

# Rahul Bhui

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CONTACT INFORMATION	MIT Sloan School of Management 100 Massachusetts Ave, E62-535 Cambridge, MA USA 02142	rbhui@mit.edu <a href="https://mitmgmtfaculty.mit.edu/rbhui/">https://mitmgmtfaculty.mit.edu/rbhui/</a>
ACADEMIC APPOINTMENT	Massachusetts Institute of Technology, Cambridge, MA, USA	
	Affiliate Faculty, Institute for Data, Systems, and Society	2023 – present
	Class of 1958 Career Development Assistant Professor	2022 – present
	Assistant Professor of Marketing, Sloan School of Management	2020 – present
EDUCATION AND TRAINING	Harvard University, Cambridge, MA, USA	
	Postdoctoral Fellow	2016 – 2020
	Departments of Psychology and Economics & Center for Brain Science	
	Advisors: Samuel J. Gershman and Andrei Shleifer	
	California Institute of Technology, Pasadena, CA, USA	
	PhD, Computation and Neural Systems	2013 – 2016
	MS, Behavioral and Social Neuroscience	2011 – 2013
	Advisor: Colin F. Camerer	
	The University of British Columbia, Vancouver, BC, Canada	
	BA (Honours), Economics	2005 – 2010
	Advisor: Joseph Henrich	
PREVIOUS POSITIONS	Data Science Intern, Adaptly, NY	2013
	Research Assistant to Colin F. Camerer, Caltech	2010 – 2011
	Research Assistant to Joseph Henrich, UBC	2008 – 2010
	Research Assistant to Elizabeth Dunn, UBC	2007 – 2008
PUBLICATIONS	Bhui, R., & Dubey, R. (in press). Why context should matter. <i>Decision</i> .	
(* = EQUAL AUTHORSHIP)	Schulz, L., & Bhui, R. (2024). Political reinforcement learners. <i>Trends in Cognitive Sciences</i> .	
	Schurr, R.*, Reznick, D.*, Hillman, H., Bhui, R., & Gershman, S.J. (2024). Dynamic computational phenotyping of human cognition. <i>Nature Human Behaviour</i> .	
	Dubey, R., Hardy, M., Griffiths, T.L.*, & Bhui, R.* (2024). AI-generated visuals of car-free US cities help improve support for sustainable policies. <i>Nature Sustainability</i> .	
	Bhui, R., & Jiao, P. (2023). Attention constraints and learning in categories. <i>Management Science</i> .	
	Bhui, R., Lai, L., & Gershman, S.J. (2021). Resource-rational decision making. <i>Current Opinion in Behavioral Sciences</i> , 41, 15–21.	
	Bhui, R., & Gershman, S.J. (2020). Paradoxical effects of persuasive messages. <i>Decision</i> , 7(4), 239–258.	

Gershman, S.J., & Bhui, R. (2020). Rationally inattentive intertemporal choice. *Nature Communications*, 11, 3365.

Bhui, R., Chudek, M., & Henrich, J. (2019). Work time and market integration in the original affluent society. *Proceedings of the National Academy of Sciences*, 116(44), 22100–22105.

Schulz, E.\*, Bhui, R.\*, Love, B.C., Brier, B., Todd, M.T., & Gershman, S.J. (2019). Structured, uncertainty-driven exploration in real-world consumer choice. *Proceedings of the National Academy of Sciences*, 116(28), 13903–13908.

Bhui, R., Chudek, M., & Henrich, J. (2019). How exploitation launched human cooperation. *Behavioral Ecology and Sociobiology*, 73(78), 1–14.

Bhui, R. (2019). Testing optimal timing in value-linked decision making. *Computational Brain & Behavior*, 2(2), 85–94.

Dorfman, H.M., Bhui, R., Hughes, B.L., & Gershman, S.J. (2019). Causal inference about good and bad outcomes. *Psychological Science*, 30(4), 516–525.

Bhui, R. (2019). A statistical test for the optimality of deliberative time allocation. *Psychonomic Bulletin & Review*, 26(3), 855–867.

Bhui, R. (2019). Falling behind: Time and expectations-based reference dependence. *Decision*, 6(3), 287–303.

Bhui, R., & Gershman, S.J. (2018). Decision by sampling implements efficient coding of psychoeconomic functions. *Psychological Review*, 125(6), 985–1001.

Martin, C.F., Bhui, R., Bossaerts, P., Matsuzawa, T., & Camerer, C. (2014). Chimpanzee choice rates in competitive games match equilibrium game theory predictions. *Scientific Reports*, 4(5182).

REFEREED  
CONFERENCE  
PROCEEDINGS

Orchinik, R., Dubey, R., Gershman, S.J., Powell, D., & Bhui, R. (2023). Learning about scientists from climate consensus messaging. *Proceedings of the 45th Annual Meeting of the Cognitive Science Society*.

Hattersley, M., Orchinik, R., Ludvig, E., & Bhui, R. (2023). Preferences for descriptiveness and co-explanation in complex explanations. *Proceedings of the 45th Annual Meeting of the Cognitive Science Society*.

Bhui, R. (2022). Order effects in choice are selectively modulated by cognitive load. *Proceedings of the 44th Annual Meeting of the Cognitive Science Society*.

