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PROFILE

Quantitative Researcher in the field of psychology, influence, decision making and sleep.

ACADEMIC POSITIONS

2010 - 2011 Post-doctoral Research Fellow
Behavioral Science Institute
Radboud University of Nijmegen

Oct 2011 - Post-doctoral Research Fellow
Negotiation, Organizations & Markets
Harvard Business School

Jan 2011 - Post-doctoral Research Fellow
Harvard Medical School

EDUCATION

2010 PhD, Social Psychology, Radboud University of Nijmegen

2006 MA, Social Psychology, University of Amsterdam

2005 BA, Social Psychology, University of Amsterdam

AWARDS & HONORS

2011 Acknowledgement for supporting other researchers beyond the call of duty, by the Radboud University of Nijmegen social psychology department

2010 Acknowledgement for supporting research beyond the call of duty, by the Behavioral Science Institute of the Radboud University of Nijmegen

2010 Awarded first place for most media coverage at the grad student level for the Radboud University of Nijmegen

2009 European Society for Experimental Social Psychologists (EAESP) Summer School, at the University of Cardiff, Wales, United Kingdom

2008 Acknowledgement for supporting research beyond the call of duty, by the Behavioral Science Institute of the Radboud University of Nijmegen

PUBLISHED MANUSCRIPTS

Bos, M.W. & Dijksterhuis, A. Self-knowledge, Unconscious thought and decision making (in press). In T. Wilson & S. Vazire (Eds.). *Handbook of Self-knowledge*. New York: Guilford Press.

Krans, J. & Bos, M.W. (in press). To think or not to think about trauma? An experimental investigation into unconscious thought and intrusion development. *Journal of Experimental Psychopathology*.

Bos, M.W., & Dijksterhuis, A. (2011). Unconscious thought works bottom-up and conscious thought works top-down when forming an impression. *Social Cognition, 29*(6), 727-737.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2011). The benefits of "sleeping on things": Unconscious thought leads to automatic weighting. *Journal of Consumer Psychology, 21*, 4-8.

Nordgren, L.F., Bos, M.W., & Dijksterhuis, A. (2011). The best of both worlds: Integrating conscious and unconscious thought best solves complex decisions. *Journal of Experimental Social Psychology, 47*(2), 509-511.

Strick, M., Dijksterhuis, A., Bos, M.W., Sjoerdsma, A., Van Baaren, R.B., Nordgren, L.F. (2011). A meta-analysis on unconscious thought effects. *Social Cognition*, 29(6), 738-762.

Dijksterhuis, A., Van Baaren, R.B., Bongers, K.C.A., Bos, M.W., Van Leeuwen, M.L., & Van der Leij, A.R. (2009). The rational unconscious: Conscious versus unconscious thought in complex consumer choice. In M. Wanke (Ed.), *Social Psychology of Consumer Behavior* (pp.89-108). New York: Psychology Press.

Dijksterhuis, A., Bos, M.W., Van der Leij, A., & Van Baaren, R.B. (2009). Predicting soccer matches after unconscious and conscious thought as a function of expertise. *Psychological Science*, 20(11), 1381-1387.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2008). On the goal-dependency of unconscious thought. *Journal of Experimental Social Psychology*, 44(4), 1114-1120.

Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & Van Baaren, R.B. (2006). On making the right choice: The deliberation-without-attention effect. *Science*, 311(5763), 1005-1007.

Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Making choices without deliberating. *Science*, 312(5779), 1472.

Dijksterhuis, A., Bos, M.W., Nordgren, L.F., & van Baaren, R.B. (2006). Complex choices better made unconsciously? *Science*, 313(5788), 760-761.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2006). De doelafhankelijkheid van onbewust nadenken. *Jaarboek Sociale Psychologie*, 59-71, ASPO press, Groningen. (*publication in Dutch*)

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (under revision). Food for thought? Trust your unconscious when energy is low. *Journal of Neuroscience, Psychology, and Economics*.

Bos, M.W., Dijksterhuis, A., Bongers, K.C.A., Van der Leij, A.R., Sjoerdsma, A., & Van Baaren, R.B. (under revision). Evidence for the unconscious thought effect under ecologically valid circumstances. *Social Cognition*.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (in preparation). Unconscious thought does not choke under pressure but rises to the challenge.

Bos, M.W., Dijksterhuis, A., Van Baaren, R.B., & Van der Leij, A.R. (in preparation). Unconscious thought cannot negate information.

Bos, M.W., Janssen, J.E.P., Pennings, S., Chhangur, R., & Dijksterhuis, A. (in preparation). Dreaming of you: Sleep improves decisions we make for others.

Strick, M., Ritter, S.M., Bos, M.W., Van Baaren, R.B., & Dijksterhuis, A. (in preparation). Sound sleepers have restless minds: Sleep improves decision-making.

