

Curriculum Vitae
Guy Hochman, PhD

PERSONAL DATA

Current Position:

Senior Lecturer, Reichman University, The School of Psychology
Head, MA program in Behavioral Economics

Professional Address:

School of Psychology
Reichman University
HaUniversita 8
Herzliya, 4610101
Israel
E-mail: ghochman@idc.ac.il

Birth Date and Place: October 13, 1974, Hadera, Israel.

Family Status: Married + 3

ACADEMIC DEGREES

2010 - **PhD**, Technion – Israel institute of Technology (Industrial/Organizational Psychology), Dissertation advisor: Eldad Yechiam.

2004 - **M.Sc.**, Technion – Israel institute of Technology (Industrial/Organizational Psychology), Summa cum laude, Thesis Advisor: Ido Erev.

2000 - **B.A.**, Open University of Israel, Magna cum laude, (Psychology).

PRIMARY RESEARCH INTERESTS

Heuristics and biases
Human judgment and subjective probability
Prosocial and antisocial behavior
Physiological measures and decision-making processes
Organizational Science
Management
Learning
Incentives and motivation
Consumer research

TEACHING EXPERIENCE (In English and Hebrew)

Lecturer – Graduate course – “Statistics for thesis students”, at the School of Psychology,

Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Undergraduate course – “Behavioral economics from theory to practice”, at the School

of Psychology, Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Graduate course – “Behavioral Economics in organizations”, at the School of

Psychology, Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Undergraduate course – “Behavioral Insights”, at the School of Psychology,

Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Graduate course – “Thesis Seminar for OBD students”, at the School of Psychology,

Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Graduate course – “Game Theory”, at the School of Psychology, Interdisciplinary Center

(IDC) Hertzliya.

Lecturer – Undergraduate course – “Social Psychology”, at the School of Psychology,

Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Graduate course – “Psychological aspects in Behavioral Economics”, at the School of

Psychology, Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Graduate course – “Managerial Decision Making”, at the School of Psychology,

Interdisciplinary Center (IDC) Hertzliya.

Lecturer – Core graduate course – “Quantitative Models in Behavioral Sciences”, at the Faculty of

Industrial Engineering and Management, Technion.

Seminar papers workshop Instructor – Advanced undergraduate course “Judgment and Evaluation under Conditions of Uncertainty for Students of Management and Economics”, at the

Department of Management and Economics, The Open University of Israel.

Seminar papers advisor – Advanced undergraduate course – “The Psychology of Intuitive

Judgment”, at the Department of Education and Psychology, The Open University of Israel.

Teaching Assistant – Core graduate course – “Research in the Behavioral Sciences”, at the Faculty of Industrial Engineering and Management, Technion.

Teaching Assistant – Core graduate course – “Statistics for Managers”, at the Faculty of Industrial Engineering and Management, Technion.

Teaching Assistant – Core graduate course – “Quantitative Models in Behavioral Sciences”, at the Faculty of Industrial Engineering and Management, Technion.

WORK EXPERIENCE

2013-2015: Adjunct Assistant Professor, Interdisciplinary Center (IDC) Hertzliya.

2010-2015: Post-Doctoral Associate in Research, Duke University.

2010-2011: Lecturer at the Technion and the Open University of Israel.

2008-2010: Teaching assistant at the Technion

2007-2010: Research assistant at the European SKILLS project.

2004-2007: Research assistant at the Research Center for Work Safety and Human Engineering, The Technion.

2001-2005: Social counselor at Alony Yitzhak Youth Village.

1999-2002: Staff member at a rehabilitation ward in "Sh'har Menashe" mental institute.

PUBLICATIONS

THESES:

M.A. Thesis: “Partial Reinforcement Extinction Effect: Boundaries and limitations”. Technion – Israel Institute of Technology, Israel 2007.

PhD Dissertation: “The Role of Losses in Decision Making Processes: The interplay between Physiological and Behavioral measures”. Technion – Israel Institute of Technology, Israel 2010.

