

George Loewenstein

List of Publications by Year in descending order

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Version: 2024-02-01

282
papers

54,686
citations

2101

100
h-index

1634

215
g-index

291
all docs

291
docs citations

291
times ranked

27825
citing authors

#	ARTICLE	IF	CITATIONS
1	Time Discounting and Time Preference: A Critical Review. <i>Journal of Economic Literature</i> , 2002, 40, 351-401.	6.5	3,844
2	Separate Neural Systems Value Immediate and Delayed Monetary Rewards. <i>Science</i> , 2004, 306, 503-507.	12.6	3,548
3	Out of Control: Visceral Influences on Behavior. <i>Organizational Behavior and Human Decision Processes</i> , 1996, 65, 272-292.	2.5	2,129
4	Measuring the Prevalence of Questionable Research Practices With Incentives for Truth Telling. <i>Psychological Science</i> , 2012, 23, 524-532.	3.3	1,572
5	Neuroeconomics: How Neuroscience Can Inform Economics. <i>Journal of Economic Literature</i> , 2005, 43, 9-64.	6.5	1,533
6	The psychology of curiosity: A review and reinterpretation.. <i>Psychological Bulletin</i> , 1994, 116, 75-98.	6.1	1,518
7	Privacy and human behavior in the age of information. <i>Science</i> , 2015, 347, 509-514.	12.6	1,103
8	The Red and the Black: Mental Accounting of Savings and Debt. <i>Marketing Science</i> , 1998, 17, 4-28.	4.1	1,023
9	Neural Predictors of Purchases. <i>Neuron</i> , 2007, 53, 147-156.	8.1	1,002
10	Anticipation and the Valuation of Delayed Consumption. <i>Economic Journal</i> , 1987, 97, 666.	3.6	936
11	Explaining Bargaining Impasse: The Role of Self-Serving Biases. <i>Journal of Economic Perspectives</i> , 1997, 11, 109-126.	5.9	924
12	Emotions in Economic Theory and Economic Behavior. <i>American Economic Review</i> , 2000, 90, 426-432.	8.5	912
13	Time Discounting for Primary Rewards. <i>Journal of Neuroscience</i> , 2007, 27, 5796-5804.	3.6	873
14	Regulation for Conservatives: Behavioral Economics and the Case for "Asymmetric Paternalism". <i>University of Pennsylvania Law Review</i> , 2003, 151, 1211.	0.3	849
15	Heart Strings and Purse Strings. Carryover Effects of Emotions on Economic Decisions. <i>Psychological Science</i> , 2004, 15, 337-341.	3.3	809
16	Financial Incentive-Based Approaches for Weight Loss. <i>JAMA - Journal of the American Medical Association</i> , 2008, 300, 2631.	7.4	796
17	Anomalies: Intertemporal Choice. <i>Journal of Economic Perspectives</i> , 1989, 3, 181-193.	5.9	729
18	Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims. <i>Organizational Behavior and Human Decision Processes</i> , 2007, 102, 143-153.	2.5	706

