

CURRICULUM VITAE

Jack B. Soll
(January 2009)

Office Address

Duke University
The Fuqua School of Business
One Towerview Drive
Box 90120
Durham, NC 27708-0120

Office Phone

(919) 660-7858

Email Address

jsoll@duke.edu

Academic Positions

2005-present, Assistant Professor of Management, Fuqua School of Business, Duke University
1997-2005, Assistant, then Associate Professor of Decision Sciences, INSEAD
2004-2005, Visiting Associate Professor, Operations and Information Management Department,
The Wharton School, University of Pennsylvania
2003-2004, Visiting Scholar, Fuqua School of Business, Duke University
Summers 2001, 2004, Visiting Associate Professor of Behavioral Science, University of Chicago
Booth School of Business
1994, Lecturer, University of Chicago Booth School of Business
1988-90, Research Associate, Harvard Business School

Education

1997, PhD (behavioral science), The University of Chicago Booth School of Business
Dissertation topic: Lay Theories of Information: Beliefs about the Value of Redundancy
Committee: Chip Heath, Robin M. Hogarth, Joshua Klayman, Richard P. Larrick (chair)
1996, MBA (business economics), The University of Chicago Booth School of Business
1988, BA (economics), magna cum laude, Carleton College

Research Interests

Confidence in judgment and overconfidence
Combining opinions
Group decision making
Methods for improving judgment and decisions
Environmental decision making

Publications

- Soll, J. B. (1996). Determinants of Overconfidence and Miscalibration: The Roles of Random Error and Ecological Structure. *Organizational Behavior and Human Decision Processes*, 65, 117-137.
- Heath, C. & Soll, J. B. (1996). Mental Budgeting and Consumer Decisions. *Journal of Consumer Research*, 23, 40-52.
- McKenzie, C. R. M. & Soll, J. B. (1996). Which Reference Class is Evoked? *Behavioral and Brain Sciences*, 19, 34-35.
- Soll, J. B. (1999). Intuitive Theories of Information: Beliefs About the Value of Redundancy. *Cognitive Psychology*, 38, 317-346.
- Klayman, J., Soll, J. B., González-Vallejo, C., & Barlas, S. (1999). Overconfidence: It Depends on How, What, and Whom You Ask. *Organizational Behavior and Human Decision Processes*, 79, 216-247.
- Soll, J. B. & Klayman, J. (2004). Overconfidence in Interval Estimates. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 299-314. [lead article]
- Klayman, J., Soll, J. B., Juslin, P., & Winman, A. (2006). Subjective Confidence and the Sampling of Knowledge. In K. Fiedler & P. Juslin (Eds.), *In the Beginning there is a Sample: Information Sampling as a Key to Understanding Adaptive Cognition* (pp.153-182). Cambridge, UK: Cambridge University Press.
- Larrick, R. P., & Soll, J. B. (2006) Intuitions about Combining Opinions: Misappreciation of the Averaging Principle. *Management Science*, 52, 111-127.
- Larrick, R. P., Burson, K. A., & Soll, J. B. (2007) Social Comparison and Confidence: When Thinking You're Better than Average Predicts Overconfidence (and When it Does Not). *Organizational Behavior and Human Decision Processes*, 102, 76-94.
- Larrick, R. P., & Soll, J. B. (2008) The MPG illusion. *Science*, 320, 1593-1594.
- Soll, J. B., & Larrick, R. P. (in press) Strategies for revising judgment: How (and how well) people use others' opinions. *Journal of Experimental Psychology: Learning, Memory, and Cognition*.