PEER REVIEWED PUBLICATIONS:

Journal Articles:

1. Ayal, S., & **Hochman, G.** (2009). Ignorance or integration: The Cognitive Processes Underlying Choice Behavior. *Journal of Behavioral Decision Making*, 22, 455-474.
2. **Hochman, G.**, Yechiam, E., & Bechara, A. (2010). Recency gets larger as lesions move from anterior to posterior locations within the ventromedial prefrontal cortex. *Behavioral Brain Research*, 213, 27-34.
3. **Hochman, G.**, Ayal, S., & Glöckner, A. (2010). Physiological arousal in processing recognition information: Ignoring or integrating cognitive cues. *Judgment and Decision Making*, 5, 285-299.
4. **Hochman, G.**, & Yechiam, E. (2011). Loss aversion in the eye and in the heart: The Autonomic Nervous System's responses to losses. *Journal of Behavioral Decision Making*, 24, 140-156.
5. Glöckner, A., & **Hochman, G.** (2011). The interplay of experience-based affective and probabilistic cues in decision making: Arousal increases when experience and additional cues are inconsistent. *Experimental Psychology*, 58, 132-141.
6. Ayal, S., **Hochman, G.**, & Zakay, D. (2011). Two sides of the same coin: Information processing style and reverse biases. *Judgment and Decision Making*, 6, 295-306.
7. Glöckner, A., Fiedler, S., **Hochman, G.**, Ayal, S., & Hilbig, B. E. (2012). Processing differences between descriptions and experience: A comparative analysis using eye-tracking and physiological measures. *Frontiers in Psychology* 3:173. (a special issue on The Neuroscience and Psychophysiology of Experience-Based Decisions)
8. Ayal, S., Zakay, D., & **Hochman, G.** (2012). Deliberative adjustments of intuitive anchors: The case of diversification behavior. *Synthese*, 189, 131-145 (a special issue on Psychological models or (ir)rational and decision making)
9. Yechiam, E., & **Hochman, G.** (2013). Loss-aversion or loss-attention: The impact of losses on cognitive performance. *Cognitive Psychology*, 66, 212-231.
10. Yechiam, E., & **Hochman G.** (2013). Losses as modulators of attention: Review and analysis of the unique effects of losses over gains. *Psychological Bulletin*, 139, 497-518.
11. **Hochman, G.**, & Ayal, S. (2013). Behavioral Economics. In *Oxford Bibliographies in Psychology*. Ed. Dana S. Dunn. New York: Oxford University Press.

12. **Hochman, G.**, & Erev, I. (2013). The partial reinforcement extinction effect and the contingent sampling hypothesis. *Psychonomic Bulletin and Review*, *20*, 1336-1342.
13. Yechiam, E., & **Hochman, G.** (2014). Loss attention in a dual task setting. *Psychological Science*, *25*, 494-502.
14. Yechiam, E., Telpaz, A., & **Hochman, G.** (2014). Loss aversion as response distortion: The complaint bias. *Decision*, *1*, 147-160.
15. **Hochman, G.**, Ayal, S., & Ariely, D. (2014). Keeping Your Gains Close but Your Money Closer: The Effect of Prepayment on Choice and Performance. *Journal of Economic Behavior & Organization*, *107*, 582-594.
16. Yechiam, E., Retzer, M., Telpaz, A., & **Hochman, G.** (2015). Losses as Ecological Guides: Minor losses lead to maximization and not to avoidance. *Cognition*, *139*, 10-17.
17. **Hochman, G.**, Ayal, S., & Ariely, D. (2015). Fairness requires deliberation: the primacy of economic over social considerations. *Frontiers in Psychology*, *6*:747.
18. Ayal, S., Rusou, Z., Zakay, D., & **Hochman, G.** (2015). Determinants of judgment and decision-making quality: the interplay between information processing style and situational factors. *Frontiers in Psychology*, *6*:1088.
19. **Hochman, G.**, Glöckner, A., Fiedler, S., & Ayal, S. (2016). I can see it in your eyes: Biased processing and physiological arousal in dishonest behavior. *Journal of Behavioral Decision Making*, *29*, 322-335 (a special issue on applications and innovations of eye-movement research in judgment and decision making).
20. Lee, C-Y., **Hochman, G.**, Prince, S., & Ariely, D. (2016). Past actions as self-signals: How acting in a self-interested way influences environmental decision making. *PlosOne*, *11*(7): e0158456.
21. Ayal, S., **Hochman, G.**, & Ariely, D. (2016). Editorial: “Dishonest behavior, from theory to practice”. *Frontiers in Psychology*, *7*:1521.
22. Bareket-Bojmel, L., **Hochman, G.** & Ariely, D. (2017). It’s (not) all about the Jacks: Testing different types of short-term bonuses in the field. *Journal of Management*, *43*, 534-554.
23. Yechiam, E., Ashby, N. J. S., & **Hochman, G.** (2019). Are we attracted by losses? Boundary conditions for the approach and avoidance effects of losses. *Journal of Experimental Psychology: Learning, Memory, & Cognition*, *45*, 591-605.
24. Lee, C-Y., Morewedge, C., **Hochman, G.**, & Ariely, D. (2019). Small Probabilistic Discounts Stimulate Spending: Pain of Paying in Price Promotion. *Journal of the Association for Consumer Research*, *4*, 160-171.