#	ARTICLE	IF	CITATIONS
19	Helping a Victim or Helping the Victim: Altruism and Identifiability. <i>Journal of Risk and Uncertainty</i> , 2003, 26, 5-16.	1.5	625
20	The heat of the moment: the effect of sexual arousal on sexual decision making. <i>Journal of Behavioral Decision Making</i> , 2006, 19, 87-98.	1.7	590
21	The Wick in the Candle of Learning. <i>Psychological Science</i> , 2009, 20, 963-973.	3.3	580
22	Large Stakes and Big Mistakes. <i>Review of Economic Studies</i> , 2009, 76, 451-469.	5.4	578
23	The Curse of Knowledge in Economic Settings: An Experimental Analysis. <i>Journal of Political Economy</i> , 1989, 97, 1232-1254.	4.5	572
24	Explaining the Identifiable Victim Effect. , 1997, 14, 235-257.		509
25	A Social Science Perspective on Gifts to Physicians From Industry. <i>JAMA - Journal of the American Medical Association</i> , 2003, 290, 252.	7.4	499
26	Neuroeconomics: cross-currents in research on decision-making. <i>Trends in Cognitive Sciences</i> , 2006, 10, 108-116.	7.8	498
27	The Dirt on Coming Clean: Perverse Effects of Disclosing Conflicts of Interest. <i>Journal of Legal Studies</i> , 2005, 34, 1-25.	0.4	488
28	The ostrich effect: Selective attention to information. <i>Journal of Risk and Uncertainty</i> , 2009, 38, 95-115.	1.5	463
29	Decision Making Over Time and Under Uncertainty: A Common Approach. <i>Management Science</i> , 1991, 37, 770-786.	4.1	458
30	Asymmetric Paternalism to Improve Health Behaviors. <i>JAMA - Journal of the American Medical Association</i> , 2007, 298, 2415.	7.4	452
31	Egocentric interpretations of fairness and interpersonal conflict. <i>Organizational Behavior and Human Decision Processes</i> , 1992, 51, 176-197.	2.5	443
32	Information Avoidance. <i>Journal of Economic Literature</i> , 2017, 55, 96-135.	6.5	442
33	Intertemporal choice “toward an integrative framework. <i>Trends in Cognitive Sciences</i> , 2007, 11, 482-488.	7.8	431
34	Choice Bracketing. <i>Journal of Risk and Uncertainty</i> , 1999, 19, 171-197.	1.5	388
35	What Is Privacy Worth?. <i>Journal of Legal Studies</i> , 2013, 42, 249-274.	0.4	353
36	Whose quality of life? A commentary exploring discrepancies between health state evaluations of patients and the general public. <i>Quality of Life Research</i> , 2003, 12, 599-607.	3.1	352

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37	Hot-cold empathy gaps and medical decision making.. Health Psychology, 2005, 24, S49-S56.	1.6	346
38	Social Projection of Transient Drive States. Personality and Social Psychology Bulletin, 2003, 29, 1159-1168.	3.0	344
39	Do Workers Prefer Increasing Wage Profiles?. Journal of Labor Economics, 1991, 9, 67-84.	2.8	336
40	Misplaced Confidences. Social Psychological and Personality Science, 2013, 4, 340-347.	3.9	332
41	The Effect of Ownership History on the Valuation of Objects. Journal of Consumer Research, 1998, 25, 276-289.	5.1	327
42	Tightwads and Spendthrifts. Journal of Consumer Research, 2008, 34, 767-782.	5.1	325
43	Experimental Economics From the Vantageâ€point of Behavioural Economics. Economic Journal, 1999, 109, 25-34.	3.6	322
44	Strangers on a Plane: Context-Dependent Willingness to Divulge Sensitive Information. Journal of Consumer Research, 2011, 37, 858-873.	5.1	318
45	Investment Behavior and the Negative Side of Emotion. Psychological Science, 2005, 16, 435-439.	3.3	313
46	Diversification bias: Explaining the discrepancy in variety seeking between combined and separated choices.. Journal of Experimental Psychology: Applied, 1995, 1, 34-49.	1.2	309
47	Randomized Trial of Four Financial-Incentive Programs for Smoking Cessation. New England Journal of Medicine, 2015, 372, 2108-2117.	27.0	301
48	CHAPTER ONE. Behavioral Economics: Past, Present, Future. , 2004, , 3-52.		295
49	The Scarecrow and the Tin Man: The Vicissitudes of Human Sympathy and Caring. Review of General Psychology, 2007, 11, 112-126.	3.2	294
50	Adam Smith, Behavioral Economist. Journal of Economic Perspectives, 2005, 19, 131-145.	5.9	290
51	Egocentric empathy gaps between owners and buyers: Misperceptions of the endowment effect.. Journal of Personality and Social Psychology, 2000, 79, 66-76.	2.8	289
52	Self-Interest through Delegation: An Additional Rationale for the Principal-Agent Relationship. American Economic Review, 2010, 100, 1826-1846.	8.5	288
53	Financial Incentives for Extended Weight Loss: A Randomized, Controlled Trial. Journal of General Internal Medicine, 2011, 26, 621-626.	2.6	288
54	Neuroeconomics. Annual Review of Psychology, 2008, 59, 647-672.	17.7	284

