

# Contents

Contributors	ix
Acknowledgments	xiii
Introduction	1
<i>George Loewenstein, Daniel Read, and         Roy F. Baumeister</i>	
1. Time Discounting and Time Preference: A Critical Review	13
<i>Shane Frederick, George Loewenstein, and     Ted O'Donoghue</i>	
<b>PART I · Philosophical, Evolutionary, and Neurobiological Underpinnings</b>	
2. Time Preference and Personal Identity	89
<i>Shane Frederick</i>	
3. The Evolution of Patience	115
<i>Alex Kacelnik</i>	
4. A Neurobiology of Intertemporal Choice	139
<i>Stephen B. Manuck, Janine D. Flory,     Matthew F. Muldoon, and Robert E. Ferrell</i>	

**PART II · Theoretical Perspectives**

- |    |  |     |
|----|--|-----|
| 5. | Sustaining Delay of Gratification over Time:<br>A Hot-Cool Systems Perspective<br><i>Walter Mischel, Ozlem Ayduk, and<br/>Rodolfo Mendoza-Denton</i> | 175 |
| 6. | Willpower, Choice, and Self-Control<br><i>Roy F. Baumeister and Kathleen D. Vohs</i>   | 201 |
| 7. | Self-Awareness and Self-Control<br><i>Ted O'Donoghue and Matthew Rabin</i>   | 217 |
| 8. | Construal Level Theory of Intertemporal<br>Judgment and Decision<br><i>Nira Liberman and Yaacov Trope</i>  | 245 |
| 9. | Self-Signaling and Self-Control<br><i>Drazen Prelec and Ronit Bodner</i>   | 277 |

**PART III · Patterns of Preference**

- |     |  |     |
|-----|--|-----|
| 10. | Subadditive Intertemporal Choice<br><i>Daniel Read</i>   | 301 |
| 11. | Summary Assessment of Experiences: The Whole<br>Is Different from the Sum of Its Parts<br><i>Dan Ariely and Ziv Carmon</i> | 323 |
| 12. | Predicting and Indulging Changing Preferences<br><i>George Loewenstein and Erik Angner</i>                                 | 351 |

**PART IV · Applications**

- |     |   |     |
|-----|---|-----|
| 13. | Time Discounting of Health Outcomes<br><i>Gretchen B. Chapman</i>   | 395 |
| 14. | Delay Discounting: A Fundamental Behavioral<br>Process of Drug Dependence<br><i>Warren K. Bickel and Matthew W. Johnson</i> | 419 |
| 15. | Fear as a Policy Instrument<br><i>Andrew Caplin</i>   | 441 |
| 16. | Dieting as an Exercise in Behavioral Economics<br><i>C. Peter Herman and Janet Polivy</i>                                   | 459 |

17. Self-Rationing: Self-Control in Consumer Choice	491
<i>Klaus Wertenbroch</i>	
18. The Hyperbolic Consumption Model: Calibration, Simulation, and Empirical Evaluation	517
<i>George-Marios Angeletos, David Laibson, Andrea Repetto, Jeremy Tobacman, and Stephen Weinberg</i>	
Index	545