
Born in Boston, 1944, U.S. Citizen
Married to Judith Baron, 1967; son David born 1980

Degrees

B.A., Harvard, Psychology, 1966 (Honors thesis advisor: David Shapiro)
Ph.D., Michigan, Experimental Psychology, 1970 (Thesis advisor: David H. Krantz)

Address: 80 Glenn Ave., Berwyn, PA 19312-1239

E-mail: baron@psych.upenn.edu **URL:** <http://www.sas.upenn.edu/~baron>

Positions

Assistant Professor of Psychology, McMaster University, 1970-74
Assistant and Associate Professor of Psychology, University of Pennsylvania, 1974-85
Professor, University of Pennsylvania, 1985

Member of the Graduate Group, Wharton School, University of Pennsylvania
Secondary appointment, Operations and Information Management (Wharton)
Senior Fellow, Leonard Davis Institute for Health Economics Fellow, Wharton Risk Center

Research Grants on which I was a principal investigator

Mechanisms of visual word recognition (ca. \$6,000/year). National Research Council of Canada, 1970-71, 1971-74, 1974-77 (terminated 1974)

The structure of some complex cognitive skills (\$77,000 total direct costs), National Science Foundation, 1975-77

Acquisition and use of processes for pronouncing printed words (\$4,000), Spencer Foundation (through U. of P.), 1976.

The acquisition of general cognitive skills (\$81,000), National Institute of Mental Health, 1977-80.

Alzheimer's disease questionnaire study (\$105,000), MacArthur Foundation (Co-P.I. with Myrna Schwartz), 1981-83.

Selection of observations in thinking (\$52,000), National Institute of Mental Health, 1982-85.

Heuristics and biases in diagnostic decisions (\$22,000), National Science Foundation (Co-P.I. with John C. Hershey), 1986-87.

Irrational persistence of belief (\$57,000), National Institute of Mental Health, 1986-88.

Moral thinking and its vicissitudes (\$2,500), University of Pennsylvania Research Foundation, 1987 (declined).

The role of insurance, compensation, regulation and protective behavior in decision making about risk and misfortune (\$1,034,000), National Science Foundation (Co-PI with C. Camerer, N. Doherty, J. Hershey, E. Johnson, P. Kleindorfer, & H. Kunreuther), 1988-1991.

The bias toward omissions: Causes, effects on public decisions, individual differences and debiasing (\$35,000 direct), National Science Foundation, 1991-1993.

The measurement and expression of values for public goods (\$5,000), University of Pennsylvania Research Foundation, 1993 (declined).

The measurement and expression of values for public goods (\$94,000 total), National Science Foundation, 1993-1995.

Development of a theory of values and their measurement (\$83,000 direct), National Science Foundation, 1995–1998.

The role of mass media in the perception of racially comparative risk, (\$25,000), Annenberg Public Policy Center (co-PI with Oscar H. Gandy, Annenberg School), 1996–1997.

Elicitation of utilities for cancer treatments (\$17,000), University of Pennsylvania Cancer Center Pilot Projects Program, 1998–1999.

Heuristics for resource allocation (\$40,000), National Science Foundation, 1999–2002.

Can consequence-maximizing authorities inspire trust? (\$25,000), Russell Sage Foundation, 2001–2004.

Evaluation of public actions: attitudes and protected values (\$100,000), Co-PI with Ilana Ritov, United States-Israel Bi-national Science Foundation, 2001–2004.

Inconsistency and bias in thinking about tax reform (\$78,000), (Co-PI with Edward McCaffery) National Science Foundation, 2002–2004.

Trust in computerized decision aids (\$15,000), Russell Sage Foundation, 2004–2006.

Intuitions about punishment and deterrence in law: heuristics, biases, and the role of emotions (\$192,000), Co-PI with Ilana Ritov, United States-Israel Bi-national Science Foundation, 2004–2008.

Activities

Current:

Editor: Judgment and Decision Making, 2006–

Consulting editor: Journal of Behavioral Decision Making, 1991–

Consulting editor: Journal of Legal Analysis, 2007–

Webmaster: Society for Judgment and Decision Making

Computer liaison, Department of Psychology

Past editing:

Associate editor: Medical Decision Making, 1999–2006

Associate editor: Journal of Economic Psychology, 2002–2006

Journal of Experimental Psychology: Human Perception and Performance, 1977–83

Child Development, 1980–87

Journal of Experimental Psychology: General, 1985–1989, 2005–2006

Journal of Experimental Child Psychology, 1989–90

Behavior and Philosophy, 1991–96

Journal of Experimental Psychology: Applied, 1993–2001

Psychological Bulletin, 1998–2002

Medical Decision Making, 1999

Organizational Behavior and Human Decision Processes, 2001–2002

Journal of Economic Psychology, 2001–2002

Other past activities

Organized workshop on very-high-level computer languages and systems, University of Pennsylvania, 1982

Workshop on critical thinking, Philadelphia Association for Teachers in the Humanities, 1986

Workshop on environmental risk and public policy, Program for Assessing and Revitalizing the Social Sciences, University of Pennsylvania, 1988–91

Member, Advisory Committee for Russell Sage Foundation initiative on trust, 2001–2005

Current teaching

Judgments and decisions (graduate and undergraduate, separately)

Behavioral law and economics (advanced undergraduate and graduate, together)

Ph.D. Theses supervised

Ian Thurston. Letter identity and phonemic processing in word comparison: Their relative ordering. 1974.

Floyd Glenn. Orthographic factors in reading for pronunciation and meaning. 1976.

Jacqueline Persons. Thinking processes in thought-disordered psychiatric patients. 1979. (Co-advisor, J. Wishner).

Lola Bogyo. Minor hemisphere reading, or, Reading in deep dyslexia: It's all right. 1979.

Rebecca Treiman. The phonemic analysis ability of preschool children. 1980.

Daniel Reisberg. Cognitive capacity and perceptual judgments: Does it take effort to see? 1980.

John Whyte. Automatization of a motor skill. 1981.

J. David Smith. The child in all of us: Adult access to overall similarity in the classification of multidimensional stimuli, 1982. (Co-advisor, D. G. Kemler).

Kathleen Galotti. Individual differences in syllogistic reasoning. 1983.

Harold Pashler. Attention and the identification of familiar forms. 1985.

