

ALICEA (ALLIE) LIEBERMAN  
alicea.lieberman@rad.ucsds.edu

## ACADEMIC POSITIONS

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Postdoctoral Scholar, Marketing 2021-Present  
Rady School of Management, University of California, San Diego

## EDUCATION

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Ph.D., Marketing 2020  
Rady School of Management, University of California, San Diego

M.P.H., Health Behavior 2010  
Gillings School of Public Health, University of North Carolina at Chapel Hill

B.A., International Relations (Minors: Psychology, Spanish) 2008  
The George Washington University

## RESEARCH INTERESTS

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Consumer Behavior, Behavior Change, Health Behavior, Judgment and Decision Making, Policy, Social Influence

## JOURNAL PUBLICATIONS

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**Lieberman, Alicea** and Kristen Duke (2020), "Why We're Incentivized by Discounts and Surcharges," *Harvard Business Review*. <https://hbr.org/2020/02/research-why-were-incentivized-by-discounts-and-surcharges?>

**Lieberman, Alicea**, Kristen Duke, and On Amir (2019), "How Incentive Framing Can Harness the Power of Social Norms," *Organizational Behavior and Human Decision Processes*, 151, 118-131.

**Lieberman, Alicea** and Juliana Schroeder (2019), "Two Social Lives: How Differences Between Online and Offline Interaction Influence Social Outcomes," *Current Opinion in Psychology*, 30, 16-21.

**Lieberman, Alicea**, Ayelet Gneezy, Emily Berry, Stacie Miller, Mark Koch, Bijal A. Balasubramanian, Keith Argenbright, and Samir Gupta (2019), "Financial Incentives to Promote Colorectal Cancer Screening: A Longitudinal Randomized Control Trial," *Cancer, Epidemiology, Biomarkers & Prevention*, 28, 1902-1908.

Jetelina, Katelyn, Joshua Yudkin, Stacy Miller, Emily Berry, **Alicea Lieberman**, Samir Gupta, and Bijal Balasubramanian (2019), "Patient-reported Barriers to Completing a Diagnostic Colonoscopy Following Abnormal Fecal Immunochemical Test Among Uninsured Patients," *Journal of General Internal Medicine*, 9, 1730-1736.

Jager, Mark, [and 10 others, including **Alicea Lieberman**] (2019), "Mailed Outreach is Superior to Usual Care Alone for Colorectal Cancer Screening in the United States: A Systematic Review and Meta-Analysis," *Digestive Diseases and Sciences*, 64, 2489-2496.

Gupta, Samir, [and 16 others, including **Alicea Lieberman**] (2016), "Financial Incentives for Promoting Colorectal Cancer Screening: A Randomized, Comparative Effectiveness Trial," *American Journal of Gastroenterology*, 111, 1630-1636.

Kim, Annice. E., Tim Hopper, Sean Simpson, Jim Nonnemaker, **Alicea Lieberman**, Heather Hansen, and Lauren Porter (2015), "Using Twitter Data to Gain Insights into E-cigarette Marketing and Locations of Use: An Inveigilance Study," *Journal of Medical Internet Research*, 17, e251.

Robles, Brenda, Jon L. Blitstein, **Alicea Lieberman**, Noel C. Barragan, Lauren N. Gase, and Tony Kuo (2015), “The Relationship Between Amount of Soda Consumed and Intention to Reduce Soda Consumption Among Adults Exposed to the Choose Health LA ‘Sugar Pack’ Health Marketing Campaign,” *Public Health Nutrition*, 18, 2582-2591.

Kim, Annice E., **Alicea Lieberman**, and Daniel Dench (2014), “Crowdsourcing Data Collection of the Retail Tobacco Environment: Case Study Comparing Data From Crowdsourced Workers to Trained Data Collectors,” *Tobacco Control*, 24, e6-e9.

## MANUSCRIPTS UNDER REVIEW

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**Lieberman, Alicea**, On Amir, and Andrea C. Morales, “Tangential Immersion: Increasing Persistence in Low-Attention Behaviors,” revising for 3rd round review at *Journal of Consumer Research*.

**Lieberman, Alicea**, On Amir, and Ziv Carmon, “Stuck in a Rut: The Behavioral Entrenchment Effect,” revising for 2nd round review at *Journal of Marketing Research*.

