

George Loewenstein

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

277
papers

40,017
citations

94
h-index

199
g-index

291
ext. papers

47,615
ext. citations

6.7
avg, IF

7.9
L-index

#	Paper	IF	Citations
277	Time Discounting and Time Preference: A Critical Review. <i>Journal of Economic Literature</i> , 2002 , 40, 351-401	40.1	3047
276	Separate neural systems value immediate and delayed monetary rewards. <i>Science</i> , 2004 , 306, 503-7	33.3	2782
275	Out of Control: Visceral Influences on Behavior. <i>Organizational Behavior and Human Decision Processes</i> , 1996 , 65, 272-292	4	1675
274	Neuroeconomics: How Neuroscience Can Inform Economics. <i>Journal of Economic Literature</i> , 2005 , 43, 9-64	9.1	1133
273	Measuring the prevalence of questionable research practices with incentives for truth telling. <i>Psychological Science</i> , 2012 , 23, 524-32	7.9	1104
272	The psychology of curiosity: A review and reinterpretation.. <i>Psychological Bulletin</i> , 1994 , 116, 75-98	19.1	1013
271	Neural predictors of purchases. <i>Neuron</i> , 2007 , 53, 147-56	13.9	838
270	The Red and the Black: Mental Accounting of Savings and Debt. <i>Marketing Science</i> , 1998 , 17, 4-28	3.6	746
269	Time discounting for primary rewards. <i>Journal of Neuroscience</i> , 2007 , 27, 5796-804	6.6	728
268	Privacy and human behavior in the age of information. <i>Science</i> , 2015 , 347, 509-14	33.3	695
267	Explaining Bargaining Impasse: The Role of Self-Serving Biases. <i>Journal of Economic Perspectives</i> , 1997 , 11, 109-126	9.9	682
266	Anticipation and the Valuation of Delayed Consumption. <i>Economic Journal</i> , 1987 , 97, 666	2.9	675
265	Heart strings and purse strings: Carryover effects of emotions on economic decisions. <i>Psychological Science</i> , 2004 , 15, 337-41	7.9	640
264	Financial incentive-based approaches for weight loss: a randomized trial. <i>JAMA - Journal of the American Medical Association</i> , 2008 , 300, 2631-7	27.4	630
263	Emotions in Economic Theory and Economic Behavior. <i>American Economic Review</i> , 2000 , 90, 426-432	9.7	624
262	Regulation for Conservatives: Behavioral Economics and the Case for "Asymmetric Paternalism". <i>University of Pennsylvania Law Review</i> , 2003 , 151, 1211		605
261	Anomalies: Intertemporal Choice. <i>Journal of Economic Perspectives</i> , 1989 , 3, 181-193	9.9	547

260	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	4	545
259	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	2.4	472
258	Helping a Victim or Helping the Victim: Altruism and Identifiability. <i>Journal of Risk and Uncertainty</i> , 2003 , 26, 5-16	3.1	458
257	Neuroeconomics: cross-currents in research on decision-making. <i>Trends in Cognitive Sciences</i> , 2006 , 10, 108-16	14	439
256	The Curse of Knowledge in Economic Settings: An Experimental Analysis. <i>Journal of Political Economy</i> , 1989 , 97, 1232-1254	8.6	428
255	The wick in the candle of learning: epistemic curiosity activates reward circuitry and enhances memory. <i>Psychological Science</i> , 2009 , 20, 963-73	7.9	419
254	Large Stakes and Big Mistakes. <i>Review of Economic Studies</i> , 2009 , 76, 451-469	5.6	419
253	Explaining the Identifiable Victim Effect 1997 , 14, 235-257		372
252	The Dirt on Coming Clean: Perverse Effects of Disclosing Conflicts of Interest. <i>Journal of Legal Studies</i> , 2005 , 34, 1-25	1.1	340
251	Decision Making Over Time and Under Uncertainty: A Common Approach. <i>Management Science</i> , 1991 , 37, 770-786	3.9	340
250	Intertemporal choice--toward an integrative framework. <i>Trends in Cognitive Sciences</i> , 2007 , 11, 482-8	14	337
249	Egocentric interpretations of fairness and interpersonal conflict. <i>Organizational Behavior and Human Decision Processes</i> , 1992 , 51, 176-197	4	333
248	Asymmetric paternalism to improve health behaviors. <i>JAMA - Journal of the American Medical Association</i> , 2007 , 298, 2415-7	27.4	323
247	A social science perspective on gifts to physicians from industry. <i>JAMA - Journal of the American Medical Association</i> , 2003 , 290, 252-5	27.4	321
246	Choice Bracketing. <i>Journal of Risk and Uncertainty</i> , 1999 , 19, 171-197	3.1	313
245	The ostrich effect: Selective attention to information. <i>Journal of Risk and Uncertainty</i> , 2009 , 38, 95-115	3.1	310
244	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	3.7	286
243	Social projection of transient drive states. <i>Personality and Social Psychology Bulletin</i> , 2003 , 29, 1159-68	4.1	266

