

Curriculum Vita

June, 2016

Barry Schwartz

Born: 15 August 1946

Academic History

B.S. New York University, June, 1968

M.A. University of Pennsylvania, June, 1969 (Psychology)

Ph.D. University of Pennsylvania, August 1971 (Psychology)

Honors and Scholarships

New York University Scholar, 1964-1968

New York State Regents Scholar, 1964-1968

Graduated from New York University *Magna Cum Laude* with Highest Honors in Psychology, 1968

National Science Foundation pre-Doctoral Fellow, 1968-1971

Society Memberships

Phi Beta Kappa, 1968

Sigma Xi, 1971

American Psychological Association, 1973; Fellow of Division 25, 1990

Eastern Psychological Association, 1973

Psychonomic Society, 1973

American Association for the Advancement of Science, 1973

American Psychological Society, 1989; Fellow, 2004

Society for Personality and Social Psychology, 2001

Editorial PositionsEditor, *Journal of the Experimental Analysis of Behavior*, 1973-1976; 1977-1979Editor, *Psychological Science*, 1995-Editor, *Behavior and Philosophy*, 1997-Editor, *Perspectives on Psychological Science*, 2005-**Grants and Awards**

National Science Foundation grant BMS 73-01402: Key pecking in pigeons as both operant and respondent, 1974-1977.

James McKeen Cattell Award, 1978-1979.

National Science Foundation grant BMS 78-15461: Effects of contingent rewards on the stereotypy and flexibility of complex sequences of behavior, 1978-1981.

National Science Foundation grant BNS-8206670: Organization of complex sequences of behavior, 1982-1985.

Eugene M. Lang Faculty Fellowship, 1986-87.

Alfred P. Sloan Foundation Grant for the New Liberal Arts, 1987-1988.

Award for outstanding book of 1986 given by the Athenaeum of Philadelphia.

Brand Blanshard Fellowship, 1990-1991.

John and Catherine T. MacArthur Foundation grant to study the relation between morality and health, 1990-1994.

Pennsylvania Humanities Council Commonwealth Speaker, 1994-1995.

Award for outstanding book of 1994 given by the Athenaeum of Philadelphia.

J.R. Kantor Distinguished Lecturer, Dennison University, January 30-31, 1997.

Eugene M. Lang Faculty Fellowship, 2003-2004.

Phi Beta Kappa Distinguished Visiting Scholar, 2006-07.

Glushko Fellow, University of California Berkeley, Spring, 2008.

Positions Held

Assistant Professor of Psychology, Swarthmore College, 1971-1976

Associate Professor of Psychology, Swarthmore College, 1976-1983

Department Chair 1979-1986

Adjunct Associate Professor of Psychology, University of Pennsylvania, 1978-1983;

Professor, 1984-1985 (Resigned Post)

Professor of Psychology, Swarthmore College, 1983-1994

Dorwin P. Cartwright Professor of Social Theory and Social Action, Swarthmore College, 1994-

Chair, Department of Psychology, 1995-1996

Associate Provost, 1996-1999

Chair, Department of Psychology, 2012-13

Visiting Professor, Stern School of Business, New York University, Spring, 2014

Courses Taught

Introduction to Psychology

Psychology of Motivation

Learning and Behavior Theory

Thinking, Judgment and Decision Making

Practical Wisdom

Psychology and Economic Rationality

Happiness

Work, Wisdom and Happiness

Research Interests

Relation of moral and self-interested considerations in motivation.

Practical wisdom

Determinants of subjective well being.

Effects of choice opportunities on well being.

Individual differences in attitudes toward work and their effects on performance and work satisfaction.

Psychology, economics, and evolutionary biology.

Decision making.

Selected Papers and Lectures

Operant psychology as factory psychology. Invited address to the *Midwestern*

Association of Behavior Analysis, May 1977. (With R. Schuldenfrei & H. Lacey).

