

Chiara Longoni

Associate Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Chiara Longoni è Associate Professor di Marketing e Sales all'Università Bocconi.

È una sociologa che conduce ricerche interdisciplinari ed empiriche che indagano l'adozione dell'intelligenza artificiale come strumento per il bene sociale, con applicazioni dirette per le aziende, il diritto e le politiche pubbliche. Un'area secondaria di ricerca riguarda i determinanti del cambiamento comportamentale positivo e i fattori che favoriscono la sostenibilità e l'azione climatica. La sua principale area di ricerca si concentra sulle risposte psicologiche dei consumatori all'applicazione dell'intelligenza artificiale in diversi ambiti, tra cui l'assistenza sanitaria, i sistemi di raccomandazione, la generazione automatizzata di contenuti e la fornitura di servizi governativi. Un'area secondaria di ricerca è legata al benessere dei consumatori e della società in generale. Il suo lavoro in quest'area esplora i fattori che determinano il cambiamento comportamentale positivo e i fattori che favoriscono la sostenibilità e l'azione climatica.

Ha conseguito un Dottorato di ricerca in Marketing presso la Stern School of Business della New York University. Ha anche ottenuto una Laurea magistrale (summa cum laude) dall'Università Bocconi, una Laurea magistrale (Honors) in Psicologia dalla New York University.

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. SURİ, 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. pgae191

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. 158-165

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

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