

Stanford



Benoit Monin

Bowen H. and Janice Arthur McCoy Professor in Leadership Values and Professor of Psychology
Organizational Behavior

Bio

BIO

Benoit Monin received his Ph.D. in Psychology from Princeton University, after earning an M.Sc. in Social Psychology at the London School of Economics. He completed his undergraduate studies at ESSEC, a business school near Paris, and at the Lycée Privé Sainte Geneviève, in Versailles. Monin joined the Stanford Department of Psychology in 2001, and since 2008 he has held appointments both in psychology and in the Organizational Behavior area at the Stanford Graduate School of Business.

Monin's research investigates the motivational aspects of ethics, and in particular how most people's desire to retain a positive self-image as a good, moral person affects behavior and social perception in counterintuitive ways. Monin teaches Critical Analytical Thinking and Ethics and Management to Stanford MBAs, and statistics and research methods for incoming PhD students. He received the Dean's Award for Distinguished Teaching, and has held visiting positions at the University of Michigan and at the University of Paris 10. He served as an associate editor for the Journal of Experimental Social Psychology, and his work has appeared in the Journal of Personality and Social Psychology, the Journal of Experimental Social Psychology, Psychological Science, and the Personality and Social Psychology Bulletin.

ACADEMIC APPOINTMENTS

- Professor, Organizational Behavior
- Professor, Psychology

PROFESSIONAL EDUCATION

- Ph.D., Princeton University , Psychology (2002)

LINKS

- Graduate School of Business Website: <https://www.gsb.stanford.edu/faculty-research/faculty/benoit-monin>

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

My research deals with how people address threats to the self in interpersonal situations: How they avoid feeling prejudiced, how they construe other people's behavior to make to their own look good, how they deal with dissonance, how they affirm a threatened identity, how they resent the goodness of others when it makes them look bad, etc. I study these issues in the context of social norms, the self, and morality, broadly defined.

Teaching

COURSES

2019-20

- Acting with Power: OB 333 (Aut)

2018-19

- Acting with Power: OB 333 (Spr)
- Global Study Trip Leadership Skills: GSBGEN 531 (Aut)

2017-18

- Acting with Power: OB 333 (Spr)
- Statistical Methods for Behavioral and Social Sciences: OB 652 (Aut)

2016-17

- Acting with Power: OB 333 (Spr)
- Statistical Methods for Behavioral and Social Sciences: OB 652 (Aut)
- Statistical Methods for Behavioral and Social Sciences: PSYCH 252 (Aut)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Erik Santoro

Doctoral Dissertation Advisor (AC)

Jesse Reynolds

Doctoral (Program)

Jesse Reynolds

Publications

PUBLICATIONS

- **Healthier Than Thou? "Practicing What You Preach" Backfires by Increasing Anticipated Devaluation** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Howe, L. C., Monin, B.
2017; 112 (5): 718-735
- **Consistency Versus Licensing Effects of Past Moral Behavior** *ANNUAL REVIEW OF PSYCHOLOGY, VOL 67*
Mullen, E., Monin, B.
2016; 67: 363-?
- **Moral Self-Licensing: When Being Good Frees Us to Be Bad** *SOCIAL AND PERSONALITY PSYCHOLOGY COMPASS*
Merritt, A. C., Effron, D. A., Monin, B.
2010; 4 (5): 344-57
- **The rejection of moral rebels: Resenting those who do the right thing** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Monin, B., Sawyer, P. J., Marquez, M. J.
2008; 95 (1): 76-93
- **Outraged but Sympathetic: Ambivalent Emotions Limit the Influence of Viral Outrage** *SOCIAL PSYCHOLOGICAL AND PERSONALITY SCIENCE*
Sawaoka, T., Monin, B.