Peter C. Badgio. Mechanisms of visual attention. 1986.

Carol A. Smith. Reasoning about hypotheses. 1988.

Jane Beattie. Perceived differences in tradeoff difficulty, 1988.

Deborah E. Frisch. The effect of ambiguity on judgment and choice. 1988.

Stanley M. Schwartz. Constructing a causal Bayesian expert system: A case study in knowledge engineering. 1989.

Iddo Gal. Understanding repeated choices under uncertainty, 1990.

Brian H. Bornstein. The effect of sympathy on attributions of legal liability: legal and Bayesian perspectives. 1991.

Jonathan Haidt. Moral judgment, affect, and culture, or, is it wrong to eat your dog? 1992. (Co-advisor, A. Fiske).

Nicholas P. Maxwell. Preference reversals: The role of customary prices and an edited sample theory. 1992.

Joanne M. Murphy. A follow-up study of delayed readers and an investigation of factors related to their success in young adulthood. 1996 (Graduate School of Education).

Jeremy Bagai. Hedonic value and choice. 1999.

William C. Hale. Adding realism to commons dilemmas: Experiment with exhaustible resources and long-term uncertainty. 1999 (Energy Management and Policy).

Michael M. Siepmann. Disbelieved beliefs: Subjective estimates of bias in probabilistic beliefs and their relations to desire. 1999. (Co-advisor, J. Sabini.)

Andrea D. Gurmankin. Provider-patient communication: Exploring the gap. 2003. (Unofficial co-advisor K. Armstrong).

Helena Szrek. The value of choice in health insurance purchasing. 2005. (Wharton, unofficial co-advisor, advisor Mark Pauly).

Marianne Promberger. Predicting changing preferences: How people think about policy proposals. 2008.

Tess Wilkinson-Ryan. Moral judgment and moral heuristics in breach of contract. 2008.

Min Gong. Group cooperation under uncertainty. 2009. (Co-advisor: Howard Kunreuther.)

Honors

National Science Foundation Graduate Fellowship, 1966–1969
Fellow, American Association for the Advancement of Science, 1980
Fellow, Association for Psychological Science, 1996
Provost's commendation for graduate teaching, 1998
President, Society for Judgment and Decision Making, 2006–2007
Fellow, Eastern Psychological Association, 2009

Publications

Books:

- Baron, J. (1985). *Rationality and intelligence*. New York: Cambridge University Press.
- Baron, J. (1988). *Thinking and deciding*. New York: Cambridge University Press. (2nd edition, 1994; 3rd edition, 2000; 4th edition 2008). (Chinese translation of 3d edition published by Sichuan People's Publishing House, 2004.) (Chinese translation of 4th edition by Liang Zhuyuan, 2009, China Light Industry Press.)
- Baron, J. & Brown, R. V. (Eds.) (1991). *Teaching decision making to adolescents*. Hillsdale, NJ: Erlbaum.
- Baron, J. (1993). *Morality and rational choice*. Dordrecht: Kluwer.
- Mellers, B. A., & Baron, J. (Eds.) (1993). *Psychological perspectives on justice: Theory and applications*. New York: Cambridge University Press.
- Baron, J. (1998). *Judgment misguided: Intuition and error in public decision making*. New York: Oxford University Press.
- Weber, E. U., Baron, J. & Loomes, G. (Eds.) (2000). *Conflict and tradeoffs in decision making: Essays in honor of Jane Beattie*. New York: Cambridge University Press.
- Bazerman, M. H., Baron, J., & Shonk, K. (2001). *You can't enlarge the pie: The psychology of ineffective government*. New York: Basic Books. (Korean translation published 2008.)
- Baron, J. (2006). *Against bioethics*. Cambridge, MA: MIT Press. (Italian translation by Luca Guzzardi published 2008 by Raffaello Cortina Editore, Milan.)

Articles and major book reviews:

- Baron, J. (1966). An EEG correlate of autonomic discrimination. *Psychonomic Science*, 4, 255–6.
- Baron, J. (1969). Temporal ROC curves and the psychological moment. *Psychonomic Science*, 15, 299–300.
- Baron, J. (1971). The threshold for successiveness. *Perception and Psychophysics*, 10, 201–207.
- Baron, J. (1971). Is experimental psychology relevant? *American Psychologist*, 26, 713–716.
- Baron, J. (1973). Division of attention in successiveness discrimination. In S. Kornblum (Ed.), *Attention and performance IV*. New York: Academic Press.
- Baron, J. (1973). Perceptual dependence: evidence for an internal threshold. *Perception and Psychophysics*, 13, 527–533.
- Baron, J., & Thurston, I. (1973). An analysis of the word-superiority effect. *Cognitive Psychology*, 4, 207–228.
- Baron, J. (1973). Phonemic stage not necessary for reading. *Quarterly Journal of Experimental Psychology*, 25, 241–246.
- Baron, J. (1973). Semantic components and conceptual development. *Cognition*, 2, 189–207.
- Baron, J. (1974). Facilitation of perception by spelling constraints. *Canadian Journal of Psychology*, 28, 37–50.
- Lawson, G., Baron, J., & Siegel, L. S. (1974). The role of length and number cues in children's quantitative

