

Curriculum Vitae

Leslie K. John

Morgan Hall 169
Harvard Business School
Boston, MA
02163

p. 617.495.6394
f. 617.496.5637
ljohn@hbs.edu
www.people.hbs.edu/ljohn

Academic Position

Assistant Professor of Business Administration
Marketing Unit
Harvard Business School

July 1, 2011 - present

Education & Training

Ph.D. Behavioral Decision Theory
Carnegie Mellon University

May 2011

MSc. Psychology & Behavioral Decision Research
Carnegie Mellon University

May 2008

B.A. Honors Psychology & Arts and Business Co-op
University of Waterloo, Ontario, Canada

May 2006

Trained at international ballet schools: the National Ballet School of Canada (Toronto), the Royal Winnipeg Ballet School, and the John Cranko Ballet School (Stuttgart, Germany)

1992 – 2001

Fellowships

Doctoral Fellowship, \$45,000
Facebook, Inc.

2010 – 2011

Doctoral Fellowship, \$60,000
Social Sciences and Humanities Research Council of Canada

2007 – 2010

Research Interests

Behavioral Decision Theory, Behavioral Economics, Privacy and Self-disclosure, Health, Dishonesty

Publications

Acquisti, Alessandro, **Leslie John** and George Loewenstein (2012), “The Impact of Relative Standards on the Propensity to Disclose,” *Journal of Marketing Research*, April, 160-174.

John, Leslie, George Loewenstein and Drazen Prelec (2012), “Measuring the Prevalence of Questionable Research Practices with Incentives for Truth-telling,” *Psychological Science*, 23, 517-523.

John, Leslie, George Loewenstein, and Kevin Volpp (2012), “Empirical Observations on Incentives for Weight Loss,” *Preventive Medicine*, 55, S68-74.

Haward, Marlyse F., **Leslie John**, John M. Lorenz and Baruch Fischhoff (2012), “Effects of description of options on parental perinatal decision-making,” *Pediatrics*, 129(5), 1-13.

John, Leslie, Alessandro Acquisti and George Loewenstein (2011), “Strangers on a Plane: Context-dependent Willingness to Divulge Sensitive Information,” *Journal of Consumer Research*, 37, 858-873.

John, Leslie, George Loewenstein, Andrea Troxel, Laurie Norton, Jennifer Fassbender and Kevin Volpp (2011), “Financial Incentives for Extended Weight Loss: A Randomized, Controlled Trial,” *Journal of General Internal Medicine*, 26(6), 621-626.

Koehler, Derek, Rebecca White and **Leslie John** (2011), “The Price of Good Intentions,” *Social Psychological and Personality Science*, 2(1), 90-96.

John, Leslie and Baruch Fischhoff (2010), “Changes of Heart: The Switch-Value Method for Assessing Value Uncertainty,” *Medical Decision Making*, 30(3), 388-397.

Loewenstein, G., **Leslie John** and Kevin Volpp, “Protecting People from Themselves: Using Decision Errors to Help People Help Themselves (and Others),” forthcoming, E. Shafir (Ed.), *Behavioral Foundations of Policy*.

Volpp, Kevin, **Leslie John**, Andrea Troxel, Laurie Norton, Jennifer Fassbender and George Loewenstein (2008), “Financial Incentive Based Approaches for Weight Loss: A Randomized Trial,” *Journal of the American Medical Association* 300(20), 2631-2637.

Manuscripts Under Revision and Review

John, Leslie and Michael Norton, “Converging to The Lowest Common Denominator in Physical Health,” under revision for *Health Psychology* (4th round).

John, Leslie, George Loewenstein, Alessandro Acquisti and Joachim Vosgerau, “Paradoxical Effects of Randomized Response Techniques,” under revision for *Journal of Marketing Research* (2nd round).

John, Leslie, George Loewenstein and Scott Rick, “Cheating More for Less,” under review at *Organizational Behavior and Human Decision Processes* (2nd round).