- King Midas in America: Science, morality, and modern life. Address at the *Lamont Post Symposium on Business Ethics*, American College, October, 1988.
- The creation and destruction of value. Paper given at the conference, *Towards a Scientific Analysis of Values*, Tuscon, Arizona, February, 1989.
- The psychology of value and the value of psychology. Paper given at the conference, *The Notion of Knowing in the Social Sciences: Praxis and Responsibility*, University of Southern California, March, 1990.
- The continuity of organizations and the continuity of goals. Paper given at the conference, *Executive and Organizational Continuity*, Weatherhead School of Management, Case Western Reserve University, December, 1990.
- Why altruism is impossible...and ubiquitous. Paper given at the conference, *Altruism: Exploring the Intellectual Concept*. University of Chicago, November, 1991.
- Freedom and community. Paper given at the *Tikkun Conference on Jewish Renewal*, New York, November, 1994.
- Jobs, careers and callings: A tripartite categorization of people's relations to their work. Paper given at the *Third Annual Interdisciplinary Students of Organization Conference*, University of North Carolina, September, 1995. (with A. Wrzesniewski, C McCauley, & P. Rozin).
- The science and ideology of values. Paper presented at a symposium, *Prospects for Values in a Post-Modern World of Facts*, American Psychological Association, Toronto, August, 1996.
- The costs of living: How market freedom erodes the best things in life. Keynote Address at the *Greater Lehigh Valley Symposium on the Politics of Meaning*, October, 1996.
- Tolerance and relativism: How too much of a good thing leads to Bill Clinton. Philadelphia Ethical Society, January, 1999.
- Values and culture: The costs and benefits of assessing costs and benefits. Invited address at the annual conference of the *Centre for Health Economics Policy and Analysis*, Hamilton, Ontario, Canada, May, 2000.
- The tyranny of choice. Invited address at the *Positive Psychology Summit*, Washington, D.C., October, 2000.
- Choice and well-being: Why less can be more. Invited address at *European Conference on Positive Psychology*, June, 2002.
- An inverse relationship between choice and satisfaction with music. Paper presented at *Society for Personality and Social Psychology*, February, 2003. (with J. Halberstadt and S. Lamb).
- The tyranny of choice: Who suffers and why. Invited address at the *Positive Psychology Summer Institute*, August, 2003.
- Freedom, choice, wealth, and welfare. Invited address to the *Royal Society for the Encouragement of Arts, Manufactures and Commerce*, London, England, February, 2004.
- Choice, wealth, and welfare. Invited address to the *Workshop on Morality and Capitalism*, University of North Carolina, April, 2004.
- The paradox of choice: Why more is less. Address to *Interdisciplinary Committee on Organizational Studies*, University of Michigan, September, 2004.
- Too much information, too many choices. *Infocommerce 2004 Conference*, Philadelphia, September, 2004.

- Practical wisdom: Aristotle meets positive psychology. Invited address at *Positive Psychology Summit*, Washington, D.C., October, 2004. (with Kenneth Sharpe).
- The paradox of choice: Why more is less. *Annual Lindemann Lecture*, Adelphi University, October, 2004.
- Choice, freedom, autonomy, and well-being: Theoretical issues and policy implications. Paper delivered at a symposium on “Choice and Everyday Life,” *Society for Personality and Social Psychology*, January, 2005.
- The two faces of choice. Invited address at the *Guardian Public Services Summit: “Balancing Choice and Risk,”* London, February, 2005.
- Doing better but feeling worse: Looking for the “best” job undermines satisfaction. Paper presented at the *Academy of Management Annual Meeting*, Hawaii, August, 2005. (with S. Iyengar and R. Elwork).
- The paradox of choice: Why more is less. G.S. Hall Lecture, *American Psychological Association Meetings*, Washington, D.C., August, 2005.
- Maximizing and satisficing: When “good enough” is better than “best.” Invited address to Division 3, *American Psychological Association Meetings*, Washington, D.C., August, 2005.
- Effects of increased choice on economic and psychological resources of older adults. Invited symposium: Psychology and Public Policy—Contributions to the 2005 White House Conference on Aging. *American Psychological Association Meetings*, August, 2005.
- Choice overload: Paralysis, bad decisions, and dissatisfaction. Paper given at “*Mind the Gap! Behavioral Perspectives on the Medicare Part D Market for Prescription Drug Insurance.*” NIA Research Conference, Berkeley, December, 2006.
- The Paradox of Choice. Psi Chi Invited Address, *Eastern Psychological Association Meetings*, March 23, 2007.
- The place of facts in a world of values: What philosophy can learn from, and teach, psychology about happiness. Address to the *Greater Philadelphia Philosophy Consortium*, March, 2008.
- Be careful what you wish for: The dark side of freedom. Paper delivered at a symposium on “Uncertainty in self—Perspectives from personality, clinical, and social psychology. *American Psychological Association Meetings*, August, 2008.
- Addicted to incentives: How the ideology of self interest can be self-fulfilling. Paper presented at “The Free Market Mindset.” *Third Conference on Law and Mind Sciences*, Harvard Law School, March, 2009.
- Practical wisdom and the remoralization of professional life. *Annual Meeting of the National Health Service*, Liverpool, England, June, 2009.
- The choices worth having. *Centre for Well Being*, Glasgow, Scotland, June, 2009.
- Incentives and the war on moral will. Paper presented at *New Perspectives on Brady and Other Disclosure Obligations: What Really Works?* Benjamin N. Cardozo School of Law, November 15, 2009.
- The normative rationality of satisficing. *Society for Personality and Social Psychology Meetings*, January, 2012.
- Practical wisdom: The right way to do the right thing. “Bring the Family” address, *Association for Psychological Science*, May, 2012.
- Love, Empathy, Wisdom, and Justice. Paper presented at a conference on “Love and Human Agency,” Franklin and Marshall College, September, 2014.

Publications

1969

Effects of reinforcement magnitude on pigeons' preference for different fixed-ratio schedules of reinforcement. *Journal of the Experimental Analysis of Behavior*, 12, 253-359.

1971

Discrete-trials spaced responding in the pigeon: The dependence of efficient performance on the availability of a stimulus for collateral pecking. *Journal of the Experimental Analysis of Behavior*, 16, 155-160. (With D.R. Williams).

1972

The role of the response-reinforcer contingency in negative auto-maintenance. *Journal of the Experimental Analysis of Behavior*, 17, 351-357. (With D.R. Williams).

Two different kinds of key-peck in the pigeon: Some properties of responses maintained by a negative and positive response-reinforcer contingency. *Journal of the Experimental Analysis of Behavior*, 18, 201-216. (With D.R. Williams).

1973

The role of positive conditioned reinforcement in the maintenance of key-pecking which prevents the delivery of primary reinforcement. *Psychonomic Science*, 28, 277-278.

A failure to transfer control of key-pecking from food reinforcement to escape from and avoidance of shock. *Bulletin of the Psychonomic Society*, 1, 307-309. (With G. Coulter).

Maintenance of key-pecking by response-independent food presentation: The role of the modality of the signal for food. *Journal of the Experimental Analysis of Behavior*, 20, 17-22.

Pitfalls of organismic concepts: Learned laziness? *Science*, 181, 367-368. (With E. Gamzu & D.R. Williams).

Maintenance of key-pecking in pigeons by a food avoidance but not by a shock avoidance contingency. *Animal Learning and Behavior*, 1, 164-166.

1974

On going back to nature: A review of Seligman and Hager's *Biological Boundaries of Learning*. *Journal of the Experimental Analysis of Behavior*, 21, 183-199.

Behavioral contrast in the pigeon depends upon the location of the stimulus. *Bulletin of the Psychonomic Society*, 3, 365-368.

Effects of treadle training on autoshaped key-pecking: Learned laziness and learned industriousness or response competition? *Bulletin of the Psychonomic Society*, 3, 369-372. (With D. Reisberg & T. Vollmecke).

1975

Discriminative stimulus location as a determinant of positive and negative contrast in the pigeon. *Journal of the Experimental Analysis of Behavior*, 23, 167-176.

Behavioral contrast in the pigeon: A study of the duration of key-pecks maintained on multiple schedules of reinforcement. *Journal of the Experimental Analysis of Behavior*, 24, 199-206. (With B. Hamilton & A. Silberberg).

1976

Positive and negative conditioned suppression in the pigeon: Effects of the locus and modality of the CS. *Learning and Motivation*, 7, 86-100.

1977

Pavlovian control of operant behavior: An analysis of autoshaping and its implications for operant conditioning. In W. K. Honig and J. E. R. Staddon (Eds.) *A Handbook of Operant Behavior* (pp.76-108). New York: Prentice Hall. (With E. Gamzu).

Two types of pigeon key pecking: Suppression of long but not short duration key pecks by duration-dependent shock. *Journal of the Experimental Analysis of Behavior*, 27, 393-398.

Studies of operant and reflexive key pecks in the pigeon. *Journal of the Experimental Analysis of Behavior*, 27, 301-313.

Pawlowsche stenerung von operantum verhalten. In H. Zeier (Ed.) *Die Psychologie des 20 Jahrhunderts: Pawlow und die Flogen* (pp.59-83). Zurich: Kinderl Verlag. (With E. Gamzu).

1978

Stimulus-reinforcer contingencies and local behavioral contrast. *Journal of the Experimental Analysis of Behavior*, 20, 297-308.

The Psychology of Learning and Behavior. New York: W. W. Norton.

Operant psychology as factory psychology. *Behaviorism*, 6, 229-254. (With R. Schuldenfrei & H. Lacey).

1980

Development of complex stereotyped behavior in pigeons. *Journal of the Experimental Analysis of Behavior*, 32, 153-166.

New developments in operant conditioning and their implications. In K. J. Gergen, M. S. Greenberg, & R. H. Willis, (Eds.) *Social Exchange: Advances in Theory and Research* (pp.239-260). New York: Plenum.

1981

Control of complex, sequential operants by systematic visual information in pigeons. *Journal of Experimental Psychology: Animal Behavior Processes*, 7, 31-45.

Reinforcement creates behavioral units. *Behaviour Analysis Letters*, 1, 33-41.

Skinnerian psychology as factory psychology. In R. A. Jones and H. Kuklick (Eds.) *Knowledge and Society: Studies in the Sociology of Culture, Past and Present* (pp.79-108). Greenwich, Conn.: Jai Press. (With R. Schuldenfrei & H. Lacey).

A case history in scientific method: Understanding B. F. Skinner. *Swarthmore College Alumni Bulletin* (pp.12-16). Spring.

Ecology of learning: The right answer to the wrong question. *The Behavioral and Brain Sciences*, 4, 159-160.

Does helplessness cause depression or do only depressed people become helpless? A comment on Alloy and Abramson, 1979. *Journal of Experimental Psychology: General*, 110, 429-435.

Helplessness, illusions and depression: A final comment. *Journal of Experimental Psychology: General*, 110, 448-449.

Free operant behavior. [A review of Zeiler & Harzem's *Reinforcement and the Organization of Behavior*]. *Bioscience*, 31, 686.

Autoshaping: Driving toward a psychology of learning. [Review of C. Locurto, H. S. Terrace & J. Gibbon, Eds. *Autoshaping and Conditioning Theory*]. *Contemporary Psychology*, 26, 823-825.

1982

Reinforcement induced behavioral stereotypy: How not to teach people to discover rules. *Journal of Experimental Psychology: General*, 111, 23-59.

Behaviorism, Science and Human Nature. New York: W. W. Norton. (With H. Lacey).

Failure to produce response variability with reinforcement. *Journal of the Experimental Analysis of Behavior*, 37, 171-181.

Interval and ratio reinforcement of a complex sequential operant in pigeons. *Journal of the Experimental Analysis of Behavior*, 37, 349-357.

1983

The emperor's new clothes. *The Behavioral and Brain Sciences*, 4, 357-358.

Response stereotypy without automaticity in pigeons. *Learning and Motivation*, 14, 253-270. (With M. Reilly).

1984

Psychology of Learning and Behavior (2nd Edition). New York: W.W. Norton.

Psychology of Learning: Readings in Behavior Theory and Learning. New York: W. W. Norton.

In defense of organology: Jerry Fodor's The modularity of mind. *Cognitive Neuropsychology*, 1, 25-42. (With M. Schwartz).

Creation of stereotyped, functional behavioral units. In M. L. Commons, A. R. Wagner, & R. J. Herrnstein, (Eds.), *Quantitative Analysis of Behavior: Discrimination Processes* (pp.187-211). Hillsdale, NJ: Erlbaum.

Prospects for contributions of research on learning to mental health. In *An Assessment of the State of the Science and Recommendations for Research Directions. Vol. 2*. National Institute of Mental Health.

Behaviorism: Limited but exacting or comprehensive but empty. *Contemporary Psychology*, 29, 676-677. (With H. Lacey).

What is behaviorism? *Contemporary Psychology*, 29, 833-834. (With H. Lacey).

1985

Long term retention of a complex operant in pigeons. *Journal of Experimental Psychology: Animal Behavior Processes*, 11, 337-355. (With M. Reilly).

Fiddling psychologists. (A review of C. C. Anderson and C. D. Travis, *Psychology and the liberal consensus*). *Contemporary Psychology*, 30, 413-314.

Organic insight into mental organs. *Behavioral and Brain Sciences*, 8, 30-31. (With M. Schwartz).

On the organization of stereotyped response sequences. *Animal Learning and Behavior*, 13, 261-268.

1986

The Battle for Human Nature: Science, Morality and Modern Life. New York: W. W. Norton.

Allocation of a complex, sequential operant on multiple and concurrent schedules of reinforcement. *Journal of the Experimental Analysis of Behavior*, 45, 321-335.

Response stereotypy without automaticity: Not quite involuntary attention in the pigeon. *Learning and Motivation*, 17, 347-365.

Behaviorism, intentionality, and sociohistorical structure. *Behaviorism*, 14, 193-210. (With H. Lacey).

The insurance crisis is a moral crisis. *Philadelphia Inquirer*, April 26, 1986, p.9A.

Why not a tax system for taxes only? *Philadelphia Inquirer*, August 28, 1986, p.23A.

1987

The explanatory power of radical behaviorism. In S. Modgil & C. Modgil (Eds.), *B. F. Skinner: Consensus and Controversy* (pp.165-176). London: Falmer Press. (With H. Lacey).

On the applicability of applicability. In S. Modgil & C. Modgil (Eds.), *B.F. Skinner: Consensus and Controversy* (pp.178-180). London: Falmer Press. (With H. Lacey).

Knowledge and morality from Darwin's point of view. (A review of *Taking Darwin Seriously*, by Michael Ruse). *Philadelphia Inquirer Book Review*, March 22, p.6.

A miscellany of behaviorism from B.F. Skinner. (A review of *Upon Further Reflection*, by B.F. Skinner). *Philadelphia Inquirer Book Review*, June 21, p.7).

1988

What applied studies of human operant conditioning tell us about humans and about conditioning. In G. Davie (Ed.), *Conditioning in Humans* (pp.27-42). New York: Wiley. (With H. Lacey).

Capitalism and democracy. *Tikkun*, 2, 66-71.

The experimental synthesis of behavior: Reinforcement, behavioral stereotypy, and problem solving. In G.H. Bower (Ed.), *The Psychology of Learning and Motivation* (Vol. 22) (pp.93-138).. New York: Academic Press.

Some disutilities of utility. *Journal of Thought*, 23, 132-147.

For better politicians, lower their salaries. *Philadelphia Inquirer*, December 24, 1988. p. 9a.

1989

Psychology of Learning and Behavior (3rd Ed). New York: W.W. Norton.

1990

The creation and destruction of value. *American Psychologist*, 45, 7-15.
 King Midas in America: Science, morality, and modern life. In C. Walton (Ed.),
Enriching Business Ethics (pp.187-212). New York: Plenum.
 Universities under seige. *Swarthmore College Alumni Bulletin* (pp. 2-7, 54). November.

1991

Psychology of Learning and Memory. New York: W.W. Norton. (With D. Reisberg).

1992

Attending to continuity and organizational goals. In S. Srivastva & R.E. Fry (Eds.),
*Executive and Organizational Continuity: Managing the Paradoxes of Stability
 and Change* (pp.101-131). New York: Jossey-Bass.

1993

On the creation and destruction of value. In M. Hechter, L. Nadel, & R.E. Michod (Eds),
The Origin of Values (pp.153-186). Hawthorne, N.Y.: Aldine de Gruyter.
 Editor, Educating for Civic Responsibility in a Multicultural World. *The Swarthmore
 Papers, 1*. Swarthmore, Pennsylvania: Swarthmore College.
 Introduction. In B. Schwartz (Ed.), Educating for Civic Responsibility in a Multicultural
 World. *The Swarthmore Papers, 1*, pp.vii-x. Swarthmore, Pennsylvania:
 Swarthmore College.
 Empathy, altruism and civic responsibility: The importance of multicultural education. In
 B. Schwartz (Ed.), Educating for Civic Responsibility in a Multicultural World.
The Swarthmore Papers, 1, 61-70. Swarthmore, Pennsylvania: Swarthmore
 College.
 Why altruism is impossible...and ubiquitous. *Social Service Review*, 67, 314-343.

1994

The Costs of Living: How Market Freedom Erodes the Best Things in Life. New York:
 Norton.
 The meaning of health and the health of meaning. *Tikkun*, 9 (No. 6), 19-22,88.
 Is 'Natural Born Killers' the answer to the '\$64,000 Question?' *The Swarthmorean*,
 November 4, 1994, p.9.
 On morals and markets. *Criminal Justice Ethics*, 13, 61-69.

1995

The Psychology of Learning and Behavior (4th Edition). New York: W.W. Norton (With
 S. Robbins).
 A defense of modern behaviorism. (A review of H. Rachlin's *Behavior and Mind: The
 Roots of Modern Psychology*). *Contemporary Psychology*, 40, 236-237.
 Forming a new congregation: The uneasy tension between freedom and community. *The
 Reconstructionist*, 60, Spring, 48-56.
 A formacao e a transformacao de valores. *Psicologia Revista*, 91-124. (With H. Lacey).

1996

Tolerance: Should we approve of it, put up with it, or tolerate it? *Academe*, 82, 24-28.
[Reprinted in G.E. Kessler, Ed., *Voices of Wisdom* (pp.12-16). Belmont, CA, Wadsworth, 1998.]

The formation and transformation of values. W. O'Donohue & R.F. Kitchener (Eds.) *The Philosophy of Psychology* (pp.321-340). London: Sage. (With H. Lacey).

1997

Psychology, "idea technology," and ideology. *Psychological Science*, 8, 21-27.

Jobs, careers, and callings: People's relations to their work. *Journal of Research in Personality*, 31, 21-33. (With A. Wrzesniewski, C. McCauley, & P. Rozin.)

Is "good enough" good enough for Swarthmore? *Swarthmore College Alumni Bulletin*, September, pp.16-17.

Domain specificity of fairness judgments in economic transactions. *Journal of Economic Psychology*, 18, 579-604. (With D. Seligman).

1999

Censure, but please no fine. *The Swarthmorean*, January 22, p.5.

Capitalism, the market, the "underclass," and the future. *Society*, 37, 33-42.

2000

Self-determination: The tyranny of freedom. *American Psychologist*, 55, 79-88.

Waking up from the American dream: How freedom and opportunity have made us more miserable than ever. *Psychology Today*, December, p.74. [Review of *The American Paradox*, by David G. Myers.]

From helplessness to hope: The seminal career of Martin Seligman. In J. Gillham (Ed.). *The Science of Optimism and Hope* (pp. 11-37). Radnor, PA: Templeton Foundation Press. (with S. F. Maier and C. Peterson.)

Pitfalls on the road to a positive psychology of hope. In J. Gillham (Ed.). *The Science of Optimism and Hope* (pp.399-412). Radnor, PA: Templeton Foundation Press.

The Costs of Living: How Market Freedom Erodes the Best Things in Life. Philadelphia: Xlibris. [Republication of 1994 book].

2001

Who gets the gift of admission to a selective college? *The Swarthmorean*, February 2 2001, p. 5.

Freedom and tyranny: Descriptions and prescriptions. *American Psychologist*, 56, 80-81.

Why students quit: A review of John M. Braxton (Ed.), *Reworking the Student Departure Puzzle*. *University Business*, 4, 84-85.

2002

- Psychology of Learning and Behavior* (5th Edition). (With E. Wasserman and S. Robbins)
- Maximizing versus satisficing: Happiness is a matter of choice. *Journal of Personality and Social Psychology*, 83, 1178-1197. (With A. Ward, J. Monterosso, S. Lyubomirsky, K. White, & D.R. Lehman).
- High stakes decision making: Normative, descriptive, and prescriptive considerations. *Marketing Letters*, 13, 259-268. (With H. Kunreuther, R. Meyer, R. Zeckhauser, P. Slovic, C. Schade, M.F. Luce, S. Lippman, D. Krantz, B. Kahn, and R. Hogarth).

2004

- The Paradox of Choice: Why More Is Less*. New York: Ecco Press.
- Do we have too many choices? *Parade Magazine*, January, 4, 4-5.
- Choice overload burdens daily life. *USA Today*, January 5, 2004, 13A.
- The tyranny of choice. *Chronicle of Higher Education*, January 23, B6-B8.
- A nation of second guesses. *New York Times*, January 22, 2004, A27.
- Freedom and choice. *RSA Journal*, July, 43-45.
- The tyranny of choice. *Scientific American*, April, 71-75.
- The overwhelmed shopper. *Advertising Age*, April 19, 26.
- You have choices I never had: The new parenting problem. *Slate*, April 29. [<http://slate.msn.com/id/2099676>].
- Are you (a) depressed or (b) depressed. *Times Higher Education Supplement*, May 28.
- Competing for welfare: The idea that choice will enhance the NHS is a myth. *The Guardian*, June 23.
- Choice cuts. *The New Republic Online*, August 5. [<http://www.tnr.com/doc.mhtml?i=express&s=schwartz080504>]
- Doing better but feeling worse: The paradox of choice. In P. A. Linley, & S. Joseph (Eds.), *Positive Psychology in Practice*. Hoboken, N.J.: John Wiley and Sons, pp. 86-104. (With A. Ward).
- Capitalism, the market, the “underclass,” and the future. In S. Forrester & T. Newlin (Eds.), *Toward a Classless Society: Studies in Literature, History, and Politics in Honor of Thompson Bradley* (pp. 179-194.) Bloomington, Indiana: Slavica Press.

