

Hal E. Hershfield

Stern School of Business
New York University
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ACADEMIC POSITIONS

- 2011 - present Assistant Professor of Marketing, Stern School of Business, New York University with an Affiliated Appointment in the Psychology Department
- 2009 - 2011 Postdoctoral Fellow and Visiting Assistant Professor, Kellogg School of Management, Northwestern University

EDUCATION

- Ph.D., Psychology, Stanford University, 2009
Thesis: *Thinking About Tomorrow: The Role of Time Horizons in Emotional Experience and Intertemporal Decision-Making*
Committee: Laura Carstensen (chair), Brian Knutson, Lee Ross, Al Bandura
- B.A., Psychology and English, *magna cum laude*, Tufts University, 2001

RESEARCH INTERESTS

Behavioral economics, consumer financial decision-making, time perspective and consumer decisions, temporal discounting, mixed emotions, neuroeconomics

AWARDS AND HONORS

- 2011 Association for Psychological Science Rising Star Award
2008 Society for Judgment and Decision Making Travel Award
2008 Theoretical Developments in Social Gerontology Best Paper (award finalist), Gerontological Society of America
2008 Bio-X Travel Award, Stanford University
2008 Albert H. and Barbara Hastorf Award for Teaching, Stanford University
2008 Society for Personality and Social Psychology Annual Conference Travel Award
2004-2007 Bay Area Affective Science Training Program
2006 Stanford University Centennial Teaching Assistant Award
2004 American Psychological Association Travel Award
2004 National Science Foundation Graduate Fellowship (Honorable Mention)
2001 Highest Thesis Honors, Department of Psychology, Tufts University
2001 Joanne Mary Sullivan Award for Psychology, Department of Psychology, Tufts University

GRANTS

- 2013 University of Chicago New Paths to Purpose, with Dan Goldstein, \$62,500
2011 Yahoo! Faculty Research and Engagement Award, with Dan Goldstein, \$10,000
2010 Transformative Consumer Research Grant from Association for Consumer

	Research, with Dan Goldstein, \$2,500
2009	Dispute Resolution Research Center Grant, \$4,000
2008	Russell Sage Foundation Small Grant in Behavioral Economics, \$5,000
2008	Center on Advancing Decision Making in Aging, Seed Grant with Christopher Bryan and Lee Ross: <i>Exploring the effectiveness of duty-based arguments for retirement saving</i> , \$38,000
2007	Center on Advancing Decision Making in Aging, Seed Grant with Jeremy Bailenson: <i>The vividness of your future self: Using immersive virtual reality to increase retirement saving</i> , \$38,000
2007	Center on Advancing Decision Making in Aging, Seed Grant with Brian Knutson and Kacey Ballard: <i>Investing in the future you: Delay discounting in younger and older adults</i> , \$40,000
2004	Norman H. Anderson Research Grant, \$1,000