242	Hot-cold empathy gaps and medical decision making. <i>Health Psychology</i> , 2005 , 24, S49-56	5	260
241	The Effect of Ownership History on the Valuation of Objects. <i>Journal of Consumer Research</i> , 1998 , 25, 276-289	6.3	253
240	Tightwads and Spendthrifts. <i>Journal of Consumer Research</i> , 2008 , 34, 767-782	6.3	250
239	Strangers on a Plane: Context-Dependent Willingness to Divulge Sensitive Information. <i>Journal of Consumer Research</i> , 2011 , 37, 858-873	6.3	248
238	Misplaced Confidences: Privacy and the Control Paradox. <i>Social Psychological and Personality Science</i> , 2013 , 4, 340-347	4.3	242
237	Do Workers Prefer Increasing Wage Profiles?. <i>Journal of Labor Economics</i> , 1991 , 9, 67-84	3.1	242
236	Mild opioid deprivation increases the degree that opioid-dependent outpatients discount delayed heroin and money. <i>Psychopharmacology</i> , 2002 , 163, 174-82	4.7	238
235	Neuroeconomics. <i>Annual Review of Psychology</i> , 2008 , 59, 647-72	26.1	237
234	Randomized trial of four financial-incentive programs for smoking cessation. <i>New England Journal of Medicine</i> , 2015 , 372, 2108-17	59.2	233
233	The Scarecrow and the Tin Man: The Vicissitudes of Human Sympathy and Caring. <i>Review of General Psychology</i> , 2007 , 11, 112-126	3.9	231
232	Experimental Economics From the Vantage-point of Behavioural Economics. <i>Economic Journal</i> , 1999 , 109, 25-34	2.9	231
231	Egocentric empathy gaps between owners and buyers: Misperceptions of the endowment effect.. <i>Journal of Personality and Social Psychology</i> , 2000 , 79, 66-76	6.5	229
230	Financial incentives for extended weight loss: a randomized, controlled trial. <i>Journal of General Internal Medicine</i> , 2011 , 26, 621-6	4	223
229	Diversification bias: Explaining the discrepancy in variety seeking between combined and separated choices.. <i>Journal of Experimental Psychology: Applied</i> , 1995 , 1, 34-49	1.8	223
228	What Is Privacy Worth?. <i>Journal of Legal Studies</i> , 2013 , 42, 249-274	1.1	222
227	Information Avoidance. <i>Journal of Economic Literature</i> , 2017 , 55, 96-135	9.1	221
226	Strategies for Promoting Healthier Food Choices. <i>American Economic Review</i> , 2009 , 99, 159-64	9.7	217
225	Misimagining the unimaginable: the disability paradox and health care decision making. <i>Health Psychology</i> , 2005 , 24, S57-62	5	206

