

PROMOTION RECOMMENDATION
THE UNIVERSITY OF MICHIGAN
SCHOOL OF INFORMATION

Erin L. Krupka, associate professor of information, with tenure, School of Information, is recommended for promotion to professor of information, with tenure, School of Information.

Academic Degrees:

Ph.D.	2007	Carnegie Mellon University, Pittsburgh, Pennsylvania
M.S.	2004	Carnegie Mellon University, Pittsburgh, Pennsylvania
M.P.P.	2002	University of Chicago, Chicago, Illinois
B.A.	1997	Wheaton College, Norton, Massachusetts

Professional Record:

2023 – Present	Associate Dean for Faculty, School of Information, University of Michigan
2017 – Present	Associate Professor, School of Information, University of Michigan
2009 – 2017	Assistant Professor, School of Information, University of Michigan
2007 – Present	Research Associate, Institute of Labor Economics, Bonn, Germany

Summary of Evaluation:

Teaching: Professor Krupka’s teaching philosophy emphasizes a student-centered approach with a focus on fostering independence, curiosity, and inclusivity in the classroom. The core values include the belief that incentives should encourage students to be engaged in the learning process, assignments should empower students, and access to course content should be diverse and multi-modal. Her goal is to help students recognize, connect, and apply concepts in various contexts while nurturing independence and confidence; mastery is defined by a student’s ability to apply knowledge confidently. The success of her philosophy is evident by her receiving the 2011 School of Information (UMSI) Excellence in Instruction award, the Honored Instructor Award from University of Michigan Housing, and most recently, in 2023, she was nominated by students for the “Advising Council at the University of Michigan (ACUM) Outstanding Advisor Award.”

Professor Krupka has consistently taught two undergraduate courses, SI 334: Persuasion and Social Influence and SI 110: Introduction to Information Studies. In the master’s program, she has consistently taught SI 534: Theories of Social Influence and SI 617: Choice Architecture. In the Ph.D. Program, her most consistent contributions have been, SI 705: First Semester Experience and SI 706: Research and Writing a Critical Literature Review. She also taught a Ph.D. seminar SI 710: Social Identity and Narratives (one time); a special section of Choice Architecture (SI 617/717) for Ph.D. students (two times), and SI840: Seminar in Research Methods (one time). Of these, she was the creator and first instructor for all but SI 110, SI 705, and SI 840.

Professor Krupka has been an active advisor of doctoral students, with two students currently under her mentorship or co-mentorship, and three already graduated as well as being a committee member for several other Ph.D. students. She regularly includes students as co-authors on papers and co-investigators in research, often allowing them to take the lead to promote their own learning. Professor Krupka is also a University of Michigan African Presidential Scholar mentor and started a mentoring lab for faculty and Ph.D. students working on gender, LGBTQ+, and race in economics research with participants from around the globe.

Research: Professor Krupka's field is behavioral and experimental economics. Her most significant impact has been the development and elaboration of a precise definition and elicitation technique for social norms. Throughout her academic career, she has incrementally and systematically built on her initial research contributions by designing research projects and innovating research techniques to study when norms are shared in the population, whether they are strong or weak, how norms evolve, and how they affect decision making in a variety of contexts such as politics, health, and labor markets.

Professor Krupka has a solid publication record. She publishes her basic research on social norms in top peer-reviewed field journals in experimental economics and psychology. Since receiving tenure, she has three publications in *Experimental Economics*, which is the official journal of the Economic Science Association (ESA) and is the top field journal for experimental economics. She also has one publication in *Games and Economic Behavior*, which is considered a top field publication both for economic theory and for behavioral and experimental economics. *Judgement and Decision Making* is a top venue for the judgment and decision-making field in psychology. Her *Journal of the European Economic Association (JEEA)* (2013) publication has stood the test of time and has become a very influential publication that is ex post recognized by the research community as a premier publication with a lasting impact.

Recent and Significant Publications:

- Krupka, E., Weber, R., Crosno, R., Hoover, H. (2023). "When in Rome: Identifying social norms using coordination games." *Judgment and Decision Making*. 17(2):263-283. 10.1017/S1930297500009104.
- Murray, J., Kimbrough, E., Krupka, E., Ramalingam, A., Kumar, R., Power, J., Sanchez-Franco, S., Sarmiento, O., Kee, F., Hunter, R. (2020). "Confirmatory factor analysis comparing incentivized experiments with self-report methods to elicit adolescent smoking and vaping social norms." *Scientific Reports*. 10. 15818. 10.1038/s41598-020-72784-z.
- Chang, D., Chen, R., Krupka, E. (2019). "Rhetoric matters: A social norms explanation for the anomaly of framing." *Games and Economic Behavior*. 116:158-178. 10.1016/j.geb.2019.04.011.
- Chen, Y. Jiang, M., Krupka, E. (2018). "Hunger and the gender gap." *Experimental Economics*. 22(4):885-917. 10.1007/s10683-018-9589-9.
- Krupka, E., Leider, S. Jiang, M. (2016). "A Meeting of the Minds: Informal Agreements and Social Norms." *Management Science*. 63(6):1708-1729. 10.1287/mnsc.2016.2429.