PUBLISHED MANUSCRIPTS

1. Hershfield, H.E., Bang, H.M., & Weber, E.U. (in press). National Differences in Environmental Concern and Performance Predicted by Country Age. *Psychological Science*.
2. van Gelder, J-L, Hershfield, H.E., & Nordgren, L.F. (2013). Vividness of the future self predicts delinquency. *Psychological Science*, 24(6), 974-980.
3. Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2013). When bad can be good: Mixed emotions benefit physical health outcomes across the life span. *Social Psychological and Personality Science*, 4(1), 54-61.
4. Bryan, C.J. & Hershfield, H.E. (2012). You owe it to yourself: Boosting retirement saving with a responsibility-based appeal. *Journal of Experimental Psychology: General*, 141(3), 429-432.
5. Adler, J.* & Hershfield, H.E.* (2012). Mixed emotional experience is associated with and precedes improvements in psychological well-being. *PLoS ONE*, 7(4), 1-10.
6. Hershfield, H.E., Cohen, T., & Thompson, L. (2012). Short horizons and shady situations: When lack of continuity to our future selves leads to unethical behavior. *Organizational Behavior and Human Decision Processes*, 117, 298-310.
7. Hershfield, H.E. (2011). Future self-continuity: How conceptions of the future self transform intertemporal choice. *Annals of the New York Academy of Sciences*, 1235(2011), 30-43.
8. Hershfield, H.E., Goldstein, D.G., Sharpe, W.F., Fox, J., Yeykelvis, L., Carstensen, L.L., & Bailenson, J. (2011). Increasing saving behavior through age-progressed renderings of the future self. *Journal of Marketing Research*, 48, S23-S27.
9. Carstensen, L.L., Turan, B., Scheibe, S., Ram, N., Ersner-Hershfield, H., Samanez-Larkin, G.R., Brooks, K., & Nesselroade, J.R. (2011). Emotional experience improves with age: Evidence based on over 10 years of experience sampling. *Psychology and Aging*, 26(1), 21-33.
10. Ersner-Hershfield, H., Galinsky, A., Kray, L., & King, B. (2010). Country, company, connections: Counterfactual origins increase patriotism, organizational commitment, and social investment. *Psychological Science*, 21(10), 1479-1486.

11. Zhang, X., Ersner-Hershfield, H., & Fung, H.H. (2010). Age differences in poignancy in two different cultures: Cognitive reappraisal as a moderator. *Psychology and Aging, 25*(2), 310-320.
12. Ersner-Hershfield, H., Carvel, D.S., & Isaacowitz, D.M. (2009). Feeling happy and sad, but only seeing the positive: Poignancy and the positivity effect in attention. *Motivation and Emotion, 33*(4), 333-342.
13. Ersner-Hershfield, H., Garton, M.T., Ballard, K., Samanez-Larkin, G.R., & Knutson, B. (2009). Don't stop thinking about tomorrow: Individual differences in future self-continuity account for saving. *Judgment and Decision Making, 4*(4), 280-286.
14. Ersner-Hershfield, H., Wimmer, G.E., & Knutson, B. (2009). Neural evidence for self-continuity in temporal discounting. *Social Cognitive and Affective Neuroscience, 4*(1), 85-92.
15. Fuchs, V. & Ersner-Hershfield, H. (2008). Inequality in length of life. *Stanford Institute for Economic Policy Research Policy Brief*. Stanford, CA.
16. Ersner-Hershfield, H., Mikels, J. A., Sullivan, S., & Carstensen, L. L. (2008). Poignancy: Mixed emotional experience in the face of meaningful endings. *Journal of Personality and Social Psychology, 94*, 158-67.
17. Kuroki, N., Shenton, M.E., Salisbury, D.F., Hirayasu, Y., Onitsuka, T., Ersner-Hershfield, H., Yurgelun-Todd, D., Kikinis, R., Jolesz, F.A., & McCarley, R.W. (2006). Middle and inferior temporal gyrus matter volume abnormalities in first-episode schizophrenia: An MRI study. *American Journal of Psychiatry, 163*, 2103-2110.
18. Kubicki, M., Maier, S.E., Westin, C.F., Mamata, H., Ersner-Hershfield, H., Estepar, R., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2004). Comparison of single-shot echo planar and line scan protocols for diffusion tensor imaging. *Academic Radiology, 11*(2): 224-232.
19. Kubicki, M., Westin, C.F., Maier, S.E., Mamata, H., Frumin, M., Ersner-Hershfield, H., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2002). Diffusion tensor imaging and its application to neuropsychiatric disorders. *Harvard Review of Psychiatry, 10*, 324-336.

*Equal contribution

WORKING MANUSCRIPTS

Tully, S.M., Hershfield, H.E., & Meyvis, T. (Under review). Making limited discretionary money last: Financial constraints increase preference for material purchases by focusing consumers on longevity.

Waytz, A., Hershfield, H.E., & Tamir, D.I. (Under review). Mental simulation and meaning in life.

Hershfield, H.E. & Roese, N.J. (Under review). Dual payoff warnings on credit card statements elicit suboptimal payoff decisions.