- judgments. *Child Development*, 45, 731–736.
- Baron, J., Lawson, G., & Siegel, L. S. (1975). Effects of training and set size on children's judgments of number and length. *Developmental Psychology*, 11, 583–588.
- Baron, J., & Kaiser, A. (1975). Semantic components in children's errors with pronouns. *Journal of Psycholinguistic Research*, 4, 303–316.
- Baron, J. (1975). Effect of inconsistent distinctiveness of artificial semantic features on retrieval speed. *Journal of Psycholinguistic Research*, 4, 317–330.
- Baron, J. (1975). Persistence of rule use in a miniature artificial language. *American Journal of Psychology*, 88, 661–668.
- Baron, J. (1975). Some theories of college instruction. *Higher Education*, 4, 149–172.
- Baron, J. (1975). Successive stages in word recognition. In P. M. A. Rabbitt & S. Dornic (Eds.), *Attention and performance V*. New York: Academic Press.
- Baron, J. & McKillop, B. J. (1975). Individual differences in speed of phonemic analysis, visual analysis, and reading. *Acta Psychologica*, 39, 91–96.
- Baron, J. (1975). Stimuli and subjects in one-tailed tests. *Bulletin of the Psychonomic Society*, 6, 608–610.
- Baron, J., & Strawson, C. (1976). Use of orthographic and word-specific knowledge in reading words aloud. *Journal of Experimental Psychology: Human Perception and Performance*, 2, 386–393.
- Baron, J. (1977). Mechanisms for pronouncing printed words: use and acquisition. In D. LaBerge & S. J. Samuels (Eds.), *Basic processes in reading: perception and comprehension*. Hillsdale, NJ: Erlbaum.
- Barron, R., & Baron, J. (1977). How children get meaning from printed words. *Child Development*, 48, 587–594.
- Baron, J. (1977). What we might know about orthographic rules. In S. Dornic (Ed.), *Attention and performance VI*. Hillsdale, NJ: Erlbaum.
- Baron, J. (1978). The word-superiority effect: perceptual learning from reading. In W. K. Estes (Ed.), *Handbook of learning and cognitive processes*. Vol. 6. Hillsdale, NJ: Erlbaum.
- Baron, J. (1978). Intelligence and general strategies. In G. Underwood (Ed.), *Strategies in information processing*. New York: Academic Press, 1978, pp. 403–450.
- Baron, J., & Hodge, J. (1978). Using spelling-sound correspondences without trying to learn them. *Visible Language (special issue edited by D. Massaro)*, 12, 55–70.
- Baron, J. (1979). Orthographic and word-specific knowledge in children's reading of words. *Child Development*, 50, 60–72.
- Reisberg, D., Baron, J., & Kemler, D. G. (1980). Overcoming Stroop interference: effects of practice on distractor potency. *Journal of Experimental Psychology: Human Perception and Performance*, 6, 140–150.
- Baron, J., Treiman, R., Freyd, J. J., & Kellman, P. (1980). Spelling and reading by rules. In U. Frith (Ed.), *Cognitive processes in spelling*. New York: Academic Press.
- Treiman, R. & Baron, J. (1980). Segmental analysis ability: development and relation to reading. In T. G. Waller & G. E. MacKinnon (Eds.), *Reading research: advances in theory and practice*. Vol. 2. New York: Academic Press.
- Baron, J. & Treiman, R. (1980). Use of orthography in reading and learning to read. In J. Kavanagh & R. Venezky (Eds.), *Orthography, reading, and dyslexia*. Baltimore: University Park Press.
- Treiman, R., Baron, J., & Luk, K. (1980). Speech recoding in silent reading: a comparison of Chinese and English. *Journal of Chinese Linguistics*, 9, 116–125.
- Baron, J. & Treiman, R. (1980). Some problems in the study of differences in cognitive processes. *Memory and Cognition*, 8, 313–321.*
- Baron, J., Freyd, J. J., & Stewart, J. (1980). Individual differences in general abilities useful in solving problems. In R. Nickerson (Ed.), *Attention and performance VIII*. Hillsdale, NJ: Erlbaum.
- Smith, J. D., & Baron, J. (1981). Individual differences in classification of stimuli by dimensions. *Journal*

- of *Experimental Psychology: Human Perception and Performance*, 7, 1132–1145.
- Baron, J. (1981). Reflective thinking as a goal of education. *Intelligence*, 5, 291–309.
- Freyd, P., & Baron, J. (1982). Individual differences in acquisition of derivational morphology. *Journal of Verbal Learning and Verbal Behavior*, 21, 282–295.
- Baron, J. (1982). Personality and intelligence. In R. J. Sternberg (Ed.), *Handbook of human intelligence*. New York: Cambridge University Press.
- Treiman, R. & Baron, J. (1983). Individual differences in spelling: the Phonician-Chinese distinction. *Topics in Learning and Learning Disabilities*, 3, 33–40.
- Treiman, R. & Baron, J. (1983). Phonemic analysis helps children benefit from spelling-sound rules. *Memory and Cognition*, 11, 382–387.
- Treiman, R., Freyd, J. J., & Baron, J. (1983). Phonological recoding and use of spelling-sound rules in reading of sentences. *Journal of Verbal Learning and Verbal Behavior*, 22, 682–700.
- Baron, J. (1985). Reliability and *g*. *Behavioral and Brain Sciences*, 8, 220–221. (Comment on A. R. Jensen’s “The nature of the black-white difference on various psychometric tests: Spearman’s hypothesis.”)
- Baron, J. (1985). What kinds of intelligence components are fundamental? In S. F. Chipman, J. W. Segal, & R. Glaser (Eds.), *Thinking and learning skills. Vol. 2: Research and open questions*. Hillsdale, NJ: Erlbaum, pp. 365–390.
- Baron, J. (1985). Rational plans, achievement, and education. In M. Frese & J. Sabini (Eds.), *Goal directed behavior: the concept of action in psychology*. Hillsdale, NJ: Erlbaum.
- Glatthorn, A. A., & Baron, J. (1985). The good thinker: a model for educational use. In A. Costa (Ed.), *Developing minds: a resource book for teaching thinking*. Alexandria, VA: Association for Supervision and Curriculum Development.
- Persons, J. B., & Baron, J. (1985). Processes underlying formal thought disorder in psychiatric patients. *Journal of Nervous and Mental Disease*, 173, 667–676.
- Baron, J. (1985). The nature of good thinking. In R. Hyman (Ed.), *Thinking processes in the classroom: prospects and programs*. Blackwood, NJ: New Jersey Association for Supervision and Curriculum Development.
- Baron, J., Szymanski, B., Lock, E., & Prywes, N. (1985). An argument for nonprocedural languages. In R. Jerrigan, B. W. Hamill, & D. M. Weintraub (Eds.) *The role of language in problem solving. I*. Dordrecht: North Holland.
- Gaskins, I. W., & Baron, J. (1985). Teaching poor readers to cope with maladaptive cognitive styles. *Journal of Learning Disabilities*, 18, 390–394.
- Baron, J., Badgio, P., & Gaskins, I. W. (1986). Cognitive style and its improvement: A normative approach. In R. J. Sternberg (Ed.), *Advances in the psychology of human intelligence, Vol. 3*. Hillsdale, NJ: Erlbaum.
- Galotti, K. M., Baron, J., & Sabini, J. (1986). Individual differences in syllogistic reasoning: deduction rules or mental models? *Journal of Experimental Psychology: General*, 115, 16–25.
- Baron, J. (1986). Capacities, dispositions, and rational thinking. In R. J. Sternberg & D. K. Detterman (Eds.), *What is intelligence? Contemporary viewpoints on its nature and definition?* Norwood, NJ: Ablex.
- Baron, J. (1986). Tradeoffs among reasons for action. *Journal for the Theory of Social Behavior*, 16, 173–195.
- Baron, J. (1987). An hypothesis about the training of intelligence. In D. N. Perkins, J. Lochhead, & J. Bishop (Eds.), *Thinking: the second international conference*. Hillsdale, NJ: Erlbaum.
- Baron, J. (1987). Second-order uncertainty and belief functions. *Theory and decision*, 23, 25–36.
- Hershey, J. C., & Baron, J. (1987). Clinical reasoning and cognitive processes. *Medical Decision Making*, 7, 203–211.
- Baron, J., & Hershey, J. C. (1988). Outcome bias in decision evaluation. *Journal of Personality and Social Psychology*, 54, 569–579.
- Eisenberg, J. M., Glick, H., Hillman, A. M., Baron, J., Finkler, S. A., Hershey, J. C., Lavizzo-Mourey, R.,

