

## DANIEL J. MIRNY

IESE Business School  
South Campus (Office B416)  
Avda. Pearson 21  
08034 Barcelona  
Spain

dmirny@iese.edu

### EMPLOYMENT

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<b>IESE Business School</b>	Barcelona, Spain
Assistant Professor, Marketing	2023 - Present

### EDUCATION

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<b>University of California, Los Angeles</b>	Los Angeles, CA
Ph.D., Management	June 2023

*Dissertation: Antecedents to and Consequences of Claim Objectivity*

*Dissertation Committee: Stephen Spiller (chair), Eugene Caruso, Hal Hershfield, Franklin Shaddy*

<b>Massachusetts Institute of Technology</b>	Cambridge, MA
B.S., Brain and Cognitive Science	June 2018

### RESEARCH INTERESTS

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Consumer Behavior, Objectivity, Misinformation, Memory, Polarization

### PUBLICATIONS

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Mirny, D.J., and Spiller, S.A. (2025). "Source Memory is More Accurate for Opinions Than for Facts."  
*Journal of Consumer Research*, 52(4), 779-799.

### WORKING PAPERS

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Mirny, D.J., and Spiller, S.A. "Creeping Objectivity: Prior Exposure Leads People to Believe Claims Are More Objective"

Mirny, D.J., and Reiff, J. "Motivating Media Literacy in Wartime Ukraine"

Mirny, D.J., and Nam, J. "People Infer Traits from Others' Screen Time but Not Their Own"

### SELECTED RESEARCH IN PROGRESS

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Mirny, D.J. "Objectivity Spillover: Context Effects on Perceived Fact-Checkability"

Mirny, D.J., and Fridman, A. "Choice-Set Re-formation and Attribute Carryover"

Maimone, G., Mirny, D.J., and Spiller, S.A. "Belief Formation Versus Belief Updating"

Mirny, D.J., and Valenti, A. "Prospective versus Retrospective Framing in Advertising"

Mirny, D.J., Landsman, V., and Reutskaja, E. "The Lonely Polarizer: How Social Isolation Drives Political Extremism in Spain"

Maimone, G., and Mirny, D.J. "Eroding Moral Objectivity as a Path to Demoralization"

Mirny, D.J., Bogard, J., and Caruso, E.M. "Ethical Binaries: Framing Morality as Binary Rather Than as Continuous Affects Ethical Judgments and Behavior"

## ACADEMIC HONORS AND AWARDS

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Research Grant, Morrison Center for Marketing Studies & Data Analytics	2020, 2021, 2022
Society for Consumer Psychology Conference Best Poster Award	2022
UCLA Summer Doctoral Fellowship Program	2019, 2020, 2021, 2022
UCLA Anderson Fellowship	2018 - 2023

## CONFERENCE PRESENTATIONS (presenter underlined)

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Mirny, D.J., & Spiller, S.A. (2024). "Source Memory is More Accurate for Opinions than for Facts." Society for NeuroEconomics, 22nd Annual Meeting (Cascais, Portugal)

Mirny, D.J., & Spiller, S.A. (2023). "Source Memory is More Accurate for Opinions than for Facts." Association for Consumer Research European Conference

Mirny, D.J., & Spiller, S.A. (2023). "Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Objective Rather Than Subjective." Competitive Paper; Society for Consumer Psychology Conference (San Juan, PR)

Mirny, D.J., & Spiller, S.A. (2022). "Source Memory is More Accurate for Opinions than for Facts." Special session, "Antecedents of and Remedies to the Spread of Misinformation"; Association for Consumer Research Conference (Denver, CO)

Mirny, D.J., & Spiller, S.A. (2022). "Source Memory is More Accurate for Subjective Claims than for Objective Claims." Competitive Paper; Society for Consumer Psychology Conference (Virtual); and California School Conference (Stanford, CA)

Mirny, D.J., & Spiller, S.A. (2021). "Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Factual Statements Rather Than Opinions." Competitive Paper; Association for Consumer Research Conference (Virtual)

## CONFERENCE POSTERS (presenter underlined)

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Mirny, D.J., & Spiller, S.A. (2022). "Source Memory is More Accurate for Opinions than for Facts." Society for Judgment and Decision Making Conference (San Diego, CA)

Mirny, D.J., & Spiller, S.A. (2022). "Creeping Objectivity." Society for Consumer Psychology Conference (Virtual). *\*Winner of Best Poster Award\**

Mirny, D.J., & Spiller, S.A. (2021). "Source Memory is More Accurate for Subjective Claims than for Objective Claims." Society for Judgment and Decision Making Conference (Virtual)

Mirny, D.J., & Spiller, S.A. (2021). "Source Memory is More Accurate for Subjective Claims than for Objective Claims." Association for Consumer Research Conference (Virtual)

Mirny, D.J., & Spiller, S.A. (2020). "Repeated Exposure Increases Perceived Verifiability." Society for Consumer Psychology Conference (Huntington Beach, CA)

## INVITED PRESENTATIONS

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MIT Sloan (Cambridge, USA)	2026 February
Brown University (Providence, USA)	2025 November
INSEAD (Fontainebleau, France)	2023 February
The Stockholm School of Economics (Stockholm, Sweden)	2023 February
IESE Business School (Barcelona, Spain)	2023 February

London Business School (London, UK)	2023 February
KU Leuven (Leuven, Belgium)	2023 January
HEC Lausanne (Lausanne, Switzerland)	2023 January
Harvard Business School (Cambridge, USA)	2022 November

### **PROFESSIONAL MEMBERSHIPS**

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Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Society for Judgment and Decision Making (SJDM)  
Society for NeuroEconomics (SNE)

### **TEACHING**

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Marketing Management (IESE, Master in Management)	2023-24 to 2025-26
Marketing Implementation (IESE, Master in Management)	2024-25
Marketing Management (IESE, MBA)	2025-26

*Average teaching evaluation: 4.6 / 5.0.*

### **VOLUNTEERING & SERVICE**

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**Lean On Me** ([www.leanonme.chat](http://www.leanonme.chat)) 2015 - Present  
Chief Executive Officer  
*Developed a tool for anonymous emotional support; 500+ volunteers provide SMS-based support across 13 colleges.*