

## CURRICULUM VITAE

**Jack B. Soll**  
(July 2010)

### **Office Address**

Duke University  
The Fuqua School of Business  
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### **Academic Positions**

2009-present, Associate Professor of Management, Fuqua School of Business, Duke University.

2005-2009, 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, Graduate School of Business, University of Chicago.

1994, Lecturer, Graduate School of Business, University of Chicago.

1988-90, Research Associate, Harvard Business School.

### **Education**

1997, PhD (behavioral science), Graduate School of Business, The University of Chicago.

1996, MBA (business economics), Graduate School of Business, The University of Chicago.

1988, BA (economics), magna cum laude, Carleton College, Minnesota.

### **Research Interests**

Descriptive and prescriptive approaches to combining judgments

Group decision making

Developing methods for improving judgment

Confidence in judgment, and understanding sources of overconfidence/underconfidence

## 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. (2009). Strategies for revising judgment: How (and how well) people use others' opinions. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 35, 780-805.
- Feiler, D. C., & Soll, J. B. (2010). A blind spot in driving decisions: How neglecting costs puts us in overdrive. *Climatic Change*, 98, 285-290.
- Soll, J. B., & Mannes, A. E. (forthcoming). Judgmental aggregation strategies depend on whether the self is involved. *International Journal of Forecasting*.

## Working Papers

See, K. E., Rothman, N. B., Morrison, E. W., & Soll, J. B. Powerful and unpersuaded: The implications of power for confidence and advice taking.

This paper won the *Best Empirical Paper Award* in the Conflict Management Division at the Academy of Management, August 2010.

Soll, J.B., Keeney, R. L., Larrick, R. P. Consumers' understanding of credit card debt: Shortcomings and solutions.

## Manuscripts in preparation

Outliers in groups. (with Al Mannes, Lehman Benson, and John Payne)

The wisdom of small crowds. (with Al Mannes and Rick Larrick)

## Popular Press

Soll, J. B., & Larrick, R. P. (2009). You know more than you think: How to tap the wisdom of the crowd in your head. *Scientific American Mind* (online edition).

## Conference Presentations

Heath, C., & Soll, J. B. (November 1993). A theory of mental budgeting. Society for Judgment and Decision Making, Washington, D.C.

Soll, J. B. & Heath, C. (November 1993) Mental Accounting for Costs: The budgeting process for consumer expenses. TIMS/ORSA, Chicago.

Soll, J. B. (November 1994). Determinants of overconfidence. Society for Judgment and Decision Making, St. Louis.

Soll, J. B. (August 1995). Averaging probability judgments: Who and how many people to ask? European Association for Decision Making, Jerusalem.

Soll, J. B. (August 1997). Information seeking and prediction: The preference for redundancy. European Association for Decision Making, Leeds, England.

Soll, J. B. & Klayman, J. (November 1997). 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. (November 1999). 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. (July 2000). 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. (August 2001) 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. (May 2002) 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. (May 2002) Combining Opinions: Why don't people average? Behavioral Decision Research in Management Conference, Chicago.

Soll, J. B., & Larrick, R. P. (July 2002) Strategies for combining opinions. IFORS 2002, Edinburgh, Scotland.

Soll, J. B. & Klayman, J. (November 2002). 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. (May 2003). 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. (May 2003). Lay intuitions about combining quantitative judgments. Conference on Information Aggregation in Decision Making. Held at University of Maryland.

Soll, J. B., & Klayman, J. (October 2003). Subjective impressions of objective distributions. INFORMS, Atlanta.

Soll, J.B., Larrick, R. P., & Zhu, X (June 2006). The wisdom of the crowd in the mind. Behavioral Decision Research in Management, Santa Monica, California.

Larrick, R. P., Soll, J. B., & Burson, K. A. (August 2006). 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. (September 2006). Sampling, overconfidence, and consumer decisions. Association for Consumer Research, Orlando, Florida.

Soll, J.B., Larrick, R. P., & Mannes, A. E. (October 2006). Averaging opinions: When does it work well, and when do people do it? INFORMS, Pittsburgh.

Soll, J.B., Larrick, R. P., & Mannes, A. E. (August 2007). 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.

Soll, J. B., & Klayman, J. (May 2009). Overconfidence and the representation of uncertainty. Association for Psychological Science, San Francisco.

Soll, J. B., Larrick, R. P., & Mannes, A. E. (May 2009). Intuitive strategies for aggregating opinions. Association for Psychological Science, San Francisco.

Larrick, R. P., & Soll, J. B. (August, 2009). The MPG Illusion. American Psychological Association, Toronto.

Soll, J. B., Larrick, R. P., & Mannes, A. E. (October 2009). When it comes to wisdom, smaller crowds are wiser. Association for Consumer Research, Pittsburgh.

Soll, J. B., Mannes, A. E., Benson, L., & Payne, J. P. (November 2009). Outliers in groups: Most valuable but least heard. Society for Judgment and Decision Making, Boston.

## **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 (2004)  
University of North Carolina, Kenan-Flagler School (2004)  
University of Virginia, Darden School (2004)  
Ohio University, psychology department (2004)  
University of Pennsylvania, Wharton School (2004)  
University of California, San Diego, Rady School (2005)  
University of Maryland, psychology department (2005)  
University of Arizona, Eller College of Management (2010)  
University of Toronto, Rotman School (2010)  
University of North Carolina, Chapel Hill (2010)

## **Dissertation Committees**

Valeria Noguti, INSEAD (2006, co-chair)  
Al Mannes, Fuqua School of Business, Duke University (2009)

## **Teaching Experience**

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

## **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, Journal of Personality and Social Psychology, Management Science, Marketing Letters, Personality and Social Psychology Bulletin, Psychological Review, Psychological Science, Psychometrika, Psychonomic Bulletin and Review, Quarterly Journal of Experimental Psychology, Rationality and Society, Social Sciences and Humanities Research Council of Canada, Strategic Management Journal, Theory and Decision*

## **Service**

Duke University Academic Council (2007- present)

Management Area Ph.D. Committee (2008-present)

Coordinator of Duke Management & Organizations Seminar Series (2006 - 2009)

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, University of Chicago GSB

July 2000, Nominated for the Outstanding Teacher Award, core MBA program, INSEAD

## **Professional Affiliations**

American Psychological Association

American Psychological Society

Association for Consumer Research

Institute for Operations Research and Management Science

Society for Judgment and Decision Making

European Association for Decision Making