

# Erin Lea Krupka

## 2016

School of Information  
University of Michigan  
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## EDUCATION

**Carnegie Mellon University, Pittsburgh, PA - Ph.D.** (2007), Behavioral Decision Research  
**Carnegie Mellon University, Pittsburgh, PA - M.S.** (2004) Behavioral Decision Research  
**University of Chicago, Chicago, IL - MPP** (2000) Master of Public Policy  
**Wheaton College, Norton, MA - B.A.** (1997) Comparative Literature and a Wheaton Scholar

## EMPLOYMENT

**School of Information, University of Michigan, 2009 –**  
**IZA, Bonn, Germany -**

Assistant Professor 2009/Present  
Research associate 2007/Present

## PUBLICATIONS

**Articles in refereed journals** (students underlined)

Krupka, E., & R. Croson. (*forthcoming*). The Differential Impact of Social Norms Cues on Charitable Contributions. *Journal of Economic Behavior & Organization*.

Krupka, E., S. Leider & M. Jiang. (*forthcoming*). A Meeting of the Minds: Contracts and Social Norms. *Management Science*.

Zulman, D. M., L. J. Damschroder, R. Smith, P. Resnick, A. Sen, E. Krupka, C. Richardson. (2013). Implementation and Evaluation of an Incentivized Internet-Mediated Walking Program for Obese Adults. *Translational Behavioral Medicine*, 3(4), 357-369.

Gino, F., E. Krupka, & R. Weber. (2013). License to Cheat: Voluntary Regulation and Ethical Behavior. *Management Science*, 59(10), 2187-2203.

Krupka, E. & M. Stephens. (2013). The Stability of Measured Time Preferences. *Journal of Economic Behavior and Organization*, 85, 11-19.

Krupka, E. & R. Weber. (2013). Identifying Social Norms Using Coordination Games: Why Does Dictator Game Sharing Vary?. *Journal of the European Economic Association*, 11(3), 495-524.

Burks, S. V. & E. Krupka. (2012). Behavioral Economic Field Experiments Can Identify Normative Alignments and Misalignments within a Corporate Hierarchy: Evidence from the Financial Services Industry. *Management Science*, 58(10), 203-217.

Krupka, E. & R. Weber. (2009). The Focusing and Informational Effects of Norms on Pro-Social Behavior. *The Journal of Economic Psychology*, 30(3), 307-320.

Lusardi, A., R. Cossa & E. Krupka. (2001). Savings of Young Parents. *Journal of Human Resources*, 36(4), 762-794.

### Refereed Conference Proceedings

Chang, D., E. Krupka, E. Adar, & A. Acquisti. (2016). Design, Perception, and Action: Engineering Information Give-Away. *Proceedings of the 34<sup>th</sup> International Conference on Human Factors in Computing Systems 2016 (CHI 2016)*. San Jose, CA, USA. May 7-11, 2016. (Acceptance rate 22%)

S. Munson, E. Krupka, C. Richardson, & P. Resnick. (2015). Effects of Public Commitments and Accountability in a Technology-Supported Physical Activity Intervention. *Proceedings of the 33rd International Conference on Human Factors in Computing Systems 2015 (CHI 2015)*. Seoul, Korea. April 18-23. (Acceptance rate 25%)

Hullman, J., E. Krupka, & E. Adar. (2015). Evaluating Approaches to Crowd Source Visual Analytics. *Collective Intelligence Conference*

### Other publications

R. Cossa, J. Heckman, E. Kleindorfer (Krupka), D. Maciera & D. Meltzer. (1999). Opportunities for Productive Government Involvement in Health in Argentina. Contracted by the World Bank and prepared for the Secretary of Fiscal Equity of the Argentine Government.

## WORK IN PROGRESS

Anderson, K., K. Song, S. Lee, E. Krupka, H. Lee & M. Park. (2016). Longitudinal Analysis of Normative Energy Use Feedback on Dormitory Occupants' Energy Consumption. *Submitted to Applied Energy, manuscript available online.*

Xu, C. & E. Krupka. (2016). Working With Your Neighbors: Incentives in Networked Coordination Games. *Submitted to Experimental Economics, manuscript available online.*

Yardi Shoenebeck, S. & E. Krupka. (2016). Misperceptions and Misalignments: How Young Adults Overestimate Mobile Phone Use in Everyday Life. *Submitted to Judgment and Decision Making, manuscript available online.*

Chang, D., R. Chen & E. Krupka. (2016) Social Norms and Identity Dependent Preferences. *Manuscript available online.*

Krupka, E., S. Leider, & C. Xu. (2016). Laboratory on the Social Network: Homophily and Peer Influence for Economic Preferences. *Manuscript available online.*

Chen, Y., M. Jiang & E. Krupka. (2016). Hunger: A Direct Test on Economic Decision Making. *Manuscript available online.*

Krupka, E. and R. Croson. (2011). When in Rome: Identifying Social Norms as a Group Phenomenon. *Manuscript available upon request.*

Krupka, E. & S. Leider. (2016). Promises Re-negotiated.