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55	Mild opioid deprivation increases the degree that opioid-dependent outpatients discount delayed heroin and money. <i>Psychopharmacology</i> , 2002, 163, 174-182.	3.1	277
56	A Bias in the Prediction of Tastes. <i>Economic Journal</i> , 1995, 105, 929.	3.6	264
57	Strategies for Promoting Healthier Food Choices. <i>American Economic Review</i> , 2009, 99, 159-164.	8.5	263
58	Misimagining the unimaginable: The disability paradox and health care decision making.. <i>Health Psychology</i> , 2005, 24, S57-S62.	1.6	262
59	Peer Mentoring and Financial Incentives to Improve Glucose Control in African American Veterans. <i>Annals of Internal Medicine</i> , 2012, 156, 416.	3.9	247
60	Self-Interest, Automaticity, and the Psychology of Conflict of Interest. <i>Social Justice Research</i> , 2004, 17, 189-202.	1.1	241
61	Bounded Ethicality as a Psychological Barrier to Recognizing Conflicts of Interest. , 2005, , 74-95.		239
62	Neuroeconomics: Why Economics Needs Brains. <i>Scandinavian Journal of Economics</i> , 2004, 106, 555-579.	1.4	236
63	Self-Serving Assessments of Fairness and Pretrial Bargaining. <i>Journal of Legal Studies</i> , 1993, 22, 135-159.	0.4	234
64	A test of financial incentives to improve warfarin adherence. <i>BMC Health Services Research</i> , 2008, 8, 272.	2.2	221
65	Financial Attention. <i>Review of Financial Studies</i> , 2016, 29, 863-897.	6.8	220
66	Mixing virtue and vice: combining the immediacy effect and the diversification heuristic. <i>Journal of Behavioral Decision Making</i> , 1999, 12, 257-273.	1.7	216
67	The Unintended Consequences of Conflict of Interest Disclosure. <i>JAMA - Journal of the American Medical Association</i> , 2012, 307, 669.	7.4	212
68	Ignorance of Hedonic Adaptation to Hemodialysis: A Study Using Ecological Momentary Assessment.. <i>Journal of Experimental Psychology: General</i> , 2005, 134, 3-9.	2.1	211
69	The Effect of Sexual Arousal on Expectations of Sexual Forcefulness. <i>Journal of Research in Crime and Delinquency</i> , 1997, 34, 443-473.	2.4	209
70	Because It Is There: The Challenge of Mountaineering? for Utility Theory. <i>Kyklos</i> , 1999, 52, 315-343.	1.4	209
71	Choose to Lose: Health Plan Choices from a Menu with Dominated Option*. <i>Quarterly Journal of Economics</i> , 2017, 132, 1319-1372.	8.6	202
72	Disclosure: Psychology Changes Everything. <i>Annual Review of Economics</i> , 2014, 6, 391-419.	5.5	201