- & Buzby, G. (1988) Measuring the economic impact of perioperative total parenteral nutrition: Principles and design. *American Journal of Clinical Nutrition*, *47*, 382–391.
- Baron, J., & Hershey, J. C. (1988). Heuristics and biases in diagnostic reasoning: I. priors, error costs and test accuracy. *Organizational Behavior and Human Decision Processes*, *41*, 259–279.
- Baron, J., Beattie, J., & Hershey, J. C. (1988). Heuristics and biases in diagnostic reasoning: II. congruence, information, and certainty. *Organizational Behavior and Human Decision Processes*, *42*, 88–110.
- Schwartz, S. M., Baron, J., & Clarke, J. R. (1988). A causal Bayesian model for the diagnosis of appendicitis. In J. F. Lemmer and L. N. Kanal (Eds.), *Uncertainty in Artificial Intelligence, Volume 2*. Dordrecht: North Holland.
- Waldron, I., Baron, J., Frese, M., & Sabini, J. (1988). Activism against nuclear weapons build-up: student participation in the 1984 primary campaigns. *Journal of Applied Social Psychology*, *18*, 826–836.
- Beattie, J., & Baron, J. (1988). Confirmation and matching bias in hypothesis testing. *Quarterly Journal of Experimental Psychology*, *40A*, 269–297.
- Frisch, D., & Baron, J. (1988). Ambiguity and rationality. *Journal of Behavioral Decision Making*, *1*, 149–157.
- Baron, J. (1988). Utility, exchange, and commensurability. *Journal of Thought*, *23*, 111–131.
- Baron, J. (1989). Why a theory of social-intelligence needs a theory of character. In R. S. Wyer & T. K. Srull (Eds.), *Advances in social cognition, Vol. 2: Social intelligence and cognitive assessments of personality*, pp. 61–70. Hillsdale, NJ: Erlbaum.
- Baron, J. (1990). Thinking about consequences. *Journal of Moral Education*, *19*, 77–87.
- Baron, J. (1990). Harmful heuristics and the improvement of thinking. In D. Kuhn (Ed.), *Developmental perspectives on teaching and learning thinking skills*, pp. 28–47. Basel: Karger.
- Baron, J. (1990). Reflectiveness and rational thinking: Response to Duemler and Mayer (1988). *Journal of Educational Psychology*, *82*.
- Ritov, I., & Baron, J. (1990). Reluctance to vaccinate: omission bias and ambiguity. *Journal of Behavioral Decision Making*, *3*, 263–277. (Reprinted in C. Sunstein (Ed.), *Behavioral Law and Economics*. New York: Cambridge University Press, 2000.)
- Schwartz, M. F., Baron, J., & Moscovitch, M. (1990). Symptomatology of Alzheimer-type dementia: Report of a survey-by-mail. In M. F. Schwartz (Ed.), *Modular deficits in Alzheimer-type dementia*, pp. 177–205. Cambridge, MA: MIT–Bradford.
- Spranca, M., Minsk, E., & Baron, J. (1991). Omission and commission in judgment and choice. *Journal of Experimental Social Psychology*, *27*, 76–105. (Reprinted in M. H. Bazerman, Ed., *Negotiation, decision making and conflict management, Vol. 2*, Cheltenham: Edward Elgar, 2005.)
- Baron, J., Baron, J. H., Barber, J. P., & Nolen-Hoeksema, S. (1991). Rational thinking as a goal of therapy. *Journal of Cognitive Psychotherapy* (special issue), *4*, 293–302.
- Baron, J., & Brown, R. V. (1991). Toward improved instruction in decision making to adolescents: A conceptual framework and pilot program. In J. Baron & R. V. Brown (Eds.), *Teaching decision making to adolescents*, pp. 95–122. Hillsdale, NJ: Erlbaum.
- Graumlich, G. & Baron, J. (1991). Teaching decision making in the city: Two experiences. In J. Baron & R. V. Brown (Eds.) *Teaching decision making to adolescents*, pp. 147–159. Hillsdale, NJ: Erlbaum.
- Baron, J. (1991). Beliefs about thinking. In J. F. Voss, D. N. Perkins, & J. W. Segal (Eds.), *Informal reasoning and education*, pp. 169–186. Hillsdale, NJ: Erlbaum.
- Baron, J., Badgio, P., & Ritov., Y. (1991). Departures from optimal stopping in an anagram task. *Journal of Mathematical Psychology*, *35*, 41–63.
- Beattie, J., & Baron, J. (1991). Investigating the effect of stimulus range on attribute weight. *Journal of Experimental Psychology: Human Perception and Performance*, *17*, 571–585.
- Ritov, I., & Baron, J. (1992). Status-quo and omission bias. *Journal of Risk and Uncertainty*, *5*, 49–61.
- Baron, J. (1992). The effect of normative beliefs on anticipated emotions. *Journal of Personality and Social*

