implications of Psychological Testing – Princeton University Spring 2005
Psychology of Thinking – Princeton University, Fall 2004
Graduate Research Methods – Stanford University Winter, 2003
Contemporary Issues in Psychology – Stanford University, Autumn 2003
Psychology as Portrayed by the Media – Stanford University, Summer 2003
Introductory Psychology – Stanford University, Summer 2002

Guest Lectures:

Introduction to Psychology – Princeton University, Spring 2006
Psychology and Public Policy – Princeton University, Spring 2005
Professional Issues in Psychology – Princeton University, Fall 2004
Cognitive Proseminar – Princeton University, Fall 2004, 2005
Introductory Psychology – Stanford University, Summer 2003
Graduate Research Methods – Stanford University, Winter 2002
Psychology Teaching Colloquium – Stanford University Fall 2002
Psychology Teaching Colloquium – Stanford University Fall 2001
Freshman Seminar on Memory – Stanford University, Winter 2000
Cognitive Psychology – Stanford University, Winter 2000

Advising:

Short JPs: Jason Thompson, Daniel Thompson, Kira Hohensee, Nicole Larrea, Chris Princepe, Sarah Butsch, Wade Gibson, Chas Ballew, Ryan Davies, Anouk Schneider, Yomaira Jimenez, Debbie Blinder, Christine Kansky, Shayla Mulvey, Catherine Wolpe.

Long JPs: Peter Forsberg, Kira Hohensee, Nicole Larrea, Roshan Varma, Debbie Blinder, Anouk Schneider.

Senior Thesis: Candace Mootoo, Dwerti Addy, Peter Forsberg, Kira Hohensee, Nicole Larrea, Roshan Varma, Justin Hawver, Debbie Blinder, Anouk Schneider, Robert Glasgow.

FSI advisees: Andres Mendes, Leonore Carlson, Cordaro Rodriguez

Mellon advisees: Robert Grote, Doori Song, Jessica Montoya

Summer Students: Debbie Blinder, Valerie O'Malley, Rosie Haimm, Justin Hawver, Ahmed Meleis

Ph.D: Adam Alter (secondary advisor), Anuj Shah (primary advisor)

Oral Examinations: Amir Goren, Chris Olivola, Mary Steffel, Adam Alter, Greg Detre, Tom Trail.

Stanford Honors Students: Tamar Malinek, Bryan Choi

Stanford Undergraduates: Guy Isely, Neal Van Os, Peter Finlayson, Van Le, Vanessa Baker, Busayo Ojumu, Michelle Keller, Renee Trouchet, Katie Hotchkiss, Jessica Wang, Michael Frank, Aaron Leven, Christina Lee, Jose Trejo, Jessica Laughlin.

Professional Affiliations

- Association of Psychological Science
- Cognitive Science Society
- Society for Judgment and Decision Making
- Eastern Psychological Association

Reviewing

- Ad Hoc Reviewer for: Psychological Science, Experimental Psychology, Cognition, JEP: General, Trends in Cognitive Science, JEP:LMC, Rationality and Society, Psychonomic Bulletin and Review, Quarterly Journal of Experimental Psychology, European Journal of Cognitive Psychology, Climate Change, Cognitive Psychology, Journal of Economic Psychology, Acta Psychologica, Journal of Personality and Social Psychology, Psychological Review, Memory and Cognition, Journal of Experimental Social Psychology.
- Ad Hoc Reviewer for the Annual Conference of the Cognitive Science Society

- Consulting Editor Psychonomic Bulletin and Review

Service

- New Faculty Orientation Panelist, 2006
- Graduate Student Orientation Panelist, 2006
- Coglunch Coordinator, Fall 2006
- Building Programming Committee 2005-2006
- Miller Schroeder Prize Committee 2005-2006
- Varsity Volleyball Faculty Fellow – 2005 -2006
- Freshman/Sophomore Advisor – 2005 - 2006
- IRP subcommittee for student research 2005-2006
- Undergraduate Research Symposium Judge -- 2005
- Wilson College Faculty Fellow – 2004-2006
- Graduate Ethics Seminar - 2004
- Princeton University IRB – 2004-2006
- SJDM Student Research Award Committee – 2004, 2005
- Representative to the Faculty Committee – Stanford Psychology Dept, 2000-2004
- Health and Safety Committee – Stanford Psychology Dept, 2001-2004
- Stanford Earthquake Building Assessment Team Member – 2001, 2002, 2003
- Hilgard Visiting Scholar Committee (Chair) – 2002, 2003
- Stanford University Space Committee area representative – 2002, 2003
- Stanford-Berkeley Cognitive Psychology Conference organizer – 2002
- Research Assistant Training Program organizer – Stanford, 2002
- Cognitive Friday Seminar organizer – Stanford, 2002
- Colloquium Speaker Selection Committee – Stanford, 2002
- National Undergraduate Advocate to the American Psychological Society (1999-2000)
- Rice University Commencement Speaker Selection Committee (Chair) (2000)

Representative Media Mention

Reuters, Shape Magazine, Fitness Magazine, Health Magazine, Men's Health Magazine, Glamour Magazine, Palm Beach Post, Dallas Morning News, Science Daily, BBC Radio, icWales, Times of India, PBS, MSNBC, Nature News, LA Times, NY Times, CBC, The Guardian, Cincinnati Post, Innovations Report, Discovery Channel, Yahoo Finance, China Post, Toronto Star, Fox News, Irish Examiner, New Kerala India, Evening Standard, More blogs than I care to count...