Acquisti, Alessandro, **Leslie John** and George Loewenstein, “What is Privacy Worth?” under revision for *Journal of Legal Studies* (2nd round). Leading paper, 2010 Future of Privacy Forum's Best “Privacy Papers for Policy Makers” Competition.

Selected Work in Progress

John, Leslie, Kate Barasz and Michael Norton, “What Hiding Reveals: Ironic Effects of Withholding Information.”

John, Leslie, “The Effect of Social Exclusion on Self-Disclosure.”

John, Leslie, Andrea Troxel and Kevin Volpp, “A Field Experiment Testing Levels of Employer Subsidization of a Weight Loss Program.”

Invited Talks

Royal Flemish Academy of Belgium for Science and the Arts	February 2013
Wharton School, University of Pennsylvania (Operations, Information Management & Decision Processes colloquium)	November 2012
University of Vermont and U.S. Navy Medicine: Incentives and Health Symposium	February 2011
Yale School of Management (Organizational behavior colloquium)	November 2010
Harvard Business School (Marketing colloquium)	November 2010
Leeds School of Business, University of Colorado at Boulder (Marketing colloquium)	October 2010
University of Toronto (Marketing colloquium)	October 2010
Kellogg Graduate School of Management, Northwestern University (Marketing colloquium)	October 2010
University of Technology, Sydney Australia (Marketing colloquium)	September 2010
Desautels Faculty of Management, McGill University (Marketing colloquium)	September 2010
Facebook, Inc.	August 2010

Selected Talks at Peer-Reviewed Scientific Meetings

John, Leslie, and Michael Norton (2013), “What Hiding Reveals: Ironic Effects of Withholding Information” talk presented at the Society for Personality and Social Psychology, New Orleans, LA (acceptance rate: ~35%) and to be presented at the Society for Consumer Psychology, San Antonio, TX.

John, Leslie, and Michael Norton (2012), “Walking While Working,” talk presented at Behavioral Decision Research in Management, Boulder, CO (acceptance rate: ~45% of submissions); Association for Consumer Research, Vancouver, BC (acceptance rate: 55%).

John, Leslie, George Loewenstein, and Drazen Prelec (2012), “Measuring the Prevalence of Questionable Research Practices with Incentives for Truth-telling,” talk presented at Society for Personality and Social Psychology, San Diego, CA (acceptance rate for symposia: <30%); Association for Psychological Science, Chicago, IL; and American Psychological Association, Orlando, FL (no acceptance rate data available).

John, Leslie, George Loewenstein, and Alessandro Acquisti (2011), “Paradoxical Effects of Randomized Response Techniques,” talk presented at Society for Judgment and Decision Making, Seattle, WA (acceptance rate: <30%).

John, Leslie, George Loewenstein, and Scott Rick (2010), “Cheating More for Less,” talk presented at Behavioral Decision Research in Management, Pittsburgh, PA (acceptance rate: 25%).

Volpp, Kevin, **Leslie John**, Laurie Norton, Jennifer Fassbender, Andrea Troxel and George Loewenstein (2008), talk presented on “Financial Incentive Based Approaches for Weight Loss: A Randomized Trial” at the 1) Society for Judgment and Decision Making Annual Meeting,

Chicago, IL (acceptance rate: ~30%) and 2) the Society for Medical Decision Making Annual Meeting, Philadelphia, PA (acceptance rate: ~25%).

John, Leslie, Alessandro Acquisti and George Loewenstein (2008), “Inconsistent Preferences for Privacy,” talk presented at Behavioral Decision Research in Management, Rady School of Management, UC San Diego, California (acceptance rate <35%).

John, Leslie, Alessandro Acquisti and George Loewenstein (2007), “Searching for Privacy in all the Wrong Places: A Behavioral Economics Perspective on Individual Concern for Privacy” talk presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA. (acceptance rate: <30%).

John, Leslie, Rebecca White and Derek Koehler (2006), “Self-Predictions of Future Behavior When Money is on the Line,” talk presented at Annual University of Pittsburgh/Carnegie Mellon University Psychology Conference, Pittsburgh, PA. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, TX.