- Psychology*, 63, 320–330.
- Hershey, J. C., & Baron, J. (1992). Judgment by outcomes: When is it justified? *Organizational Behavior and Human Decision Processes*, 53, 89–93.
- Baron, J. (1992). Review of *The skills of argument*, by D. Kuhn. *Informal Logic*, 14, 59–67.
- Baron, J. & Norman, M. F. (1992). SATs, achievement tests, and high-school class rank as predictors of college performance. *Educational and Psychological Measurement*, 52, 1047–1055.
- Baron, J., Granato, L., Spranca, M., & Teubal, E. (1993). Decision making biases in children and early adolescents: Exploratory studies. *Merrill Palmer Quarterly*, 39, 23–47.
- Baron, J. & Jurney, J. (1993). Norms against voting for coerced reform. *Journal of Personality and Social Psychology*, 64, 347–355.
- Baron, J., Gowda, R., & Kunreuther, H. (1993). Attitudes toward managing hazardous waste: What should be cleaned up and who should pay for it? *Risk Analysis*, 13, 183–192.
- Ritov, I., Baron, J., & Hershey, J. C. (1993). Framing effects in the evaluation of multiple risk reduction. *Journal of Risk and Uncertainty*, 6, 145–159.
- Haslam, N., & Baron, J. (1993). Rationality and resoluteness. Review of *Rationality and dynamic choice: Foundational explorations*, by E. F. McClennan. *Journal of Mathematical Psychology*, 37, 143–153.
- Baron, J. (1993). Why teach thinking? — An essay. (Target article with commentary.) *Applied Psychology: An International Review*, 42, 191–237.*
- Baron, J. & Ritov, I. (1993). Intuitions about penalties and compensation in the context of tort law. *Journal of Risk and Uncertainty*, 7, 17–33.
- Baron, J. (1993). Heuristics and biases in equity judgments: a utilitarian approach. In B. A. Mellers and J. Baron (Eds.), *Psychological perspectives on justice: Theory and applications*, pp. 109–137. New York: Cambridge University Press.
- Beattie, J., Baron, J., Hershey, J. C., & Spranca, M. (1994). Determinants of decision attitude. *Journal of Behavioral Decision Making*, 7, 129–144.
- Haslam, N., & Baron, J. (1994). Intelligence, personality, and prudence. In R. J. Sternberg & P. Ruzgis (Eds.), *Intelligence and personality*, pp. 32–58. New York: Cambridge University Press.
- Baron, J. (1994). Nonconsequentialist decisions (with commentary and reply). *Behavioral and Brain Sciences*, 17, 1–42.* (Article reprinted in T. Connolly & H. Arkes [eds.], *Judgment and decision making: An interdisciplinary reader*. New York: Cambridge University Press, 2000.) (Also reprinted in N. Chater [ed.], *Judgment and decision making*. New Delhi: Sage, 2009.)
- Asch, D., Baron, J., Hershey, J. C., Kunreuther, H., Meszaros, J., Ritov, I., & Spranca, M. (1994). Determinants of resistance to pertussis vaccination. *Medical Decision Making*, 14, 118–123.
- Baron, J. & Frisch, D. (1994). Ambiguous probabilities and the paradoxes of expected utility. In G. Wright & P. Ayton (Eds.), *Subjective probability*, pp. 273–294. Chichester, Sussex: Wiley.
- Baron, J. & Ritov, I. (1994). Reference points and omission bias. *Organizational Behavior and Human Decision Processes*, 59, 475–498.
- Ritov, I., & Baron, J. (1994). Judgments of compensation for misfortune: the role of expectation. *European Journal of Social Psychology*, 24, 525–539.*
- Baron, J. (1995). Blind justice: Fairness to groups and the do-no-harm principle. *Journal of Behavioral Decision Making*, 8, 71–83.* (Reprinted in P. Stone & M. Cannon [eds.], *Organizational psychology*, vol. 2. Hampshire, UK: Ashgate, 1998.)
- Beattie, J. & Baron, J. (1995). In-kind vs. out-of-kind penalties: preference and valuation. *Journal of Experimental Psychology: Applied*, 1, 136–151.
- Baron, J. (1995). A psychological view of moral intuition. *Harvard Review of Philosophy*, 5, 36–40. Reprinted in S. P. Upham (Ed.), *The space of love and garbage (and other essays from the Harvard Review of Philosophy)*. Chicago: Open Court (2008).
- Baron, J. (1995). Rationality and invariance: Response to Schuman. In D. J. Bjornstad & J. R. Kahn