224	CHAPTER ONE. Behavioral Economics: Past, Present, Future 2004 , 3-52		202
223	Peer mentoring and financial incentives to improve glucose control in African American veterans: a randomized trial. <i>Annals of Internal Medicine</i> , 2012 , 156, 416-24	8	198
222	A Bias in the Prediction of Tastes. <i>Economic Journal</i> , 1995 , 105, 929	2.9	196
221	Self-Interest through Delegation: An Additional Rationale for the Principal-Agent Relationship. <i>American Economic Review</i> , 2010 , 100, 1826-1846	9.7	181
220	A test of financial incentives to improve warfarin adherence. <i>BMC Health Services Research</i> , 2008 , 8, 272	2.9	181
219	The Effect of Sexual Arousal on Expectations of Sexual Forcefulness. <i>Journal of Research in Crime and Delinquency</i> , 1997 , 34, 443-473	2.3	174
218	Adam Smith, Behavioral Economist. <i>Journal of Economic Perspectives</i> , 2005 , 19, 131-145	9.9	174
217	Neuroeconomics: Why Economics Needs Brains. <i>Scandinavian Journal of Economics</i> , 2004 , 106, 555-579	1	172
216	Ignorance of hedonic adaptation to hemodialysis: a study using ecological momentary assessment. <i>Journal of Experimental Psychology: General</i> , 2005 , 134, 3-9	4.7	169
215	Promoting Healthy Choices: Information versus Convenience. <i>American Economic Journal: Applied Economics</i> , 2010 , 2, 164-178	5.1	166
214	Self-Interest, Automaticity, and the Psychology of Conflict of Interest. <i>Social Justice Research</i> , 2004 , 17, 189-202	1.6	161
213	Redesigning employee health incentives--lessons from behavioral economics. <i>New England Journal of Medicine</i> , 2011 , 365, 388-90	59.2	157
212	The unintended consequences of conflict of interest disclosure. <i>JAMA - Journal of the American Medical Association</i> , 2012 , 307, 669-70	27.4	152
211	Because It Is There: The Challenge of Mountaineering for Utility Theory. <i>Kyklos</i> , 1999 , 52, 315-343	1.7	150
210	Mixing virtue and vice: combining the immediacy effect and the diversification heuristic 1999 , 12, 257-273		148
209	When does duration matter in judgment and decision making?. <i>Journal of Experimental Psychology: General</i> , 2000 , 129, 508-523	4.7	144
208	Investment behavior and the negative side of emotion. <i>Psychological Science</i> , 2005 , 16, 435-9	7.9	142
207	Bounded Ethicality as a Psychological Barrier to Recognizing Conflicts of Interest 2005 , 74-95		140

206	Self-Serving Assessments of Fairness and Pretrial Bargaining. <i>Journal of Legal Studies</i> , 1993 , 22, 135-159	1.1	139
205	Individual- versus group-based financial incentives for weight loss: a randomized, controlled trial. <i>Annals of Internal Medicine</i> , 2013 , 158, 505-14	8	136
204	Identifying Emotions on the Basis of Neural Activation. <i>PLoS ONE</i> , 2013 , 8, e66032	3.7	132
203	Consumers' misunderstanding of health insurance. <i>Journal of Health Economics</i> , 2013 , 32, 850-62	3.5	130
202	Tom Sawyer and the construction of value. <i>Journal of Economic Behavior and Organization</i> , 2006 , 60, 1-10	0.6	127
201	Hedonic adaptation and the role of decision and experience utility in public policy. <i>Journal of Public Economics</i> , 2008 , 92, 1795-1810	7	124
200	Source dependence in the valuation of objects. <i>Journal of Behavioral Decision Making</i> , 1994 , 7, 157-168	2.4	121
199	Disclosure: Psychology Changes Everything. <i>Annual Review of Economics</i> , 2014 , 6, 391-419	5	119
198	Behavioral economics holds potential to deliver better results for patients, insurers, and employers. <i>Health Affairs</i> , 2013 , 32, 1244-50	7	119
197	Neural antecedents of the endowment effect. <i>Neuron</i> , 2008 , 58, 814-22	13.9	115
196	When Sunlight Fails to Disinfect: Understanding the Perverse Effects of Disclosing Conflicts of Interest. <i>Journal of Consumer Research</i> , 2011 , 37, 836-857	6.3	114
195	The devil you know: the effects of identifiability on punishment. <i>Journal of Behavioral Decision Making</i> , 2005 , 18, 311-318	2.4	112
194	The Impact of Relative Standards on the Propensity to Disclose. <i>Journal of Marketing Research</i> , 2012 , 49, 160-174	5.2	110
193	Default options in advance directives influence how patients set goals for end-of-life care. <i>Health Affairs</i> , 2013 , 32, 408-17	7	106
192	Subjective relative income and lottery ticket purchases. <i>Journal of Behavioral Decision Making</i> , 2008 , 21, 283-295	2.4	106
191	P4P4P: an agenda for research on pay-for-performance for patients. <i>Health Affairs</i> , 2009 , 28, 206-14	7	103
190	Distributing scarce livers: the moral reasoning of the general public. <i>Social Science and Medicine</i> , 1996 , 42, 1049-55	5.1	103
189	Financial Attention. <i>Review of Financial Studies</i> , 2016 , 29, 863-897	7	102