**Lieberman, Alicea**, On Amir, and Juliana Schroeder, “A Voice Inside My Head: The Psychological and Behavioral Consequences of Consumer Technologies,” revising for 3rd round review at *Organizational Behavior and Human Decision Processes*.

**Lieberman, Alicea**, Ayelet Gneezy, Emily Berry, Stacie Miller, Mark Koch, Keith Argenbright, and Samir Gupta, “Procrastination Hinders Cancer Screening: Evidence From a Large Field Experiment,” under review at *Scientific Reports*.

## WORKING PAPERS

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Williams, Elanor F., On Amir, and **Alicea Lieberman**, “Perspective Neglect: Inadequate Perspective Taking Limits Consumer Coordination,” in preparation for submission to *Judgment and Decision Making*.

Mazar, Asaf, Guy Itzhakov, **Alicea Lieberman**, and Wendy Wood, “The Unintentional Nonconformist: Habits Promote Resistance to Social Influence,” in preparation for submission to *Journal of Experimental Social Psychology*.

## OTHER PUBLICATIONS AND BOOK CHAPTERS

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**Lieberman, Alicea** and Juliana Schroeder (2020), “Increasing Social Connection While ‘Social Distancing,’” *The Behavioral Scientist*: <https://behavioralscientist.org/increasing-social-connection-while-social-distancing-during-coronavirus/>

**Lieberman, Alicea**, Andrea C. Morales, and On Amir (2019), “Collecting Data From the Field: Using Field Experiments and Experiments-In-the-Field to Increase Research Validity,” In Handbook of Research Methods in Consumer Psychology, eds. P. Herr, P. & N. Schwarz. Abingdon, UK: Routledge.

## SELECTED RESEARCH IN PROGRESS

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“Talent all Around: Community Talent Increases Gratitude, Awe, and Social Connection,” with Cassie Mogilner, Rachel Gershon, and Tayler Bergstrom.

“The Illegal = Effective Heuristic,” with Rachel Gershon and Sydney Scott.

“Using Targeted Incentives to Improve Blood Pressure Control,” with Uri Gneezy and Mike Fuccillo.

“Project Fitbit: Increasing Use of Wearable Devices,” with Uri Gneezy, Steve Steinhubl, Job Godino, and Katie Baca-Motes.

“Leveraging Quantitative FIT to Increase Follow-up for Abnormal Screening,” with Ayelet Gneezy, Sheila Castaneda, and Samir Gupta.

## SELECTED PRESS COVERAGE

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“How Incentive Framing Can Harness the Power of Social Norms”

- Press Interview: I discussed this work on The Intuitive Customer Podcast with Ryan Hamilton and Colin Shaw (<https://beyondphilosophy.com/how-small-changes-can-alter-customer-behavior/>)
- Media Coverage: Beyond Philosophy (<https://beyondphilosophy.com/the-impact-of-incentives-on-consumer-behavior/>)

“Increasing Social Connection While ‘Social Distancing’”

- Media Coverage: Berkeley Haas Newsroom (<https://newsroom.haas.berkeley.edu/research/four-tips-for-keeping-genuine-connections-online-while-socially-distancing/>)
- Media Coverage: The National Law Review (<https://www.natlawreview.com/article/virtual-mediation-part-2-challenge-establishing-trust-0>)

“Using Targeted Incentives to Improve Blood Pressure Control”

- Media Coverage: Yahoo Finance (<https://finance.yahoo.com/news/nih-partners-wellcare-wellth-program-133000191.html>)

## AWARDS AND GRANTS

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AMA CBSIG Rising Star Award	2020-2021
AMA-Sheth Doctoral Consortium Fellow	2019
SDSU/UCSD Cancer Center Comprehensive Partnership U54 Pilot Grant	2018
SJDM Student Poster Award: Honorable Mention	2017
Frontiers in Innovation Scholars Program Fellowship Award	2017-2018
UCSD 2016 GSA Interdisciplinary Research Award	2016
Arison School of Business PhD Summer Institute	2016
Travel Grant, UCSD Graduate Student Association	2016, 2018
Doctoral Fellowship	2015-present
Research Triangle Institute Annual Award	2011-2013
Research Triangle Institute Distinguished Spot Award	2012
Department of Health Behavior Academic Scholarship	2009-2010
Ethel Jean Jackson Award, UNC Department of Health Behavior	2009
Order of Omega Leadership Honor Society	2005-2008
George Washington University Dean’s List	2005-2008
George Washington University Presidential Academic Scholarship	2004-2008

