

**Ilana Ritov**  
**Curriculum Vitae**  
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**Education**

B.Sc. The Hebrew University of Jerusalem, 1975.

Ph.D. The Hebrew University of Jerusalem, 1988.

Post-Doctoral research, University of Pennsylvania 1988-1990.

**Academic Positions**

1990-1994     Lecturer, Ben-Gurion University.

1994-1998     Senior Lecturer, Ben-Gurion University.

1998-2001     Senior Lecturer, Hebrew University.

2001- 2006     Associate Professor, Hebrew University.

2006-present   Professor, Hebrew University.

**Research grants**

2001-2004     US-Israel Bi-national Science Foundation: "Evaluation of public actions: attitudes and protected values" (with Jonathan Baron).

2001-2004.     Israel Science Foundation: "The effect of time on the evaluation of decision outcome".

2001-2004     NSF- Decision, Risk and Management Science: "Investigating emotion based choice" (with Barbara Mellers).

2004-2006     Israel Science Foundation: "Willingness to help an individual and willingness to help a group: The impact of target singularity on psychological processing".

2004-2008     US-Israel Bi-national Science Foundation: "Intuitions about punishment and deterrence in law: heuristics, biases, and the role of emotions" (with Jonathan Baron).

2006-2010     Israel Science Foundation: "In retrospect: processes affecting long term satisfaction with chosen options".

**Editorial work**

1998-2007     Editorial board: *Organizational Behavior and Human Decision Processes*.

2008-           Editorial board: *Cognition*

2010-           Editorial board: *Journal of Behavioral Decision Making*

2006- Associate Editor: *Judgment and Decision Making*

Ad-hoc reviewer (partial list): Journal of Behavioral Decision Making, Medical Decision Making, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, Journal of Experimental Social Psychology, European Economic Review, Psychological Bulletin, Management Science, Psychological Science, Psychological Review.

### **Other professional activities**

2009 -2011 President, European Association of Decision Making

2010- Elected Fellow, Association for Psychological Science

### **Publications**

Ritov, I., Gati, I. and Tversky, A. (1990) Differential weighting of common and distinctive components. *Journal of Experimental Psychology: General*, 119, 30-41.

Ritov, I., Gati, I. and Tversky, A. (1990) Reply to Keren. *Journal of Experimental Psychology: General*, 119, 44.

Ritov, I. and Baron, J. (1990) Reluctance to vaccinate: commission bias and ambiguity. *Journal of Behavioral Decision Making*, 3, 263-277.  
Reprinted in: Sunstein, C. (Ed.): *Behavioral Law and Economics*, Cambridge University Press (1999).

Ritov, I. and Baron, J. (1992) Status-quo and omission biases. *Journal of Risk and Uncertainty*, 5, 49-61.

Ritov, I., Baron, J. and Hershey, J.C. (1993) Framing effects in the evaluation of multiple risk reduction. *Journal of Risk and Uncertainty*, 6, 145-159.

Baron, J. and Ritov, I. (1993) Intuitions about penalties and compensation in the context of tort law. *Journal of Risk and Uncertainty*, 7, 17-33. Reprinted in: Camerer C. and Kunreuther, H. (eds.). *Making Decisions About Liability and Insurance*. Kluwer Academic Publishers (1993).

Kahneman, D., Ritov, I., Jacowitz, K.E., and Grant, P. (1993) Stated willingness to pay for public goods: A psychological perspective. *Psychological Science*, 4, 310-315.

Ritov, I. and Baron, J. (1994) Biases in decisions about compensation for misfortune: the role of expectation. *European Journal of Social Psychology*, 24, 525-539.

- Baron, J. and Ritov, I. (1994) Reference points and omission bias. *Organizational Behavior and Human Decision Processes*, 59, 475-498.
- Asch, D., Baron, J., Hershey, J.C., Kunreuther, H., Meszaros, J., Ritov, I., and Spranca, M. (1994) Determinants of resistance to pertussis vaccination, *Medical Decision Making*, 14, 118-123.
- Ritov, I. (1994) Can goals be uniquely defined? A commentary. *Behavioral and Brain Sciences*, 17, 28-29.
- Kahneman, D. and Ritov, I. (1994). Determinants of stated willingness to pay for public goods: A study in the headline method. *Journal of Risk and Uncertainty*, 9, 5-38.
- Ritov, I. and Baron, J. (1995). Outcome knowledge, regret, and omission bias. *Organizational Behavior and Human Decision Processes*, 64, 119-127.
- Ritov, I. (1996). Probability of regret: Anticipation of uncertainty resolution in choice. *Organizational Behavior and Human Decision Processes*, 66, 228-236.
- Ritov, I. and Drory, A. (1996). Ambiguity and conflict management strategy. *International Journal of Conflict Management*, 7, 139-155.
- Ritov, I. (1996). Anchoring in a simulated competitive market negotiation. *Organizational Behavior and Human Decision Processes*, 67, 16-25. Reprinted in: Bazerman, M. H. (Ed.). *Negotiation, Decision making, and Conflict Resolution*, Vol. 2. Edward Elgar Publishers (2005).
- Ritov, I. and Kahneman, D. (1997). How people value the environment: Attitudes versus economic values. In Bazerman, M., Messick, D., Tenbrunsel, A., and Wade-Benzoni, K. (Eds.). *Psychological Perspectives to Environmental and Ethical Issues* (pp. 33-51). The New Lexington Press.
- Mellers, B.A., Schwartz, A., Ho, K., and Ritov, I. (1997). Emotional reactions to outcomes of risky options. *Psychological Science*, 8, 423-429.
- Ritov I., and Baron, J. (1999). Protected values and omission bias. *Organizational Behavior and Human Decision Processes*. 97, 79-94.
- Kahneman D., Ritov, I., and Schkade, D. (1999). Economic preferences or psychological attitudes: an analysis of dollar responses to public issues. *Journal of Risk and Uncertainty*, 19, 203-235. Reprinted in: Lichtenstein, S., and Slovic, P. (Eds.). *The Construction of Preference*. Cambridge University Press (2006).

- Mellers, B., Schwartz, A., and Ritov, I. (1999). Emotion-based choice. *Journal of Experimental Psychology: General*, 128, 332-345.
- Ritov, I. (2000). The role of expectations in comparisons. *Psychological Review*, 2, 342-357.
- Moran, S., and Ritov, I. (2002). Initial perceptions in negotiations: evaluation and response to “logrolling” initial offers. *Journal of Behavioral Decision Making*, 15, 101-124.
- Sunstein, C.R., Kahneman, D., Schkade, D., and Ritov, I. (2002). Predictably incoherent judgments. *Stanford Law Review*, 54, 1153-1216.
- Sunstein, C.R., Kahneman, D., Schkade, D., and Ritov, I. (2002). Is incoherence outrageous? *Stanford Law Review*, 54, 1293-1302.
- Avni-Babad, D., and Ritov, I. (2003). Routine and the perception of time. *Journal of Experimental Psychology: General*, 132, 543-550.
- McGraw, P.A., Mellers, B.A., and Ritov, I. (2004). The affective costs of overconfidence. *Journal of Behavioral Decision Making*, 17, 1-15.
- Baron, J., and Ritov, I. (2004). Omission bias, individual differences, and normality. *Organizational Behavior and Human Decision Processes*, 94, 74-85.
- Kogut, T., and Ritov, I. (2005) The singularity effect of identified victims in separate and joint evaluations. *Organizational Behavior and Human Decision Processes*, 97(2), 106-116.
- Kogut, T., and Ritov, I. (2005) The "identified victim" effect: an identified group, or just a single individual? *Journal of Behavioral Decision Making*, 18(3), 157-167.
- Ritov, I. (2005). Cognitive heuristics and deontological rules (a commentary). *Behavioral and Brain Sciences*, 28, 559-560.
- Ritov, I. (2006). The effect of time on pleasure with chosen outcomes. *Journal of Behavioral Decision Making*, 19, 177-190.
- Ritov, I. and Moran, S. (2006). Missed opportunity for creating value in negotiations: Reluctance to making integrative gambit offers. *Journal of Behavioral Decision Making*, 19, 1-15.
- Moran, S. and Ritov, I. (2007). Experience in integrative negotiations: What needs to be learned? *Journal of Experimental Social Psychology*, 43, 77-90.

- Kogut, T., and Ritov, I. (2007). "One of us": Outstanding willingness to help save a single identified compatriot. *Organizational Behavior and Human Decision Processes*, 104, 150-157.
- Bar-Eli, M., Azar, O., Ritov, I., Keidar-Levin, Y., and Schein, G. (2007). Action bias among elite soccer goalkeepers: The case of penalty kicks. *Journal of Economic Psychology*, 28, 606-621
- Bonini, N., Ritov, I., and Graffeo, M. (2008). When does a referent public problem affect financial and political support for public action? *Journal of Behavioral Decision Making*, 21, 169-182.
- Baron, J., and Ritov, I. (2009). The role of probability of detection in judgments of punishment. *Journal of Legal Analysis*, 1, 553-590.
- Baron, J., & Ritov, I. (2009). Protected values and omission bias as deontological judgments. In D. M. Bartels, C. W. Bauman, L. J. Skitka, & D. L. Medin (Eds.), *Moral Judgment and decision making*, Vol. 50 in B. H. Ross (series editor), *The Psychology of Learning and Motivation*, pp. 133–167. San Diego, CA: Academic Press.
- Zamir, E., and Ritov, I. (2010). Revisiting the debate over attorneys contingent fees: A behavioral Analysis. *Journal of Legal Studies*, 39, 245–288.
- Mellers, B., and Ritov, I. (*in press*). How Beliefs Influence the Relative Magnitude of Pleasure and Pain. *Journal of Behavioral Decision Making*.
- Kogut, T., and Ritov, I. (*in press*). The identifiable victim effect, Causes and boundary conditions. In D. M. Oppenheimer & C. Y. Olivola (Eds). *Experimental approaches to the study of charity*. London: Taylor and Francis.
- Shalvi, S., Moran, S. & Ritov, I. (2010). Overcoming initial anchors: The effect of negotiator's dispositional control beliefs, *Negotiation and Conflict Management Research*, 3, 232-248.
- Zamir, E., and Ritov, I. (*in press*). Notions of fairness and contingent fees. *Law and Contemporary Problems*