Venkatraman, V., Dimoka, A., Pavlous, P., Vo, K., Hampton, W., Bollinger, B., Hershfield, H.E., Ishihara,

M., & Winer, R. (Under review). Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling.

Brown, A.D., Hershfield, H.E., Kouri, N.A., & Bryant, R.A. (Under review). Old man you're a lot like me: Similarity between current and future self mediates the relationship between episodic future thinking and temporal discounting.

Larsen, J.T., Hershfield, H.E., Stastny, B.J., & Hester, N.R. (Under Review). How to measure mixed emotions (and how not to).

Goldstein, D.G., Hershfield, H.E., & Benartzi, S. (Under Review). The illusion of wealth and its reversal.

Hershfield, H.E., & Galinsky, A.D. (In preparation). Respect for the elderly predicts national saving and individual savings decisions.

Hershfield, H.E., Galinsky, A., & Roese, N.J. (In preparation). Wanting What Almost Wasn't: Counterfactual Reflection Heightens Valuation of Branded Products.

Hershfield, H.E. & Larsen, J.T. (In preparation). On the measurement of mixed emotions: A critical review.

CHAPTERS

Kray, L.J., Hershfield, H.E., George, L., & Galinsky, A.D. (in press). Twists of fate: Moments in time and what might have been in the emergence of meaning. In Markman, K., Proulx, T., & Lindberg, M. (eds.). *The Psychology of Meaning*. Washington, D.C.: American Psychological Association.

Hershfield, H.E., Brown, C.B., & Kray, L.J. (in press). Any second could be *the* second: How thinking about what might have been affects the emergence of meaning and commitment across the life span. In Routledge, C. & Hicks, J. (eds.). *The Experience of Meaning in Life: Classical Perspectives, Emerging Themes, and Controversies*.

SELECTED CONFERENCE PRESENTATIONS AND SYMPOSIUM ORGANIZATION

Maglio, S. & Hershfield, H.E. (2014). *When does the future start?* Paper to be presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.

Hershfield, H.E., van Gelder, J-L, & Nordgren, L.F. (2014). *Vividness of the future self predicts unethical behavior*. Paper to be presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.

Tully, S.M., Hershfield, H.E., & Meyvis, T. (2013). *Making limited discretionary money last: Financial constraints increase preference for material purchases by focusing consumers on longevity*. Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.

Hershfield, H.E., Galinsky, A.D., & Roese, N. (2013). *Wanting What Almost Wasn't: Counterfactual Reflection Heightens Valuation of Branded Products*. Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.

Roese, N. & Hershfield, H.E. (2013). *Dual payoff warnings on credit card statements elicit suboptimal payoff decisions*. Paper presented at the American Psychological Association Annual Conference, Honolulu, HI.

Hershfield, H.E., Cohen, T., & Thompson, L. (2012). *Short horizons and tempting situations: Lack of continuity to our future selves leads to unethical decision making and behavior*. Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.

Hershfield, H.E. & Adler, J. (2012). *Mixed emotional experience is associated with and precedes improvements in psychological well-being*. Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.

Hershfield, H.E., & Galinsky, A.D. (2012). *Respect for the elderly predicts national and individual saving*. Paper presented at the Society for Consumer Psychology International Conference, Florence, Italy.

Hershfield, H.E. & Goldstein, D.G. (2012). *Making the future self more vivid to increase retirement saving*. Paper presented at the European Marketing Association Conference, Lisbon, Portugal.

Hershfield, H.E. & Thompson, L. (2012). *Short horizons and tempting situation: Lack of continuity to our future selves leads to unethical decision making and behavior*. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

Hershfield, H.E. & Cohen, T. (2012). *Psychological Approaches to Understanding and Preventing Unethical Behavior*. Symposium at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2012). *When bad can be good: Mixed emotions benefit physical health across the adult life span*. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

Hershfield, H.E. & Goldstein, D.G. (2011). *Making the future self more vivid to increase retirement saving*. Paper presented at the Association for Consumer Research Annual Conference, St. Louis, MO.