## CONFERENCE PRESENTATIONS

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### ORGANIZED SYMPOSIA

- “Causes, Consequences, and Alleviation of Boredom,” (2020), *Society for Consumer Psychology*, Huntington Beach, CA.
- “Behavior Change Challenges: Understanding When and Why People Fail (Or Succeed) to Engage in Beneficial Behaviors” (2018), *Society for Consumer Psychology*, Dallas, TX.
- “The Psychological Consequences of Technological Advances” (2018, with Juliana Schroeder), *Society for Personality and Social Psychology*, Atlanta, GA.

“Changing for the Better: When and Why People Fail (or Succeed) to Engage in Beneficial Behavior Change” (2017), *Association for Consumer Research*, San Diego, CA.

“Marketing Actions that Change Behavior” (2016, with Kristen Duke), *Society for Consumer Psychology*, St. Pete’s Beach, FL.

#### **PAPER PRESENTATIONS** (\*presenter)

\***Lieberman, Alicea**, Ayelet Gneezy, Emily Berry, Keith Argenbright, and Samir Gupta (2020), “Testing the Role of Motivation and Procrastination in Colorectal Cancer Screening,” Paper presented at Association for Consumer Research, virtual.

\***Lieberman, Alicea**, On Amir, and Andrea Morales (2020), “The Paradox of Tangential Immersion,” Paper presented at Society for Consumer Psychology, Huntington Beach, CA.

\***Lieberman, Alicea**, Ayelet Gneezy, and Samir Gupta (2019), “Using Behavioral Insights to Increase Colorectal Cancer Screening,” Paper presented at Society for Judgment and Decision Making, Montreal, Canada.

\***Lieberman, Alicea**, Ayelet Gneezy, and Samir Gupta (2019), “Using Behavioral Insights to Increase Colorectal Cancer Screening,” Paper presented at Behavioral Insights into Business for Social Good, Vancouver, Canada.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2018), “How Incentive Framing Can Harness the Power of Social Norms,” Paper presented at Society for Judgment and Decision Making, New Orleans, LA.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2018), “How Incentive Framing Can Harness the Power of Social Norms,” Paper presented at Association for Consumer Research, Dallas, TX.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2018), “Simulating Social Closeness: The Psychological Consequences of Consumer Technologies,” Paper presented at Behavioral Decision Research in Management, Cambridge, MA.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2018), “How Incentive Framing Can Harness the Power of Social Norms,” Paper presented at Behavioral Decision Research in Management, Cambridge, MA.

**Lieberman, Alicea**, On Amir, and \*Juliana Schroeder (2018), “Simulating Social Closeness: The Psychological Consequences of Consumer Technologies,” Paper presented at Society for Personality and Social Psychology, Atlanta, GA.

\***Lieberman, Alicea**, On Amir, and Ziv Carmon (2018), “The Entrenchment Effect,” Paper presented at Society for Consumer Psychology, Dallas, TX.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2017), “Simulating Social Closeness: The Psychological Consequences of Consumer Technologies,” Paper presented at Society for Judgment and Decision Making, Vancouver, Canada.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2017), “Simulating Social Closeness: The Psychological Consequences of Consumer Technologies,” Paper presented at Psychology of Technology, Berkeley, CA.

\***Lieberman, Alicea**, On Amir, and Ziv Carmon (2017), “The Entrenchment Effect,” Paper presented at Association for Consumer Research, San Diego, CA.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2017), “How the Framing of Incentive Policies Can Harness the Power of Social Norms,” Paper presented at Behavioral Science and Policy Association, New York, NY.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2017), “A Voice Inside your Head”: Listening to Messages Via Headphones Increases Immersion, Presence, Positive Impression, and Generosity,” Paper presented at Society for Consumer Psychology, San Francisco, CA.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2016), “A Voice Inside your Head”: Listening to Messages Via Headphones Increases Immersion, Presence, Positive Impression, and Generosity,” Paper presented at Association for Consumer Research, Berlin, Germany.

Williams, Elanor F., On Amir, and \***Alicea Lieberman** (2016), “Perspective Neglect: Inadequate Perspective Taking Limits Consumer Coordination,” Paper presented at Society for Judgment and Decision Making, Boston, MA.