25. Maaravi, Y., Idan, O., & **Hochman, G.** (2019). And Sympathy is what we need my friend – Polite requests improve negotiation results. *PLOS One*, *14*(3): e0212306.
26. Peleg, D., Ayal, S., Ariely, D., & **Hochman, G.** (2019). The Lie Deflator – The effect of polygraph test feedback on subsequent (dis)honesty. *Judgement and Decision Making*, *14*, 728-738.
27. **Hochman, G.**, Peleg, D., Ariely, D., & Ayal, S. (2021). Pinocchio meets Robin Hood: Justifications increase cheating behavior while decrease the probability of being detected. *Journal of Behavioral and Experimental Economics*, *92*, 101699.
28. Maaravi, Y., Heller, B., **Hochman, G.**, & Kanat-Maymon, Y. (2021). Internship not Hardship: What Makes Interns in Startup Companies Satisfied? *Journal of Experiential Education*, *44*, 257-276.
29. Krava, L., Ayal, S., & **Hochman, G.** (2021). Time is money: The effect of mode of thought on financial decision-making. *Frontiers in Psychology*, *12*:735823.
30. Ayal, S., Celse, J., & **Hochman, G.** (2021). Crafting messages to fight dishonesty: a field investigation of the effects of social norms and watching eye cues on fare evasion. *Organizational Behavior and Human Decision Processes*, *166*, 9-19.
31. Peleg, D., **Hochman, G.**, Levine, T., Klar, Y., & Ayal, S. (2021). Revenge is not blind: Testing the ability to retribution to justify dishonesty. *Judgement and Decision Making*, *16*, 1525-1548.
32. Hochman, G., Gómez-Miñambres, J., Ayal, S., Corgnet, B., & Hernán González, R. (2022). Applications of reference dependence. *Journal of Economic Psychology*, *91*, 102507.
33. Samuel, R. D., Aragão e Pina, J., Galily, Y., Travassos, B., **Hochman, G.**, Figueiredo, P., & Tenenbaum, G. (2022). The Effects of the 2020-2021 Coronavirus Pandemic Change-Event on Football Refereeing: Evidence from the Israeli and Portuguese Leagues. *International Journal of Sport and Exercise Psychology*.

34. Damti, S., & **Hochman, G.** (2022). Personality characteristics as predictors of the leader's ethical leadership in regular times and in times of crisis. *Sustainability*, 14, 9800.