Selected Work in Progress

- The wisdom of small crowds (with R. Larrick & A. Mannes)
- Case-based versus distributional thinking: Implications for assessing uncertainty (with J. Klayman)
- Advice-taking, power, and self evaluations (with K. See, E. Morrison, & N. Rothman)
- Similarity extrapolation: Projection of preferences as a function of observed agreement (with V. Noguti)
- 1.4 Heads are Better than One: The Benefits of Combining Opinions from One Person (with K. Burson, R. Larrick, & X. Zhu)
- Outlier opinions in groups (with J. Payne & L. Benson)

Conference Presentations (*presenter)

- *Heath, C., & Soll, J. B. (1993, November). *A Theory of Mental Budgeting*. Society for Judgment and Decision Making, Washington, D.C.
- *Soll, J. B. & Heath, C. (1993) *Mental Accounting for Costs: The Budgeting Process for Consumer Expenses*. TIMS/ORSA, Chicago.
- *Soll, J. B. (1994, November). *Determinants of Overconfidence*. Society for Judgment and Decision Making, St. Louis.
- *Soll, J. B. (1995, August). *Averaging Probability Judgments: Who and How Many People to Ask?* European Association for Decision Making (SPUDM-15), Jerusalem.
- *Soll, J. B. (1997, August). *Information Seeking and Prediction: The Preference for Redundancy*. European Association for Decision Making, Leeds, England.
- *Soll, J. B. & Klayman, J. (1997, November). *An Unbiased Test of the Hard-Easy Effect in Confidence Judgments*. Society for Judgment and Decision Making, Philadelphia.
- *Soll, J. B. (June 1998). *Why (and When) Do People Solicit Redundant Opinions?* Behavioral Decision Research in Management, Miami.
- *Soll, J. B., & Larrick, R. P. (1999, November). *The 80/20 Rule and the Revision of Judgment in Light of Another's Opinion: Why Do We Believe Ourselves So Much?* Society for Judgment and Decision Making, Los Angeles.
- *Soll, J. B. & Klayman, J. (2000, July). *Explaining Extreme Overconfidence on Interval Questions*. Joint meeting of the Experimental Psychology Society and the Canadian Society for Brain, Behavior, and Cognitive Science, Cambridge, England.
- *Soll, J. B., & Larrick, R. P. (2001, August) *Incorporating another person's judgments: How, and how well, do we use advice?* European Association for Decision Making (SPUDM-18), Amsterdam.
- *Klayman, J., & Soll, J. B. (2002, May) *Why is there overconfidence in subjective confidence intervals?* Small Group Meeting on Information Sampling as a Key to Understanding Adaptive Cognition in an Uncertain Environment, Heidelberg, Germany.
- *Soll, J. B., & Larrick, R. P. (2002, May) *Combining Opinions: Why Don't People Average?* Behavioral Decision Research in Management Conference, Chicago.
- *Soll, J. B., & Larrick, R. P. (2002, July) *Strategies for Combining Opinions*. IFORS 2002, Edinburgh, Scotland.
- *Soll, J. B. & Klayman, J. (2002, November). *Why is there overconfidence in subjective confidence intervals?* INFORMS, San Jose, California. Also presented at Society for Judgment and Decision Making (2002 meeting), Kansas City, Missouri.
- *Soll, J. B., & Larrick, R. P. (2003, May). *Intuitive Strategies for Revising Opinions: Are people appropriately influenced by others?* Conference on Information Aggregation in Decision Making. Held at University of Maryland.