**Lieberman, Alicea** and \*Wendy Liu (2016), “Risk Taking in Socially Responsible Investing,” Paper presented at Behavioral Decision Research in Management, Toronto, Canada.

**Lieberman, Alicea**, \*Kristen Duke, and On Amir (2016), “Norm Inferences: The Hidden Influence of Incentive Framing,” Paper presented at Society for Consumer Psychology, St. Pete Beach, FL.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2015), “Norm Inferences: The Hidden Influence of Incentive Framing,” Paper presented at Society for Judgment and Decision Making, Chicago, IL.

## POSTER PRESENTATIONS

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2017), “How the Framing of Incentive Policies Can Harness the Power of Social Norms,” Poster presented at Society for Judgment and Decision Making, Vancouver, CA.

– SJDM Student Poster Award: Honorable Mention

\***Lieberman, Alicea**, Ayelet Gneezy, and Samir Gupta (2017), “Increasing Colorectal Cancer Screening Among the Underserved,” Poster presented at The Science of Habits: Behavior Change Interventions for Health Habits, Catalina, CA.

\***Lieberman, Alicea**, On Amir, and Juliana Schroeder (2016), “A Voice Inside your Head”: Listening to Messages Via Headphones Increases Immersion, Presence, Positive Impression, and Generosity,” Poster presented at Society for Judgment and Decision Making, Boston, MA.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2016), “Norm Inferences: The Hidden Influence of Incentive Framing,” Poster presented at the Society for Judgment and Decision Making SPSP Preconference, San Diego, CA.

Williams, Elanor F., On Amir, and \***Alicea Lieberman** (2016), “Encouraging People to Consider Others’ Perspectives Helps Them Optimize Decisions about Scarce Resources,” Poster presented at Society for Judgment and Decision Making SPSP Preconference, San Diego, CA.

\***Lieberman, Alicea**, Kristen Duke, and On Amir (2016), “Norm Inferences: The Hidden Influence of Incentive Framing,” Poster presented at The Science of Habits: The Habit Driven Consumer, Catalina, CA.

## INVITED PRESENTATIONS

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Yale University, Yale School of Management	November 2020
Cornell University, SC Johnson College of Business	November 2020
University of California, Los Angeles, Anderson School of Management	November 2020
Texas A&M University, Mays Business School	November 2020
San Diego State University, Fowler College of Business	October 2020
Columbia University, Columbia Business School	October 2020

## TEACHING EXPERIENCE

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**University of California, San Diego**

2020

Head Teaching Assistant

- Hold workshops; train and support graduate student teaching assistants.

**University of California, San Diego**

2015-present

Graduate Teaching Assistant

- New Product Development (MBA; Prof: Michael Meyer; Spring 2020)
- Core Marketing (MBA; Prof: Peter McGraw; Winter 2020)
- Lab to Market (MBA; Profs: On Amir and Michael Meyer; Winter 2017, Spring 2017, Winter 2019)
- Social Media Marketing (MBA; Prof: Evan Weingarten; Fall 2018)
- Managerial Judgment and Decision Making (MBA; Prof: Yuval Rottenstreich; Fall 2016)
- Topics in Innovation (Masters/PhD; Prof: On Amir; Spring 2016)
- Marketing Research (MBA; Prof: Kenneth Wilbur; Winter 2016)
- Research for Marketing Decisions (MBA; Prof: On Amir; Fall 2015)
- Introduction to Marketing (undergraduate; Prof: Tina Klein; Spring 2015)

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**PROFESSIONAL EXPERIENCE**

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**RTI International, Research Triangle Park, NC**

2010-2014

Research Analyst/Project Manager

- Designed, managed, and implemented evaluations of state and federal behavior-change marketing campaigns on a variety of health topics.

**UNC Translational Research and Clinical Sciences Institute, Chapel Hill, NC**

2009-2010

Graduate Research Assistant

- Developed online research trainings for university and community researchers in an effort to build research capacity for the NC Translational Research and Clinical Sciences Institute.

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**SERVICE AND AFFILIATIONS**

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Conference Reviewer

- ACR and SCP (2018-present)
- HICSS-51 (2017)

Conference Volunteer

- ACR San Diego (2017)
- SCP San Francisco (2017)

Professional Affiliations

- Association for Consumer Research (ACR)
- Behavioral Decision Research Management (BDRM)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDMM)