

CURRICULUM VITAE

Jack B. Soll
(January 2018)

Office Address

Duke University
The Fuqua School of Business
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Academic Positions

Duke University, Fuqua School of Business

2009-present, Associate Professor of Management (tenured in 2011)
2005-2009, Assistant Professor of Management
2003-2004, Visiting Scholar

INSEAD

2000-2005, Associate Professor of Decision Sciences
1997-2000, Assistant Professor of Decision Sciences

University of Pennsylvania, The Wharton School of Business

2004-2005, Visiting Associate Professor of Operations and Information Management

The University of Chicago Graduate School of Business

2001 & 2004, Visiting Associate Professor of Behavioral Science
1994, Lecturer in Behavioral Science

Education

The University of Chicago Graduate School of Business

Ph.D., 1997, behavioral science
MBA, 1996, business economics

Carleton College

B.A., 1988, economics

Research Interests

Combining opinions
Group decisions and advice taking
Confidence & overconfidence
Debiasing and improving decision making

Manuscripts in the Review Process

Soll, J. B., Palley, A. B., Rader, C. A., Advice taking, accuracy, and overconfidence.

Comerford, D., & Soll, J. B. Being better off and not knowing it: Affective bias and judgments of trend.

Selected Work in Progress

Neglect of epistemic uncertainty causes overprecision in judgment (with Joshua Klayman, Don Moore, and Asa Palley)

The social distribution of knowledge: Perceptions versus reality (with Sara Wingrove)

Aggregation of opinions in small groups (with Al Mannes, John Payne, and Lehman Benson)

Knowledge bias in decision making: Exploring whether and when people favor "blinding" in evaluative contexts (with Sean Fath and Richard Larrick)

Do as I say, not as I do: Individuals choose to follow their intuition, but recommend others follow a process. (with Martha Jeong and Julia Minson)

Journal Articles and Chapters

Palley, A. B. & Soll, J. B. Extracting the wisdom of crowds when information is shared. *Management Science* (forthcoming).

Rader, C. A., Larrick, R. P., & Soll, J. B. (2017) Advice as a form of social influence: Informational goals and the consequences for accuracy. *Social and Personality Psychology Compass*, 11, e12329. doi:10.1111/spc3.12329

Soll, J. B. and Milkman, K. L. & Payne, J. W. (2016) A User's Guide to Debiasing. *Wiley-Blackwell Handbook of Judgment and Decision Making*. G. Keren and G. Wu (Eds.).

Rader, C. A., Soll, J. B., & Larrick, R. P. (2015) Pushing away from representative advice: Advice taking, Anchoring, and Adjustment. *Organizational Behavior and Human Decision Processes*, 130, 26-43.

Larrick, R. P., Soll, J. B., & Keeney, R. L. (2015). Designing better energy metrics for consumers. *Behavioral Science & Policy*, 1, 63-76.

-A modified version appears as Chapter 4 in D. Willis, W. W. Braham, K. Muramoto, & D. A. Barber (Eds.) *Energy Accounts: Architectural Representations of Energy, Climate, and the Future* (pp. 29-41). New York: Routledge.

Soll, J. B., Milkman, K. L., & Payne, J. W. (2015). Outsmart your own biases. *Harvard Business Review*, 93, 65-71.

- Reprinted in several curated HBR publications, including *HBR's 10 Must Reads: The Definitive Management Ideas of the Year from Harvard Business Review*, 2016.

Mannes, A. E., Soll, J. B., & Larrick, R. P. (2014). The wisdom of select crowds. *Journal of Personality and Social Psychology*, 107, 276-299.

