

Last Updated: August 2025

Yunhao (Jerry) Zhang

University of California, Berkeley, Haas School of Business

2220 Piedmont Ave

Berkeley, CA 94720

yunhao.jerry.zhang@gmail.com

<https://www.yunhaojerryzhang.com/>

EDUCATION

2017-2023

Massachusetts Institute of Technology

MIT Sloan School of Management

Ph.D. in Management

2012-2016

University of California, Berkeley

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

Current Position

2023-

Postdoctoral Fellow

Psychology of Technology Institute (co-sponsored by Berkeley Haas and USC Marshall)

RESEARCH INTERESTS

Wisdom of Crowds, Mechanisms underlying Belief-updating, Social Learning, Consumer Perceptions of AI, Judgment & Decision Making

JOB MARKET PAPER

[Leveraging Collective Advice-taking Behavior to Infer Accuracy and Improve the Wisdom of Crowds](#)* (solo-authored; Invited 3rd Round Review at *Management Science*)

PUBLICATIONS

1. **Zhang, Y., & Rand, D. G. (2025).** Self-persuasion does not imply self-deception. *Cognition*, 263, 106215.
DOI: <https://doi.org/10.1016/j.cognition.2025.106215>

2. Gosline, R. R., **Zhang, Y.**, Li, H., Daugherty, P., Chakraborty, A. D., Roussiere, P., & Connolly, P. (2024). Nudge Users to Catch Generative AI Errors. *MIT Sloan Management Review*, 65(4), 22-24.
3. **Zhang, Y.**, & Gosline, R. R. (2023). People's Perceptions (and Bias) Toward Creative Content Generated by AI (ChatGPT-4), Human Experts, and Human-AI Collaboration. *Judgment and Decision Making*, Volume 18, 2023 , e41.
DOI: <https://doi.org/10.1017/jdm.2023.37>
4. **Zhang, Y.**, & Rand, D. G. (2023). Sincere or motivated? Partisan bias in advice-taking. *Judgment and Decision Making*, Volume 18 , 2023 , e29
DOI: <https://doi.org/10.1017/jdm.2023.28>
5. Arechar, A. A., Allen, J., Berinsky, A. J., Cole, R., Epstein, Z., Garimella, K., **Zhang Y.**, ... & Rand, D. G. (2023). Understanding and combatting misinformation across 16 countries on six continents. *Nature Human Behaviour*, 1-12.
6. Pennycook, G., McPhetres, J., **Zhang, Y.**, Lu, J. G., & Rand, D. G. (2020). Fighting COVID-19 misinformation on social media: Experimental evidence for a scalable accuracy-nudge intervention. *Psychological Science*, 31(7), 770-780.
7. Holtz, D., Zhao, M., Benzell, S. G., Cao, C. Y., Rahimian, M. A., Yang, J., **Zhang Y.**, ... & Aral, S. (2020). Interdependence and the cost of uncoordinated responses to COVID-19. *Proceedings of the National Academy of Sciences*, 117(33), 19837-19843.
8. Cao, C., Cao, X., Cashman, M., Kumar, M., Timoshenko, A., Yang, J., **Zhang Y.**, ... & Wernerfelt, B. (2019). How do successful scholars get their best research ideas? An exploration. *Marketing Letters*, 30, 221-232.

OTHER WORKING PAPERS (* indicates first- or solo-authored paper)

1. [Leveraging Meta-Prediction to Enhance Social Learning*](#)
(with Eaman Jahani, Douglas Guilbeault, and Juliana Schroeder, under review)
2. [The Hidden Costs of Transparency: Labeling Commercial Deepfake Videos Undermines Trust in Non-commercial Authentic Videos*](#)
(with Nathanael Fast and Juliana Schroeder, under review)
3. [How Information Homogeneity and Unknown Unknowns Suppress Confidence-Accuracy Correlation*](#)
(with Don A. Moore)

4. Understanding the Dynamics of Aversion and Appreciation for Artificial Intelligence*
(with Renée Gosline)
5. A Boundedly Rational Bayesian Model of the Distance Effect in Advice-taking*

CONFERENCE AND SEMINAR PRESENTATIONS

Leveraging Meta-Prediction to Enhance Social Learning

- ACM Collective Intelligence Conference, August 2025
- Informs SJDM Annual Meeting, November 2024
- Goldenberg Lab, Harvard Business School, November 2024

How Information Homogeneity and Unknown Unknowns Suppress Confidence-Accuracy Correlation

- Informs SJDM Annual Meeting, November 2024

Leveraging Collective Advice-taking Behavior to Infer Accuracy and Improve Wisdom of Crowds

- Forecasting Research Institute Seminar, Wharton, Sep 2024
- ACM Collective Intelligence Conference 2024, Boston, Jun 2024
- Informs SJDM Annual Meeting, November 2023
- Informs Advances in Decision Analysis Conference, June 2022
- MIT Human Cooperation Lab, Sep 2021
- ACM Collective Intelligence Conference 2021, Virtual, Jun 2021
- Max Planck Institute Center for Adaptive Rationality, Virtual, May 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
- Informs Marketing Science Conference 2020, Virtual, Jun 2020
- MIT Human Cooperation Lab, Virtual, Jun 2020
- MIT Sloan Marketing Seminar, Cambridge, MA, Oct 2019

Sincere or Motivated? Partisan Bias in Advice-taking

- University of Pennsylvania NoBeC (Norms and Behavioral Change) Talks for Early Career Researchers, Virtual, May 2022
- Informs Marketing Science Conference 2021, Virtual, Jun 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

Understanding Algorithm Aversion: When Do People Abandon AI After Seeing It Err?

- Informs Marketing Science Conference 2022, Virtual, June 2022
- MIT Human Cooperation Lab, Virtual, June 2022
- MIT Behavioral Research Lab, March 2022

GRANTS AND AWARDS

- AMA-Sheth Doctoral Consortium Fellow, 2022
- ADA Best PhD Incubator talk finalists, 2022
- ISMS Doctoral Consortium Fellow, 2020
- MIT Sloan School of Management Fellowship, 2017-2022

TEACHING EXPERIENCE

MBA Courses at MIT Sloan School of Management

- Applied Behavioral Economics (TA, Spring 2021, Spring 2022)
- Consumer Behavior (TA, Spring 2020, Spring 2022)
- Branding (TA, Spring 2021)

REFERENCES

Drazen Prelec

Professor of Management

Professor of Brain and Cognitive Sciences

Professor of Economics

dprelec@mit.edu

David G. Rand

Professor of Management Science

Professor of Brain and Cognitive Sciences

drand@mit.edu

Juliana Schroeder

Associate Professor of Management

jschroeder@haas.berkeley.edu