Selected Press Coverage of Research

Why We Blab Our Intimate Secrets on Facebook, *Harvard Business School Working Knowledge*, December 10, 2012

<http://hbswk.hbs.edu/item/7102.html>

Replication Studies: Bad Copy, *Ed Yong, Nature*, May 16, 2012

<http://www.nature.com/news/replication-studies-bad-copy-1.10634>

How to Get Dieters to Lose Weight? You pay them, obviously, *Hannah Sung, The Globe and Mail*, January 15, 2011

<http://www.theglobeandmail.com/life/style/hannah-sung/how-to-get-dieters-to-lose-weight-you-pay-them-obviously/article1867026/>

Why People Give More Info to Shady Websites, *Sean Gregory, Time Magazine*, October 2010

<http://www.time.com/time/business/article/0,8599,2022229,00.html>

The Economics of Privacy Pricing, *Steve Lohr, NYtimes.com*, July 2010

<http://bits.blogs.nytimes.com/2010/07/19/the-economics-of-privacy-pricing/>

Letter “I” (for Incentive) in The Year in Health, *Time Magazine*, December 2009

http://www.time.com/time/specials/packages/article/0,28804,1942543_1942452_1942444,00.html

Our Paradoxical Attitudes Toward Privacy, *Brad Stone, NYtimes.com*, July 2, 2008

<http://bits.blogs.nytimes.com/2008/07/02/our-paradoxical-attitudes-towards-privacy/>

Being Paid to Lose Weight, *Tara Parker-Pope, NYtimes.com*, December 9, 2008

<http://well.blogs.nytimes.com/2008/12/09/getting-paid-to-lose-weight/>

Teaching

Marketing, First Year MBA core course, Harvard Business School, 2011, 2012

Guest Lecturer, Behavioral Economics and Public Policy, Carnegie Mellon University, 2010

Guest Lecturer, Behavioral Decision Research, Carnegie Mellon University, 2010

Teaching Assistant, Introduction to Marketing, Carnegie Mellon University, 2009

Co-Instructor, Empirical Research Methods, Carnegie Mellon University, 2009

Teaching Assistant, Empirical Research Methods, Carnegie Mellon University, 2007, 2008
Teaching Assistant, Privacy in the Digital Age, Carnegie Mellon University, 2008
Teaching Assistant, Organizational Behavior, Carnegie Mellon University, 2006

Service

Ad hoc reviewer for: *Journal of Marketing Research*, *Psychological Science*, *PlosOne*, *Association for Consumer Research*, *Journal of Experimental Psychology: General*, *Psychological Methods*, *The Lancet*, *Medical Decision Making*, *International Journal of Research in Marketing*, *Healthcare Policy*; Associate Editor for: *ECIS 2013*, *Personal Data Markets track*

Professional Affiliations

Society for Judgment and Decision Making, Association for Consumer Research, Society for Consumer Psychology, Society for Personality and Social Psychology, Society for Medical Decision Making

Selected Grants

Small Grant, *Social Exclusion & Self-Disclosure* 2009
Center for Behavioral Decision Research at Carnegie Mellon

Small Grant, *Survey of Research Practices* 2009
Center for Behavioral Decision Research at Carnegie Mellon

Research Grants, *Financial Incentives for Weight Loss, \$128,000* 2007
U.S. Department of Agriculture; NICHD Population Studies Center, NIA Population Aging Research Center, and the Pension Research Council of Wharton University of Pennsylvania; Hewlett Foundation
With Kevin Volpp (PI) & George Loewenstein

Non-academic Positions

2012- Research Consultant
Weight Watchers, Inc.

2009-2011 Research Consultant
Blue Cross Blue Shield

2008-2009 Research Consultant
Glaxo Smith Kline; Genzyme

2008-2010 Research Consultant
McKinsey & Company

2005-2006 Marketing Communications Specialist
IBM Software Group, Canada