-Finalist for the 2016 Decision Analysis Society Publication Award

- Soll, J. B., Keeney, R. L., & Larrick, R. P. (2013). Consumer misunderstanding of credit card use, payments, and debt: Shortcomings and solutions. *Journal of Public Policy and Marketing*, 32, 66-81.
- Larrick, R. P., Mannes, A. E., & Soll, J. B. (2012). The social psychology of the wisdom of crowds. In J. I. Krueger (Ed.), *Frontiers of Social Psychology: Social Psychology and Decision Making*. New York: Psychology Press.
- Soll, J. B., & Mannes, A. E. (2011). Judgmental aggregation strategies depend on whether the self is involved. *International Journal of Forecasting*, 27, 81-102.
- See, K. E., Rothman, N. B., Morrison, E. W., & Soll, J. B. (2011). The detrimental effects of power on confidence, advice taking, and accuracy. *Organizational Behavior and Human Decision Processes*, 116, 272-285.
- 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., & 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.
- Larrick, R. P., & Soll, J. B. (2008). The MPG illusion. *Science*, 320, 1593-1594.
- 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. (2006) Intuitions about combining opinions: Misappreciation of the averaging principle. *Management Science*, 52, 111-127.
- 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.
- Soll, J. B. & Klayman, J. (2004). Overconfidence in interval estimates. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 299-314.
- 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. (1999). Intuitive theories of information: Beliefs about the value of redundancy. *Cognitive Psychology*, 38, 317-346.
- McKenzie, C. R. M. & Soll, J. B. (1996). Which reference class is evoked? *Behavioral and Brain Sciences*, 19, 34-35.
- Heath, C. & Soll, J. B. (1996). Mental budgeting and consumer decisions. *Journal of Consumer Research*, 23, 40-52.
- 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.

Other Publications

Soll, J. B., Mannes, A. E., & Larrick, R. P. (2013). The “wisdom of crowds” effect. In H. Pashler (Ed.), *Encyclopedia of Mind*. Sage Publications.

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

Jeong, M., Minson, J., & Soll, J. B. (November, 2018). “Do as I say, not as I do”: Individuals trust their own intuition, but recommend others to follow a process. Society for Judgment and Decision Making, Austin.

Rittich, J. C., Schultze, T., Soll, J. B., & Larrick, R. P. (November, 2018). The potential of complex integration strategies in quantitative judgment. Poster presented at the Society for Judgment and Decision Making, Austin.

Soll, J. B., Klayman, J., Moore, D., & Palley, A. B. (June, 2017). Explaining overprecision in judgment. Advances in Decision Analysis, Austin.

Soll, J. B., Palley, A. B., & Rader, C. A. (March, 2017). Advice taking, accuracy, and metaknowledge. International Convention of Psychological Science, Vienna.

Soll, J. B., Klayman, J., Moore, D., & Palley, A. B. (November, 2016). Neglect of Epistemic Uncertainty Causes Overprecision in Judgment. Society for Judgment and Decision Making, Boston.

Soll, J. B., Palley, A. B., & Rader, C. A. (November, 2015). Measuring the influence of advice. Society for Judgment and Decision Making, Chicago.

Soll, J. B., Palley, A. B., Rader, C. A., Bang, M. (November, 2014). Measuring advice taking. INFORMS, San Francisco.

Palley, A. B., & Soll, J. B. (November, 2014). Eliciting and Aggregating Forecasts When Information is Shared. Society for Judgment and Decision Making, Long Beach. *Also presented at INFORMS*.

Rader, C. A., Soll, J. B., & Larrick, R. P. (November, 2014). Pushing away from non-expert advice: A comparison of advice sequences and advisor expertise. Society for Judgment and Decision Making, Long Beach.

Soll, J. B., Mannes, A. E., & Larrick, R. P. (November, 2013). The wisdom of small crowds. INFORMS, Minneapolis.

Palley, A., Grushka-Cockayne, Y., Lichtendahl, C., & Soll, J. B. (November, 2013). Aggregating and distilling the wisdom of competitive crowds. INFORMS, Minneapolis.

Soll, J. B. & Larrick, R. P. (November, 2012). Combining the intuitive and analytic mind. INFORMS, Phoenix.

Comerford, D. A. & Soll, J. B. (November, 2012). Direct versus implied judgments of economic trends. Society for Judgment and Decision Making, Minneapolis.

