Christopher J. Bryan

Booth School of Business
University of Chicago
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RESEARCH INTERESTS

Influence and persuasion, framing, behavioral interventions, psychology and policy, behavioral decision-making, motivation, self and identity, political psychology

ACADEMIC POSITIONS

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford University, September, 2018 – June, 2019

Assistant Professor of Behavioral Science, Booth School of Business, University of Chicago, July 2015 – present

Assistant Professor, Department of Psychology, University of California, San Diego, July 2012 – June 2015

Post-doctoral Fellow, Department of Psychology and Stanford Center on Longevity, Stanford University, July 2009 – June 2012

EDUCATION

Ph.D. Psychology, Stanford University 2009
Thesis: Political mindsets: Effects of schema priming on political judgments.
Committee: Lee Ross (chair), Carol Dweck, Chip Heath, Mark Lepper, Greg Walton

B.A. Psychology, McGill University 2002

AWARDS, FELLOWSHIPS & GRANTS

FMC Faculty Scholar, Booth School of Business, University of Chicago. 2015-2018

Principal Investigator: Exploring opportunities for behavioral intervention research in sub-Saharan Africa. Wellspring Advisors. $25,000. 2016-2018

Co-Principal Investigator: I'm Going to Vote Today: A Randomized Field Experiment. Knight Cities Challenge, John S. and James L. Knight Foundation. (PI: Aaron Sackett) $170,275. 2016-2018

Principal Investigator: Bringing Purpose to Healthy Eating: A 2015-2018

Randomized Intervention Experiment. Bridging Research and Practice Grant, Character Lab. (Co-Investigator: David Yeager), $299,735.

Principal Investigator: Driver Behavior and Messaging: Research Using Dynamic Message Signs (DMS). Idaho Transportation Department, Office of Highway Safety. $75,000.	2014-2018
Principal Investigator: Bringing Purpose to Healthy Eating: A Classroom-Based Intervention Experiment. New Paths to Purpose Initiative, Chicago Booth Center for Decision Research, University of Chicago. (Co-Investigator: David Yeager), $139,966.	2013-2015
Co-Principal Investigator: Scarcity, Cognitive Function, and Stress. Center for the Demography of Aging, Princeton University. (PI: Eldar Shafir), $74,860.	2011-2015
Principal Investigator: Voting vs. being a voter: Exploring the process behind a phrasing effect on turnout. Time-sharing Experiments in the Social Sciences. (Co-investigators: Greg Walton and Todd Rogers), Supported project.	2010
Postdoctoral Fellowship, Stanford University Center on Longevity	2009-2012
Principal Investigator: Increasing retirement saving rates by debunking the “misery myth.” Center on Advancing Decision Making in Aging, Stanford University. (Co-investigator: Greg Walton), $29,500	2010
Graduate Fellowship, Stanford University Center on Philanthropy and Civil Society	2008-2009
Principal Investigator: Boosting voter turnout by invoking identity. Time-sharing Experiments in the Social Sciences. (With Greg Walton and Todd Rogers), Supported project.	2008
Albert H. and Barbara R. Hastorf Prize for Teaching, Department of Psychology, Stanford University	2008
Principal Investigator: Exploring the effectiveness of duty-based arguments for retirement saving. Center on Advancing Decision Making in Aging, Stanford University. (With Hal Hershfield and Lee Ross), $38,750	2008
Research Grant, Stanford University Graduate Research Office, $4000	2007
Norman H. Anderson Research Grant, Department of Psychology, Stanford University	2007
Stanford University Centennial Teaching Assistant Award	2006
Graduate Fellowship, Stanford University Center on International Conflict and Negotiation	2005-2006

Scholarship, Inter-University Consortium for Political and Social Research 2004

Norman H. Anderson Research Grant, Department of Psychology, Stanford University 2004

PUBLICATIONS

Journal articles

Bryan, C. J., Yeager, D. S., & Hinojosa, C. P. (forthcoming). A values-alignment intervention protects adolescents from the effects of food marketing. *Nature Human Behaviour*.

Bryan, C. J., Mazar, N., Jamison, J., Braithwaite, J., Dechausay, N., Fishbane, A., Fox, E., Gauri, V., Haushoffer, J., Karlan, D., & Vakis, R. (2017). Using behavioral science to promote international development. *Behavioral Science and Policy Journal*.

Bryan, C. J., Walton, G. M. & Dweck, C. S. (2016). Psychologically authentic vs. inauthentic replication attempts. *Proceedings of the National Academy of Sciences, USA*.

