

JOSHUA TASOFF

February 12, 2023

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EMPLOYMENT

Associate Professor (with tenure), Claremont Graduate University, July 2016 – Present

Assistant Professor, Claremont Graduate University, July 2010 – July 2016

Visiting Professor, Carnegie Mellon University, Spring 2018

Visiting Professor, University of Southern California, Fall 2013

EDUCATION

Ph.D. *University of California, Berkeley*, Economics, June 2010
Dissertation: “Essays in psychological and political economics”
Advisors: Botond Köszegi and Matthew Rabin

B.S. *Massachusetts Institute of Technology*, Economics, June 2003

RESEARCH INTERESTS

Behavioral Economics, Experimental Economics, Economics of Microbial Communities, Food Choice

REFEREED PUBLICATIONS

17. “Low-cost climate-change informational intervention reduces meat consumption among students for years” with Andrew Jalil and Arturo Vargas Bustamante. Forthcoming at *Nature Food*
16. “Supervised Machine Learning for Eliciting Individual Demand” with John Clithero and Jae Joon Lee. Forthcoming at *American Economic Journal: Microeconomics*
15. “Changing Hearts and Plates: The Effect of Animal-Advocacy Pamphlets on Meat Consumption” with Menbere Haile, Andrew Jalil, and Arturo Vargas-Bustamante. *Frontiers in Psychology*, 12 (2021): 1892
<https://doi.org/10.3389/fpsyg.2021.668674>

14. “The Performance of Time and Risk Preference Elicitations in Surveys” with Wenjie Zhang. *Management Science*, Mar 2021, <https://doi.org/10.1287/mnsc.2020.3939>
13. “Trick for a Treat: The Effect of Costume, Identity, and Peers on Norm Violations” with Shanshan Zhang, Narek Bejanyan, Zhou Fang, Matthew Gomies, Jason Justo, Hsin Li, Rainita Narender. *Journal of Economic Behavior and Organization*, 179 (2020), 460-474.
12. “Eating to Save the Planet: Evidence from a Randomized Controlled Trial Using Individual-Level Food Purchase Data” with Andrew Jalil and Arturo Vargas-Bustamante. *Food Policy*, Volume 95, August 2020, 101950
11. “Who is a Passive Saver Under Opt-In and Auto-Enrollment?” with Gopi Shah Goda, Matthew Levy, Colleen Manchester, and Aaron Sojourner. *Journal of Economic Behavior & Organization*, 173 (2020): 301-321.
10. “Predicting Retirement Savings Using Survey Measures of Exponential-Growth Bias and Present Bias” with Gopi Shah Goda, Matthew Levy, Colleen Manchester, and Aaron Sojourner. *Economic Inquiry*, Vol. 57 (3), July 2019, pp1636-1658
9. “Exponential-Growth Bias in Experimental Consumption Decisions” with Matthew Levy. *Economica*, 20 March 2019, <https://doi.org/10.1111/ecca.12306>
8. “Fantasy and Dread: The Demand for Information and the Consumption Utility of the Future”, *Management Science*, Vol. 63 (12), December 2017, pp. 4037–4060, <http://dx.doi.org/10.1287/mnsc.2016.2550> with Ananda Ganguly
7. “When Higher Productivity Hurts: The Interaction Between Overconfidence and Capital” *Journal of Behavioral and Experimental Economics*, Vol. 67, April 2017, pp 131-142 with Andrew Royal
6. “Exponential-Growth Bias and Overconfidence”, *Journal of Economic Psychology*, (Lead Article) Vol. 58, Feb (2017), pp 1-14 with Matthew Levy
5. “Misunderestimation: Exponential-Growth Bias and Time-Varying Returns” *Economics Bulletin*, Vol. 36 (1), (2016) pp. 29-34 with Matthew Levy

4. “Exponential-Growth Bias and Lifecycle Consumption”, *Journal of the European Economic Association*, (Lead Article), Vol 14(3), (2016) with Matthew Levy
3. “An Economic Framework of Microbial Trade”, *PLOS ONE*, July 29, 2015, 0(7): e0132907. doi:10.1371/journal.pone.0132907 with Harris Wang and Michael Mee
2. “Everyone Believes in Redemption: Overoptimism and Nudges”, *Journal of Economic Behavior and Organization*, Volume 107A, (2014): 107–122 with Robert Letzler
1. “Placation and Provocation”, *Rationality and Society*, 26(1), (2014): 73-104.