- (Eds.) *The contingent valuation of environmental resources: methodological issues and research needs*, pp. 145–163. London: Edward Elgar.
- Baron, J. (1995). A theory of social decisions. *Journal for the Theory of Social Behavior*, *25*, 103–114.
- Baron, J. (1995). Myside bias in thinking about abortion. *Thinking and Reasoning*, *1*, 221–235.
- Baron, J. & Schulkin, J. (1995). The problem of global warming from a decision-theoretic perspective. *Social Epistemology*, *9*, 353–368.
- Ritov, I., & Baron, J. (1995). Outcome knowledge, regret, and omission bias. *Organizational Behavior and Human Decision Processes*, *64*, 119–127.
- Baron, J. (1996). Why expected-utility theory is normative, but not prescriptive. *Medical Decision Making*, *16*, 7–9.
- Haidt, J. & Baron, J. (1996). Social roles and the moral judgment of acts and omissions. *European Journal of Social Psychology*, *26*, 201–218.
- Ubel, P. A., DeKay, M. L., Baron, J., & Asch, D. A. (1996). Cost effectiveness analysis in a setting of budget constraints: Is it equitable? *New England Journal of Medicine*, *334*, 1174–1177. (1997 award winner for “Outstanding paper by a young investigator,” Society for Medical Decision Making.)
- Kahn, B. E., & Baron, J. (1996). An exploratory study of choice rules favored for high-stakes decisions. *Journal of Consumer Psychology*, *4*, 305–328.
- Baron, J., & Greene, J. (1996). Determinants of insensitivity to quantity in valuation of public goods: contribution, warm glow, budget constraints, availability, and prominence. *Journal of Experimental Psychology: Applied*, *2*, 107–125.
- Meszaros, J. R., Asch, D. A., Baron, J., Hershey, J. C., Kunreuther, H., & Schwartz-Buzaglo, J. (1996). Cognitive processes and the decisions of some parents to forego pertussis vaccination for their children. *Journal of Clinical Epidemiology*, *49*, 697–703.
- Baron, J., & Maxwell, N. P. (1996). Cost of public goods affects willingness to pay for them. *Journal of Behavioral Decision Making*, *9*, 173–183.
- Gal, I., & Baron, J. (1996). Understanding repeated choices. *Thinking and Reasoning*, *2*, 81–98.
- Baron, J. (1996). Do no harm. In D. M. Messick & A. E. Tenbrunsel (Eds.), *Codes of conduct: Behavioral research into business ethics*, pp. 197–213. New York: Russell Sage Foundation.
- Baron, J. (1996). Norm-endorsement utilitarianism and the nature of utility. *Economics and Philosophy*, *12*, 165–182.
- Ubel, P. A., DeKay, M. L., Baron, J., & Asch, D. A. (1996). Public preferences for efficiency and racial equity in kidney transplant allocation decisions. *Transplantation Proceedings*, *28*, 2997–3002.
- Baron, J. (1997). Allocating specific benefits and burdens. Review of *Local Justice in America* (J. Elster, ed.). *Social Justice Research*, *10*, 83–99.
- Baron, J. (1997). The illusion of morality as self-interest: a reason to cooperate in social dilemmas. *Psychological Science*, *8*, 330–335. (Reprinted in N. Chater [Ed.], *Judgment and Decision Making*. New Delhi: Sage, 2009.)
- Baron, J., & Spranca, M. (1997). Protected values. *Organizational Behavior and Human Decision Processes*, *70*, 1–16.* (Reprinted in M. Bazerman [Ed.], *Negotiation, Decision Making and Conflict Management*. Cheltenham, UK: Edward Elgar, 2003. Also reprinted in L. Kalof & T. Satterfield (Eds.) *The Earthscan Reader in Environmental Values*, 2005.)
- Baron, J. (1997). Political action vs. voluntarism in social dilemmas and aid for the needy. *Rationality and Society*, *9*, 307–326.
- Baron, J. (1997). Biases in the quantitative measurement of values for public decisions. *Psychological Bulletin*, *122*, 72–88.
- Baron, J. (1997). Confusion of relative and absolute risk in valuation. *Journal of Risk and Uncertainty*, *14*, 301–309.
- Baron, J. (1998). Intelligent thinking and the reflective essay. In R. J. Sternberg and W. Williams (Eds.),

- Intelligence, instruction, and assessment*, pp. 133–147. Hillsdale, NJ: Erlbaum.
- Baron, J. (1998). Trust: beliefs and morality. In A. Ben-Ner & L. Putterman (Eds.), *Economics, values, and organization*, pp. 408–418. Cambridge University Press.
- Baron, J., Holzman, G. E., & Schulkin, J. (1998). Attitudes of obstetricians and gynecologists toward hormone replacement. *Medical Decision Making*, *18*, 406–411.
- Gandy, O. H., Jr., & Baron, J. (1998). Inequality: Its all the way you look at it. *Communication Research*, *25*, 505–527.
- Ubel P. A., Baron, J., & Asch D. A. (1999). Social acceptability, personal responsibility, and prognosis in public judgments about transplant allocation. *Bioethics*, *13*, 57–68.
- Baron, J. (1999). Utility maximization as a solution: promise, difficulties, and impediments. *American Behavioral Scientist*, *42*, 1301–1321 (special issue on “Barriers to wiser agreements between environmental and economic concerns,” edited by M. Bazerman and K. Wade-Benzoni).
- Baron, J. (1999). Consumer attitudes about personal and political action. *Journal of Consumer Psychology*, *8*, 261–275 (special issue on “Ethical tradeoffs in consumer decision making,” J. Irwin, Ed.)
- Ritov, I., & Baron, J. (1999). Protected values and omission bias. *Organizational Behavior and Human Decision Processes*, *79*, 79–94.
- Baron, J., & Siepmann, M. (2000). Using web questionnaires for judgment and decision making research. In M. H. Birnbaum (Ed.), *Psychological Experiments on the Internet*, pp. 235–265. New York: Academic Press.
- Ubel, P. A., Baron, J., Nash, B., & Asch, D. A. (2000). Are preferences for equity over efficiency in health care allocation ‘all or nothing’? *Medical Care*, *38*, 366–373.
- Baron, J. (2000). What can we learn from individual differences in reasoning? A review of *Who is rational? Studies of individual differences in reasoning*, by Keith E. Stanovich (Erlbaum, 1999). *Contemporary Psychology: APA Review of Books*, *45*, 253–255.
- Baron, J., & Leshner, S. (2000). How serious are expressions of protected values. *Journal of Experimental Psychology: Applied*, *6*, 183–194.
- Baron, J. (2000). Measuring value tradeoffs: problems and some solutions. In E. U. Weber, J. Baron, & G. Loomes (Eds.) *Conflict and tradeoffs in decision making: Essays in honor of Jane Beattie*. New York: Cambridge University Press.
- Baron, J., Hershey, J. C., and Kunreuther, H. (2000). Determinants of priority for risk reduction: the role of worry. *Risk Analysis*, *20*, 413–428.
- Baron, J. (2000). Can we use human judgments to determine the discount rate? *Risk Analysis*, *20*, 861–868.
- Baron, J. & Miller, J. G. (2000). Limiting the scope of moral obligation to help: A cross-cultural investigation. *Journal of Cross-Cultural Psychology*, *31*, 705–727.
- Baron, J., Wu, Z., Brennan, D. J., Weeks C., & Ubel, P. A., (2001). Analog scale, ratio judgment and person trade-off as utility measures: biases and their correction. *Journal of Behavioral Decision Making*, *14*, 17–34.
- Ubel, P. A., Jepson, C. A., & Baron, J. (2001). The inclusion of patient testimonials in decision aids: Effect on treatment choices. *Medical Decision Making*, *21*, 60–68.
- Ubel, P. A., Baron, J., & Asch, D. A. (2001). Preference for equity as a framing effect. *Medical Decision Making*, *21*, 180–189.
- Ubel, P. A., Loewenstein, G., Hershey, J. C., Baron, J., Mohr, T., Asch, D. A., Jepson, C. (2001). Do nonpatients underestimate the quality of life of chronic health states because of a focusing illusion? *Medical Decision Making*, *21*, 190–199.
- Ubel, P. A., Jepson, C., Baron, J., Mohr, T., McMorrow, S., & Asch, D. A. (2001). Allocation of transplantable organs: do people want to punish patients for causing their illness? *Liver Transplantation*, *7*, 600–607.
- Irwin, J. R., & Baron, J. (2001). Response mode effects and moral values. *Organizational Behavior and*

Human Decision Processes, 84, 177–197.