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73	Promoting Healthy Choices: Information versus Convenience. American Economic Journal: Applied Economics, 2010, 2, 164-178.	2.9	197
74	Consumers'™ misunderstanding of health insurance. Journal of Health Economics, 2013, 32, 850-862.	2.7	195
75	Identifying Emotions on the Basis of Neural Activation. PLoS ONE, 2013, 8, e66032.	2.5	189
76	Redesigning Employee Health Incentives " Lessons from Behavioral Economics. New England Journal of Medicine, 2011, 365, 388-390.	27.0	185
77	Tom Sawyer and the construction of value. Journal of Economic Behavior and Organization, 2006, 60, 1-10.	2.0	178
78	The Impact of Relative Standards on the Propensity to Disclose. Journal of Marketing Research, 2012, 49, 160-174.	4.8	167
79	Individual- Versus Group-Based Financial Incentives for Weight Loss. Annals of Internal Medicine, 2013, 158, 505.	3.9	166
80	When does duration matter in judgment and decision making?. Journal of Experimental Psychology: General, 2000, 129, 508-523.	2.1	164
81	Hedonic adaptation and the role of decision and experience utility in public policy. Journal of Public Economics, 2008, 92, 1795-1810.	4.3	162
82	Source dependence in the valuation of objects. Journal of Behavioral Decision Making, 1994, 7, 157-168.	1.7	158
83	Behavioral Economics Holds Potential To Deliver Better Results For Patients, Insurers, And Employers. Health Affairs, 2013, 32, 1244-1250.	5.2	158
84	Subjective relative income and lottery ticket purchases. Journal of Behavioral Decision Making, 2008, 21, 283-295.	1.7	154
85	Enhanced active choice: A new method to motivate behavior change. Journal of Consumer Psychology, 2011, 21, 376-383.	4.5	153
86	When Sunlight Fails to Disinfect: Understanding the Perverse Effects of Disclosing Conflicts of Interest. Journal of Consumer Research, 2011, 37, 836-857.	5.1	152
87	Default Options In Advance Directives Influence How Patients Set Goals For End-Of-Life Care. Health Affairs, 2013, 32, 408-417.	5.2	147
88	Neural Antecedents of the Endowment Effect. Neuron, 2008, 58, 814-822.	8.1	145
89	Nudging out support for a carbon tax. Nature Climate Change, 2019, 9, 484-489.	18.8	144
90	The devil you know: the effects of identifiability on punishment. Journal of Behavioral Decision Making, 2005, 18, 311-318.	1.7	135

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91	Mistake: The Effect of Previously Encountered Prices on Current Housing Demand. <i>Economic Journal</i> , 2006, 116, 175-199.	3.6	135
92	Warning: You are about to be nudged. <i>Behavioral Science and Policy</i> , 2015, 1, 35-42.	0.4	135
93	The under-appreciated drive for sense-making. <i>Journal of Economic Behavior and Organization</i> , 2016, 126, 137-154.	2.0	135
94	The Limits of Transparency: Pitfalls and Potential of Disclosing Conflicts of Interest. <i>American Economic Review</i> , 2011, 101, 423-428.	8.5	131
95	The illusion of courage in social predictions: Underestimating the impact of fear of embarrassment on other people. <i>Organizational Behavior and Human Decision Processes</i> , 2005, 96, 130-141.	2.5	128
96	P4P4P: An Agenda For Research On Pay-For-Performance For Patients. <i>Health Affairs</i> , 2009, 28, 206-214.	5.2	127
97	The donor is in the details. <i>Organizational Behavior and Human Decision Processes</i> , 2013, 120, 15-23.	2.5	123
98	Individual Utilities Are Inconsistent with Rationing Choices. <i>Medical Decision Making</i> , 1996, 16, 108-116.	2.4	122
99	Putting nudges in perspective. <i>Behavioural Public Policy</i> , 2017, 1, 26-53.	2.4	122
100	Distributing scarce livers: The moral reasoning of the general public. <i>Social Science and Medicine</i> , 1996, 42, 1049-1055.	3.8	120
101	Behavioral Economics and Public Policy 102: Beyond Nudging. <i>American Economic Review</i> , 2015, 105, 396-401.	8.5	120
102	The dark side of emotion in decision-making: When individuals with decreased emotional reactions make more advantageous decisions. <i>Cognitive Brain Research</i> , 2005, 23, 85-92.	3.0	115
103	Adaptation To Imprisonment. <i>Criminal Justice and Behavior</i> , 2007, 34, 1085-1100.	1.8	113
104	If I'm Not Hot, Are You Hot or Not?. <i>Psychological Science</i> , 2008, 19, 669-677.	3.3	113
105	Bored in the USA: Experience sampling and boredom in everyday life.. <i>Emotion</i> , 2017, 17, 359-368.	1.8	112
106	A Visceral Account of Addiction. , 1999, , 235-264.		111
107	Cheating more for less: Upward social comparisons motivate the poorly compensated to cheat. <i>Organizational Behavior and Human Decision Processes</i> , 2014, 123, 101-109.	2.5	106
108	Nothing to Declare. <i>Psychological Science</i> , 2014, 25, 575-584.	3.3	106