OTHER PUBLICATIONS

“The Role of Exponential-Growth Bias and Present Bias in Retirement Savings” with Gopi Shah Goda, Matthew Levy, Colleen Manchester, and Aaron Sojourner, *Stanford Institute for Economic Policy Research: Policy Brief*, May 2015.

WORKING PAPERS

“Financial Literacy and Informational Nudges: Complements or Substitutes? Evidence from a Retirement Savings RCT” with Gopi Shah Goda, Matthew Levy, Colleen Manchester, and Aaron Sojourner *Revise and Resubmit at the Journal of Economic Behavior and Organization*

“Do Defaults have Spillover Effects? The Effect of the Default Asset on Retirement Plan Contributions” with Gopi Shah Goda, Matthew Levy, Colleen Manchester, and Aaron Sojourner

“A Model of Attention and Anticipation” with Kristóf Madarász

IN PROGRESS

“Vegetarian Persuasion” with Laura Walter-Thomas, Jacy Reese Anthis, and Nora Szech

“Inconvenient Information” with Monica Capra, Seong-Gyu Park, Jin Xu and Shanshan Zhang

“Consuming Thoughts” with Zhou Fang and Shanshan Zhang

“Beliefs that Entertain” with Ashvin Gandhi, Paola Giuliano, Eric Guan, Quinn Keefer and Michaela Pagel

“Information-Consumption Complements and Substitutes” with Monica Capra,

and Jin Xu

“Moral Suasion and Moral Costs” with Emiliano Huet-Vaughn, Minh Pham, and Eva Vivalt

MEDIA COVERAGE

[“Why retirement calculators fail the people who need them most — and what to do about it”](#) – MarketWatch (Oct 28, 2022)

[“Awareness Raising Interventions and Meat Consumption with Josh Tasoff”](#) – Behavioural Science Uncovered Podcast (Feb 12, 2021)

[“Can a Halloween costume influence a trick-or-treater’s honesty?”](#) – Los Angeles Times (Oct 31, 2019)

[“Boost Your Retirement Savings With These Easy Tips”](#) – The Street (March 9, 2018)

[“Ostrich Effect: We Shouldn't Stick Our Heads In The Sand, But We Do It Anyway”](#) – *NPR Hidden Brain* (September 18, 2017)

[“Study Finds Two Biases That Hurt Americans' Savings”](#) – *WBUR 90.9* (July 18, 2016)

[“The Two Biases That Keep People From Saving Money”](#) – *The Atlantic* (July 17, 2016)

[“These 2 Behavioral Biases Could Mean Up to 70% Less in Retirement”](#) – *Think Advisor* (April 7, 2016)

[“Our Blind Spots Cut Retirement Savings”](#) – *Squared Away Blog* (April 7, 2016)

[“This Week in Microbiology #123: A Microbial MAGE”](#) – *Microbe World* (March 11, 2016) Podcast, discusses our research at 1hr 3min

[“Economics of Ail: How Bacteria Flourish”](#) – *Wall Street Journal, The Numbers Column* (December 12, 2015)

“Economic Modelers Liken Microbial Communities to Countries Trading Goods” – *Microbe (Current Topics Column)* (Volume 10, Number 12, 2015)

[“How does your 401\(k\) contribution translate into retirement income?”](#) – *MarketWatch* (September 18, 2015)