188	Enhanced active choice: A new method to motivate behavior change. <i>Journal of Consumer Psychology</i> , 2011 , 21, 376-383	3.1	102
187	Individual utilities are inconsistent with rationing choices: A partial explanation of why Oregon's cost-effectiveness list failed. <i>Medical Decision Making</i> , 1996 , 16, 108-16	2.5	102
186	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	4	102
185	Adaptation To Imprisonment: Indigenous or Imported?. <i>Criminal Justice and Behavior</i> , 2007 , 34, 1085-1100	4.9	96
184	Warning: You are about to be nudged. <i>Behavioral Science and Policy</i> , 2015 , 1, 35-42	2.8	95
183	The donor is in the details. <i>Organizational Behavior and Human Decision Processes</i> , 2013 , 120, 15-23	4	94
182	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		94
181	Mistake #37: The Effect of Previously Encountered Prices on Current Housing Demand*. <i>Economic Journal</i> , 2006 , 116, 175-199	2.9	92
180	Choose to Lose: Health Plan Choices from a Menu with Dominated Option. <i>Quarterly Journal of Economics</i> , 2017 , 132, 1319-1372	15.1	92
179	The under-appreciated drive for sense-making. <i>Journal of Economic Behavior and Organization</i> , 2016 , 126, 137-154	1.6	89
178	If I'm not hot, are you hot or not? Physical attractiveness evaluations and dating preferences as a function of one's own attractiveness. <i>Psychological Science</i> , 2008 , 19, 669-77	7.9	88
177	The Limits of Transparency: Pitfalls and Potential of Disclosing Conflicts of Interest. <i>American Economic Review</i> , 2011 , 101, 423-428	9.7	85
176	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, 111-23	1.8	84
175	A Visceral Account of Addiction 1999 , 235-264		84
174	Randomized trial of lottery-based incentives to improve warfarin adherence. <i>American Heart Journal</i> , 2012 , 164, 268-74	4.9	83
173	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	4	78
172	Behavioral Economics and Public Policy 102: Beyond Nudging. <i>American Economic Review</i> , 2015 , 105, 396-401	9.7	77
171	Informative inducement: study payment as a signal of risk. <i>Social Science and Medicine</i> , 2010 , 70, 455-464	5.1	75

170	The burden of disclosure: increased compliance with distrusted advice. <i>Journal of Personality and Social Psychology</i> , 2013 , 104, 289-304	6.5	74
169	Goal gradient in helping behavior. <i>Journal of Experimental Social Psychology</i> , 2013 , 49, 1078-1083	2.6	73
168	The Creative Destruction of Decision Research. <i>Journal of Consumer Research</i> , 2001 , 28, 499-505	6.3	73
167	Nudging out support for a carbon tax. <i>Nature Climate Change</i> , 2019 , 9, 484-489	21.4	72
166	Exploring the cold-to-hot empathy gap in smokers. <i>Psychological Science</i> , 2008 , 19, 926-32	7.9	71
165	Putting nudges in perspective. <i>Behavioural Public Policy</i> , 2017 , 1, 26-53	2.7	70
164	Habit formation in children: Evidence from incentives for healthy eating. <i>Journal of Health Economics</i> , 2016 , 45, 47-54	3.5	68
163	Beyond Time Discounting. <i>Marketing Letters</i> , 1997 , 8, 97-108	2.3	68
162	Bored in the USA: Experience sampling and boredom in everyday life. <i>Emotion</i> , 2017 , 17, 359-368	4.1	66
161	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	2.6	66
160	Can behavioural economics make us healthier?. <i>BMJ, The</i> , 2012 , 344, e3482	5.9	64
159	Misremembering colostomies? Former patients give lower utility ratings than do current patients. <i>Health Psychology</i> , 2006 , 25, 688-95	5	64
158	The impact of alternative incentive schemes on completion of health risk assessments. <i>American Journal of Health Promotion</i> , 2012 , 26, 184-8	2.5	63
157	Conflicting motives in evaluations of sequences. <i>Journal of Risk and Uncertainty</i> , 2008 , 37, 221-235	3.1	63
156	Financial incentives for home-based health monitoring: a randomized controlled trial. <i>Journal of General Internal Medicine</i> , 2014 , 29, 770-7	4	62
155	Effects of smoking urge on temporal cognition. <i>Psychology of Addictive Behaviors</i> , 2005 , 19, 88-93	3.4	62
154	Supplementing menu labeling with calorie recommendations to test for facilitation effects. <i>American Journal of Public Health</i> , 2013 , 103, 1604-9	5.1	60
153	Creating Convergence: Debiasing Biased Litigants. <i>Law and Social Inquiry</i> , 1997 , 22, 913-925	0.6	60