Krans, J., Janecko, D., & Bos, M.W. (in preparation). Unconscious thought reduces intrusion development: A replication and extension.

Ritter, S.M., Strick, M., Bos, M.W., Van Baaren, R.B., & Dijksterhuis, A. (under revision). Good morning creativity: Odor cue triggers creativity-related processes during sleep.

INVITED TALKS

2010	University of Amsterdam, CSCA Colloquium series
2010	Tilburg University, Psychology Colloquium
2010	Berlin School of mind and brain, Psychology Colloquium
2010	Max Planck Institute for collective goods - Bonn, Second One-Day Workshop on Intuition
2009	Kellogg School of Management, Northwestern University
2009	Heidelberg University, Psychology Colloquium
2008	Rutger University, Psychology Colloquium
2008	Princeton University, Psychology Colloquium
2008	UCLA, Evolutionary anthropology Colloquium

2006 ASC Amsterdam, Colloquium on Power and influence
2006 University of Wuerzburg, Psychology Colloquium

MEDIA COVERAGE AND INTERVIEWS

International outlets:

Bioscholar (USA), Daily News & Analysis (India), Daily Telegraph (UK), Daily Mail (UK), HaberTurk (Turkey), Kerala News (India), MedIndia (India), PakTribune (Pakistan), Reddit (USA), Science and Religion Today (USA), Shape Magazine (USA), Sina (China), The Times of India (India), Women's Health Magazine (USA), Harvard Business Review Blog.

Dutch outlets:

Telegraaf, Scientias, Zita, Algemeen Dagblad, Telegraaf, Reformatorisch Dagblad, NU.nl, NWO, HLN, Flow, Tabula Rasa Quarterly.

Radio:

BBC Radio (UK), BNR Business News Radio (Netherlands), Hoezo Radio (Netherlands), Radio 1 KRO (Netherlands), , Radio 1 VPRO (Netherlands), Radio538 (Netherlands), Radio Gelderland (Netherlands), Radio Schiedam (Netherlands), The Evening Show (Korea).

REFEREED CONFERENCE PRESENTATIONS

Bos, M.W., Nordgren, L.F., & Dijksterhuis, A. (2011). Using conscious and unconscious thought in decision making. Paper presented at the 16th General Meeting of the European Association of Social Psychology, Stockholm, Sweden.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2011). Scarcity is more than a social proof effect. Paper presented at the 12th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Ritter, S.M., Strick, M., Bos, M.W., Van Baaren, R.B., & Dijksterhuis, A. (2011). Good morning creativity: Odor cue triggers creativity-related processes during sleep. Paper presented at the 12th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Bos, M.W. & Mertens, J.B.C. (2011). Resisting the industry. Presented at the Annual Meeting of The Psychiatrist Society, The Netherlands.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2010). Unconscious thought, a brute force? Paper presented at the ESCON Transfer of knowledge conference, Gothenburg, Sweden.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2010). Unconscious thought excels when challenged: Unconscious thought does not choke under pressure. Paper presented at the 11th Annual Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2009). Complexity and unconscious thought: To go where conscious thought has not gone before. Paper presented at the 10th Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.

Bos, M.W. & Dijksterhuis, A. (2009). Challenging unconscious thought. Paper presented at the ESCON Transfer of knowledge conference, Warsaw, Poland.

Bos, M.W. & IJzerman, H. (2009). Unmovable physique makes unshakable beliefs? The role of attention in processing abstract thought. Paper presented at the Annual Meeting of the Embodied & Situated Language Processing, Rotterdam, The Netherlands.

Bos, M.W. & Mertens, J.B.C. (2009). Increasing patient compliance through influence. Presented at the Annual Meeting of The Psychiatrist Society, The Netherlands.

Bos, M.W. & Dijksterhuis, A. (2009). Complexity and unconscious thought: Unconscious thought outperforms conscious thought in realistic and simultaneous decisions. Paper presented at the V PhD Meeting in Lisbon, Portugal.

Bos, M.W., Van Baaren, R.B., & Dijksterhuis, A. (2008). The effect of low and high blood sugar level on unconscious thought (2009). Paper presented at the ESCON Transfer of knowledge conference, Volterra, Italy.

Bos, M.W., Van Baaren, R.B. & Dijksterhuis, A. (2008). The effect of low and high blood sugar level on unconscious thought (2009). Paper presented at the 15th General Meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2008). Food for (unconscious) thought? Paper presented at the 9th Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Bos, M.W., Van Baaren, R.B. & Dijksterhuis, A. (2008). The effect of low and high blood sugar level on unconscious thought (2009). Paper presented at The 2008 29th Annual Conference of Society for Judgment and Decision Making, Chicago, IL.