Hershfield, H.E. (2011). *Don't stop thinking about tomorrow: How constructing the future self can transform intertemporal choice*. Paper presented at the American Council of Life Insurers Conference on "Picturing Your Retirement Income", Washington, DC.

Ersner-Hershfield, H. (2011). *Using video technology to enhance retirement saving*. Paper presented at *InvestmentNews* Retirement Income Summit, Chicago, IL.

Ersner-Hershfield, H. (2010). Discussion presented in *Imagining one's future and intertemporal preferences* Symposium at the Annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Ersner-Hershfield, H., (2010). *Using novel methods in consumer research*. Paper presented at Federal Reserve Board Forum on Consumer Research & Testing, Washington, DC.

Ersner-Hershfield, H. & Goldstein, D.G. (2010). *Increasing retirement saving by making the future self more vivid*. Paper presented at Rand Behavioral Finance Forum, Washington, D.C.

Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). *Is it just in your head?: Neural measures of future self-continuity predict temporal discounting*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.

Olivola, C.Y. & Ersner-Hershfield, H. (2009). *Seeing the future self as an other: Intertemporal choices as interpersonal decisions*. Symposium at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.

Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). *Saving for the future self: Neural measures of future self-continuity predict temporal discounting*. Paper presented at the Association for Consumer Research Annual Conference, Pittsburgh, Pennsylvania.

Ersner-Hershfield, H. & Carstensen, L.L. (2009). *Long-term effects of poignancy on physical health*. Paper presented at the Association for Psychological Science Annual Meeting, San Francisco, California.

Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). *Neural evidence for self-continuity in temporal discounting*. Poster presented at the Judgment and Decision Making pre-conference, Tampa, Florida.

Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2008). *Neural evidence for self-continuity in temporal discounting*. Paper presented at the Society for Neuroscience Annual Conference, Washington, D.C.

Ersner-Hershfield, H., Bailenson, J., Carstensen, L.L. (2008). *Feeling more connected to your future self: Using immersive virtual reality to enhance retirement saving*. Poster presented at the Association for Psychological Science Annual Conference, Chicago, Illinois.

Ersner-Hershfield, H. & Blanchard-Fields, F. (2008). *The experience of mixed emotions*. Symposium at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.

Ersner-Hershfield, H., Mikels, J.A., Carstensen, L.L. (2008). *Poignancy: Mixed emotional experience in the face of meaningful endings*. Paper presented at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.

Ersner-Hershfield, H. (2007). *Is my future self really me?: An fMRI study*. Talk given at the Annual Stanford-Berkeley Talks, Berkeley, California.

Zhang, Xin, Ersner-Hershfield, H., Fung, H.H. (2007). *Poignancy study in Hong Kong*. Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.

Ersner-Hershfield, H., Cooper, J., Ghahremani, D.G., Aron, A., Aron, E. N., Lichy, W., Mazaika, P. K., Gabrieli, S., Gabrieli, J.D.E. (2007). *Do highly sensitive people have different brains?*. Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.

Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2007). *Is my future self really me?: An fMRI study*. Poster presented at the Neural Systems of Social Behavior Conference, Austin, Texas.

Ersner-Hershfield, H. Cooper, J., Ghahremani, D.G., Aron, A., Aron, E. N., Lichty, W., Mazaika, P. K., Gabrieli, S., Gabrieli, J.D.E. (2007). *Do highly sensitive people have different brains?: A VBM study*. Poster presented at the Society for Personality and Social Psychology Annual Conference, Memphis, Tennessee.

Ersner-Hershfield, H. & Carstensen, L.L. (2006). *Emotional complexity in everyday life across the course of the lifespan*. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Dallas, Texas.