152	Sensitivity to disgust, stigma, and adjustment to life with a colostomy. <i>Journal of Research in Personality</i> , 2007 , 41, 787-803	2.8	60
151	Dynamic processes in risk perception. <i>Journal of Risk and Uncertainty</i> , 1990 , 3, 155-175	3.1	60
150	Mispredicting and misremembering: patients with renal failure overestimate improvements in quality of life after a kidney transplant. <i>Health Psychology</i> , 2008 , 27, 653-8	5	59
149	Anticipated versus Actual Reaction to HIV Test Results. <i>American Journal of Psychology</i> , 1999 , 112, 297	0.5	58
148	Nothing to declare: mandatory and voluntary disclosure leads advisors to avoid conflicts of interest. <i>Psychological Science</i> , 2014 , 25, 575-84	7.9	57
147	Intangibility in intertemporal choice. <i>Philosophical Transactions of the Royal Society B: Biological Sciences</i> , 2008 , 363, 3813-24	5.8	56
146	Sleights of privacy 2013 ,		54
145	Altered states: the impact of immediate craving on the valuation of current and future opioids. <i>Journal of Health Economics</i> , 2007 , 26, 865-76	3.5	54
144	Mispredicting the endowment effect:: Underestimation of owners' selling prices by buyer's agents. <i>Journal of Economic Behavior and Organization</i> , 2003 , 51, 351-365	1.6	53
143	Slow Down! Insensitivity to Rate of Consumption Leads to Avoidable Satiation. <i>Journal of Consumer Research</i> , 2013 , 39, 993-1009	6.3	52
142	Happily hopeless: adaptation to a permanent, but not to a temporary, disability. <i>Health Psychology</i> , 2009 , 28, 787-91	5	52
141	Embedding effects: Stimulus representation and response mode. <i>Journal of Risk and Uncertainty</i> , 1993 , 6, 211-234	3.1	51
140	The efficacy and equity of retransplantation: an experimental survey of public attitudes. <i>Health Policy</i> , 1995 , 34, 145-51	3.2	50
139	Association Between Academic Medical Center Pharmaceutical Detailing Policies and Physician Prescribing. <i>JAMA - Journal of the American Medical Association</i> , 2017 , 317, 1785-1795	27.4	49
138	Projection bias in medical decision making. <i>Medical Decision Making</i> , 2005 , 25, 96-105	2.5	49
137	Behaviorally Informed Strategies for a National COVID-19 Vaccine Promotion Program. <i>JAMA - Journal of the American Medical Association</i> , 2021 , 325, 125-126	27.4	49
136	Information gaps: A theory of preferences regarding the presence and absence of information.. <i>Decision</i> , 2018 , 5, 143-164	1.9	48
135	Choosing wisely: low-value services, utilization, and patient cost sharing. <i>JAMA - Journal of the American Medical Association</i> , 2012 , 308, 1635-6	27.4	48

134	Quality of death: assessing the importance placed on end-of-life treatment in the intensive-care unit. <i>Medical Care</i> , 2004 , 42, 423-31	3.1	48
133	Public perceptions of the importance of prognosis in allocating transplantable livers to children. <i>Medical Decision Making</i> , 1996 , 16, 234-41	2.5	48
132	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, 422-34	2.5	46
131	Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories. <i>Journal of Public Policy and Marketing</i> , 2016 , 35, 26-36	3.8	46
130	Modeling the interplay between affect and deliberation.. <i>Decision</i> , 2015 , 2, 55-81	1.9	45
129	You call it "self-exuberance"; I call it "bragging": miscalibrated predictions of emotional responses to self-promotion. <i>Psychological Science</i> , 2015 , 26, 903-14	7.9	42
128	Is Teenage Sexual Behavior Rational?1. <i>Journal of Applied Social Psychology</i> , 1991 , 21, 957-986	2.1	42
127	The tree of experience in the forest of information: Overweighing experienced relative to observed information. <i>Games and Economic Behavior</i> , 2008 , 62, 263-286	1.1	41
126	Behavioral Economics 2012 , 641-689		40
125	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	5.2	40
124	Social science. The pleasures and pains of information. <i>Science</i> , 2006 , 312, 704-6	33.3	40
123	Enduring pain for money: decisions based on the perception and memory of pain. <i>Journal of Behavioral Decision Making</i> , 1999 , 12, 1-17	2.4	38
122	Myopic risk-seeking: The impact of narrow decision bracketing on lottery play. <i>Journal of Risk and Uncertainty</i> , 2008 , 37, 57-75	3.1	37
121	Relative Pay and Labor Supply. <i>Journal of Labor Economics</i> , 2015 , 33, 297-315	3.1	36
120	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	4	35
119	Prisoners' positive illusions of their post-release success. <i>Law and Human Behavior</i> , 2006 , 30, 631-47	2.5	34
118	When Ignorance Is Bliss: Information Exchange and Inefficiency in Bargaining. <i>Journal of Legal Studies</i> , 2004 , 33, 37-58	1.1	34
117	The Preference for Belief Consonance. <i>Journal of Economic Perspectives</i> , 2016 , 30, 165-188	9.9	32

