

# Prof. Dr. Ryan O. Murphy

Chair and Assistant Professor  
Decision Theory and Behavioral Game Theory  
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## Education and employment

From 2009 to Present	Chair and Assistant Professor	Decision Theory and Behavioral Game Theory Department of Humanities, Social, and Political Sciences (D-GESS) ETH Zürich, Switzerland Director of the ETH Decision Science Laboratory (DeSciL) Member of the ETH Risk Center
From 2005 to 2009	Post-doc	Associate Director and Research Scientist The Center for the Decision Sciences Columbia Business School- Management Division Columbia University, New York, NY
From 1999 to 2005	Ph.D. & M.S.	Management and Organizations Eller College of Management University of Arizona, Tucson, AZ Focus on Behavioral Decision Theory and Experimental Game Theory Doctoral Minor in Psychology Research Methods and Statistics Manager of the Decision Behavior Laboratory
2001	-	Mid-Doctoral Research Fellowship Department of Marketing, School of Business and Management Hong Kong University of Science and Technology
From 1996 to 1999	M.S.	Experimental Psychology Western Washington University, Bellingham, WA Completed additional Measurement, Evaluation, and Statistical Analysis (MESA) Program
From 1992 to 1996	B.A.	Psychology Wake Forest University, Winston-Salem, NC Graduated <i>Cum Laude</i> Minors in East Asian Studies, Philosophy Study abroad semester in Beijing, China

## Areas of interest

- Behavioral decision theory
- Experimental economics and behavioral game theory
- Statistics, psychometrics, and stochastic modeling
- Mathematical models of risky choice, strategic dynamics, and learning

# Research

## Research Interests

I research how individuals and groups make decisions in risky and strategic situations, primarily using experimental methods. I examine how decision makers adapt, learn, and make tradeoffs in complex and dynamic environments, and I also develop quantitative models to describe, predict, and explain behavior in these contexts. My work aims to discover and understand the preferences, decision processes, cognitive limitations, and biases that real decision makers exhibit when deliberating among complex options. Results from this research can be formulated prescriptively and applied in order to help people make better decisions. Moreover these insights can be used to develop contexts and design institutions that are better suited to real decision makers.

## Publications

### Refereed journal articles

- Murphy, R. O. & Ackermann, K. A. (2015). Social preferences, positive expectations, and trust based cooperation. *Journal of Mathematical Psychology*, 67, 45-50.
- Nax, Heinrich H., Murphy, R. O., & Ackermann, K. A. (2015). Interactive preferences. *Economics Letters*, 135, 133-136, online at DOI:10.1016/j.econlet.2015.08.008.
- Ackermann, K. A., Fleiß, J., & Murphy, R. O. (2014). Reciprocity as an individual difference. *Journal of Conflict Resolution*, July, 1-28, online at DOI: 10.1177/0022002714541854.
- Murphy, R. O., & Ackermann, K. A. (2014). Social Value Orientation: Theoretical and measurement issues in the study of social preferences. *Personality and Social Psychology Review*, 18(1), 13-41.
- Holper, L., ten Brincke, R., Wolf, M., & Murphy, R. O. (2014). fNIRS derived hemodynamic signals and electrodermal responses in a sequential risk-taking task. *Brain Research*, 1557, 141-154.
- Holper, L., & Murphy, R. O. (2014). Hemodynamic and affective correlates assessed during performance on the Columbia Card Task (CCT). *Brain Imaging and Behavior*, 8(4), 517-530.
- Parco, J. E., & Murphy, R. O. (2013). Resistance to truthful revelation in bargaining: Persistent bid shading and the play of dominated strategies. *Journal of Economic Psychology*, 39, 154-170.
- Haward, M. F., Murphy, R. O., & Lorenz, J. M. (2012). Defaults and neonatal resuscitation decisions. *Journal of Medical Ethics*, 38, 713-718.
- Murphy, R. O., Ackermann, K. A., & Handgraaf, M. J. J. (2011). Measuring Social Value Orientation (SVO). *Judgment and Decision Making*, 6, 771-781.
- Schulte-Mecklenbeck, M., Murphy, R. O., & Hutzler, F. (2011). Flashlight: Recording information acquisition online. *Computers in Human Behavior*, 27, 1771-1782.
- Bearden, J. N., Murphy, R. O., & Rapoport, A. (2008). Decision biases in revenue management: Some behavioral evidence. *Manufacturing and Service Operations Management*, 10, 625-636.
- Haward, M. F., Murphy, R. O., & Lorenz, J. M. (2008). Framing and perinatal decisions: Implications for informed consent. *Pediatrics*, 122, 109-118.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2006). Sequential observation and selection with rank-dependent payoffs: An experimental test. *Management Science*, 52, 1437-1449.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2006). Sequential selection and assignment: An experimental study. *Journal of Behavioral Decision Making*, 19, 229-250.

- Murphy, R. O., Rapoport, A., & Parco, J. (2006). The breakdown of cooperation in iterative real-time trust dilemmas. *Experimental Economics*, 9, 147-166.
- Bearden, J. N., Murphy, R. O., & Rapoport, A. (2005). A multi-attribute extension of the secretary problem: Theory and experiments. *Journal of Mathematical Psychology*, 49, 410-425.
- Murphy, R. O., Rapoport, A., & Parco, J. (2004). Population learning of cooperative behavior in a three-person centipede game. *Rationality and Society*, 16, 91-120.
- Gutek, B. A., Murphy, R. O., & Douma, B. (2004). A review and critique of the Sexual Experiences Questionnaire (SEQ). *Law and Human Behavior*, 28, 457-482.
- Menefee, J. & Murphy, R. O. (2004). Rewarding and retaining the best: Compensation strategies for top performers. *Benefits Quarterly*, 3, 13-21.
- Price, P. & Murphy, R. O. (1999). General-knowledge overconfidence: A comparison of Brazilian and American university students. *Mente Social*, 5, 55-74.
- Note: According to Google scholar, as of September 2015 I have 667 citations in total and an h-index of 14.

### **Book chapters**

- Rapoport, A., & Murphy, R. O. (2012). Evolution and breakdown of trust in continuous time. In G. Bolton & R. Croson (Eds.), *Oxford Handbook of Economic Conflict Resolution* (p. 199-215). Oxford: Oxford University Press.
- Schulte-Mecklenbeck, M., & Murphy, R. O. (2012). Flashlight as a process tracing method. In Z. Yan (Ed.), *Encyclopedia of Cyber Behavior* (p. 88-95). Hershey, PA: IGI Global Publishing.
- Figner, B., & Murphy, R. O. (2010). Using skin conductance in judgment and decision making research. In M. Schulte-Mecklenbeck, A. Kuehberger, & R. Ranyard (Eds.), *A Handbook of Process Tracing Methods for Decision Research* (p. 163-184). New York, NY: Psychology Press.
- Boldt, A. S., Schulte-Mecklenbeck, M., & Murphy, R. O. (2009). Flashlight: Online Erfassung von Mausbewegungen. In H. Wandke, S. Kain, & D. Struve (Eds.), *Mensch & Computer 2009: Grenzenlos frei!?, Interdisziplinäre Fachtagung, 6-9. September 2009* (p. 475-478). Berlin: Oldenbourg Verlag.
- Schulte-Mecklenbeck, M., & Murphy, R. O. (2009). Prozessdaten online erheben: Verschiedene Methoden im Überblick. In N. Jakob, H. Schoen, & T. Zerback (Eds.), *Sozialforschung im Internet* (p. 197-209). Wiesbaden: Verlag für Sozialwissenschaften.
- Figner, B., & Murphy, R. O. (2008). Affect and deliberation: The role of cognitive control in risk taking behavior in children, adolescents, and adults. In K. Gilhooly, V. Girotto, D. Green, P. Legrenzi, & W. Schaeken (Eds.), *Proceedings of the 6<sup>th</sup> International Conference on Thinking*.
- Bearden, J. N., & Murphy, R. O. (2007). On generalized secretary problems. In M. Abdellaoui, R. D. Luce, M. J. Machina, & B. Munier (Eds.), *Uncertainty and Risk — Mental, Formal and Experimental Representations* (p. 187-205). Springer: New York.
- Groth, M., Mertens, D., & Murphy, R. O. (2004). Customers as good soldiers: Extending organizational citizenship behavior research to the customer domain. In D. Turnipseed (Ed.), *A Handbook on Organizational Citizenship Behavior: A Review of 'Good Solider' Activity in Organizations* (p. 415-433). Hauppauge NY: Nova Science Publishing.

### **Papers under review**

- Ackermann, K. A., Fleiss, E., Fleiss, J., Murphy, R. O., & Posch, A. (2015). *Social and environmental value orientations*. Under review, available at <http://ssrn.com/abstract=2455990>.

- Murphy, R. O., & Ackermann, K. A. (2014). *Explaining behavior in public goods games: How preferences and beliefs affect contribution levels*. Under review, available at [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2244895](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2244895).
- Murphy, R. O., Knaus, S. D., & Andraszewicz, S. (2015). *Real Options in the laboratory: An experimental study of sequential investment decisions*. Revise and resubmit.
- Murphy, R. O., & ten Brincke, R. (2015). *Hierarchical maximum likelihood parameter estimation for cumulative prospect theory: Improving the reliability of individual risk parameter estimates*. Revise and resubmit. Available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2425670](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2425670).
- Murphy, R. O., & ten Brincke, R. (2015). *Bonuses bite back: How competitive incentives make everyone worse off*. Under review.
- Nax, H., Murphy, R. O., & Helbing, D. (2015). *Meritocratic matching stabilizes public goods provision*. Under review, available at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2404280](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2404280).
- Nax, H., Baliotti, S., Murphy, R. O., & Helbing, D. (2015). *Meritocracy can dissolve the efficiency-equality tradeoff: the case of public-goods games*. Under review.
- Schulte-Mecklenbeck, M., Pachur, T., Murphy, R. O., & Hertwig, R. (2015). *Prospect theory tracks selective allocation of attention*. Revise and resubmit.

### **Working papers**

- Ackermann, K. A., & Murphy, R. O. (2015). *Modeling social value orientation*. Working paper.
- Bernold, E., Gsottbauer, E., Ackermann, K. A., & Murphy, R. O. (2015). *Social framing and cooperation: The roles and interaction of preferences and beliefs*.
- Greiff, M., Ackermann, K. A., & Murphy, R. O. (2015). *Social contexts and the measure of other regarding preferences*. Working paper.
- Murphy, R. O., Rauhut, H., & Donnay, K. (2015). *A general framework for modeling coordination and anti-coordination games*. Working paper.
- Murphy, R. O., & ten Brincke, R. (2015). *Sequential investment choices and the Kelly Criterion*. Working paper.
- Murphy, R. O., & ten Brincke, R. (2015). *Simple stochastic games: Risk taking in strategic contexts*. Working paper.
- ten Brincke, R., & Murphy, R. O. (2015). *Analysis of two-player final Jeopardy*. Working paper.

### **Research Awards**

#### **Anatol Rapoport Prize (2014)**

The prize is awarded every two years by the Modeling and Simulation section of the German Sociological Society. The prize recognizes research excellence in a recent social science work using quantitative modeling and/or simulation. This was an award for a paper that grew out of our work on Social Value Orientation. The paper is on measuring reciprocal tendencies in individuals (Reciprocity as an Individual Difference by Ackermann, Fleiss, & Murphy, 2014).

### **Grants**

Singapore National Research Foundation (NRF), Singapore ETH Center (SEC), Future Resilient Systems (FRS) 2.2 million SGD (\$1.6m) as part of a larger grant. I am a co-developer of this multi-institution grant which will continue funding the SEC for the next five years. This grant supports research collaborations between nine principle investigators from the ETH domain in Switzerland and academic counterparts in

Singapore. This was a substantial grant that has required three years to develop. The FRS program is started in late 2014 and is ramping up in the early part of 2015.

ETH Seed Grant (Funded February 2015)

78,720 CHF to support research related to “Performance and resilience of collaboration networks.” This is a joint research project with Prof. Frank Schweitzer and is related to the ETH Risk Center (<http://www.riskcenter.ethz.ch>).

ETH Seed Grant (Funded March 2014)

87,640 CHF to support research related to “Financial bubbles and laboratory experiments: Identification of the causes and mechanisms for mitigation.” This is a joint research project with Prof. Didier Sornette and is related to the ETH Risk Center (<http://www.riskcenter.ethz.ch>).

Swiss National Science Foundation grant (R’Equip 106014\_150820 / 1, Funded January 2014)

236,000 CHF to support High-Performance Computing Equipment for Sophisticated Agent Simulations and Big Data Analytics. This is a joint grant with ETH professors Helbing, Chen, Cederman, and Diekmann and will facilitate computational social science in the GESS department.

Swiss National Science Foundation grant (Project 100014\_143199/1, Funded October 2012)

120,734 CHF over 2 years to fund a research project called *Promoting Prosocial and Proenvironmental Behavior*. This grant supported a graduate student and financed several experiments in the Decision Science Laboratory regarding social preferences and cooperative decision making.

ETH-48 grant (Funded July 2012)

1.2 million CHF to support research related to risk for 8 PIs. This is a shared research project that is part of the ETH Risk Center (<http://www.riskcenter.ethz.ch>).

Swiss National Science Foundation grant (R’Equip 106014\_133887/1, Funded January 2011)

145,000 CHF to support the establishment of the new Decision Sciences Laboratory (DeSciL) at the ETH Zürich.

US National Science Foundation (SES-0637151, Funded from October 2006 to September 2010)

\$146,865 awarded to study the development, maintenance, and dissolution of trust between interactive decision makers. I was the PI on this grant from the Decision, Risk and Management Sciences program of the National Science Foundation (NSF).

US National Science Foundation (SES-0637151 REU-1, Funded from June 2007 to August 2008)

\$12,375 was awarded as a Research Experience for Undergraduates supplement. REU is an NSF program that provides awards to support undergraduate involvement in research under active grants. I was the PI on this grant from the Decision, Risk and Management Sciences program of the NSF, and it funded work with Alison Wood-Brooks who was an undergraduate at Princeton University and now is a faculty member at Harvard University.

Economic Science Laboratory research grant, University of Arizona (Awarded in 2003)

\$3,000 awarded to administer a series of experiments regarding trust and decision making in small groups.

## **Research Infrastructure**

I am a co-founder and the Director of the ETH Decision Science Laboratory (DeSciL). This facility is a multidisciplinary experimental laboratory dedicated to the study of human decision making behavior. The laboratory was co-founded with Prof. Andreas Diekmann and Prof. Dirk Helbing. This laboratory is emerging as a center of research activity for the Behavioral Studies section of the Department D-GESS and serves as a research platform for numerous professors in the department of social sciences and other departments of the ETH.

## **Membership in Professional Societies**

Society of Judgment and Decision Making (Member 1997- ; Program reviewer in 2012)

Economic Science Association (Member 2001- )

European Association for Decision Making (Member 2003- )

International Conference for Social Dilemmas (Member 2003- ; Program chair in 2013; Steering Committee 2011- )  
INFORMS (Member 2004- )  
Academy of Management (Member 2003- )

### **Conference Organizing and Hosting**

*Social Norms and Institutions: Model Building, Empirical Corroborations, and Applications*. ETH Zürich at the Centro Stefano Franscini in Ascona, Switzerland, May 10-15, 2015.

*The 15<sup>th</sup> International Conference on Social Dilemmas*, ETH Zürich, July 10-13, 2013.

*New Developments in Signaling and Game Theory*, ETH Zürich at the Centro Stefano Franscini in Ascona, Switzerland, October 14-19, 2012.

*Game Theory and Society*, ETH Zürich, July 27-30, 2011.

### **Presentations and Invited Talks (since 2010)**

#### **Industry talks and outreach**

In the last three years I have given invited talks/workshops/interviews for organizations including the Zürich Financial Group, KPMG, Credit Suisse, UBS, the Neue Zürcher Zeitung, Focus (ETH) publication, the National Research Foundation of Singapore, the Studienstiftung des deutschen Volkes at the ETH, and the science podcast Omega Tau (<http://omegataupodcast.net>).

#### **Academic talks**

Murphy, R. O. & Ackermann, K. A. (2015). Social preferences, positive expectations, and trust based cooperation. International Conference on Social Dilemmas, Hong Kong.

Theelen, M. P., Böhm, R., Murphy, R. O., & Ackermann, K. A. (2015). Social preferences, beliefs, and cooperation in games with positive and negative outcome valence. International Conference on Social Dilemmas, Hong Kong.

Murphy, R. O. (2015). Rationalizing cooperation: Preferences, beliefs, and mechanism. Invited talk at the Social Norms and Institutions conference, Monte Verita, Ascona, Switzerland.

Nax, H., Murphy, R. O., & Helbing, D. (2015). Stability and welfare of 'merit-based' group-matching mechanisms in voluntary contribution games. Social Norms and Institutions conference, Monte Verita, Ascona, Switzerland.

Greiff, M., Ackermann, K. Murphy, R. O. (2015). How different norms influence social value orientation. Social Norms and Institutions conference, Monte Verita, Ascona, Switzerland.

Balietti, S., Nax, H., & Murphy, R. O. (2015). Dissolving the efficiency-equality tradeoff in public-goods games. Social Norms and Institutions conference, Monte Verita, Ascona, Switzerland.

Murphy, R. O. (2015). Preferences, beliefs and mechanisms in explaining cooperation. Invited talk at the Information and Decisions workshop, Carnegie Mellon University, Pittsburgh, PA.

Murphy, R. O. (2015). Explaining cooperative behavior in public goods games: How preferences and beliefs affect contribution levels. Invited talk at the economics department, University of Birmingham, UK.

Murphy, R. O. (2014). Rationality and collective decision making. Keynote talk, UBS Group Finance Leadership Conference, Zürich, Switzerland.

- Murphy, R. O. (2014). Social Value Orientation: Theoretical and Measurement Issues in the Study of Social Preferences. Invited talk at the Graduate School of Decision Sciences, University of Konstanz, Germany.
- Nax, H., Murphy, R. O., & Helbing, D. (2014). Meritocratic matching and public goods games. Behavioral Studies Colloquium of D-GESS, ETH, Zürich.
- Murphy, R. O. (2014). Game Theory (briefly): Applications to social dilemmas and water usage. Invited talk at the University of Zürich, Department of Geography, Hydrology and Climate group, Zürich, Switzerland.
- Murphy, R. O. (2014). Measuring other-regarding preferences and beliefs to predict cooperative decisions. Invited talk at the Singapore Economic Review Conference, Singapore, Singapore.
- Murphy, R. O. (2014). Risk and Rationality: Behavioral views on human decision making. Treffpunkt at ETH Science City, Public Outreach for the ETH Zürich, Zürich, Switzerland.
- ten Brincke, R. H. W., & Murphy, R. O. (2014). Hierarchical maximum likelihood parameter estimation for cumulative prospect theory. Zürich Financial Decision Making group, University of Zürich, Zürich, Switzerland.
- Ackermann, K. A., Murphy, R. O., & Fleiß, J. (2014). Measuring reciprocity and the dynamics of social preferences over time. International Meeting series on Experimental and Behavioral Economics (IMEBESS), Oxford University, UK.
- Ackermann, K. A., Murphy, R. O., & Fleiß, J. (2014). Reciprocity and the dynamics of social preferences. Invited talk, Chair of Social Neuroscience, University of Bern, Bern, Switzerland.
- Murphy, R. O. (2014). Social Value Orientation (SVO): Theoretical and measurement issues in the study of social preferences. Workshop on Controversies in Game Theory: Homo Oeconomicus versus Homo Socialis, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2014). Social Value Orientation (SVO): Measuring social preferences. Invited talk, Fehr Advice Partners, Zürich, Switzerland.
- Gsottbauer, E., Bernhold, E., Murphy, R. O., & Ackermann, K. A. (2014). Framing and cooperation in public goods games. Seminar in Energy, Environmental and Resource Economics, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2014). Risk and Rationality: Behavioral views on human decision making in medical contexts. Invited seminar at the Department of Obstetrics, University of Zürich Hospital, Zürich, Switzerland.
- Nax, H. H., Murphy, R. O., & Helbing, D. (2014). Meritocratic matching stabilizes public goods provision. Conference on Norms, Actions, and Games, London, UK.
- Murphy, R. O. (2013). Predicting cooperation in public goods games: How preferences and beliefs affect contribution levels. Invited talk, Max Plank Institute for Human Development, Center for Adaptive Rationality, Berlin, Germany.
- Murphy, R. O., & ten Brincke, R. H. W. (2013). Bonuses and inefficiency: How competitive incentives can make everyone worse off. Invited talk, Bernoulli Workshop at the University of Basel, Basel, Switzerland.
- Ackermann, K. A., & Murphy, R. O. (2013). Explaining cooperation in public goods games: How social preferences and beliefs affect contribution levels. Invited talk, Congress of the Swiss Psychological Society (SGP), Basel, Switzerland.
- ten Brincke, R. H. W., & Murphy, R. O. (2013). An incentives dilemma: How bonuses in simple stochastic games can make things worse. TIBER XII Conference, Tilburg, The Netherlands.

- Murphy, R. O., & ten Brincke, R. H. W. (2013). Bonuses bite back: How competitive incentives can make everyone worse off. International Conference on Social Dilemmas, Zürich, Switzerland.
- Ackermann, K. A., & Murphy, R. O. (2013). Explaining behavior in public goods games. International Conference on Social Dilemmas, Zürich, Switzerland.
- Murphy, R. O. (2013). Decision theory: Rationality, risk and human decision making. Invited keynote talk, Zürich Risk Engineering Workshop, Zürich, Switzerland.
- Murphy, R. O. (2013). Predicting cooperation in strategic interactions: Social preferences and beliefs. Invited talk, MTEC- Chair of Strategic Management and Innovation, ETH Zürich, Zürich, Switzerland.
- Ackermann, K. A., & Murphy, R. O. (2013). Does the expression of social preferences generally require self-control? Invited talk, Social and Affective Neuroscience group at the University of Basel, Basel, Switzerland.
- ten Brincke, R. H. W., & Murphy, R. O. (2013). Elicitation of individual risk attitudes in simple risky choices. Quantitative Sociology Colloquium, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2013). Protecting rights or picking fights: What should lawyers really be doing for their clients. Invited talk and seminar, ALFA International annual meeting, Palm Desert, California, USA.
- Murphy, R. O. (2012). Measuring other regarding preferences and explaining cooperative decisions. Invited talk, University of Exeter Business School, Exeter, UK.
- ten Brincke, R. H. W., & Murphy, R. O. (2012). Risky decisions and the effect of a bonus in simple stochastic games. Quantitative Sociology Colloquium, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O., Rapoport, A., & Parco, J. E. (2012). Credible signaling and non-random matching in a continuous trust dilemma. Invited talk, New Developments in Signaling and Game Theory- Model Building, Applications, and Empirical Corroborations, Ascona, Switzerland.
- Schulte-Mecklenbeck, M., Pachur, T., Murphy, R. O., & Hertwig, R. (2012). The (mis-)measure of the risky decision maker. Society for Judgment and Decision Making annual meeting, Minneapolis, MN, USA.
- Murphy, R. O. (2012). Measuring social preferences and predicting prosocial behavior. Invited talk, Department of Political and Social Sciences, European University, Florence, Italy.
- Murphy, R. O. (2012). Simple stochastic games: Risk taking in strategic contexts. Invited talk, Latsis Symposium, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2012). Measuring other regarding preferences. Invited talk, Max Plank Institute for Experimental Economics, Jena, Germany.
- Murphy, R. O. (2012). Measuring and modeling social preferences to explain cooperation. Guest Lecturer, Experimental Summer School at Nuffield College, University of Oxford, Oxford, UK.
- Schulte-Mecklenbeck, M., & Murphy, R. O. (2012). Flashlight (online attention tracking) and risky decision making. Society for Risk Analysis Europe Annual Meeting, Zürich, Switzerland.
- Murphy, R. O. (2011). Decision theory: Rationality, risk, and human decision making. Invited workshop, Swiss Federal Office of Civil Aviation (FOCA); Safety Division and Infrastructure, Zürich, Switzerland.
- Murphy, R. O., & Ackermann, K. A. (2011). Predicting contribution levels in an anonymous one-shot public goods game. Quantitative Sociology Colloquium, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2011). Measuring preferences and beliefs to predict cooperative decisions. Game Theory and Society conference, ETH Zürich, Zürich, Switzerland.



- Murphy, R. O., & Knaus, S. D. (2011) Real options in the laboratory: An experimental study of sequential investment decisions. Third Annual Meeting of the Academy of Behavioral Finance and Economics, Los Angeles, CA, USA.
- Murphy, R. O., & Knaus, S. D. (2011). Real options in the laboratory: An experimental study of sequential investment decisions. Risk Center Seminar, ETH Zürich, Zürich, Switzerland.
- Ackermann, K. A., Murphy, R. O., & Handgraaf, M. J. J. (2011). Predicting contribution levels in an anonymous one-shot public goods game. Game Theory and Society Conference, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2011). The dilemma of being optimally distinct from others. Seminar for the Competence Center *Coping with Crises in Complex Socio-Economic Systems* (CCSS), ETH Zürich, Zürich, Switzerland.
- Murphy, R. O., & Ackermann, K. A. (2011). Measuring Social Value Orientation (SVO). Conference on Rational Choice Sociology: Theory and Empirical Applications, Venice, Italy.
- Rauhut, H., Murphy, R. O., & Donnay, K. (2011). The dilemma to be optimally distinct from others. International Conference on Social Dilemmas, Amsterdam, The Netherlands.
- Ackermann, K. A., Murphy, R. O., & Handgraaf, M. J. J. (2011). Measuring Social Value Orientation (SVO). International Conference on Social Dilemmas, Amsterdam, The Netherlands.
- Ackermann, K. A., Murphy, R. O., & Handgraaf, M. J. J. (2011). Measuring Social Value Orientation (SVO). Poster at Subjective Probability, Utility and Decision Making (SPUDM) conference, Kingston Upon Thames, UK.
- Murphy, R. O. (2011). Measuring preferences and beliefs to predict cooperative decisions. Conference on Rational Choice Sociology: Theory and Empirical Applications, Venice, Italy.
- Murphy, R. O. (2011). Measuring social preferences and predicting cooperation. Economic Science Association conference, Tucson, AZ, USA.
- Murphy, R. O., & Ackermann, K. A. (2011). The advantage of measuring social preferences on a continuous unidimensional scale. Tilburg Institute for Behavioral Economics Research (TIBER) Conference, Tilburg, The Netherlands.
- Parco, J. E., Murphy, R. O., & Rapoport, A. (2011). Credible signaling and nonrandom matching in a real-time trust dilemma. Economic Science Association conference, Tucson, AZ, USA.
- Murphy, R. O. (2010). Laboratory studies of sequential risky investment choices in an environment with positive expectations. Invited talk at Credit Suisse, Zürich, Switzerland.
- Murphy, R. O. (2010). Decision making: Rationality and the limits of human reason. Einführungsvorlesung, ETH Zürich, Switzerland.
- Murphy, R. O. (2010). Sequential risky choices. Quantitative Social Science Colloquium, ETH Zürich, Zürich, Switzerland.
- Murphy, R. O. (2010). Risky choice, chasing variance and moral hazards. Workshop on Quantitative Sociology, Goldrano, Italy.
- Murphy, R. O. (2010). Sequential risky investment behavior in an environment with positive expectations. Institut für Empirische Wirtschaftsforschung, University of Zürich, Zürich, Switzerland.
- Murphy, R. O. (2010). Sequential risky choices: An investment problem and the Kelly criterion. Seminar for the ETH Competence Center Coping with Crises in Complex Socio-Economic Systems (CCSS), ETH Zürich, Zürich, Switzerland.

## **Reviewer**

Behavior Research Methods  
Current Directions in Psychological Science  
ETH Innovedum  
European Journal of Operational Research  
Experimental Economics  
Games and Economic Behavior  
Group Processes and Intergroup Relations  
International Conference on Social Dilemmas  
Israel Science Foundation (The Binational Science Foundation)  
Journal of Behavioral and Experimental Finance  
Journal of Behavioral Decision Making  
Journal of Economic Behavior and Organization  
Journal of Economic Psychology  
Journal of Economics and Statistics  
Journal of Experimental Social Psychology  
Journal of Mathematical Psychology  
Journal of Risk Research  
Judgment and Decision Making  
Management Science  
Netherlands Organisation for Scientific Research  
Organizational Behavior and Human Decision Processes  
Production and Operation Management  
Psychological Science  
Psychonomic Bulletin and Review  
Rationality and Society  
Society for Judgment and Decision Making  
Society in Science – The Branco Weiss Fellowship  
Swiss National Research Foundation  
US National Research Foundation

## **Service and other activities**

Please refer to the Research section for service to the wider academic field, including hosting conferences and reviewing for journals and conferences.

### **Scientific Committee**

ERC project “Willing to Pay? Testing Institutional Theory with Experiments”  
PI- Prof. Dr. Sven H. Steinmo (European University Institute)  
ERC Grant Agreement number [295675]

### **Scientific Advisor- Attensee.com**

Am a scientific advisor for the company Attensee.com which was inspired by an idea we published in 2012 (Schulte-Mecklenbeck, Murphy, and Hutzler). The company commercializes technology we developed and validated called Flashlight. This technology mimics eye-tracking but does so without any extra hardware or invasive special equipment. Rich data is produced that allows one to understand what draws and holds user’s attention in the online world in a way that is scalable, cost effective, and reliable. See <http://www.attensee.com> for more information.

### **Notable Service at the ETH Zürich**

DeSciL (Decision Science Laboratory) director and co-founder (2009- )  
Singapore ETH Center- Future Resilient Systems, program co-coordinator (2011- )  
Selection committee: Professor of Cognitive Psychology and its Application to Technology (2011)  
Selection committee: Assistant Professor (Tenure Track) of Social Network Analysis (2013-2014)  
Institute for Science, Technology and Policy (ISTP), development and associate member (2014- )

# Teaching

## Teaching Interests and Experience

I have taught the following courses: Decision Theory, Experimental Game Theory, Competitive Decision Making and Negotiation Analysis, Statistics for the Social Sciences, Advanced Statistics and Behavioral Data Analysis, Negotiations and Bargaining, Judgment and Decision Making, Strategic Management, and Organizational Behavior.

I have taught courses at the undergraduate (bachelors), masters (M.S., MBA, EMBA), and Ph.D. levels. I have also taught in a wide range of contexts including: a psychology department (Western Washington University), business schools (University of Arizona, Columbia University), and a technical university (ETH Zürich).

My ratings, listed below in a table, show I continue to be rated as highly effective across the classes I teach to all levels of students. Currently, I am the top rated faculty in the department (D-GESS) at the ETH Zürich.

## Graduate Students

Kurt A. Ackermann (started at the ETH in July 2010, successfully defended his dissertation in September 2014)

Robert ten Brincke (started at the ETH in August 2012, expected completion Fall 2015)

## PhD Committees

Lennart Schalk (with Prof. Elsbeth Stern, defended 2011)

Iva Barisic (with Prof. Christoph Hölscher, admitted 2013)

Pavlin Mavrodiev (with Prof. Frank Schweitzer, defended 2014)

Stefan Wehrli (with Prof. Andreas Diekmann, defended 2014)

Svetlana Ognjanovic (with Prof. Christoph Hölscher, admitted 2014)

## Teaching Awards

University of Arizona Student Council Teaching Award, 2001

As a graduate student instructor, I was honored by students in the business school as an outstanding teacher. This award is typically given to faculty members, not graduate student instructors.

## Teaching Ratings

Class Name	Frequency	Mean Rating*	Institution and level	Mean class size
Statistics for Business Management	7 courses	4.6	U of Arizona Business School, undergraduate	35
Advanced Statistics and Structural Equations Modeling	1 course	4.9	U of Arizona Business School, Ph.D.	25
Strategic Management	4 courses	4.7	U of Arizona Business School, undergraduate	25
Bargaining and Negotiation	1 course	4.8	U of Arizona Business School, undergraduate	15
Seminar on Judgment and Decision Making	2 courses	4.7	Columbia Graduate School of Business, MBA	25
Markets and Decision Making	Invited lecturer	-	Columbia Graduate School of Business, MBA and EMBA	30
Behavioral Decision Theory	6 courses	4.7	ETH Zürich, undergraduate and graduate	250
Experimental Game Theory	4 courses	4.8	ETH Zürich, undergraduate and graduate	35
Competitive Decision Making and Negotiation Analysis	3 courses	4.8	ETH Zürich, undergraduate and graduate	40
Seminar on Quantitative Social Science	5 courses	-	ETH Zürich, graduate and post-doctoral	5
Behavioral Studies Colloquium	2 courses	-	ETH Zürich, graduate and post-doctoral	6
Complex Socio-Economic Systems and Integrative Risk Management	1 course	-	ETH Zürich, graduate and post-doctoral	-
Group Work and Independent Projects	2 courses	-	ETH Zürich	2
Dynamic Risky Decision Making	1 course	-	Max Plank Institute- IMPRS Uncertainty Summer School, graduate and post-doctoral	60

\*Mean rating of Overall Teaching Effectiveness is based on student evaluations using a 5-point scale with higher values being better. Full teaching reports available upon request.