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109	Goal gradient in helping behavior. <i>Journal of Experimental Social Psychology</i> , 2013, 49, 1078-1083.	2.2	105
110	Disability and Sunshine: Can Hedonic Predictions Be Improved by Drawing Attention to Focusing Illusions or Emotional Adaptation?. <i>Journal of Experimental Psychology: Applied</i> , 2005, 11, 111-123.	1.2	104
111	Informative inducement: Study payment as a signal of risk. <i>Social Science and Medicine</i> , 2010, 70, 455-464.	3.8	104
112	Habit formation in children: Evidence from incentives for healthy eating. <i>Journal of Health Economics</i> , 2016, 45, 47-54.	2.7	104
113	The burden of disclosure: Increased compliance with distrusted advice.. <i>Journal of Personality and Social Psychology</i> , 2013, 104, 289-304.	2.8	101
114	Randomized trial of lottery-based incentives to improve warfarin adherence. <i>American Heart Journal</i> , 2012, 164, 268-274.	2.7	100
115	Information gaps: A theory of preferences regarding the presence and absence of information.. <i>Decision</i> , 2018, 5, 143-164.	0.5	98
116	Beyond Time Discounting. <i>Marketing Letters</i> , 1997, 8, 97-108.	2.9	94
117	The Creative Destruction of Decision Research. <i>Journal of Consumer Research</i> , 2001, 28, 499-505.	5.1	92
118	Mispredicting distress following romantic breakup: Revealing the time course of the affective forecasting error. <i>Journal of Experimental Social Psychology</i> , 2008, 44, 800-807.	2.2	91
119	Secrets and Likes: The Drive for Privacy and the Difficulty of Achieving It in the Digital Age. <i>Journal of Consumer Psychology</i> , 2020, 30, 736-758.	4.5	88
120	Exploring the Cold-to-Hot Empathy Gap in Smokers. <i>Psychological Science</i> , 2008, 19, 926-932.	3.3	87
121	Can behavioural economics make us healthier?. <i>BMJ, The</i> , 2012, 344, e3482-e3482.	6.0	87
122	Behaviorally Informed Strategies for a National COVID-19 Vaccine Promotion Program. <i>JAMA - Journal of the American Medical Association</i> , 2021, 325, 125-126.	7.4	84
123	Financial Incentives for Home-Based Health Monitoring: A Randomized Controlled Trial. <i>Journal of General Internal Medicine</i> , 2014, 29, 770-777.	2.6	83
124	Creating Convergence: Debiasing Biased Litigants. <i>Law and Social Inquiry</i> , 1997, 22, 913-925.	0.6	82
125	Dynamic processes in risk perception. <i>Journal of Risk and Uncertainty</i> , 1990, 3, 155-175.	1.5	81
126	The Impact of Alternative Incentive Schemes on Completion of Health Risk Assessments. <i>American Journal of Health Promotion</i> , 2012, 26, 184-188.	1.7	81

