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# Yunhao (Jerry) Zhang

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## EDUCATION

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|----------------------|---|
| 2017-2023 (Expected) | Massachusetts Institute of Technology<br>MIT Sloan School of Management<br>Ph.D. Candidate in Marketing |
| 2012-2016            | University of California, Berkeley<br>B.A. in Economics and B.A. in Statistics                          |

## RESEARCH INTERESTS

Behavioral Economics, Wisdom of Crowds, Confidence & Uncertainty, Advice-taking, Political Motivated Reasoning, Misinformation

## WORKING PAPERS

1. [Identify Experts through Revealed Confidence: An Application in the Wisdom of Crowds](#) (Under Revision)
2. [Sincere or Motivated? Partisan Bias in Non-Political Information Processing](#) (with David G. Rand)
3. Understanding Algorithm Aversion: When Do People Abandon AI After Seeing It Err? (with Renee Gosline) (Draft available in June 2022)

## 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**

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

## **CONFERENCE AND SEMINAR PRESENTATIONS**

- Informs Advances in Decision Analysis Conference, June 2022
- Informs Marketing Science Conference 2022, Virtual, June 2022
- University of Pennsylvania NoBeC (Norms and Behavioral Change) Talks for Early Career Researchers, Virtual, May 2022
- MIT Behavioral Research Lab, March 2022
- 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