2019

- **Does Private Regulation Preempt Public Regulation?** *AMERICAN POLITICAL SCIENCE REVIEW*
Malhotra, N., Monin, B., Tomz, M.
2019; 113 (1): 19–37
- **The Paradox of Viral Outrage** *PSYCHOLOGICAL SCIENCE*
Sawaoka, T., Monin, B.
2018; 29 (10): 1665–78
- **When principled deviance becomes moral threat: Testing alternative mechanisms for the rejection of moral rebels** *GROUP PROCESSES & INTERGROUP RELATIONS*
O'Connor, K., Monin, B.
2016; 19 (5): 676-693
- **Consistency Versus Licensing Effects of Past Moral Behavior.** *Annual review of psychology*
Mullen, E., Monin, B.
2016; 67: 363–85
- **Moral Suspicion Trickles Down** *SOCIAL PSYCHOLOGICAL AND PERSONALITY SCIENCE*
Sawaoka, T., Monin, B.
2015; 6 (3): 334-342
- **Threatened Men Compensate by Disavowing Feminine Preferences and Embracing Masculine Attributes** *SOCIAL PSYCHOLOGY*
Cheryan, S., Cameron, J. S., Katagiri, Z., Monin, B.
2015; 46 (4): 218-227
- **Core values versus common sense: consequentialist views appear less rooted in morality.** *Personality and social psychology bulletin*
Kreps, T. A., Monin, B.
2014; 40 (11): 1529-1542
- **When Cheating Would Make You a Cheater: Implicating the Self Prevents Unethical Behavior** *JOURNAL OF EXPERIMENTAL PSYCHOLOGY-GENERAL*
Bryan, C. J., Adams, G. S., Monin, B.
2013; 142 (4): 1001-1005
- **How the Opinions of Racial Minorities Influence Judgments of Discrimination** *BASIC AND APPLIED SOCIAL PSYCHOLOGY*
Crosby, J. R., Monin, B.
2013; 35 (4): 334-345
- **The unhealthy road not taken: Licensing indulgence by exaggerating counterfactual sins** *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY*
Effron, D. A., Monin, B., Miller, D. T.
2013; 49 (3): 573-578
- **"That's the one I wanted": when do competitors copy their opponents' choices?** *JOURNAL OF APPLIED SOCIAL PSYCHOLOGY*
Zitek, E. M., Monin, B.
2013; 43 (2): 293-305
- **Inventing Racist Roads Not Taken: The Licensing Effect of Immoral Counterfactual Behaviors** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Effron, D. A., Miller, D. T., Monin, B.
2012; 103 (6): 916-932
- **The Stranger Effect: The Rejection of Affective Deviants** *PSYCHOLOGICAL SCIENCE*
Szczyrek, L., Monin, B., Gross, J. J.
2012; 23 (10): 1105-1111
- **The strategic pursuit of moral credentials** *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY*
Merritt, A. C., Effron, D. A., Fein, S., Savitsky, K. K., Tuller, D. M., Monin, B.
2012; 48 (3): 774-777
- **Do-Gooder Derogation: Disparaging Morally Motivated Minorities to Defuse Anticipated Reproach** *SOCIAL PSYCHOLOGICAL AND PERSONALITY SCIENCE*