Bryan, C. J., Yeager, D. S., Hinojosa, C. P., Chabot, A., Bergen, H., Kawamura, M & Steubing, F. (2016). Harnessing adolescent values to motivate healthier eating. *Proceedings of the National Academy of Sciences, USA, 113*, 10830-10835.

Hershfield, H. E., Sussman, A. B., O'Brien, R. L. & Bryan, C. J. (2015). Leveraging psychological insights to encourage the responsible use of consumer debt. *Perspectives on Psychological Science, 10*, 749-752.

Effron, D. A., Bryan, C. J. & Murnighan, J. K. (2015). Cheating at the end to avoid regret. *Journal of Personality and Social Psychology, 109*, 395-414.

Tuller, H., Bryan, C. J., Heyman, G. D. & Christenfeld, N. (2015). Seeing the other side: Perspective-taking and the moderation of extremity. *Journal of Experimental Social Psychology, 59*, 18-23.

Bryan, C. J., Master, A. & Walton, G. W. (2014). 'Helping' versus 'being a helper': Invoking the self to increase helping in young children. *Child Development,* 85, 1771-2105.

Bryan, C. J., Adams, G. S. & Monin, B. (2013). 'Cheating' vs. 'being a cheater': Implicating the self prevents unethical behavior. *Journal of Experimental Psychology: General, 142*, 1001-1005

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*, 429-432.

Liberman, V., Minson, J. A., Bryan, C. J. & Ross, L. (2012). Naïve realism and capturing the "wisdom of dyads." *Journal of Experimental Social Psychology, 48*, 507-512.

Bryan, C. J., Walton, G. M., Rogers, T., & Dweck, C. S. (2011). Motivating voter turnout by invoking the self. *Proceedings of the National Academy of Sciences, USA, 108*, 12653-12656.

Bryan, C. J., Dweck, C. S., Ross, L., Kay, A. C., & Mislavsky, N. O. (2009). Political mindset: Effects of schema priming on liberal-conservative political assessments. *Journal of Experimental Social Psychology,* 45, 890-895.

Koestner, R., Horberg, E. J., Gaudreau, P., Powers, T., DiDio, P., Bryan, C. J., Jochum, R., & Salter, N. (2006). Bolstering implementation plans for the long haul: The benefits of simultaneously boosting self-concordance or self-efficacy. *Personality and Social Psychology Bulletin, 32*, 1547-1558.

Book Chapters

Bryan, C. J. (Forthcoming). You are what you do: Implicating the self to influence behavior. In J. Aronson & E. Aronson (Eds.) Readings about the social animal. Worth Publishers. New York.

Bryan, C. J. (Forthcoming). Values alignment: An alternative to pragmatic appeals for producing internalized, lasting motivation for should behaviors. In G. Walton & A. Crum (Eds.) Handbook of wise interventions: How social-psychological insights can help solve problems.

Op-eds

Bryan, C. J. & Pathakis, K. M. (2016, May 31). Hilary Clinton's efforts to paint Trump as "risky" play right into his hands. *Los Angeles Times*, A11.

Working Papers

Bryan, C. J., Yeager, D. S., & O'Brien, J. (in prep). Replicator degrees of freedom allow publication of misleading "failures to replicate."

Medrano, F. N., Bryan, C. J., Yeager, D. S., Josephs, R. A., Dahl, R. E., & Hinojosa, C. J. (in prep). Basal testosterone increases responsiveness to a behavior-change intervention that appeals to the desire for social status.

Bryan, C. J., Yeager, D. S., & Walton, G. M. (in prep). Documenting the process behind a noun wording effect on voter turnout.

Bryan, C. J., Whillans, A. V., & Dunn, E. W. (in progress). Framing charitable giving as a parenting opportunity increases giving.

Sackett, A. M., Bryan, C. J., & Larkin, C. (in progress). A single, direct-mail appeal emphasizing community empowerment boosts turnout by 1 to 2 percentage points.

SYMPOSIUM ORGANIZATION

Chabot, A. M. & Bryan, C. J. (2015, February). Challenging misconceptions about the psychology of food choice. Symposium at the Society for Personality and Social Psychology, Long Beach, CA.

Bryan, C. J. & Harris, C. R. (2014, May). When it's not just about "what I do" but about "who I am". Symposium at the Association for Psychological Science Annual Conference, San Francisco, CA.

Bryan, C. J., & Olivola, C. Y. (2011, January). Making a difference: Using social psychology to motivate pro-social behavior. Symposium at the Society for Personality and Social Psychology Annual Conference, San Antonio, TX.

Bryan, C. J., & Dweck, C. S. (2008, February). Priming ideology: Demonstrating the malleability of political ideology. Symposium at the Society for Personality and Social Psychology Annual Conference, Albuquerque, NM.

INVITED TALKS

2019 – Duck Conference on Social Cognition, Duck, NC

2019 – Columbia Business School

2019 – Graduate School of Business, Stanford University

2019 – Department of Psychology, University of California, Berkeley

2018 – Department of Psychology, Stanford University

2018 – Center for Advanced Study in the Behavioral Sciences, Stanford University

2018 – Arizon School of Business, IDC Herzliya, Israel

2018 – Yale University Behavioral Science Workshop

2018 – Department of Psychology, McGill University, Montreal, Canada

2017 – BIG Ideas Doctoral Workshop, Harvard Business School

2017 – Character Lab Educator Summit and Research Convening, Philadelphia, PA

2017 – Ideas42, New York

2017 – London Business School, UK

2017 – Behavioral Insights Team, London, UK

2017 – Department of Psychology, University of Illinois, Chicago

2017 – Department of Psychology, University of British Columbia, Canada

2016 – BRAC Tanzania, Dar es Salaam, Tanzania

2016 – BRAC Uganda, Kampala, Uganda

2016 – Anderson School of Management, University of California, Los Angeles

2016 – Department of Psychology, Northwestern University

2016 – Department of Psychology, Loyola University Chicago

2016 – Universidad de Granada, Spain

2016 – Universitat Pompeu Fabra, Barcelona, Spain

2016 – Action Design Network, Chicago, IL

2016 – Behavioral Insights Team, North America, New York, NY

2016 – Pritzker School of Medicine, University of Chicago

2016 – Harris School of Public Policy, University of Chicago

2015 – Department of Psychology, Claremont Graduate University

2015 – INSEAD, Singapore

2015 – Department of Psychology, Università degli Studi di Padova, Italy

2015 – Department of Psychology, University of Zurich, Switzerland

2015 – Department of Psychology, University of Colorado, Boulder

2014 – Booth School of Business, University of Chicago

2014 – Frank Batten School of Leadership and Public Policy, University of Virginia

2014 – Anderson School of Management, University of California, Los Angeles

2013 – Department of Psychology, University of Southern California

2013 – Department of Psychology, University of Texas, Austin

2013 – Department of Psychology, San Diego State University

2012 – Rady School of Management, University of California, San Diego

2012 – Department of Psychology, University of California, Santa Barbara

2012 – Center on Primary Care and Health Outcomes, Stanford University

2012 – Department of Psychology, University of California, San Diego

2012 – London Business School, UK

2010 – Political Psychology Research Group, Department of Communication, Stanford University

2010 – Economic Research Service, United States Department of Agriculture, Washington, DC

2009 – Center on Longevity, Stanford University

PEER-REVIEWED CONFERENCE PRESENTATIONS

Bryan, C. J., Medrano, F. N., Josephs, R. (2019, March). A brief “values-alignment” intervention improves dietary preferences more strongly among adolescents higher in testosterone. Paper presented at the Society for Research on Educational Effectiveness Annual Conference, Washington, DC.

Bryan, C. J., Hinojosa, C. P., & Yeager, D. S. (2017, October). Inoculating teens against the tempting power of food ads. Paper presented at the Society for Experimental Social Psychology Annual Conference, Boston, MA.

Bryan, C. J., Yeager, D. S., Hinojosa, C., Chabot, A., Bergen, H., Kawamura, M. & Steubing, F. (2016, May). Stick it to the man: Building purpose for healthy eating in adolescence. Paper presented at the Association for Psychological Science Annual Conference, Chicago, IL.

Bryan, C. J., (2016, May) A case for a return to Lewinian field research. Paper presented at the 10th Triennial Choice Symposium, Lake Louise, AB, Canada.

Bryan, C. J., & Alvernaz, D. (2016, January). Being by doing: When what you do shapes who you are. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

Bryan, C. J. & Chabot, A. M. (2015, July). Please slow down: A scientific approach to traffic safety messaging. Paper presented at the Western Association of State Highway and Transportation Officials Annual Conference, Boise, ID.

Bryan, C. J., Yeager, D. S., Hinojosa, C. & Kawamura, M. (2015, February). Sticking it to the man: Framing healthy eating as rebellious and socially conscious shapes teens' attitudes and motivates healthy choices. Paper presented at the Society for Personality and Social Psychology Annual Conference, Long Beach, CA.