- *Larrick, R. P. & Soll, J. B. (2003, May). *Lay Intuitions about Combining Quantitative Judgments*. Conference on Information Aggregation in Decision Making. Held at University of Maryland.
- *Soll, J. B., & Klayman, J. (2003, October). *Subjective Impressions of Objective Distributions*. INFORMS, Atlanta.
- *Soll, J.B., Larrick, R. P., & Zhu, X. (2006, June). *The Wisdom of the Crowd in the Mind*. Behavioral Decision Research in Management, Santa Monica, California.
- *Larrick, R. P., Soll, J. B., & Mannes, A. E. (2006, June). *The futility of chasing the expert*. Behavioral Decision Research in Management Conference, Santa Monica, California.
- Soll, J. B., *Larrick R. P., & Burson, K. A. (2006, August). *Social comparison and confidence: When thinking you're better than average predicts overconfidence*. Paper session on "Self-Regulation and Job Performance." Academy of Management Conference, Atlanta.
- *Soll, J. B., & Klayman, J. (2006, September). *Sampling, Overconfidence, and Consumer Decisions*. Association for Consumer Research, Orlando, Florida.
- *Soll, J. B., Larrick, R. P., & Mannes, A. (2006, October). *Averaging Opinions: When Does it Work Well, and When Do People Do it?* INFORMS, Pittsburgh.
- Soll, J. B., *Mannes, A. E., & Larrick, R. P. (2006, November). *Average or chase? Errors in the use of advice*. Society for Judgment and Decision Making Conference, Houston, Texas.
- *Soll, J. B., Larrick, R. P., & Mannes, A (2007, August). *Strategies for Combining Opinions*. European Association for Decision Making (SPUDM-21), Warsaw.
- *Noguti, V., & Soll, J. B. (2007, October). *Inferences of Interpersonal Preference Similarity Based on Unrelated Product Categories*. Association for Consumer Research, Memphis.
- *Soll, J. B., Larrick, R. P., & Mannes, A. (2008, April). *The Wisdom of Small Crowds*, Behavioral Decision Research in Management, San Diego, California.
- *Soll, J. B., Larrick, R. P., & Mannes, A. (2008, November). *When Smaller Crowds are Wiser*, Society for Judgment and Decision Making, Chicago.
- *Larrick, R. P., & Soll, J. B. (November, 2008). *The MPG illusion: Improving fuel efficiency judgments through GPM*. Society for Judgment and Decision Making Pre-Conference on "Using Human Nature to Improve Human Life," Chicago, IL.

Invited Colloquia

City University, London, Psychology Department (1998)
University College, London, Psychology Department (1998)
Max Planck Institute (Berlin), Center for Adaptive Behavior and Cognition (2002)
University of Arizona, Eller College of Management (2002)
Duke University, Fuqua School of Business (2004)
University of North Carolina, Kenan-Flagler Business School (2004)
University of Virginia, Darden School of Business (2004)
Ohio University, Psychology Department (2004)
University of Pennsylvania, Wharton School (2004)
University of California, San Diego, Rady School of Business (2005)
University of Maryland, Psychology Department (2005)

Editorial Board Member

Journal of International Business Studies (2003-2006)
Organizational Behavior and Human Decision Processes (2007-present)

Reviewer

Acta Psychologica
Association for Consumer Research
Decision Analysis
International Journal of Forecasting
Journal of Behavioral Decision Making
Journal of Consumer Research
Journal of Economic Psychology
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
International Journal of Forecasting
Journal of Marketing Research
Management Science
Marketing Letters
Personality and Social Psychology Bulletin
Psychological Review
Psychological Science
Psychometrika
Psychonomic Bulletin and Review
Rationality and Society
Theory and Decision

Ph.D. Committees

Valeria Noguti, INSEAD, Ph.D. completed in 2006 (co-chair)
Al Mannes, Fuqua (committee member, Ph.D. in progress)

Teaching Experience

Managerial Effectiveness (Global EMBA), Fuqua School of Business
Managerial Decision Making (MBA, EMBA), INSEAD and Chicago Booth
Managerial Intuition and Decision Making (Executive seminars), Duke CE, INSEAD
Decision Science (EMBA), INSEAD
Negotiations (MBA, undergraduate), Chicago Booth, The Wharton School
Behavioral Decision Theory (PhD), INSEAD
Applied Statistics (MBA), INSEAD

Service

Duke University Academic Council (2007 - present)
Coordinator of Duke Management & Organizations Seminar Series (2006 - present)
Faculty instructor for Blue Devil Weekend mock class (Spring, 2008)
Rapporteur (intermediary between a faculty under review and the evaluation committee, INSEAD)
Coordinator of Behavioral Brownbag Workshop (INSEAD)
MBA admissions committee (INSEAD)
MBA committee (INSEAD)
Behavioral Lab committee (INSEAD)

Honors and Fellowships

1987, Chicago Business Fellow
1988, Phi Beta Kappa
1990-93, The University of Chicago Fellowship
1993-94, Hillel J. Einhorn Memorial Fellowship, Chicago Booth
July 2000, Nominated for the Outstanding Teacher Award, core MBA program, INSEAD

Professional Affiliations

American Psychological Association
American Psychological Society
Association for Consumer Research
Decision Analysis Society
Institute for Operations Research and Management Science
Society for Judgment and Decision Making
European Association for Decision Making