

Erin Lea Krupka 2018

School of Information
University of Michigan
4322 North Quad
105 S. State St.
Ann Arbor, MI 48109-1285

Phone: (734) 647 - 4856
Email: ekrupka@umich.edu

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,
School of Information, University of Michigan,
IZA, Bonn, Germany -

Associate Professor 2017/Present
Assistant Professor 2009/2017
Research associate 2007/Present

PUBLICATIONS

Articles in refereed journals (students underlined>)

Chen, Y., M. Jiang & E. L. Krupka. (2018). Hunger and the Gender Gap. *Experimental Economics*.

Jenkins, K. R., N. Fakhoury, C. Richardson, M. Segar, E. L. Krupka, J. Kullgren. (*forthcoming*).
Characterizing Employees' Preferences for Incentives for Healthy Behaviors: Examples to Improve
Interest in Wellness Programs. *Health Promotion Practice*.

Kullgren, J., E. L. Krupka, A. Schachter, A. Linden, J. Miller, Y. Acharya, J. Alford, R. Duffy & J. Adler-
Milstein. (2018). Primary Care Clinician Commitments to Choose Wisely About Low-Value Services: A
Mixed-Methods, Stepped Wedge Cluster Randomized Trial. *British Medical Journal Quality and Safety*, 27:
355-364.

Anderson, K., K. Song, S. Lee, E. L. Krupka, H. Lee & M. Park. (2017). Longitudinal Analysis of
Normative Energy Use Feedback on Dormitory Occupants' Energy Consumption. *Applied Energy*,
189, 623-639.

Krupka, E. L., S. Leider & M. Jiang. (2017). A Meeting of the Minds: Contracts and Social Norms.
Management Science, 63(6), 1708-1729.

Krupka, E. L., & R. Croson. (2016). The Differential Impact of Social Norms Cues on Charitable
Contributions. *Journal of Economic Behavior & Organization*, 128, 149-158.

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

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

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

Refereed Conference Proceedings

Chang, D., E. L. Krupka, E. Adar, & A. Acquisti. (2016). Design, Perception, and Action: Engineering Information Give-Away. *Proceedings of the 34th 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. L. 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. L. Krupka, & E. Adar. (2015). Evaluating Approaches to Crowd Source Visual Analytics. *Collective Intelligence Conference*

Other publications

R. Cossa, J. Heckman, E. L. 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

Chang, D., R. Chen & E. L. Krupka. (2017) Rhetoric matters: A social identity explanation for the anomaly of framing. *Submitted (manuscript available on request)*.

Krupka, E. L., S. Leider, & M. Jiang. (2016). Promises-keeping Norms and Renegotiation Behavior. *Manuscript available on request*.

Xu, C. & E. L. Krupka. (2016). Working With Your Neighbors: Incentives in Networked Coordination Games. *manuscript available on request.*

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

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

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

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

GRANTS

NSF

2018-Present

Project Title: Impacts of Heterogeneous Organizational Backgrounds and Social Norms on Employees' Behaviors in Temporary Organizations: Focusing on Safety Behavior in Construction Projects

Directorate: Social, Behavioral and Economic Sci. (SBE) / Social and Economic Sci. (SES)

Program: Science of Organizations

Award Number: 1759199

Award Amount: \$345,181

Role: **Co-PI**

The **intellectual merit** is to extend theories on temporary organizations and organizational identification by identifying the mechanisms through which desirable social norms are translated into organization members' behaviors with the help of organizational identification. Identifying effective managerial actions/strategies to increase workers' project identification contributes to the development of organizational actions/strategies that can overcome heterogeneous organizational backgrounds and short tenure issue in a temporary organization, which eventually will improve employee behaviors like safety. **Broader Impacts:** The proposed research will contribute to developing cost-efficient and durable safety management strategies driven by positive social influence and the enhanced project identification of workers. This benefits the construction industry's competitiveness and a wide variety of temporary organizations (e.g., R&D projects, task force, emergency response teams, international joint venture, and large scale events organizing committee), where multiple organizational backgrounds coexist and conflict with each other, and norms are fragmented. Effective education of students and professionals for climate and social influence-based management approaches increases the competitiveness of the U.S industries.

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**

The **intellectual merit** lies in using experiments to identifying the impact of design on the perception of social norms and subsequent information divulging behavior. We test econometrically an extension of the privacy calculus model that includes a preference for norm compliance, estimating an individual's

willingness to trade-off between privacy preserving behavior and compliance with sharing norms. We demonstrate how tools from different disciplines can be used to enhance understanding of design in cybersecurity and HCI. Finally, the instruments we will design and test may be directly used to safeguard users from responding to malevolent norm-shaping interfaces. The **broader impact** stems from affecting discourse and development of tools for the study of user interfaces as embodiments of social norms and other aspects of the culture and organization that the interface represents.

2012-2016

Project Title: REU Site: Incentive Centered Design

Directorate: Social, Behavioral and Economic Sci. (SBE)

Award Number: 1156469

Award Amount: \$350,000

Role: **PI (since 2012)**

Intellectual merit: This grant provides a diverse group of promising students with a short-term research experience to foster their intellectual growth as scientists, and to provide an important building block for a rewarding long-term career in the fields of social sciences and information technology unified by the incentive-centered design approach. The **broader impacts** are to supplement traditional undergraduate study with access to research experiences as well as a broad range of educational and social activities that forge the participating students into a community of scholars. Second, this program specifically targets those students who come from undergraduate institutions that may not have large research programs as well as students from under-represented populations in STEM fields.