- Soll, J. B. (June 2012). Discussant for paper session on “Role of intermediaries in debt resolution,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, Colorado.
- Rader-Baquero, C. A, Soll, J. B., and Larrick, R. P. (June, 2012) Taking advice when you can’t form your own opinion. Behavioral Decision Research in Management, Boulder, Colorado.
- Soll, J. B., & Kay, M. (November, 2011). Losing versus Gaining Information: Implications for Confidence and Accuracy. INFORMS, Charlotte.
- Larrick, R. P., Keeney, R. L., & Soll, J. B. (November, 2011). Better metrics for energy decisions. INFORMS, Charlotte.
- Soll, J. B., Keeney, R. L., & Larrick, R. P. (June 2011). Consumers’ understanding of credit card debt: Shortcomings and solutions. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, Colorado.
- Soll, J. B., Mannes, A. E., Benson, L., & Payne, J. P. (November 2010). Opinion aggregation in small groups. INFORMS, Austin, Texas.
- 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.
- 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.
- Larrick, R. P., & Soll, J. B. (August 2009). The MPG Illusion. American Psychological Association, Toronto.
- 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.
- Soll, J. B., Larrick, R. P., & Mannes, A. (November 2008). When smaller crowds are wiser, Society for Judgment and Decision Making, Chicago.
- Soll, J. B., Larrick, R. P., & Mannes, A. (April 2008). The wisdom of small crowds, Behavioral Decision Research in Management, San Diego, California.
- Noguti, V., & Soll, J. B. (October 2007). Inferences of interpersonal preference similarity based on unrelated product categories. Association for Consumer Research, Memphis.
- Soll, J.B., Larrick, R. P., & Mannes, A. E. (August 2007). Strategies for combining opinions. European Association for Decision Making (SPUDM-21), Warsaw.
- 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., & Klayman, J. (September 2006). Sampling, overconfidence, and consumer decisions. Association for Consumer Research, Orlando, Florida.
- 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., Larrick, R. P., & Zhu, X (June 2006). The wisdom of the crowd in the mind. Behavioral Decision Research in Management, Santa Monica, California.
- Soll, J. B., & Klayman, J. (October 2003). Subjective impressions of objective distributions. INFORMS, Atlanta.
- 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.
- 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. & 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. (July 2002). Strategies for combining opinions. IFORS 2002, Edinburgh, Scotland.
- 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. (August 2001). Incorporating another person's judgments: How, and how well, do we use advice? European Association for Decision Making (SPUDM-18), Amsterdam.
- 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. (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. (June 1998). Why (and When) Do People Solicit Redundant Opinions? Behavioral Decision Research in Management, Miami.
- 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. (August 1997). Information seeking and prediction: The preference for redundancy. European Association for Decision Making, Leeds, England.
- Soll, J. B. (August 1995). Averaging probability judgments: Who and how many people to ask? European Association for Decision Making, Jerusalem.
- 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.

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

Selected Invited Talks and Colloquia

University of Göttingen, Psychology (2017)

Erasmus University, Bayesian Crowd Workshop (2017)

Harvard Kennedy School, Regulatory Policy Seminar (2016)

University of Chicago, Booth School of Business, Behavioral Science (2014)

INSEAD, Decision Sciences (2014)

Universitat Pompeu Fabra, Department of Economics and Business (2014)

Max Planck Institute for Human Development (2014)

Carnegie Mellon University, Tepper School of Business (2013)

University of Virginia, Darden School, Dana Clyman Seminar (2013)

University of Pennsylvania, Wharton School, Decision Processes Seminar (2013)

University of California, Irvine, Symposium on the Wisdom of the Crowd (2013)

University of Colorado, Leeds School of Business, Marketing (2013)

Center for Community Capital, University of North Carolina, Chapel Hill (2012)

Federal Deposit Insurance Corporation, Consumer Research Symposium, Washington (2011)

University of Toronto, Rotman School, Marketing (2010)

University of North Carolina, Chapel Hill, Psychology (2010)

University of Arizona, Eller College of Management (2010)