Book chapters:

35. **Hochman, G.**, Glöckner, A., & Yechiam, E. (2010). Physiological measures in identifying decision strategies. In A. Glöckner & C. L. M. Witteman (Eds.), *Tracing intuition: Recent methods in measuring intuitive and deliberate processes in decision making*. London: Psychology Press & Routledge.
36. **Hochman, G.**, and Ariely, D. (2015). Behavioral Economics. In Scott, R. A., & Kosslyn, S. M. (Eds.), *Emerging Trends in the Social and Behavioral Sciences*. Wiley Inc.
37. **Hochman, G.**, & Ariely, D. (2016). Behavioral Economics. In H. L. Miller (Ed.), *Encyclopedia of theory in psychology*. Thousand Oaks, CA: Sage Publications.
38. Krava, L., Ayal, S., & **Hochman, G.** (2019). Time is money: The advantages of quick and intuitive financial decision-making. In I. Venezia (Ed.), *Behavioral finance: The coming of age*. World Scientific Publishing Company Pte. Limited.

Conference proceedings

39. Hoffman, G., Forlizzi, J., Ayal, S., Steinfeld, A., Antanitis, J., **Hochman, G.**, Hochendoner, E., & Finkenaur, J. (2015). Robot Presence and Human Honesty: Experimental Evidence. *Proceedings of the 10th ACM/IEEE International Conference on Human-Robot Interaction (HRI'15)* (pp. 181-188).
40. Roizman, M., Hoffman, G., Ayal, S., **Hochman, G.**, Reifen Tagar, M., & Maaravi, Y. (2016). Studying the opposing effects of robot presence on human corruption. *Proceedings of the 11th ACM/IEEE International Conference on Human-Robot Interaction (HRI'16)* (pp. 501-502)

Work in progress

1. **Hochman, G.**, Maaravi, Y., Kraft, O., Heller, B. (under review). Fake it till you make it – how entrepreneur culture may facilitate dishonesty.

2. Kvasova, O., Christofi, M., Glyptis, L., **Hochman, G.**, & Hadjielias, E. (under review).
Dark triad traits, costumer forgiveness, and negative word of mouth.
3. Elimelech, E., Ert, A., Parag, Y., & **Hochman, G.** (writing stage). Exploring the impact of visual perception and taste experience on consumers' acceptance of suboptimal fresh produce.
4. Odelya M., **Hochman, G.**, Halevy, A., Nutman, A., Ariely, D., & Ayal, S. (Writing stage).
A vaccine for low vaccination rates: The motivational power of prepayment to promote healthy behavior.
5. Halevy, A., Ayal, S., & **Hochman, G.** (Writing stage). A spillover effect of altruistic cheating: When benefiting others goes wrong.
6. **Hochman, G.**, Galily, Y., Ariely, D., & Ayal, S. (Writing stage). The dark side of competition.
7. Zucker, A., & **Hochman, G.** (Writing stage). The Relationship Between Performing Physical Activity And Taking Economic Risks.

TUITION BOOKS

1. **Hochman, G.**, and Yechiam, E. (2010). SAS – Statistical Analysis System. An instruction book (In Hebrew). Hertzlia: Hod-Ami.

WORKING PAPERS

1. **Hochman, G.**, & Yechiam, E. (2010). "Bridging the gap between error-related negativity and behavioral decisions with losses: The role of delayed ERPs". *Technion - Israel Institute of Technology, Haifa, Israel*.
2. Rafaeli, A., Mangoby, K. and **Hochman G.** (2006). "Queues: Fairness, emotions and a bit of math". *Technion - Israel Institute of Technology, Haifa, Israel*.
3. **Hochman, G.** (2002). "The relationship between cue validity and local judgment: Assessing the use of "Take The Best" strategy". *The Open University of Israel, Ra'anana, Israel*.

4. **Hochman, G.**, Peled, A., & Modai, I. (2002). “High-level imagery of auditory visual integration in schizophrenic: An EEG spectrum analysis study of regional brain connectivity”. *Sh'har Menashe mental institute, Israel*.

PRESENTATIONS

- 2020 *Determinants of judgment and decision-making quality: the interplay between information processing style and situational factors*. The Fifth Conference on Cognition Research of the Israeli Society for Cognitive Psychology (ISCOP), Akko, Israel.
- 2019 *Revenge is not blind – Testing the ability of retribution to justify dishonesty*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 27), Amsterdam, Holland.
- 2018 *The motivating power of prepayment to promote vaccination rates among healthcare professionals*. The 13th annual conference on the Israeli National Institute for Health Policy Research, Tel Aviv, Israel.
- 2018 *Boundary conditions for the effect of losses on attention*. The Fifth Conference on Cognition Research of the Israeli Society for Cognitive Psychology (ISCOP), Akko, Israel.
- 2017 *Any feedback will do: Using the lie detector as a moral enhancer*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 26), Haifa, Israel.
- 2017 *Keeping your gains close but your money closer: The effect of prepayment on choice and performance*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 26), Haifa, Israel.
- 2016 *The eyes don't lie: Pupillary responses in cheating behavior*. Society for judgment and decision making (SJDm) conference, Boston, USA.
- 2016 *Prosocial motivation*. Invited talk at the 2nd conference in human resources and organizational development, Herzliya, Israel.
- 2016 *The effect of performance-based and random bonuses – a field study*. The first incentives and behavioral change conference, Tel Aviv, Israel.

- 2016 *“I can see it in your eyes”*: Biased processing and increased arousal in dishonest response. The 6th young Israeli social psychologists’ meeting, Ra’anana, Israel.
- 2015 *Eye tracking in behavioral ethics*. Invited talk at IMC bootcamp in “Behavioral ethics – measures of (dis)honesty, Aarhus, Denmark.
- 2014 *Loss attention and loss complaint bias explain the negativity bias*. 15th annual meeting of the Society of Personality and Social Psychology, Austin, Texas.
- 2013 *Strategic dishonest behavior in monetary donations to social organizations*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 24), Barcelona, Spain.
- 2013 *Loss aversion as response distortion*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 24), Barcelona, Spain.
- 2013 *Altruistic Cheating: Dishonest behavior in monetary donations to individuals and groups*. Annual Scientific Meeting of International Society of Political Psychology (ISPP), Herzliya, Israel.
- 2012 *An attention-based theory of losses*. 11th Tilburg Symposium on Psychology and Economics, Tilburg, Netherlands.
- 2012 *Deliberative Adjustments of Intuitive Anchors: A Dual process account for diversification behavior*. Poster presented at Society of Judgment and Decision Making Conference, Minneapolis, Minnesota.
- 2011 *Disentangling the Behavioral and Brain Responses to Losses*. IDC Behavioral Decision Making Conference, Herzliya, Israel, May 2011.
- 2011 *Keeping your gains close but your money closer: The effect of prepayment on choice and performance*. IDC Behavioral Decision Making Conference, Herzliya, Israel, May 2011.
- 2009 *Loss aversion in the eye and in the heart: The Autonomic Nervous System’s responses to losses*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 22), Rovereto, Italy, August 2009.
- 2009 *Loss aversion in the eye: The Autonomic Nervous System’s responses to losses*. Fifth Asia Pacific Meeting of the Economic Science Association (APESA). Haifa, Israel, March, 2009.

- 2009 *The role of the prefrontal cortex in decision making and emotions*. The 12th Meeting of the Israeli Society for Biological Psychiatry, Hagoshrim, Israel, March, 2009.
- 2008 *Ignorance or integration: Examining the nature of the cognitive processes underlying choice behavior*. Biennial Behavioral Decision Research in Management (BDRM) Conference. San Diego, California, April 2008.
- 2007 *Physiological Measures in Identifying Decision Strategies*. Workshop on Measuring Intuition and Expertise, Bonn, Germany, November 2007.
- 2007 *A compensatory selection among noncompensatory tools: Exploring the cognitive processes which underlie choice behavior*. Invited talk at the Max Planck Institute for Research on Collective Goods, Bonn, Germany, November 2007.
- 2007 *Partial Reinforcement Extinction Effect and contingent sampling*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 21), Warsaw, Poland, August 2007.
- 2007 *Compensatory selection among non-compensatory tools*. Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 21), Warsaw, Poland, August 2007.
- 2006 *Partial Reinforcement Extinction Effect: Boundaries and limitation*. Affect, Motivation, and Decision Making Conference, Ein Boqueq, The Dead Sea, Israel, December, 2006.
- 2003 *High-level Imagery of Auditory Visual Integration in Schizophrenia: An EEG Spectrum Analysis Study of Regional Brain Connectivity*. The 11th Meeting of the Israeli Society for Biological Psychiatry, Kfar-Giladi, Israel, March, 2003.

AWARDS AND PRIZES

- 2018 Best lecturer award, School of Psychology, Interdisciplinary Center (IDC) Herzliya
- 2010 Fulbright-ISEF-Rabin Post-Doctoral Fellow, United States-Israel Educational Foundation (Unrealized).
- 2008 Runner Up (With Shahar Ayal). The Technion Prediction Tournament (Organized by: Ido Erev, Eyal Ert, and Alvin E. Roth). Israel.
- 2006 Dean's excellence award, Department of Education and Psychology, The Open University of Israel.

RESEARCH GRANTS

- 2021 Interactive Minds Centre (IMC) seed funds – for “The effects of financial scarcity and perceived security threats on unethical economic behavior”, Principle Investigator - \$11,620
- 2019 Binational Science Foundation (BSF) Grant – for “Put justification to the Polygraph test”, Principle Investigator - \$264,000
- 2018 Chief Scientist of the Israel Ministry of Agriculture and Rural Development Grant – for “Marketing strategies for fruits and vegetables that do not meet (external) quality standards”, Principal Investigator - \$35,000
- 2015 IDC research grant for interdisciplinary research – for “Reducing Unethical Behavior”, Principal Investigator – \$20,000 (two years grant)

MEDIA

- 2014 “Perspectives on the future of behavioral economics: How to improve the contribution of psychological findings to neoclassical economics” (Hochman, G. and Ayal, S.). *Perspectives (King's College London)*, 1, 18-20. <http://en.calameo.com/read/004000639de87e236ad7e>
- 2012 “Loss aversion in the eye and in the heart: The Autonomic Nervous System’s responses to losses” (Hochman and Yechiam, 2011). Featured in CBSNews.com.

PROFESSIONAL SERVICES

Editorial board

Journal of Behavioral Decision Making, Journal of Economic Psychology

Guest Editor

Frontiers in Psychology, Journal of Economic Psychology, Sustainability

Ad hoc reviewer

Journals: *Cognition, Cognitive Science, Decision Analysis, Emotion, Frontiers in neuroscience, Frontiers in Psychology, Games, International Journal of Obesity, Journal of Behavioral Decision Making, Journal of Experimental Psychology – General, Journal of Experimental Psychology – Learning Memory and Cognition, Journal of Mathematical Psychology, Journal of Economic Psychology, Journal of Occupational and Organizational Psychology, Judgement and Decision Making, Learning & Behavior, Memory & Cognition, Organizational Behavior and Human Decision Processes, PLOS One, Psychological Science, Psychonomic Bulletin & Review, Sustainability, Transportation Research Part A: Policy and Practice*

Conferences: *Association for Consumer Research, Cognitive Science Society, IEEE International Conference on Human-Robot Interaction*

Research grants: *United states-Israel Binational Science Foundation (BSF), Israel Science Foundation (ISF), National Institute for Psychobiology in Israel (NIPI), German-Israeli Foundation for Scientific Research and Development (GIF)*

Organizing Committee in Academic Events

SPUDM: Subjective Probability, Utility, and Decision-Making. European Conference. (August 2017 at the Technion, Israel), Member of the organizing committee.

Graduate students

Students in progress:

Anat Halevi (PhD) – Collaborative supervision with Shahar Ayal (Interdisciplinary Center Herzliya)