-
- Minson, J. A., Monin, B.
2012; 3 (2): 200-207
- **Fitting In but Getting Fat: Identity Threat and Dietary Choices Among US Immigrant Groups** *PSYCHOLOGICAL SCIENCE*
Guendelman, M. D., Cheryan, S., Monin, B.
2011; 22 (7): 959-967
 - **The Trouble with Thinking: People Want to Have Quick Reactions to Personal Taboos** *EMOTION REVIEW*
Merritt, A. C., Monin, B.
2011; 3 (3): 318-319
 - **Misery Has More Company Than People Think: Underestimating the Prevalence of Others' Negative Emotions** *PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN*
Jordan, A. H., Monin, B., Dweck, C. S., Lovett, B. J., John, O. P., Gross, J. J.
2011; 37 (1): 120-135
 - **"Doing well by doing good"? Ambivalent moral framing in organizations** *RESEARCH IN ORGANIZATIONAL BEHAVIOR: AN ANNUAL SERIES OF ANALYTICAL ESSAYS AND CRITICAL REVIEWS*
Kreps, T. A., Monin, B.
2011; 31: 99-123
 - **Letting People Off the Hook: When Do Good Deeds Excuse Transgressions?** *PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN*
Effron, D. A., Monin, B.
2010; 36 (12): 1618-1634
 - **The Orthogonality of Praise and Condemnation in Moral Judgment** *SOCIAL PSYCHOLOGICAL AND PERSONALITY SCIENCE*
Wiltermuth, S. S., Monin, B., Chow, R. M.
2010; 1 (4): 302-310
 - **Are mental states assessed relative to what most people "should" or "would" think? Prescriptive and descriptive components of expected attitudes** *BEHAVIORAL AND BRAIN SCIENCES*
Kreps, T. A., Monin, B.
2010; 33 (4): 341-?
 - **Victim Entitlement to Behave Selfishly** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Zitek, E. M., Jordan, A. H., Monin, B., Leach, F. R.
2010; 98 (2): 245-255
 - **Opt-Out Testing for Stigmatized Diseases: A Social Psychological Approach to Understanding the Potential Effect of Recommendations for Routine HIV Testing** *HEALTH PSYCHOLOGY*
Young, S. D., Monin, B., Owens, D.
2009; 28 (6): 675-681
 - **The retrospective gambler's fallacy: Unlikely events, constructing the past, and multiple universes** *JUDGMENT AND DECISION MAKING*
Oppenheimer, D. M., Monin, B.
2009; 4 (5): 326-334
 - **Investigations in spontaneous discounting** *MEMORY & COGNITION*
Oppenheimer, D. M., Monin, B.
2009; 37 (5): 608-614
 - **Endorsing Obama licenses favoring Whites** *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY*
Effron, D. A., Cameron, J. S., Monin, B.
2009; 45 (3): 590-593
 - **Life's recurring challenges and the fundamental dimensions: An integration and its implications for cultural differences and similarities** *EUROPEAN JOURNAL OF SOCIAL PSYCHOLOGY*
Ybarra, O., Chan, E., Park, H., Burnstein, E., Monin, B., Stanik, C.
2008; 38 (7): 1083-1092
 - **From sucker to saint - Moralization in response to self-threat** *PSYCHOLOGICAL SCIENCE*
-

-
- Jordan, A. H., Monin, B.
2008; 19 (8): 809-815
- **Where do we look during potentially offensive behavior?** *PSYCHOLOGICAL SCIENCE*
Crosby, J. R., Monin, B., Richardson, D.
2008; 19 (3): 226-228
 - **Failure to warn: How student race affects warnings of potential academic difficulty** *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY*
Crosby, J. R., Monin, B.
2007; 43 (4): 663-670
 - **Deciding versus reacting: Conceptions of moral judgment and the reason-affect debate** *REVIEW OF GENERAL PSYCHOLOGY*
Monin, B., Pizarro, D. A., Beer, J. S.
2007; 11 (2): 99-111
 - **Potential moral stigma and reactions to sexually transmitted diseases: Evidence for a disjunction fallacy** *PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN*
Young, S. D., Nussbaum, A. D., Monin, B.
2007; 33 (6): 789-799
 - **Holier than me? Threatening social comparison in the moral domain** *1st European Workshop on Social Comparison*
Monin, B.
PRESSES UNIV GRENOBLE.2007: 53-68
 - **"Where are you really from?": Asian Americans and identity denial** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Cheryan, S., MONIN, B.
2005; 89 (5): 717-730
 - **Is positivity a cue or a response option? Warm glow vs evaluative matching in the familiarity for attractive and not-so-attractive faces** *JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY*
Corneille, O., MONIN, B., Pleyers, G.
2005; 41 (4): 431-437
 - **Correlated averages vs. averaged correlations: Demonstrating the warm glow heuristic beyond aggregation** *SOCIAL COGNITION*
Monin, B., Oppenheimer, D. M.
2005; 23 (3): 257-278
 - **Reacting to an assumed situation vs. conforming to an assumed reaction: The role of perceived speaker attitude in vicarious dissonance** *GROUP PROCESSES & INTERGROUP RELATIONS*
Monin, B., Norton, M. I., Cooper, J., Hogg, M. A.
2004; 7 (3): 207-220
 - **The warm glow heuristic: When liking leads to familiarity** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
MONIN, B.
2003; 85 (6): 1035-1048
 - **Vicarious dissonance: Attitude change from the inconsistency of others** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*
Norton, M. I., MONIN, B., Cooper, J., Hogg, M. A.
2003; 85 (1): 47-62
 - **Perceptions of a fluid consensus: Uniqueness bias, false consensus, false polarization, and pluralistic ignorance in a water conservation crisis** *PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN*
MONIN, B., Norton, M. I.
2003; 29 (5): 559-567