Teaching

Courses Taught

Consequential Leadership (C-LEAD 1, MBA core), Fuqua School of Business
Critical Thinking and Collaboration (MQM core), Fuqua School of Business
Leadership, Ethics, and Organizations (MBA core), Fuqua School of Business
Foundations of Management and Organizations (MMS core), Fuqua School of business
Managerial Effectiveness (Global EMBA), Fuqua School of Business
Managerial Decision Making (MBA, EMBA), INSEAD and University of Chicago GSB
Managing People and Performance (Duke Management Program), Fuqua School of Business
Managerial Intuition and Decision Making (Executive seminars), Fuqua, 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

Dissertation Committees

Devin Hargrove, Fuqua School of Business, Duke University (2017)
Asa Palley, Fuqua School of Business, Duke University (2016, co-chair)
Christina Rader, Fuqua School of Business, Duke University (2015)
Min Kay, Fuqua School of Business, Duke University (2013)
Daniel Feiler, Fuqua School of Business, Duke University (2012)
Albert Mannes, Fuqua School of Business, Duke University (2009)
Valeria Noguti, INSEAD (2006, co-chair)

Reviewing

Editorial Boards

Management Science, Associate Editor (2018 – present, Decision Analysis Department)
Decision Analysis (2011 – present)
-also served as acting associate editor
Journal of Behavioral Decision Making (2012 – present)
Journal of International Business Studies (2003 – 2006)
Journal of Marketing Behavior (2013-present)
Journal of Personality and Social Psychology, Attitudes & Social Cognition (2017 – present)
Organizational Behavior and Human Decision Processes (2007 – 2015)

Ad Hoc Reviewer, Journals

Acta Psychologica, Behavioral Science & Policy, California Management Review, Decision Analysis, Ergonomics, European Journal of Social Psychology, International Journal of Forecasting, Journal of Applied Psychology, Journal of Behavioral Decision Making, Journal of Consumer Psychology, 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, Journal of Experimental Social Psychology, International Journal of Forecasting, Journal of Marketing Research, Journal of Personality and Social Psychology, Journal of Public Policy & Marketing, Judgment and Decision Making, Management Science, Marketing Letters, Marketing Science, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, PNAS, Psychological Review, Psychological Science, Psychometrika, Psychonomic Bulletin and Review, Quarterly Journal of Experimental Psychology, Rationality and Society, Strategic Management Journal, Theory and Decision, Topoi

Other Ad Hoc Reviewing

Association for Consumer Research, Behavioral Decision Research in Management Conference, German Israeli Foundation for Scientific Research and Development, Israel Science Foundation, National Science Foundation, Social Sciences and Humanities Research Council of Canada, Society for Judgment and Decision Making

Other Service Activities

Program Committee, Society for Judgment and Decision Making 2011-2015 (Chair, 2014)
Program Committee, Behavioral Decision Research in Management Conference, 2012, 2014, 2016
Academic Council, Duke University, 2007-2013, 2015-2017
Campus Sustainability Committee, Duke University, 2012-2016
- Communications Subcommittee 2012-2014
- Materials Management Subcommittee, 2015-2016
Institutional Review Board (IRB), Duke University, 2017 - present
MQM committee (ad hoc), Fuqua, 2015-2016
Management Area Ph.D. Committee, Fuqua, 2008-present
Fuqua Faculty Advisory Committee, 2010-2011
Coordinator of Management Area Seminar Series, Fuqua, 2006-2009
Blue Devil Weekend mock class instructor, Fuqua, Spring 2008
Workshop coordinator, INSEAD
MBA admissions committee, INSEAD
MBA committee, INSEAD
Behavioral Lab committee, INSEAD

Awards

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

August 2010, Best Empirical Paper Award, Conflict Management Division, Academy of Management (for work with Kelly See, Elizabeth Morrison, and Naomi Rothman).

November, 2016, Finalist, Decision Analysis Society Publication Award (for work with Al Mannes and Rick Larrick)

Professional Affiliations

Society for Judgment and Decision Making, Association for Psychological Science, Decision Analysis Society, Institute for Operations Research and Management Science