Service: The quality of Professor Krupka's internal service has been recognized and resulted in a quick rise through leadership and administrative roles. She served on a faculty search committee and four promotion and review subcommittees. From 2019-20203, she served as doctoral program director, and currently serves as the associate dean for faculty. The Doctoral Program grew to nearly 140 students during her tenure, and she led the program through the challenging period of COVID-19. She systematized many of the data collection and student progress tracking elements of the program. Furthermore, to enhance diversity she formed long-term recruiting relationships with OStem - Out in Stem - and the i3 Inclusion Institute, and expanded access to waivers for application fees. Professor Krupka's external service is substantial and has progressed into leadership roles. She has reviewed for the most prominent journals in economics such as the *American Economic Review*, *Econometrica*, and the *JEEA*, as well as more field-specific journals. She has also reviewed grant proposals for the National Science Foundation. She was an elected board member of the ESA from 2016-19. She has been an associate editor for the *Economic Journal* and for the *Journal of Judgment and Decision Making* (a three-year appointment starting in 2019). She was a special issue editor in

2022 for the *European Economic Review*, on “Social Norms: Enforcement, Breakdown & Polarization.”

External Reviewers:

Reviewer A: “...this paper has turned out to be a blockbuster paper...Remarkably, and I really mean remarkably, the simple social normal variable when added to the logit prediction makes the difference between light and day in prediction of behavior in the various games. That is, where the standard social preference models do not make any inroads in explaining behavior, the simple norm elicitation capture correctly modal play, and key shifts in behavior. There are some remarkable features of this instrument which, not surprisingly, has been embraced by others. For one thing, it is easy to implement. Also, it is possible to do it even ex post, on a different sample: one is just asking a group of subjects to imagine how acceptable a play in a game is to others. One need not do this in the original sample. As such, one can easily revisit older results, to see if the norm elicitation helps.”

Reviewer B: “While it is hard to rank academic merit as there are several facets of a good researcher, I would not hesitate to say that [Professor Krupka] would be amongst the top few of her cohort. Her research compares favourably to some of the recent successful professorial applicants at comparable [United States] and Australian Universities for whom I have acted as a referee.”

Reviewer C: “Maybe her most important paper is the 2013 paper...The procedure they introduced is now called “Krupka and Weber (2013) norm elicitation procedure...”

Reviewer D: “In my view, this is one of the best papers on social norms of this century. It should be taught in every class on Experimental Economics at the undergraduate and PhD level (and I suspect it is indeed taught in most). It is also one of the papers I encourage students to read when they are preparing to run their own experiments.”

Reviewer E: “This paper thus represents a major contribution to the study not only of framing, but of norms and identity. The paper has an innovative experimental design which circumvents the common complaint about studying identity and norms, that identities and norms are endogenous so their effect cannot be directly tested. I expect this paper to be heavily cited in the growing literature studying identity and norms in the laboratory and using survey data.”

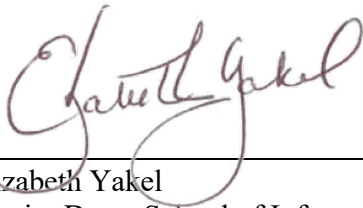
Reviewer F: “At the five institutions where I have been on the faculty...[Professor] Krupka would be a shoe-in to make Full Professor with her current record.”

Reviewer G: “I am a big fan of her paper with Leider and Jiang (Management Science 2017), which first questions and confirms that the Krupka-Weber elicitation is measuring norms rather than expected behavior of others or self, and second shows that norms play a critical role in sustaining informal agreements. The paper nicely shows that the effectiveness of informal agreements is better understood when we take into account the role played by norm adherence. Informal agreements are shown to be sustained not only by a change in norms, but also about the beliefs individuals hold about the behavior of others.”

Reviewer H: “[Professor] Krupka proved to be an outstanding colleague, collaborator, and scholar. She took up the lion share of much of the analytical work in our projects; she was brilliant in her insights and intuitions in the design phase of our studies; she was methodical, rigorous, and precise in her analyses; and she was also outstanding in her mentoring of one of the junior members of our research team.”

Reviewer I: “Her service record is off the charts, both internally to the school and university, and in the profession. She has been Associate on the ERINN (Economic Research on Identity, Norms and Narratives) board for some years, has participated as a mentor in a number of organizations ([Committee on the Status of Women in the Economics Profession], ESA, etc.) both the [United States] and Germany. She has served on the board of the Economic Science Association (the professional association of experimental economists), and will no doubt be tapped for one of the higher offices. I’m amazed that she can be this research-productive with such a heavy service commitment.”

Summary of Recommendation: Professor Krupka is a world authority on measurement of social norms using incentivized experimental economics techniques that she developed, refined and applied to a variety of social contexts to help understand when and how social norms affect choice, whether and how they can be harnessed to affect choice and when and how norms evolve. She is an award-winning instructor and her unwavering commitment to diversity, equity and inclusion is evident in her research, teaching, and service both within the school and within her research community of behavioral and experimental economists. Therefore, with the support of the Promotion and Tenure Committee of the School of Information, I enthusiastically recommend Erin L. Krupka for promotion to professor of information, with tenure, School of Information.



Elizabeth Yakel
Interim Dean, School of Information
C. Olivia Frost Collegiate Professor of Information

May 2024