- Irwin, J. R., & Baron, J. (2001). Values and decisions. In S. J. Hoch & H. C. Kunreuther (Eds.), *Wharton on making decisions*, pp. 243–257.
- Baron, J. (2001). Confusion of group-interest and self-interest in parochial cooperation on behalf of a group. *Journal of Conflict Resolution*, 45, 283–296.
- Baron, J., & Ubel, P. A. (2001). Revising a priority list based on cost-effectiveness: The role of the prominence effect and distorted utility judgments. *Medical Decision Making*, 21, 278–287.
- Greene, J., & Baron, J. (2001). Intuitions about declining marginal utility. *Journal of Behavioral Decision Making*, 14, 243–255.
- Baron, J. (2001). Actively open-minded thinking. In A. Costa (Ed.), *Developing minds: a resource book for teaching thinking* (3d Ed.), pp. 76–79. Alexandria, VA: Association for Supervision and Curriculum Development.
- Baron, J., & Bazerman, M. H. (2002). Enlarging the pie by accepting small losses for large gains. In R. Gowda and J. Fox (Eds.), *Judgments, decisions, and public policy*, pp. 322–352. New York: Cambridge University Press.
- Gurmankin, A. D., Baron, J., Hershey, J. C., & Ubel, P. A. (2002). The role of physicians' recommendations in medical treatment decisions. *Medical Decision Making*, 22, 262–271.
- Ubel, P. A., Richardson, J., & Baron, J. (2002). Exploring the role of order effects in person trade-off elicitation. *Health Policy*, 61, 189–199.
- Royzman, E. B. & Baron, J. (2002). The preference for indirect harm. *Social Justice Research*, 15, 165–184.
- Baron, J., & Ubel, P. A. (2002). Types of inconsistency in health-state utility judgments. *Organizational Behavior and Human Decision Processes*, 89, 1100–1118.
- Baron, J. (2002). Decision theory and its vicissitudes. A review of *Choices, values, and frames*, edited by D. Kahneman and A. Tversky. New York: Cambridge University Press. *Contemporary Psychology: APA Review of books*, 47, 768–770.
- Hershey, J. C., Asch, D. A., Jepson, C., Baron, J., & Ubel, P. A. (2003). Incremental and average cost-effectiveness ratios: Will physicians make a distinction? *Risk Analysis*, 23, 81–89.
- Ubel, P. A., Jepson, C., Baron, J., Hershey, J. C., & Asch, D. A. (2003). The influence of cost-effectiveness information on physicians' cancer screening recommendations. *Social Science and Medicine*, 56, 1727–1736.
- Royzman, E. B., Cassidy, K. W., & Baron, J. (2003). "I know, you know": Epistemic egocentrism in children and adults. *Review of General Psychology*, 7, 38–65.
- Baron, J. (2003). Value analysis of political behavior — self-interested : moralistic :: altruistic : moral. *University of Pennsylvania Law Review*, 151, 1135–1167.
- Asch, D. A., Baron, J., Hershey, J. C., Jepson, C., & Ubel, P. A. (2003). When money is saved by reducing health care costs, where do U.S. primary care physicians think the money goes? *American Journal of Managed Care*, 9, 438–442.
- McCaffery, E. J., & Baron, J. (2003). The Humpty-Dumpty blues: Disaggregation bias in the evaluation of tax systems. *Organizational Behavior and Human Decision Processes*, 91, 230–242.
- Baron, J., Asch, D. A., Fagerlin, A., Jepson, C., Loewenstein, G., Riis, J., Stineman, M. G., & Ubel, P. A. (2003). Effect of assessment method on the discrepancy between judgments of health disorders people have and do not have: A Web study. *Medical Decision Making*, 23, 422–434.
- Damschroder, L. J., Baron, J., Hershey, J. C., Asch, D. A., Jepson, C., & Ubel, P. A. (2004). The validity of person tradeoff measurements: a randomized trial of computer elicitation versus face-to-face interview. *Medical Decision Making*, 24, 170–180.
- Gurmankin, A. D., Baron, J., & Armstrong, K. (2004). The effect of numerical statements of risk on trust and comfort with hypothetical physician risk communication. *Medical Decision Making*, 24, 265–271.
- Baron, J. & Ritov, I. (2004). Omission bias, individual differences, and normality. *Organizational Behavior*