Bryan, C. J., & Alvernaz, D. (2014, October). Being by doing: When what you do shapes who you are. Paper presented at the Society for Experimental Social Psychology Annual Conference, Columbus, OH.

Bryan, C. J., & Cornick, J. (2014, July). Sentencing children to die in prison: Essentialist language increases the favorability of life sentences for minors. Paper presented at the European Association for Social Psychology Annual Conference, Amsterdam, Netherlands.

Bryan, C. J., Walton, G. M., Adams, G. S., Monin, B., Rogers, T., & Dweck, C. S. (2014, May). Being by doing: Influencing behavior by invoking the self. Paper presented at the Association for Psychological Science Annual Conference, San Francisco, CA.

Bryan, C. J., Adams, G. S., & Monin, B. (2013, November). When cheating would make you a cheater: Implicating the self prevents unethical behavior. Paper presented at the Society for Judgment and Decision Making Annual Conference, Toronto, Canada.

Bryan, C. J., Adams, G. S., & Monin, B. (2012, October). When cheating would make you a cheater: Implicating the self prevents unethical behavior. Paper presented at the Society for Experimental Social Psychology Annual Conference, Austin, TX.

Bryan, C. J., Adams, G. S., & Monin, B. (2012, January). 'Cheating' vs. 'being a cheater': A subtle change in phrasing prevents unethical behavior. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

Bryan, C. J., Walton, G. & Dweck, C. S. & Rogers, T. (2011, January). Voting versus being a voter: Motivating behavior by invoking the self. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Antonio, TX.

Master, A. L. & Bryan, C. J. (2010, January). Little helpers: Nouns motivate helping behavior more than verbs. Poster presented at the Society for Personality and Social Psychology Annual Conference, San Antonio, TX.

Liberman, V., Minson, J. A., Bryan, C. J. & Ross, L. (2009, August). The limited wisdom of dyads: Naïve realism, false consensus, and failure to benefit from aggregation. Paper presented at the Academy of Management Annual Conference, Chicago, IL.

Bryan, C. J., Ersner-Hershfield, H., & Ross, L. (2009, November). Owing it to yourself: Testing a duty-based argument for retirement saving. Poster presented at the Society for Judgment and Decision Making Annual Conference, Boston, MA.

Bryan, C. J., Ersner-Hershfield, H., & Ross, L. (2009, February). You owe it to yourself: Exploring the Effectiveness of Duty-Based Arguments for Retirement Saving. Poster presented at the Society for Personality and Social Psychology Annual Conference, Tampa, FL.

Bryan, C. J., Dweck, C. S., Ross, L., Kay, A. C., & Mislavsky, N. O. (2008, February). Ideology as mindset: Effects of meritocracy primes on liberal-conservative political assessments. Paper presented at the Society for Personality and Social Psychology Annual Conference, Albuquerque, NM.

Ross, L., Minson, J. A., Liberman, V. & Bryan, C. J. (2008, February). Naïve realism and its consequences. Paper presented at the Society for Personality and Social Psychology Annual Conference, Albuquerque, NM.

Ross, L., Minson, J. A., Liberman, V. & Bryan, C. J. (2007, May). When are two heads better than one: Accuracy and disagreement in dyadic decision-making. Poster presented at the American Psychological Society Annual Conference, Washington, D. C.

Minson, J. A., Liberman, V., Bryan, C. J. & Ross, L. (2007). Knowing it all: Failure to assign appropriate weight to another's judgment. Poster presented at the Society for Personality and Social Psychology Annual Conference, Memphis, TN.

Bryan, C. J., Krosnick, C. J., & Lepper, M. R. (2005, January). The Effect of values on attitude importance and attitude-expressive behavior. Poster presented at the Society for Personality and Social Psychology Annual Conference, New Orleans, LA.

Bryan, C. J., Horberg, E. J., Jochum, R., DiDio, P., & Koestner, R. (2004, January). Keeping your New Year's resolutions: Effects of self-efficacy, action identification

and implementation intentions. Poster presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.

Bryan, C. J., Veronneau, M.-H., Taylor, G., & Abela, J. R. Z. (2003, April). The development of negative self-complexity in early adolescence. Paper presented at the Biennial Conference of the Society for Research in Child Development, Tampa, FL.

Veronneau, M.-H., Bryan, C. J., Taylor, G., & Abela, J. R. Z. (2003, April). A test of the diathesis-stress and symptom components of the hopelessness theory of depression in adolescence. Paper presented at the Biennial Conference of the Society for Research in Child Development, Tampa, FL.