Chang, D. & E. Krupka. (2016). Social Identity and Team Performance.

Adler-Milstein, J., E. Krupka, & J. Kullgren. (2016). Decreasing Overuse of Low-Value Services Through Pre-Visit Physician Commitments.

## GRANTS

### NSF

#### 2015-2017:

Project Title: Collaborative Research: SaTC Eager: Design, Perception, and Action – Engineering Information Give-Away

Directorate: Computer and Information Science and Engineering

Program: Secure and Trustworthy Computing (SaTC)

Award Number: 1537483

Award Amount: \$224,675

Role: **PI**

#### 2012-2016

Project Title: REU Site: Incentive Centered Design

Directorate: Social, Behavioral and Economic Sciences (SBE)

Award Number: 1156469

Award Amount: \$350,000

Role: **PI**

Project title: Eager: The Covenants We Live By: Normative Social Influence on Behavior

Directorate: Social, Behavioral and Economic Sciences (SBE)

Award Number: 1423043

Award Amount: \$55,000

Role: **PI**

### The Donaghue Foundation

#### 2016-2018

Project Title: Provider, Patient, and Health System Effects of Provider Commitments to Choose Wisely

Award Amount: \$600,000

Role: **Co-PI**

### Robert Wood Johnson Foundation

#### 2013-2015

Project Title: Decreasing Overuse of Low-Value Health Care Services Through Physician Precommitment

Award Amount: \$199,417

Role: **Co-PI**

#### 2012-2013

Project Title: Impacts of Public Announcements of Goals and Outcomes on Goal Completion

Award Amount: \$100,000

Role: **Co-PI**

## **University of Michigan (internal)**

### **2015-2016**

Elizabeth Crosby, Award Amount: \$15,609, **PI**

### **2014-2015**

Distinguished Award for Interdisciplinary Sustainability (DOW), Award Amount: \$5,000, **PI**

### **2013-2015**

Office of Research (UMOR), Award Amount: \$25,945, **PI**

Office of the Vice President for Research (OVPR) grant, Amount: \$12,971, **PI**

### **2012-2013**

Elizabeth Crosby, Award Amount: \$12,233, **PI**

### **2011**

Rackham Summer Research support grant, Amount: \$3,000

Office of the Vice President for Research (OVPR), Amount: \$4,000, **PI**

## **Other**

DFG/NSF Travel Grant for Conference on Contextualizing Economic Behavior, 2008

Center for Behavioral Decision Research Small Grants Program, March 2006

Graduate Student Association, Graduate Conference Funding, March 2006

Ford Motor Company Graduate Student Research Grant, February 2006

Ford Motor Company Graduate Student Research Grant, September 2002

GuSH, Graduate Small Project Help, September 2002

## **AWARDS**

### **2010**

University of Michigan School of Information Outstanding Teacher Award

## **TEACHING**

### **2009-present**

Theories of Social Influence (Graduate)

Choice Architecture (Graduate / PhD)

### **2010-present**

Persuasion and Social Influence (Undergraduate)

## **Conferences and Program Participation**

### **Invited Talks**

#### **2016**

NYU Stern School, Collective Intelligence Conference, **Plenary speaker**

Texas A&M University, Economics Department,

The University of Pennsylvania, Department of Philosophy, Politics and Economics

Workshop in Honor of John Van Huyck, Dallas, TX

#### **2015**

University of Cologne, Department of Management, Economics and Social Sciences, **Junior faculty mentoring and seminar speaker**