- [“2 Mental Roadblocks That Keep Us From Saving”](#) – *Next Avenue, PBS* (September 8, 2015)
– *Forbes* (September 9, 2015), reprinted
- [“The Real Reasons Americans Aren’t Saving Enough for Retirement”](#) – *Money* (August 20, 2015)
- [“The economics of microbial trade”](#) – *Marginal Revolution (Blog)* (August 3, 2015)
- [“Your gut is a complex marketplace where microbes trade, study shows”](#) – *Techie News* (August 3, 2015)
- [“Can economics help explain microbial life?”](#) – *Red Orbit* (August 2, 2015)
- [“There may be a complex market living in your gut”](#) – *Science Daily* (August 1, 2015)
- [“The \\$24 Billion Workers Are Leaving on the Table: Why are employees passing up so much free 401\(k\) money”](#) – *PBS Next Avenue* (May 11, 2015)
- [“When Health Ignorance is Bliss”](#) – *The Atlantic* (October 21, 2014)
- [“Why We Think Ignorance Is Bliss, Even When It Hurts Our Health”](#) – *NPR Morning Edition* (July 28, 2014)
- [“The Power of Pension Fees”](#) – *BBC Radio 4* (January 3, 2014)
- [“The Trick to Keeping New Year’s Resolutions”](#) – *Bloomberg* (December 31, 2013) by Cass Sunstein!
- [“How Huge Returns Mess With Your Mind”](#) – *The Wall Street Journal* (January 4, 2013)
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FELLOWSHIPS, AWARDS, GRANTS

- 2021 Food Systems Research Fund Grant (\$30,000)
- 2019 Open Philanthropy Project (with Andrew Jalil, and Arturo Vargas-Bustamante, \$57,000)
- 2018 Social Security Administration through the NBER Retirement Research Center (with Gopi Shah Goda Matthew Levy, Colleen Manchester, and Aaron Sojourner, \$70,000)
- 2017 Animal Charity Evaluators Research Grant (with Andrew Jalil and Arturo Vargas Bustamante, \$18,382)
- Animal Charity Evaluators Research Grant (with Emiliano Huet-Vaughn

- and Eva Vivalt, \$21,000)
- 2016 TIAA-CREF Institute/Pension Research Council (with Gopi Shah Goda Matthew Levy, Colleen Manchester, and Aaron Sojourner, \$72,848)
- 2015 Fletcher Jones Fellowship (with Monica Capra \$7,250)
National Institute on Aging and the Social Security Administration under grant mechanism 3R01AG020717-11S1 (with Gopi Shah Goda Matthew Levy, Colleen Manchester, and Aaron Sojourner, \$40,000)
Social Security Administration through the NBER Retirement Research Center (with Gopi Shah Goda Matthew Levy, Colleen Manchester, and Aaron Sojourner, \$76,930)
- 2014 TIAA-CREF Institute/Pension Research Council (with Gopi Shah Goda Matthew Levy, Colleen Manchester, and Aaron Sojourner, \$125,000)
- 2013 Fletcher Jones Fellowship (\$3,000)
Rosen Junior Faculty Awards (\$1,250)
- 2012 Blais Challenge Award (with Ananda Ganguly, \$15,450)
- 2011 Time-sharing for the Social Sciences (TESS) Accepted Proposal, (NSF Grant 0818839)
Fletcher Jones Fellowship (with Matthew Levy, \$6,000)
- 2010 Russel Sage Foundation, Small Grant in Behavioral Economics (with Robert Letzler, \$7,000)
- 2008 Graduate Division Travel Grant
- 2006 Dean's Normative Time Fellowship
- 2005 NSF Graduate Research Fellowship Program Honorable Mention
- 2003 Sigma Xi (Science Honor Society)
- 2002 MIT Class of 1938 Scholar
- 2000 MIT Samuel Lunden Leadership Award
- 1999 Sherman Oaks C.E.S. Valedictorian (1st in the graduating high school class)
- 1997 National Merit Scholar

INVITED SEMINARS AND INVITED/SELECTIVE CONFERENCES

- 2023 American Economics Association Annual Meeting (ASSA) – “Suspense and Surprise – Empirical Applications” (*Session Organizer*) – New Orleans
USC LABEL (Lab Meeting) – *Scheduled*
- 2022 9th Oxford Workshop on Global Priorities Research – Oxford University
Stanford Institute for Theoretical Economics, Animal Welfare – Stanford University
USC LABEL (Lab Meeting)
- 2021 8th Oxford Workshop on Global Priorities Research – Online
University of Exeter (Economics Seminar)
Vegan Epiphanies Conference – Online/UCSB
Veganism: A Paradigm Shift – Online/Rome
7th Oxford Workshop on Global Priorities Research – Online
- 2020 American Economics Association Annual Meeting (ASSA) – “Machine Learning in Experiments” (participant) (San Diego)

- 2019 Second Winter Workshop in Behavioral and Experimental Economics (Aussois, France)
Beliefs-Based Utility Conference – University of Bonn (participant)
Southwestern Experimental and Behavioral Economics Workshop (Claremont Graduate University; organizer)
Eating Meat - Determinants, consequences and interventions – DIW Berlin
- 2018 University of San Francisco (Economics Seminar)
El Colegio de Mexico (Economics Seminar)
Western Virginia University (Economics Seminar)
Carnegie Mellon University (Economics Seminar)
Wharton School (Lab Meeting)
Case Western University (Economics Seminar)
Max Planck/NBER Conference on Ageing and Health (Munich)
Southwestern Experimental and Behavioral Economics Workshop (Caltech)
- 2017 Beliefs-Based Utility Conference – Carnegie Mellon University
Southern California Conference in Applied Microeconomics – Claremont McKenna College (*Discussant*)
- 2016 Effective Animal Altruism Conference – Princeton University (*Participant*)
Behavioural Decision Research in Management Conference – Rotman School of Management
Southern California Conference in Applied Microeconomics – Claremont McKenna College
Experimental Methods in Policy – Ixtapa, Mexico
American Economics Association Annual Meeting (ASSA) – “New Evidence on Lifecycle Models of Retirement Saving” (*Session Organizer*) – San Francisco
- 2015 RAND Behavioral Finance Forum – Washington D.C.
UCSD – Rady School of Management
Caltech – Camerer Lab
Russel Sage Foundation Early-Career Behavioral Economics Conference – University of Chicago
USC (Center for Economic and Social Research Seminar)
RAND (Labor and Population Seminar)
Claremont Behavioral and Experimental Economics Workshop – CGU (*Co-organizer*)
- 2014 Understanding Microbial Communities Workshop: Function, Structure and Dynamics – Isaac Newton Institute for Mathematical Sciences – Cambridge, UK
University of California, Los Angeles (Behavior, Evolution, and Culture Seminar)
- 2013 Caltech (Camerer Lab Talk)
Claremont Graduate University (Cognitive Psychology Brown Bag)
University of Southern California (Economic Theory Seminar)

- University of Southern California (Wood Lab)
- University of Southern California (Ehrenreich Lab)
- University of Southern California (LABEL Lab)
- Loyola Marymount University (Economics Seminar)
- University of Minnesota (Law and Economics Seminar)
- University of California, Irvine (Economics Seminar)
- Santa Clara University (Economics Seminar)
- 2012 Claremont Graduate University (Behavioral Economics and Institutions Seminar)
- Chapman University (IFREE/ESI Lecture)
- University of Southern California (Social Psychology Seminar)
- Cal State Poly Pomona (Economics Seminar)
- University of California, Riverside (Economic Theory Seminar)
- Gruter Institute for Law and Behavioral Research – Squaw Valley
- LABEL (Experimental Economics) Conference – USC
- Southern California Conference in Applied Microeconomics – Claremont McKenna
- Modeling Human Decision Making in the Law Symposium – USC
- 2011 Claremont Graduate University (Behavioral Economics and Institutions Seminar)
- 2010 Claremont Graduate University (Economics Seminar)
- New York University (Neuroeconomics, Glimcher Lab)
- Occidental College (Economics Seminar)
- Claremont Graduate University (Politics & Economics Lunch Seminar)
- 2009 University of California, Berkeley (Psychology and Economics Seminar)
- 2008 NBER Political Economics Student Conference
- 2007 University of California, Berkeley (Comparative Economics Seminar)

OTHER PRESENTATIONS

- 2022 Economic Science Association, North American Conference – Santa Barbara
- 2021 Society for Benefit-Cost Analysis – “Reducing the Costs of Meat Consumption” (*Session Organizer*) – Online
- 2020 Economic Science Association, World Conference – Online
- Southern Economic Association, New Orleans/Online
- 2019 Economic Science Association, North American Conference – Los Angeles
- 2017 Western Economics Association International–San Diego
- 2016 Bay Area Behavioral Economics Workshop – UC Berkeley
- 2015 Economic Science Association, North American Conference – Dallas
- Bay Area Behavioral Economics Workshop – UC Santa Cruz
- 2014 Southern Economic Association Conference – Atlanta
- Academy of Behavioral Finance and Economics Conference – Los Angeles
- Bay Area Behavioral Economics and Experiments Workshop – Stanford University

- Economic Science Association, International Conference – Honolulu
2013 Bay Area Behavioral Economics Workshop – University of San Francisco
2012 Economic Science Association, North American Conference – Tucson
Western Economics Association International – San Francisco
Bay Area Behavioral Economics Workshop – Santa Clara University
2011 Economic Science Association, North American Conference–Tucson
Economic Science Association, International Conference–Chicago
Western Economics Association International–San Diego
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TEACHING

Professor, Department of Economics, Claremont Graduate University

Mechanisms that Rule the Social Universe, Spring 2021, Spring 2023
Behavioral Economics Incubator, Spring 2019, Fall 2019, Spring 2023
Consumer Theory and General Equilibrium (graduate), Fall 2010, 2011,
2012, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
Game Theory and Asymmetric Information (graduate), Spring 2011, 2012,
2013, 2014, 2015, 2016, 2017, 2019, 2020
Foundations of Psychology and Economics (graduate), Spring 2011, 2012,
2013, 2014, Fall 2014, 2015, 2016, 2017, 2018, 2021, 2022
Topics in Psychology and Economics (graduate), Fall 2011, 2012, Spring
2015, 2016, 2017

Graduate Student Instructor, Department of Economics, U.C. Berkeley

Psychology and Economics (undergraduate), Spring 2010
Game Theory in the Social Sciences (undergraduate), Fall 2007
Principles of Economics (undergraduate), Spring 2007

DISSERTATION ADVISEES

Yizhao Jiang (Committee Member, Ph.D. August 2022)

Placement: Assistant Professor
University of International Business and Economics

Menbere Haile (**Dissertation Chair**, Ph.D. May 2021)

Placement: Senior Statistician
UCLA Center for Health and Policy Research

Minh Pham (**Dissertation Chair**, Ph.D. February 2021)

Placement: Data Scientist
Prologis

Yuxin Su (Committee Member, Ph.D. February 2021)

Placement: Assistant Professor
SKEMA Business School

Seongcheol Paeng (**Dissertation Chair**, Ph.D. January 2021)
Placement: Assistant Professor
Shawnee State University

Narek Bejanyan (Committee Member, Ph.D. June 2020)

Jungjun Park (Committee Member, Ph.D. June 2020)
Placement: Economist
REMI

Jae Joon Lee (**Dissertation Chair** (joint), Ph.D. June 2019)
Placement: Post-doc
Sloan School of Management, Massachusetts Institute of Technology

Wenjie Zhang (**Dissertation Chair**, Ph.D. June, 2019)
Placement: Data Scientist
eBay

José Bayoán Santiago Calderón (Committee Member, Ph.D. April 2019)
Placement: Post-doc
University of Virginia

Wendy Keyes-Kimbirk (Committee Member, Ph.D. April 2018)
Placement: Assistant Professor
California Baptist University

Hisam Sabouni (Committee Member, Ph.D. November 2017)
Placement: Clinical Assistant Professor
Claremont Graduate University

Ji Yong Park (Committee Member, Ph.D. May 2016)
Placement: Economist
Samsung Economic Research

Andrew Royal (**Dissertation Chair**, Ph.D. May 2016)
Placement: Post-doc
Resources for the Future