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

Directorate: Social, Behavioral and Economic Sci. (SBE)

Award Number: 1423043

Award Amount: \$55,000

Role: **PI**

Intellectual Merit: This grant advances the study of the impact of social norms on choice by characterizing empirical regularities related to the emergence and transmission of norms and supporting the on-going development and validation of a Norm Elicitation Protocol. One paper is currently in revise and resubmit status and three further projects are in development. **Broader Impacts:** This work can be applied to those who seek to understand and shape behavior in arenas such as consumer, civic, or corporate behavior.

Medical Research Council, UK

2018-Present

Project Title: Using Game Theory to assess the effects of social norms and social networks on adolescent smoking in schools: a proof of concept study

Award Amount: £729,225

Role: **Co-PI**

Intellectual merit: Contrast two school-based smoking prevention interventions among adolescents in the UK and Colombia to test norms-based mechanisms of action, characterize the mechanisms of action of smoking prevention interventions in schools, learning lessons for future intervention research. The **broader impacts** range from improved understanding of underlying mechanisms of population level behavior change interventions, through improving the approaches to their evaluation and informing future policy agendas.

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**

Intellectual Merit: Clinicians' decisions to order potentially unnecessary services -- such as those targeted in the Choosing Wisely® campaign -- are often affected by their high-pressure practice environments, which can make it hard to consistently avoid ordering low-value care. The field of behavioral economics offers a promising and highly scalable approach to decreasing use of low-value services: asking clinicians to commit to avoid ordering such services and providing them and their patients with resources to support adherence to this commitment. We evaluate the effects of such an intervention, which we call Committing to Choose Wisely (CCW), across 2 large health systems through a mixed-methods, stepped wedge cluster randomized trial. In each of the study clinics, clinicians will be invited to commit to following a set of targeted Choosing Wisely recommendations. Clinicians, who make such a commitment, and their patients, will receive access to key resources to support adherence to this commitment. To measure the effects of the intervention, we use clinical automated data and focused medical record review data to examine rates of orders for targeted services before and after the intervention. **Broader Impacts:** We disseminate our findings widely by partnering with the Michigan State Medical Society, a Statewide Health Learning Collaborative, and a National Steering Committee comprised of key stakeholders, including leaders from Choosing Wisely, the American College of Physicians and Consumers Reports.

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**

Intellectual merit: Physicians often make decisions about ordering low-value services during clinical encounters when their thinking can be rushed and susceptible to patient demands. Shifting physicians' decisions about ordering low-value services to the preencounter period when their thinking is slower and more deliberative -- and then inviting precommitment to avoid ordering a low-value service during the upcoming clinical encounter -- offers a highly scalable solution that would readily generalize to a range of care settings. We conduct a mixed-methods stepped wedge cluster randomized trial in primary care clinics. At the start of the control period, physicians will be shown the 3 applicable Choosing Wisely recommendations. In the intervention period, physicians who will be seeing a patient for 1 of the 3 target conditions will be shown the applicable Choosing Wisely recommendation and invited to precommit to avoid ordering a low-value service for that patient. Physicians will remain free to order services at any time without penalty. After the intervention period, we will conduct surveys and semistructured interviews with physicians to gain a deep understanding of their responses to the intervention so as to optimize its design. **Broader Impacts:** through dissemination to practicing communities we have the opportunity to change how care is delivered.

2012-2013

Project Title: Impacts of Public Announcements of Goals and Outcomes on Goal Completion
Award Amount: \$100,000
Role: **Co-PI**

Intellectual Merit: We test the effect of public announcements of physical activity *goals* and of precommitting to announcing the *outcome* through a controlled trial. All participants wear an uploading pedometer and access an online walking program (web interface was designed in-house). Daily step-count targets are exogenously set in an individually tailored way and automatically adjust on a weekly basis. In a between-subject design, subjects are in one of three conditions: goal setting and outcomes of goal attainment both only privately known, public goal setting (announcements are emailed to subjects' friends) and outcomes of goal attainment kept private, public goal setting and outcomes of goal attainment are public (both announcement and outcome are emailed to friends). **Broader Impacts**

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

2010-2011

University of Michigan School of Information Outstanding Teacher Award

TEACHING

2017

Research Methods Seminar (PhD)

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

Workshop on Cultural Transmission and Social Norms, University of East Anglia, Economics

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

2017

Allied Social Science Associations Meetings (ASSA / SABE session)

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

- Jackman, Dana, Department of Natural Resources and Environment, University of Michigan
PhD 2016, “Three Essays on Cooperation, Heterogeneity, Framing, and Beliefs in a Repeated Public Good Dilemma”.
- Anderson, Kyle, Department of Civil Engineering, University of Michigan
PhD 2015, “Investigating the Role of Occupants, Complex Contextual factors, And Norms on Residential Energy Consumption”.
- Beer, Ruth, Ross Business school Department of Business Administration, University of Michigan
PhD 2015, “Collaboration in Supply Chains: Design and Effects of Non-Contractual Mechanisms”.
- Jiang, Ming, School of Information, University of Michigan
PhD 2015, “Essays on Matching and Market Design”.

SERVICE

Internal Service - School of Information and University of Michigan

2016

PhD Curriculum Committee
Large-scale Causal Behavior Analytics and Social Design search committee member

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

2016

Collective Intelligence Organizing Committee

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