116	The Chill of the Moment: Emotions and Proenvironmental Behavior. <i>Journal of Public Policy and Marketing</i> , 2017 , 36, 255-268	3.8	31
115	Advance Ordering for Healthier Eating? Field Experiments on the Relationship between the Meal Order Consumption Time Delay and Meal Content. <i>Journal of Marketing Research</i> , 2016 , 53, 369-380	5.2	31
114	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	2.1	31
113	Underpredicting Learning after Initial Experience with a Product. <i>Journal of Consumer Research</i> , 2011 , 37, 723-736	6.3	30
112	Effect of reminders of personal sacrifice and suggested rationalizations on residents' self-reported willingness to accept gifts: a randomized trial. <i>JAMA - Journal of the American Medical Association</i> , 2010 , 304, 1204-11	27.4	29
111	Choice Bracketing 1999 , 171-202		29
110	Does Increased Sexual Frequency Enhance Happiness?. <i>Journal of Economic Behavior and Organization</i> , 2015 , 116, 206-218	1.6	28
109	What constitutes torture?: psychological impediments to an objective evaluation of enhanced interrogation tactics. <i>Psychological Science</i> , 2011 , 22, 689-94	7.9	28
108	Do Individuals Make Sensible Health Insurance Decisions? Evidence from a Menu with Dominated Options 2015 ,		27
107	Framing Influences Willingness to Pay but Not Willingness to Accept. <i>Journal of Marketing Research</i> , 2013 , 50, 725-738	5.2	27
106	Confronting reality: pitfalls of calorie posting. <i>American Journal of Clinical Nutrition</i> , 2011 , 93, 679-80	7	27
105	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	3.1	27
104	Choosing a Health Insurance Plan: Complexity and Consequences. <i>JAMA - Journal of the American Medical Association</i> , 2015 , 314, 2505-6	27.4	26
103	Changing Places. <i>Advances in Experimental Social Psychology</i> , 2013 , 48, 117-171	4.2	26
102	The illusion of courage in self-predictions: Mispredicting one's own behavior in embarrassing situations. <i>Journal of Behavioral Decision Making</i> , 2012 , 25, 1-12	2.4	25
101	Identifying a reliable boredom induction. <i>Perceptual and Motor Skills</i> , 2014 , 119, 237-53	2.2	25
100	The impact of price discounts and calorie messaging on beverage consumption: a multi-site field study. <i>Preventive Medicine</i> , 2012 , 55, 629-33	4.3	24
99	Responsibility: The tie that binds. <i>Journal of Experimental Social Psychology</i> , 2012 , 48, 441-445	2.6	24

98	More Affected = More Neglected: Amplification of Bias in Advice to the Unidentified and Many. <i>Social Psychological and Personality Science</i> , 2012 , 3, 365-372	4.3	24
97	Empirical observations on longer-term use of incentives for weight loss. <i>Preventive Medicine</i> , 2012 , 55 Suppl, S68-74	4.3	23
96	Are they really that happy? Exploring scale recalibration in estimates of well-being. <i>Health Psychology</i> , 2008 , 27, 669-75	5	23
95	Incentives in health: different prescriptions for physicians and patients. <i>JAMA - Journal of the American Medical Association</i> , 2012 , 307, 1375-6	27.4	22
94	Proponent or collaborative: Physician perspectives and approaches to disease modifying therapies in sickle cell disease. <i>PLoS ONE</i> , 2017 , 12, e0178413	3.7	22
93	A Randomized Controlled Trial of Employer Matching of Employees' Monetary Contributions to Deposit Contracts to Promote Weight Loss. <i>American Journal of Health Promotion</i> , 2016 , 30, 441-52	2.5	19
92	When and why randomized response techniques (fail to) elicit the truth. <i>Organizational Behavior and Human Decision Processes</i> , 2018 , 148, 101-123	4	18
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