2005

- So many choices, too much anxiety. *Newsday*, January 2, Op-ed page.
- Choose and lose. *New York Times*, January 5, A19.
- De paradox van de keuzevrijheid: Meer is niet beter [The paradox of freedom of choice: more is not better.] *NRC Handelsbad*, January 29.
- Top colleges should select randomly from a pool of ‘good enough.’ *Chronicle of Higher Education*, February 25, B20-B25.
- Choice: It’s not all it’s cracked up to be. *AARP Bulletin*, April.
- Wahlen, jeans und marmelade. *ZEITWissen*, August, Number 4, 110-111.
- The sunk costs fallacy: Bush falls victim to a bad new argument for the Iraq war. *Slate*, September 9. [<http://www.slate.com/id/2125910/>]
- Explaining away responsibility: Effects of scientific explanation on perceived culpability. *Ethics and Behavior*, 15, 139-158. (With J. Monterosso and E. B. Royzman).

Freedom, choice, wealth, and welfare. *Finance & the Common Good/Bien Commun*, 22, 47-53.

Hey, wait a minute: Too many choices. *Slate*, [<http://www.slate.com/id/2130932/>] November 22.

2006

Doing better but feeling worse: Looking for the “best” job undermines satisfaction. *Psychological Science*, 17, 143-150. (with S. Iyengar and R. E. Wells).

Is freedom just another word for many things to buy? *New York Times Magazine*, February 26. (With H. R. Markus and A. C. Snibbe).

Navigating the paradox of choice. *ECR Journal*, 6, 38-49.

More isn't always better. *Harvard Business Review*, 84, 22.

Freedom, choice, and well-being. *Static*, 3.

[<http://static.londonconsortium/issue03/schwartz.html>]

Practical wisdom: Aristotle meets positive psychology. *Journal of Happiness Studies*, 7, 377-395. (With K. Sharpe).

The “sunk cost fallacy.” *Los Angeles Times, Sunday Current*, September 17, M5.

The pain of selling your house. *Los Angeles Times*, October 20, B13.

Mr. Bland goes to Washington. *New York Times*, November 7, A21

The quest for the perfect gadget. *Men's Health*, December, 6-20.

2007

Made to Stick: Why Some Ideas Survive and Others Die. [Book Review] *Washington Post*, January 17.

Stop the treadmill! *London Review of Books*, 29 (5), 32-33 (March 8).

Why the best schools can't pick the best kids—and vice versa. *Los Angeles Times, Currents*, March 18, M1, M3.

Buyer beware: Are we training our kids to be consumers rather than citizens? *Washington Post Book World*, April 8, p.8.

Why societies should pursue happiness. *Cato Unbound*, April 11. [<http://www.cato-unbound.org/2007/04/10/barry-schwartz/why-societies-should-pursue-happiness/>]

Unnatural selections. *The New York Times*, April 12, A23.

Reasoned evaluation or blind faith? How should states determine policy? *Cato Unbound*, April 19, 2007 [<http://www.cato-unbound.org/2007/04/18/barry-schwartz/reasoned-evaluation-or-blind-faith-how-should-states-determine-policy/>]

“Going to hell” is a relative matter. *Cato Unbound*, April 21. [<http://www.cato-unbound.org/2007/04/21/barry-schwartz/going-to-hell-is-a-relative-matter/>]

Can you say no to too many choices? *Spirituality and Health*, May-June, 58-61, 92.

Money for nothing. *New York Times*, July 2, A21.

“Leaky” rationality: How research on behavioral decision making challenges normative standards of rationality. *Perspectives on Psychological Science*, 2, 162-180. (With D. J. Keys).

There must be an alternative. *Psychological Inquiry*, 18, 48-51.

When words decide. *Scientific American Mind*, August/September, 36-43.

Incentives can backfire. *USA Today*, August 17, p.10A

Information overload. *Journal of Life Sciences*, November, 80-84.

Bonus babies. *New York Times*, October 24, A19.

2008

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