Galib Rustamov (Committee Member, Ph.D. October 2015)
Placement: Advisor and Adjunct Professor
Southern California Edison and Claremont Graduate University

Benjamin Curry (Committee Member, Ph.D. Aug 2014)
Placement: Data Scientist

E la Carte

Peiran Jiao (Committee Member, Ph.D. May 2014)

Placement: Post-doc
Nuffield College, Oxford University

Quinn Keefer (**Dissertation Chair**, Ph.D. May 2013)

Placement: Assistant Professor (tenure track)
California State University, San Marcos

Amos Nadler (Committee Member, Ph.D. May 2013)

Placement: Assistant Professor (tenure track)
Ivey Business School, University of Western Ontario

In Progress: Jin Xu, Seong Gyu Park, Shanshan Zhang, Zhou Fang, Jerusha Lee

Paul Ranshuysen (Committee Member, MSc. July 2021 *Delft University of Technology*)

BACHELORS AND MASTERS STUDENT PLACEMENT (LETTER WRITE'EES)

Li-Hsin Lin	2021	McMaster University	Economics, PhD
Nyonho O	2016	Ohio State University	Agriculture, Environmental and Development Economics, PhD
Alex Kellogg	2015	University of California, San Diego	Economics, PhD Program
Brett Close	2013	University of Wisconsin	Agriculture and Applied Economics, PhD Program
Chris Fowler	2013	Michigan State University	Economics, PhD Program
Ashvin Gandhi	2013	Harvard University	Economics, PhD Program
Jennifer Good	2013	Fullbright Research Fellow	
Ajay Sridhar	2012	Duke Fuqua School of Business	PhD Program

DEPARTMENT SERVICE

Admissions Committee (2011-2019, 2022-present)
Microtheory Qualifying Exam (2010-present)
Starting the PhD Workshop (2014-present)
The Dissertation Workshop (2014-present)
Academic Job-Placement Workshop (2010-present)
Mock Interviews for Job-Market Students (2011-present)
Faculty Search Chair (2016-2017)
Faculty Search Committee (2012-2013)
Behavioral Economics and Institutions Seminar Organizer (2011-2020)

Guest Lecturer for PP 484 Experimental and Qualitative Methods (2013-2014)
Guest Lecturer for SPE 410 Political Economy (2015)

UNIVERSITY SERVICE

Senior Administrator Review Committee (2022-present)
Committee on Academic Integrity (2022-present)
Academic Standards Committee (2019-2022)
Institutional Review Board (2012-2019)
Research Committee (2016-2018)

SESSIONS AND CONFERENCES ORGANIZED

Session Organizer:

“Suspense and Surprise – Empirical Applications” – American Economics Association Annual Meeting (ASSA, 2023)
“Reducing the Costs of Meat Consumption” – Society for Benefit-Cost Analysis Annual Conference (2021)
“New Evidence on Lifecycle Models of Retirement Saving” – American Economics Association Annual Meeting (ASSA, 2016)

Conference Organizer:

Southwestern Experimental and Behavioral Economics Workshop Co-organizer (2019)
Animal Charity Evaluators Research Workshop (2017)
Claremont Behavioral and Experimental Economics Workshop Co-organizer (2015)

REFEREE SERVICE

National Science Foundation, American Economic Review, Journal of the European Economic Association, Journal of Public Economics, Management Science, RAND Journal of Economics, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Journal of

Economic Psychology, Journal of Health Economics, Economica, Southern Economic Journal, Journal of Behavioral and Experimental Economics, The B.E. Journal of Economic Theory, Advances in Decision Sciences, International Journal of Psychophysiology, Journal of Labor Research, Economic Development, Organizational Behavior and Human Development Processes, Journal of Benefit-Cost Analysis, Journal of Pension Economics and Finance, Nature Communications, Journal of Public Policy and Marketing, Review of Behavioral Economics, Experimental Economics, Behavioral Science and Policy, Royal Society Open Science, Technology Mind and Behavior, Rationality and Society, PCI Registered Reports

PROFESSIONAL ASSOCIATIONS

American Economic Association, Economic Science Association