The University of Michigan Ross Business School, Marketing Department

The University of Nottingham, School of Economics

Pennsylvania State University, Smeal College of Business

University of Massachusetts Amherst, Department of Resource Economics

- University of Michigan, Presidential Inauguration Privacy Symposium
- 2014**  
Indiana University-Purdue University Indianapolis, Indiana University Public Policy Institute  
School of Public and Environmental Affairs, **Round table speaker**  
Florida State University, Economics Department  
University of Zurich (ETH), Economics Department  
University of Michigan, Department of Psychology
- 2013**  
Florida State University, Economics Department
- 2012**  
University of Iowa, **STEM speaker series**  
University of Iowa, Economics Department  
University of Michigan, Ross School of Business and the Erb Institute
- 2011**  
INSEAD Business School, Decision Science and Organizational Behavior Seminar  
University of Michigan, Department of Psychology  
University of Michigan, Ross Business School Inter-disciplinary Committee on Org. Studies  
University of Michigan, Stiet panel discussant on “Research Ethics”  
University of Michigan, Ross Business School  
University of Konstanz, Switzerland  
University of California Berkley, Economics Department
- 2009**  
Erasmus University, School of Economics  
Georgia State University, Andrew Young School
- 2008**  
University of Helsinki, School of Economics  
UT-Dallas, Economics Department  
Contextualizing Economic Behavior, **featured speaker**  
XI Summer School on Economics and Philosophy: Social Norms  
Foundations for Human Social Behavior

### Conference Presentations

- 2016**  
International Conference on Human Factors in Computing Systems (CHI)  
Experimental Science Association  
Behavioral Decision Research in Management
- 2015**  
International Conference on Human Factors in Computing Systems (CHI)  
SaTC Eager Grantees Workshop: “Workshop on Creating Lasting Relationships Among  
Computer Scientists and Social Scientists: What Works and What Doesn’t”  
Behavioral Economics and Health Symposium, University of Pennsylvania Center for Health  
Incentives and Behavioral Economics (CHIBE)  
Social Norms and Institutions, University of Zurich (ETH) sponsored special topics conference  
Allied Social Science Associations Meetings (ASSA / AEA session)  
Experimental Science Association
- 2014**  
Allied Social Science Associations Meetings (ASSA / ESA session)
- 2011**  
Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Allied Social Science Associations Meetings (ASSA / AEA session organizer)

- Experimental Science Association
- 2010**  
Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Experimental Science Association
- 2009**  
Allied Social Science Associations Meetings (ASSA / ESA session organizer)  
Experimental Science Association
- 2008**  
Allied Social Science Associations Meetings (ASSA / ESA)  
Allied Social Science Associations Meetings (ASSA / AEA)  
Experimental Science Association  
Behavioral Decision Research in Management (session organizer and presenter)
- 2007**  
Society for Judgment and Decision Making
- 2006**  
Society for Judgment and Decision Making  
Behavioral Decision Research in Management

## **PhD STUDENTS**

### **Chair**

- Carrie Wenjing Xu  
PhD, Expected graduation 2017, “Essays in Education, Peer Effects and Decision Making”.
- Daphne Chang  
PhD, Expected graduation 2018
- Zhewei Song  
PhD, Expected graduation 2021

### **Committee member**

- Anderson, Kyle  
PhD 2015, “Investigating the Role of Occupants, Complex Contextual factors, And Norms on Residential Energy Consumption”.
- Beer, Ruth  
PhD 2015, “Collaboration in Supply Chains: Design and Effects of Non-Contractual Mechanisms”.
- Jiang, Ming  
PhD 2015, “Essays on Matching and Market Design”

## **SERVICE**

### **Internal Service - School of Information and University of Michigan**

- 2015**  
Mhealthy Committee Member  
Career Proposal Mentor to Jeffrey Kullgren
- 2014**  
MSI (Master at the School of Information) Curriculum Task Force  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program  
Career Proposal Mentor to Jeffrey Kullgren
- 2013**  
The Undergraduate Committee  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program
- 2012**

The Doctoral Committee  
The Undergraduate Task Force  
Faculty Search- Incentive Centered Design  
Specialization coordinator for Incentive Centered Design  
Homecoming activities for School of Information Alums  
Society for Information Management, Policy, Law and Economics (SIMPLE)  
Administer and run the Research Experience (REU) for Undergraduates NSF funded program

**2011**

The Undergraduate Committee  
Interviewed for the School of Information at ASSA  
Teaching Evaluation for Lecturers at the School of Information  
Spoke at the Doctoral Symposium at the School of Information

**2010**

The Undergraduate Committee

**External Service**

2015

Economic Science Association (ESA) Board Member (3 year appointment)

2011

Women's mentoring program at the Institute for the Study of Labor (IZA), Bonn Germany

## **REFeree AND GRANT REVIEWING**

NSF; Journal of European Economic Association; Experimental Economics; Journal of Behavioral Decision Making; Journal of Economic Behavior and Organization; Management Science; Journal of Public Economics; Computer Human Interaction; Games and Economic Behavior; International Journal of Manpower