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127	Megastudies improve the impact of applied behavioural science. <i>Nature</i> , 2021, 600, 478-483.	27.8	80
128	Association Between Academic Medical Center Pharmaceutical Detailing Policies and Physician Prescribing. <i>JAMA - Journal of the American Medical Association</i> , 2017, 317, 1785.	7.4	79
129	When Ignorance Is Bliss: Information Exchange and Inefficiency in Bargaining. <i>Journal of Legal Studies</i> , 2004, 33, 37-58.	0.4	78
130	The rise of affectivism. <i>Nature Human Behaviour</i> , 2021, 5, 816-820.	12.0	77
131	Altered states: The impact of immediate craving on the valuation of current and future opioids. <i>Journal of Health Economics</i> , 2007, 26, 865-876.	2.7	76
132	You Call It "Self-Exuberance" I Call It "Bragging". <i>Psychological Science</i> , 2015, 26, 903-914.	3.3	76
133	Misremembering colostomies? Former patients give lower utility ratings than do current patients.. <i>Health Psychology</i> , 2006, 25, 688-695.	1.6	75
134	Supplementing Menu Labeling With Calorie Recommendations to Test for Facilitation Effects. <i>American Journal of Public Health</i> , 2013, 103, 1604-1609.	2.7	74
135	Modeling the interplay between affect and deliberation.. <i>Decision</i> , 2015, 2, 55-81.	0.5	74
136	Conflicting motives in evaluations of sequences. <i>Journal of Risk and Uncertainty</i> , 2008, 37, 221-235.	1.5	73
137	Slow Down! Insensitivity to Rate of Consumption Leads to Avoidable Satiation. <i>Journal of Consumer Research</i> , 2013, 39, 993-1009.	5.1	73
138	Intangibility in intertemporal choice. <i>Philosophical Transactions of the Royal Society B: Biological Sciences</i> , 2008, 363, 3813-3824.	4.0	72
139	Sleights of privacy. , 2013, , .		71
140	Anticipated versus Actual Reaction to HIV Test Results. <i>American Journal of Psychology</i> , 1999, 112, 297.	0.3	69
141	Sensitivity to disgust, stigma, and adjustment to life with a colostomy. <i>Journal of Research in Personality</i> , 2007, 41, 787-803.	1.7	69
142	Mispredicting the endowment effect:. <i>Journal of Economic Behavior and Organization</i> , 2003, 51, 351-365.	2.0	68
143	Effects of Smoking Urge on Temporal Cognition.. <i>Psychology of Addictive Behaviors</i> , 2005, 19, 88-93.	2.1	68
144	Projection Bias in Medical Decision Making. <i>Medical Decision Making</i> , 2005, 25, 96-105.	2.4	68

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145	Mispredicting and misremembering: Patients with renal failure overestimate improvements in quality of life after a kidney transplant.. Health Psychology, 2008, 27, 653-658.	1.6	66
146	Behavioral Economics. , 2012, , 641-689.		66
147	Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories. Journal of Public Policy and Marketing, 2016, 35, 26-36.	3.4	66
148	Happily hopeless: Adaptation to a permanent, but not to a temporary, disability.. Health Psychology, 2009, 28, 787-791.	1.6	65
149	Relative Pay and Labor Supply. Journal of Labor Economics, 2015, 33, 297-315.	2.8	64
150	Smoking: Making the Risky Decision.. Contemporary Sociology, 1994, 23, 446.	0.0	63
151	The tree of experience in the forest of information: Overweighing experienced relative to observed information. Games and Economic Behavior, 2008, 62, 263-286.	0.8	62
152	Choosing Wisely. JAMA - Journal of the American Medical Association, 2012, 308, 1635.	7.4	62
153	The Preference for Belief Consonance. Journal of Economic Perspectives, 2016, 30, 165-188.	5.9	62
154	SOCIAL SCIENCE: The Pleasures and Pains of Information. Science, 2006, 312, 704-706.	12.6	59
155	Embedding effects: Stimulus representation and response mode. Journal of Risk and Uncertainty, 1993, 6, 211-234.	1.5	58
156	The Chill of the Moment: Emotions and Proenvironmental Behavior. Journal of Public Policy and Marketing, 2017, 36, 255-268.	3.4	56
157	The efficacy and equity of retransplantation: an experimental survey of public attitudes. Health Policy, 1995, 34, 145-151.	3.0	55
158	Choice Bracketing. , 1999, , 171-202.		54
159	Public Perceptions of the Importance of Prognosis in Allocating Transplantable Livers to Children. Medical Decision Making, 1996, 16, 234-241.	2.4	53
160	Myopic risk-seeking: The impact of narrow decision bracketing on lottery play. Journal of Risk and Uncertainty, 2008, 37, 57-75.	1.5	53
161	Quality of Death. Medical Care, 2004, 42, 423-431.	2.4	52
162	Enduring pain for money: decisions based on the perception and memory of pain. Journal of Behavioral Decision Making, 1999, 12, 1-17.	1.7	51