Ersner-Hershfield, H. & Mikels, J. A. (2005). *Emotional Complexity across the Lifespan*. Symposium at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

Maglio, S. J., Mikels, J. A., Ersner-Hershfield, H., & Carstensen, L. L. (2005). *Time perspective drives attentional biases: The positivity effect and meditation*. Poster presented at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

Ersner-Hershfield H., Mikels, J. A., Sullivan, S. J., & Carstensen, L. L. (2005). *Poignancy: Mixed emotions in the face of a meaningful ending*. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

Ersner-Hershfield, H., Mikels, J.A., & Carstensen, L.L. (2004). *Time perspective influences the experience of poignancy*. Poster presented at the American Psychological Association Annual Convention, Honolulu, Hawaii.

INVITED TALKS

University of Southern California, Psychology and Gerontology, January 2009

Northwestern University, Kellogg School of Management, March 2009

Northwestern University, Psychology, October 2009

Purdue University, Psychology and Gerontology, January 2010

UCLA, Anderson School of Management, Marketing Department, September 2010

New York University, Stern School of Business, Marketing Department, October 2010

Dartmouth College, Tuck School of Business, Marketing Department, November 2010

University of Colorado-Boulder, Leeds School of Business, Marketing Department, November 2010

Yale University, Center for International Finance, May 2011

Purdue University, Department of Consumer Science, June 2011

New York University, Social Psychology, October 2011

Carnegie Mellon University, Center for Behavioral and Decision Research, October 2011

Hewlett Foundation, February 2012

Yale University, Psychology Department, February 2013

Temple University, Fox School of Business, Marketing Department, February 2013

University of Pennsylvania, Wharton School of Management, Marketing Department, March 2013

Harvard University, HBS, Negotiations Markets and Organizations Department, March 2013

University of Maastricht, Finance Department, April 2013

HEC Paris International School of Business, Marketing Department, April 2013

Princeton University, Psychology Department, September 2013

University of Southern California, Marketing Department, October 2013

UCLA, Anderson School of Management, Marketing Department, October 2013

Harvard University, HBS, Negotiations Markets and Organizations Department, January 2014

Stanford University, Stanford GSB, Marketing Department, January 2014

TEACHING EXPERIENCE

NYU Stern School of Business

Introduction to Marketing, Marketing Department (6.9 / 7.0)

Kellogg School of Management

Negotiations, Department of Management & Organizations (9.7 / 10)

Stanford University

Head Teaching Assistant: Longevity, Departments of Psychology and Neurology (Teacher Evaluation N/A)

Teaching Assistant: Psychology Co-Terminal Master's Program, Department of Psychology (Teacher Evaluation N/A).

Teaching Assistant: Advanced Statistical Techniques and Theory, Department of Psychology, Spring 2007: (Teacher evaluation N/A)

Head Teaching Assistant: Psychology Honors Thesis Program, Department of Psychology, academic year 2006-2007: (Teacher Evaluation N/A)

Teaching Assistant: Introduction to Statistical Methods, Department of Psychology (4.9 / 5.0)

Co-Instructor: Personality and Individual Differences, Department of Psychology (4.5 / 5.0)

Teaching Assistant: Introduction to Social Psychology, Department of Psychology (4.9 / 5.0)

SERVICE

Ad-Hoc Reviewer

Behavioral Science & Policy

Cognition

Emotion

European Journal of Social Psychology

Journal of Economic Behavior & Organization

Journal of Experimental Social Psychology

Journal of Marketing Research

Journal of Personality and Social Psychology

Judgment and Decision Making

Management Science

Motivation and Emotion

Organizational Behavior and Human Decision Processes

Psychological Science

Psychology & Aging

PLoS ONE

Social Cognitive and Affective Neuroscience

University Committees

Colloquium Committee, Department of Psychology, Stanford University

Search Committee for the Dean of Humanities and Sciences, Stanford University

PROFESSIONAL AFFILIATIONS

American Psychological Association

Association for Psychological Science

Association for Consumer Research

European Marketing Association

Gerontological Society of America

Society for Judgment and Decision Making

Society for Neuroscience

Society for Personality and Social Personality