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EDUCATION

2017-2023 (Expected)

Massachusetts Institute of Technology

MIT Sloan School of Management

Ph.D. Candidate in Marketing

2012-2016

University of California, Berkeley

B.A. in Economics and B.A. in Statistics

RESEARCH INTERESTS

Behavioral Economics, Wisdom of Crowds, Confidence, Advice-taking

WORKING PAPERS

1. Identify Experts through Revealed Confidence: Application to Wisdom of Crowds
2. Sincere or Motivated? Biased Advice-taking from Co-Partisans vs Counter-Partisans (with David G. Rand)

PUBLICATIONS

1. Pennycook, Gordon, Jonathon McPhetres, **Yunhao Zhang**, Jackson G. Lu, and David G. Rand. "Fighting COVID-19 misinformation on social media: Experimental evidence for a scalable accuracy-nudge intervention." *Psychological science* 31, no. 7 (2020): 770-780.
2. Holtz, David, Michael Zhao, Seth G. Benzell, Cathy Y. Cao, Mohammad Amin Rahimian, Jeremy Yang, Jennifer Allen et al. "Interdependence and the cost of uncoordinated responses to COVID-19." *Proceedings of the National Academy of Sciences* 117, no. 33 (2020): 19837-19843.
3. Cao, Cathy, Xinyu Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, **Jerry Zhang**, Yuting Zhu, and Birger Wernerfelt. "How do successful

scholars get their best research ideas? An exploration." *Marketing Letters* 30, no. 3 (2019): 221-232.

GRANTS AND AWARDS

- ISMS Doctoral Consortium Fellow, 2020
- MIT Sloan School of Management Fellowship, 2017-2022

CONFERENCE AND SEMINAR PRESENTATIONS

- ACM Collective Intelligence Conference 2021, Virtual, Jun 2021
- Informs Marketing Science Conference 2021, Virtual, Jun 2021
- Max Planck Institute Center for Adaptive Rational, Virtual, May 2021
- UCL Affective Brain Lab, Virtual, April 2021
- MIT Behavioral Research Lab, Virtual, April 2021
- MIT Sloan Marketing Seminar, Virtual, Mar 2020
- MIT Human Cooperation Lab, Virtual, Feb 2021
- Informs SJDM Annual Meeting 2020, Virtual, Dec 2020
- MIT Conference on Digital Experimentation 2020, Virtual, Nov 2020
- MIT Behavioral Research Lab, Virtual, Oct 2020
- MIT Behavioral Economics Lunch, Virtual, Oct 2020
- MIT Human Cooperation Lab, Virtual, Jun 2020
- Informs Marketing Science Conference 2020, Virtual, Jun 2020
- MIT Sloan Marketing Seminar, Cambridge, MA, Oct 2019