Bos, M.W., Dijksterhuis, A., & Van Baaren, R.B. (2007). The goal-directedness of unconscious thought. Paper presented at the ESCON Transfer of knowledge conference, Brno, Czech Republic.

Bos, M.W. & Dijksterhuis, A. (2007). On the goal-dependency of unconscious thought. Paper presented at the 8th Annual Meeting of the Society for Personality and Social Psychology, Memphis, TN.

Bos, M.W. & Dijksterhuis, A. (2006). The goal-directedness of unconscious thought. Paper presented at the 2nd Workshop on cognitive and social perspectives on (un)consciousness - Intuitive Information Processing, Kazimierz Dolny, Poland.

Bos, M.W. & Dijksterhuis, A. (2006). The goal-directedness of unconscious thought. Paper presented at the Small Group Meeting in Consumer Psychology: Unconscious and Controlled Processes. Enschede, Universiteit Twente, The Netherlands.

CHAired MEETINGS

2008 The 3rd EAESP Meeting on the Psychology of Attitudes - Affective Processes in Evaluation (organizer)

TEACHING MATERIALS

Cuddy, A. J. C., Doherty, K., & Bos, M. W. "OPOWER: Increasing Energy Efficiency Through Normative Influence (A)." Harvard Business School Case 911-016 (2010, Revised 2011).

Bos, M. W., Cuddy, A. J. C., & Doherty, K. "OPOWER: Increasing Energy Efficiency Through Normative Influence (B)." Harvard Business School Case N911-061 (2011).

Cuddy, A. J. C., & Bos, M. W. "OPOWER: Increasing Energy Efficiency Through Normative Influence." Harvard Business School Teaching Note 5-911-072 (2011).

TEACHING

Radboud University of Nijmegen:

2008 - 2011 Conscious and Unconscious processes - Decision making (BA)
2007 - 2011 Social Influence (BA, MA and Research Master level)
2007 - 2011 Experimental methods (BA and MA)
2006 - 2011 Bachelor, master and honours theses

VU Free University of Amsterdam:

2011 Influence, Persuasion and Elaboration Likelihood (BA)

Erasmus University of Rotterdam:

2010 - 2011 Masterclass in Mobility Management

Tilburg University:

2008 Social Influence. Theory and field experiments (BA)

University of Amsterdam

2005 - 2006 Bachelor and master theses

CONSULTING

2011	Masterclass in mobility management at Erasmus University Rotterdam. How can we get big companies to telework more, so their employees cut back on CO2, commutes, etc.
2011	Masterclass Influence, science and practice. Teaching sales managers of a pharmaceutical company how to deal with doctors that are afraid to use new, effective medicine
2010 - 2011	Sales training: "Science sells". Teaching sales managers of the largest energy company in The Netherlands how to sell, using natural influence techniques (i.e. without being manipulative)
2011	Masterclass "Dealing with the industry" at the Psychiatrist Society, The Netherlands. Teaching Psychiatrists how to get treatment compliance and how to guard against pharmaceutical companies' influence techniques.
2011	Masterclass "Dealing with patients". Teaching MDs how to get treatment compliance and how to guard against pharmaceutical companies' influence techniques, so they can make decisions based on their preferences
2011	Masterclasses in mobility management for PIMMS (PIMMS Transfer: transferring actions in sustainable mobility for European regions). How can we get countries to persuade big companies to telework more, so their employees cut back on CO2, commutes, etc.
2010	Masterclass "Guarding against influence" for consumer organizations. Teaching the general public how to recognize influence techniques so they can make decisions based on their preferences instead of just saying "no" because of fear of influence or saying "yes" because they're being influenced
2009	Masterclass "How to deal with resistance". Teaching engineers of a big cargo company how to communicate effectively.
2009	Masterclass "Sales" to Nijenrode Business School, The Netherlands
2008	Masterclass "Effective communication". Regional transport and traffic organization of Gelderland (Dutch province)

EDITING AND REVIEWING

Associate Editor of In-Mind - "Making social psychology accessible": 2010 -

Ad hoc reviewing:

- Cognition
- Memory & Cognition
- European Journal of Social Psychology
- Jaarboek Sociale Psychologie
- Journal of Behavioral decision making
- Journal of Consumer Psychology
- Journal of Experimental Social Psychology
- Perspectives on Psychological Science
- Psychological Review
- Psychological Science
- Social Cognition

PROFESSIONAL MEMBERSHIPS

- Association of Social Psychological Researchers (ASPO, Dutch)
- European Social Cognition Network (ESCON)
- European Association for Social Psychology
- Society for Judgment and Decision Making
- Society for Personality and Social Psychology
- Social Psychology Network