

# Chiara Longoni

Associate Professor



**Knowledge Group:** Marketing

**Research Domains:** Marketing Management

**Teaching Domains:**

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## Biography

Chiara Longoni is an Associate Professor of Marketing and Sales at Università Bocconi.

She is a social scientist and conducts interdisciplinary, empirical research that investigates the adoption of artificial intelligence as a tool for social good, with direct applications for companies, law, and policy. A secondary area of research looks at the determinants of positive behavior change and the drivers of sustainability and climate action. Her primary area of research falls under the realm of investigating consumer psychological responses to applications of artificial intelligence across domains spanning healthcare, recommendation systems, automated content generation, and government service provision. A secondary area of research broadly relates to consumer and societal well-being. Her work in this area looks at the determinants of positive behavior change and the drivers of sustainability and climate action.

She completed a Ph.D. in marketing at New York University's Stern School of Business. She also holds a M.S. (summa cum laude) from Università Bocconi, a M.A. (Honors) in Psychology from New York University.

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## Articles in Scholarly Journals

### **AI-induced indifference: Unfair AI reduces prosociality**

ZHANG, R. Z., E. J. KYUNG, C. LONGONI, L. CIAN, K. MRKVA, "AI-induced indifference: Unfair AI reduces prosociality", *Cognition*, 2025, vol. 254, pp. 105937

### **Lower Artificial Intelligence Literacy Predicts Greater AI Receptivity**

TULLY, S., C. LONGONI, G. APPEL, "Lower Artificial Intelligence Literacy Predicts Greater AI Receptivity", *Journal of Marketing*, 2025, vol. 89, no. 5, pp. 1–20

### **Proximity bias: Interactive effect of spatial distance and outcome valence on probability judgments**

HONG, J. S., C. LONGONI, V. G. MORWITZ, "Proximity bias: Interactive effect of spatial distance and outcome valence on probability judgments", *Journal of Consumer Psychology*, 2024, vol. 34, no. 1, pp. 18-34

### **The impact of generative artificial intelligence on socioeconomic inequalities and policy making**

CAPRARO, V., A. LENTSCH, D. ACEMOGLU, S. AKGUN, A. AKHMEDOVA, E. BILANCINI, J.-F. BONNEFON, P. BRAÑAS-GARZA, L. BUTERA, K. M. DOUGLAS, J. A. C. EVERETT, G. GIGERENZER, C. GREENHOW, D. A. HASHIMOTO, J. HOLT-LUNSTAD, J. JETTEN, S. JOHNSON, W. H. KUNZ, C. LONGONI, P. LUNN, S. NATALE, S. PALUCH, I. RAHWAN, N. SELWYN, V. SINGH, S. SURI, J. SUTCLIFFE, J. TOMLINSON, S. VAN DER LINDEN, P. A. M. VAN LANGE, F. WALL, J. J. VAN BAVEL, R. VIALE, "The impact of generative artificial intelligence on socioeconomic inequalities and policy making", *PNAS Nexus*, 2024, vol. 3, no. 6, pp. 191

### **Algorithmic Transference: People Overgeneralize Failures of AI in the Government**

LONGONI, C., L. CIAN, E. J. KYUNG, "Algorithmic Transference: People Overgeneralize Failures of AI in the Government", *Journal of Marketing Research*, 2023, vol. 60, no. 1, pp. 170-188

### **Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The “Word-of-Machine” Effect**

LONGONI, C., L. CIAN, "Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The “Word-of-Machine” Effect", *Journal of Marketing*, 2022, vol. 86, no. 1, pp. 91-108

### **How consumer digital signals are reshaping the customer journey**

SCHWEIDEL, D. A., Y. BART, J. J. INMAN, A. T. STEPHEN, B. LIBAI, M. ANDREWS, A. B. ROSARIO, I. CHAE, Z. CHEN, D. KUPOR, C. LONGONI, F. THOMAZ, "How consumer digital signals are reshaping the customer journey", *Journal of the Academy of Marketing Science*, 2022, vol. 50, no. 6, pp. 1257-1276

### **Understanding, explaining, and utilizing medical artificial intelligence**

CADARIO, R., C. LONGONI, C. K. MOREWEDGE, "Understanding, explaining, and utilizing medical artificial intelligence", *Nature Human Behavior*, 2021, vol. 5, no. 12, pp. 1636-1642

### **Resistance to medical artificial intelligence is an attribute in a compensatory decision process: response to Pezzo and Beckstead (2020)**

LONGONI, C., A. BONEZZI, C. K. MOREWEDGE, "Resistance to medical artificial intelligence is an attribute in a compensatory decision process: response to Pezzo and Beckstead (2020)", *Judgment and Decision Making*, 2020, vol. 15, no. 3, pp. 446-448

### **Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion**

CIAN, L., C. LONGONI, A. KRISHNA, "Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion", *Journal of Marketing Research*, 2020, vol. 57, no. 3, pp. 489-508

### **Resistance to Medical Artificial Intelligence**

LONGONI, C., A. BONEZZI, C. K. MOREWEDGE, "Resistance to Medical Artificial Intelligence", *Journal of Consumer Research*, 2019, vol. 46, no. 4, pp. 629-650

### **A green paradox: Validating green choices has ironic effects on behavior, cognition, and perception**

LONGONI, C., P. M. GOLLWITZER, G. OETTINGEN, "A green paradox: Validating green choices has ironic effects on behavior, cognition, and perception", *Journal of Experimental Social Psychology*, 2014, vol. 50, pp.

## Other

### **Knowing less about AI makes people more open to having it in their lives new research**

LONGONI, C., G. APPEL, S. TULLY, "Knowing less about AI makes people more open to having it in their lives new research", The Conversation, 21 January 2025

### **How psychology can help people live more climate-friendly lives – lessons from around the world**

LONGONI, C., K. DOELL, "How psychology can help people live more climate-friendly lives – lessons from around the world", The Conversation, 27 February 2024

### **Can we trust machines doing the news?**

LONGONI, C., C. BARTLETT, "Can we trust machines doing the news?", 360info.org, 30 March 2023

### **Do People Believe Generative AI?**

LONGONI, C., "Do People Believe Generative AI?", Insights@Questroom, 2 February 2023

### **For Patients to Trust Medical AI, They Need to Understand It**

LONGONI, C., R. CADARIO, C. K. MOREWEDGE, "For Patients to Trust Medical AI, They Need to Understand It", Harvard Business Review, 3 September 2021

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## Proceedings/Presentations

### **News from Generative Artificial Intelligence Is Believed Less**

LONGONI, C., A. FRADKIN, L. CIAN, G. PENNYCOOK, "News from Generative Artificial Intelligence Is Believed Less" in FAccT '22: 2022 ACM Conference on Fairness, Accountability, and Transparency, June 21 - 24, 2022, Seoul, South Korea