Veronneau, M.-H., Lefebvre, N., Sarin, S., Abela, J. R. Z., Bryan, C. J., & Taylor, G. (2003, April). The development of cognitive vulnerability to hopelessness depression in early adolescence. Paper presented at the Biennial Conference of the Society for Research in Child Development, Tampa, FL.

TEACHING

Instructor, Strategies and Processes of Negotiation (BUSF 38103), Booth School of Business, University of Chicago, Winter, 2018.

Instructor, Strategies and Processes of Negotiation (BUSF 38103), Booth School of Business, University of Chicago, Spring, 2017.

Instructor (with Anuj Shah), Current Topics in Behavioral Science III: Experimental Behavioral Science in Field Settings (BUSF 38903/PSYC 38903), University of Chicago, Winter, 2017.

Instructor, Strategies and Processes of Negotiation (BUSF 38103), Booth School of Business, University of Chicago, Summer, 2016.

Instructor, Introduction to Social Psychology (PSYC 104), University of California, San Diego, Winter, 2015.

Instructor, Introduction to Social Psychology (PSYC 104), University of California, San Diego, Winter, 2013.

Guest Lecturer, How to Think Like a Psychologist (Continuing Studies at Stanford), Stanford University, Winter, 2012.

Guest Lecturer, Social Psychology and Public Policy (PUB POL 205B), Interdisciplinary Program in Public Policy, Stanford University, Spring, 2009.

Guest Lecturer, Judgment and Decision Making (PUB POL 205A), Interdisciplinary Program in Public Policy, Stanford University, Winter, 2009.

Guest Lecturer, Psychology Teaching Methods (PSYCH 291), Department of Psychology, Stanford University, Fall, 2007.

Guest Lecturer, Contemporary Issues and Research in Psychology: Proseminar for Advanced Psychology Majors, Department of Psychology (PSYCH 196), Stanford University, Fall, 2007.

Lecturer, Department of Psychology Teaching Assistant Training Day, Stanford University, Fall, 2007.

Guest Lecturer, Judgment and Decision Making (PUB POL 205A), Interdisciplinary Program in Public Policy, Stanford University, Fall, 2007.

Teaching Assistant, Advanced Statistical Techniques and Theory (PSYCH 253), Department of Psychology, Stanford University, Spring 2007.

Co-Instructor, Introduction to Social Psychology (PSYCH 108S), Department of Psychology, Stanford University, Summer 2006.

Teaching Assistant, Introduction to Statistical Methods (PSYCH 10), Department of Psychology, Stanford University, Winter 2006.

Guest Lecturer, Contemporary Issues and Research in Psychology: Proseminar for Advanced Psychology Majors, Department of Psychology (PSYCH 196), Stanford University, Fall 2005.

Teaching Assistant, Statistical Methods for Behavioral and Social Sciences (PSYCH 252), Department of Psychology, Stanford University, Fall 2005.

Guest Lecturer, Contemporary Issues and Research in Psychology: Proseminar for Advanced Psychology Majors (PSYCH 196), Department of Psychology, Stanford University, Winter 2005.

SERVICE

Associate PI, Time-sharing Experiments in the Social Sciences	2016-2019
Behavioral Science workshop organizer (with Anuj Shah), Booth School of Business, University of Chicago	Spring, 2017
Undergraduate Curriculum Review Committee, Department of Psychology, University of California, San Diego	2014-2015
Undergraduate Events Representative, Department of Psychology, University of California, San Diego	2013-2015
Teaching Assistant Training Committee, Department of Psychology, Stanford University	2006-2009
Human Subjects Committee, Department of Psychology, Stanford University	2005-2009
Department Liaison, Center for Teaching and Learning, Stanford University	2004-2009
Social Psychology Graduate Admissions Committee, Department of Psychology, Stanford University	2006-2007

REVIEWING

Ad Hoc Reviewer

British Journal of Social Psychology
Child Development
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Personality and Social Psychology
Management Science
National Science Foundation
Organizational Behavior and Human Decision Processes
Psychological Science
Social Psychological and Personality Science
Personality and Social Psychology Bulletin
Political Psychology
Time-Sharing Experiments in the Social Sciences

PROFESSIONAL AFFILIATIONS

Academic Affiliate, Ideas42
Association for Psychological Science (APS)
Behavioral Science and Policy Association (BSPA)
Society for Judgment and Decision Making (SJDM)
Society for Personality and Social Psychology (SPSP)
Society for the Psychological Study of Social Issues (SPSSI)