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163	Effect of Assessment Method on the Discrepancy between Judgments of Health Disorders People have and do not have: A Web Study. <i>Medical Decision Making</i> , 2003, 23, 422-434.	2.4	51
164	The renaissance of belief-based utility in economics. <i>Nature Human Behaviour</i> , 2018, 2, 166-167.	12.0	51
165	Is Teenage Sexual Behavior Rational?1. <i>Journal of Applied Social Psychology</i> , 1991, 21, 957-986.	2.0	50
166	It's Not what you Get but when you Get It: The Effect of Gift Sequence on Deposit Balances and Customer Sentiment in a Commercial Bank. <i>Journal of Marketing Research</i> , 2011, 48, 103-115.	4.8	49
167	Advance Ordering for Healthier Eating? Field Experiments on the Relationship between the Meal Orderâ€™Consumption Time Delay and Meal Content. <i>Journal of Marketing Research</i> , 2016, 53, 369-380.	4.8	48
168	Underpredicting Learning after Initial Experience with a Product. <i>Journal of Consumer Research</i> , 2011, 37, 723-736.	5.1	47
169	Wearing out your shoes to prevent someone else from stepping into them: Anticipated regret and social takeover in sequential decisions. <i>Organizational Behavior and Human Decision Processes</i> , 2005, 98, 15-27.	2.5	45
170	Framing Influences Willingness to Pay but Not Willingness to Accept. <i>Journal of Marketing Research</i> , 2013, 50, 725-738.	4.8	45
171	Changing Places. <i>Advances in Experimental Social Psychology</i> , 2013, 48, 117-171.	3.3	43
172	Effect of Reminders of Personal Sacrifice and Suggested Rationalizations on Residents' Self-Reported Willingness to Accept Gifts. <i>JAMA - Journal of the American Medical Association</i> , 2010, 304, 1204.	7.4	42
173	Prisoners' Positive Illusions of Their Post-Release Success.. <i>Law and Human Behavior</i> , 2006, 30, 631-647.	0.7	40
174	The illusion of courage in selfâ€™predictions: Mispredicting one's own behavior in embarrassing situations. <i>Journal of Behavioral Decision Making</i> , 2012, 25, 1-12.	1.7	40
175	Identifying a Reliable Boredom Induction. <i>Perceptual and Motor Skills</i> , 2014, 119, 237-253.	1.3	40
176	Encouraging pro-environmental behaviour through green identity labelling. <i>Nature Sustainability</i> , 2020, 3, 746-752.	23.7	40
177	What Constitutes Torture?. <i>Psychological Science</i> , 2011, 22, 689-694.	3.3	39
178	Does Increased Sexual Frequency Enhance Happiness?. <i>Journal of Economic Behavior and Organization</i> , 2015, 116, 206-218.	2.0	39
179	Choosing a Health Insurance Plan. <i>JAMA - Journal of the American Medical Association</i> , 2015, 314, 2505.	7.4	38
180	ACA-mandated elimination of cost sharing for preventive screening has had limited early impact. <i>American Journal of Managed Care</i> , 2015, 21, 511-7.	1.1	37

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181	Confronting reality: pitfalls of calorie posting. American Journal of Clinical Nutrition, 2011, 93, 679-680.	4.7	36
182	Proponent or collaborative: Physician perspectives and approaches to disease modifying therapies in sickle cell disease. PLoS ONE, 2017, 12, e0178413.	2.5	35
183	More Affected = More Neglected. Social Psychological and Personality Science, 2012, 3, 365-372.	3.9	34
184	When and why randomized response techniques (fail to) elicit the truth. Organizational Behavior and Human Decision Processes, 2018, 148, 101-123.	2.5	34
185	Responsibility: The tie that binds. Journal of Experimental Social Psychology, 2012, 48, 441-445.	2.2	33
186	Empirical observations on longer-term use of incentives for weight loss. Preventive Medicine, 2012, 55, S68-S74.	3.4	32
187	CHAPTER SIX. Time Discounting and Time Preference: A Critical Review. , 2004, , 162-222.		30
188	Are they really that happy? Exploring scale recalibration in estimates of well-being.. Health Psychology, 2008, 27, 669-675.	1.6	30
189	Effect of Default Options in Advance Directives on Hospital-Free Days and Care Choices Among Seriously Ill Patients. JAMA Network Open, 2020, 3, e201742.	5.9	30
190	The impact of price discounts and calorie messaging on beverage consumption: A multi-site field study. Preventive Medicine, 2012, 55, 629-633.	3.4	29
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