- and *Human Decision Processes*, 94, 74–85.
- Baron, J. (2004). Cognitive biases, cognitive limits, and risk communication. *Journal of Public Policy and Marketing* (special issue edited by Eric Johnson), 23, 7–13.
- Baron, J., & Kemp, S. (2004). Support for trade restrictions, attitudes, and understanding of comparative advantage. *Journal of Economic Psychology*, 25, 565–580.
- Baron, J. (2004). Normative models of judgment and decision making. In D. J. Koehler & N. Harvey (Eds.), *Blackwell Handbook of Judgment and Decision Making*, pp. 19–36. London: Blackwell.
- McCaffery, E. J., & Baron, J. (2004). Framing and taxation: evaluation of tax policies involving household composition. *Journal of Economic Psychology*, 25, 679–705.*
- Gurmankin, A. D., Baron, J., & Armstrong, K. (2004). Intended message versus message received in hypothetical physician risk communication: exploring the gap. *Risk Analysis*, 24, 1337–1347.
- McCaffery, E. J. & Baron, J. (2004). Heuristics and biases in thinking about tax. In *Proceedings of the 96th Annual Conference on Taxation (2003)*, pp. 434–443. Washington: National Tax Association.
- Riis, J., Loewenstein, G., Baron, J., Jepson, C., Fagerlin, A., & Ubel, P. A. (2005). Ignorance of hedonic adaptation to hemo-dialysis: A study using ecological momentary assessment. *Journal of Experimental Psychology: General*, 134, 3–9.
- McCaffery, E. J., & Baron J. (2005). The political psychology of redistribution. *UCLA Law Review*, 52, 1745–1792.
- Baron, J., Altman, N. Y., & Kroll, S. (2005). Parochialism and approval voting. *Journal of Conflict Resolution* 49, 895–907.
- Gurmankin Levy, A., & Baron, J. (2005). How bad is a 10% chance of losing a toe? Judgments of probabilistic conditions by doctors and laypeople. *Memory and Cognition*, 33, 1399–1406.
- Baron, J., & McCaffery, E. J. (2006). Unmasking redistribution (and its absence). In E. J. McCaffery & J. Slemrod (Eds.), *Behavioral Public Finance*, pp. 85–112. New York: Russell Sage Foundation.
- McCaffery, E. J., & Baron J. (2006). Isolation effects and the neglect of indirect effects of fiscal policies. *Journal of Behavioral Decision Making*, 19, 1–14.*
- McCaffery, E. J., & Baron J. (2006). Thinking about tax. *Psychology, Public Policy, and Law*, 12, 106–135.
- Baron, J., Bazerman, M. H., & Shonk, K. (2006). Enlarging the societal pie through wise legislation: A psychological perspective. *Perspectives on Psychological Science*, 1, 123–132.
- Baron, J. (2006). A decision analysis of consent (followed by commentary, pp. 53–73, and reply, W51–W53). *American Journal of Bioethics*, 6, 46–52.
- Baron, J. (2006). Thinking about global warming. *Climatic Change* (special issue on “The psychology of long term risk” edited by A. Todorov and M. Oppenheimer), 77, 137–150.
- Promberger, M., & Baron, J. (2006). Do patients trust computers? *Journal of Behavioral Decision Making*, (special issue in memory of Paul Meehl, edited by O. Morera and R. Dawes), 19, 455–468.
- Baron, J. (2007). Freedom versus control: Comment on “Behavioral decision research, legislation and society: Three cases” by Max H. Bazerman. *Capitalism and Society*, 2 (1), Article 2.
- Szrek, H. & Baron, J. (2007). The value of choice in insurance purchasing. *Journal of Economic Psychology*, 28, 529–544.*
- Baron, J., & McCaffery, E. J. (2008). Starving the beast: The political psychology of budget deficits. In E. Garrett, E. A. Graddy, & H. E. Jackson (Eds.), *Fiscal challenges: An inter-disciplinary approach to budget policy*, pp. 221–239. New York: Cambridge University Press.
- Power, M. L., Baron, J., & Schulkin, J. (2008). Contributing factors to obstetrician-gynecologists’ response to the Women’s Health Initiative Trial of combined hormone therapy. *Medical Decision Making*, 28, 411–418.
- Wilkinson-Ryan, T., & Baron, J. (2008). The effect of conflicting moral and legal rules on bargaining behavior: The case of no-fault divorce. *Journal of Legal Studies*, 37, 315–338.

- Baron, J., & Ritov, I. (2009). Protected values and omission bias as deontological judgments. In D. M. Bartels, C. W. Bauman, L. J. Skitka, & D. L. Medin (Eds.), *Moral Judgment and decision making*, Vol. 50 in B. H. Ross (series editor), *The Psychology of Learning and Motivation*, pp. 133–167. San Diego, CA: Academic Press.
- Royzman, E. B., Leeman, R. F. & Baron, J. (2009). Unsentimental ethics: Toward a content-specific account of the moral-conventional distinction. *Cognition*, *112*, 159–274.
- Wilkinson-Ryan, T., & Baron, J. (2009). Moral judgment and moral heuristics in breach of contract. *Journal of Empirical Legal Studies*, *6* 405–423.
- Baron, J. & Ritov, I. (2009). The role of probability of detection in judgments of punishment. *Journal of Legal Analysis*, *1*, 553–590.
- Baron, J. (in press). Cognitive biases in moral judgments that affect political behavior. (Special issue of *Synthese* on the foundations of the decision sciences, edited by H. Arló-Costa & J. Helzner).
- Baron, J. (in press). Review of *Nudge: Improving decisions about health, wealth, and happiness*, by Richard H. Thaler and Cass R. Sunstein. *Journal of Behavioral Decision Making*.
- Baron, J. (in press). Parochialism about the safety of imports. In C. Coglianese, A. Finkel, & D. Zaring (Eds.), *Import safety: Regulatory governance in the global economy*. Philadelphia: University of Pennsylvania Press.
- Baron, J. (in press). Looking at individual subjects in research on judgment and decision making (or anything). *Acta Psychologica Sinica*. (Special issue on “Methodological concerns of the experimental behavioral researcher: Questions and answers,” edited by S. Li).
- Baron, J., & Szymanska, E. (in press). Heuristics and biases in charity. In D. M. Oppenheimer & C. Y. Olivola (Eds). *Experimental approaches to the study of charity*. London: Taylor and Francis.
- Gong, M., Baron, J., & Kunreuther, H. (in press). Group cooperation under uncertainty. *Journal of Risk and Uncertainty*.
- Baron, J. (in press). Belief overkill in political judgments. *Informal Logic* (special issue on Psychological Approaches to Argumentation and Reasoning, edited by L. Rips).
- Baron, J. (draft). Parochialism as a result of cognitive biases. To appear in A. K. Woods, R. Goodman, & D. Jinks (Eds.), *Understanding social action, promoting human rights*. Oxford: Oxford University Press.

* lead article.

Working papers: <http://www.sas.upenn.edu/~baron>

Brief book reviews, commentary, and articles also published in:

Almanac (University of Pennsylvania)
American Scientist
APS Observer
Behavioral and Brain Sciences
Cahiers de Psychologie Cognitive
Canadian Medical Association Journal
Contemporary Psychology
Educational Leadership
Education Week
Human Intelligence Newsletter
Inquiry
Journal of Behavioral Decision Making
Journal of Economic Literature
Journal of General Internal Medicine
Journal of Policy Analysis and Management
Journal of Social and Biological Structures
J/DM Newsletter
Newsday
SMDM Newsletter

Organizational Behavior and Human Decision Processes
Science
Thinking Skills Newsletter (Pennsylvania)
The Washington Post