Xia, F., Nobandegani, A.S., Schultz, T.R., & Bhui, R. (2022). A resource-rational process-level account of violation of stochastic dominance. *Proceedings of the 44th Annual Meeting of the Cognitive Science Society*.

BOOK  
CHAPTERS

Bhui, R. (2018). Case-based decision neuroscience: Economic judgment by similarity. In R.W. Morris, A.M. Bornstein, & A. Shenhav (Eds.) *Goal-Directed Decision Making: Computations and Neural Circuits* (pp. 67–103).

## PREPRINTS

Bhui, R., & Xiang, Y. A rational account of the repulsion effect.

Orchinik, R.\*, Martel, C.\*, Rand, D., & Bhui, R. Uncommon errors: Adaptive intuitions in high-quality media environments increase susceptibility to misinformation.

Orchinik, R., Dubey, R., Gershman, S.J., Powell, D., & Bhui, R. Learning from and about climate scientists.

Orchinik, R., Bhui, R., & Rand, D. Morality and misinformation. (Stage 1 Registered Report revision at *Nature Communications*)

Levari, D.E., Martel, C., Orchinik, R., Bhui, R., Seli, P., Pennycook, G., & Rand, D.G. Blatantly false news increases belief in news that is merely implausible.

Schulz, L., Schulz, E., Bhui, R., & Dayan, P. Mechanisms of mistrust: A Bayesian account of misinformation learning. (revision at *PLOS Computational Biology*)

Cologna, V., Mede, N. G., et al. (many labs) Trust in scientists and their role in society across 67 countries.

FUNDING,  
HONORS,  
AND AWARDS

Research Grant (\$449,705; role: PI), Office of Naval Research	2021 – 2024
ISMS Early-Career Scholars Camp Fellow	2023
Junior Faculty Research Assistance Program Award (\$28,162), MIT Sloan	2023
Research Exchange Grant (27,860€; role: Co-PI), University of Tübingen	2023
Rising Star Award, Association for Psychological Science	2022
Jeptha H. and Emily V. Wade Award (\$75,000), MIT	2021
Mind Brain Behavior Young Investigator Research Award (\$5,000), Harvard	2020
Foundations of Human Behavior Initiative Research Grant (\$5,000), Harvard	2018
Mind Brain Behavior Postdoctoral Fellowship Award (\$125,000), Harvard	2016
Small Grant in Behavioral Economics (\$4,161), Russell Sage Foundation	2016
Invited Fellow at 5 <sup>th</sup> Lindau Meeting of Nobel Laureates in Economics, SSHRC	2014
Linde Institute Travel Grant (\$2,000), Caltech	2012
Joseph-Armand Bombardier Canada Graduate Scholarship (\$105,000), SSHRC	2012
Quan Memorial Scholarship, UBC	2010
Margaret Lawrence Scholarship in Arts, UBC	2009
Economics Undergraduate Scholarship, UBC	2009
William M Mercer Memorial Scholarship in Arts and Science, UBC	2009
Trek Excellence Scholarship for Continuing Students, UBC	2009
Quinn Research Assistantship Award, UBC (\$5,625)	2008
Frank Eastham Memorial Scholarship, UBC	2008
Harold B and Nellie Boyes Memorial Scholarship, UBC	2008
Trek Excellence Scholarship for Continuing Students, UBC	2008
Academic Excellence Award, Goel Family Charitable Foundation	2007
Harold Scanlon Foley Memorial Scholarship, UBC	2007

SEMINARS AND  
PRESENTATIONS

MIT Brain and Cognitive Sciences, CogLunch Seminar	2024
University of Birmingham, Psychology Seminar (invited)	2023
MIT Climate & Sustainability Consortium Talk	
43rd Annual Conference of the Society for Judgment and Decision Making (poster)	
12th Triennial Invitational Choice Symposium	
HBS NERD Lab Meeting Talk	

56th Annual Meeting of the Society for Mathematical Psychology (virtual)  
 29th Biennial Subjective Probability, Utility, and Decision Making Conference (warm-up talk)  
 Econ @ Sloan Workshop  
 MPI for Biological Cybernetics, RLDM Seminar (invited)  
 University of Basel, Society & Choice Research Seminar (invited)  
 CMU Tepper Marketing Seminar (invited)  
 Chicago Booth Marketing Seminar (invited)  
 Yale SOM Marketing Seminar (invited) 2022  
 63rd Annual Meeting of the Psychonomic Society (& MathPsych pre-meeting; poster)  
 43rd Annual Conference of the Society for Judgment and Decision Making  
 Stanford GSB Marketing Seminar (invited)  
 Third International Symposium on the Mathematics Of Neuroscience (invited)  
 19th Annual Meeting of the Society for Neuroeconomics (poster spotlight)  
 IIM Bangalore Marketing Seminar (invited)  
 55th Annual Meeting of the Society for Mathematical Psychology (virtual)  
 Advances in Decision Analysis Conference  
 5th Multidisciplinary Conference on Reinforcement Learning and Decision Making (RLDM; poster)  
 HBS/IMS Data Science in a Digital World Workshop (invited)  
 KAIST College of Business (invited)  
 Rutgers University Cognitive Science Club (invited)  
 MIT CSAIL, Disinformation Seminar (invited)  
 University of St Andrews, Mathematical Biology Seminar (invited)  
 MIT Media Lab, Computational Social Science Seminar (invited)  
 MIT Institute for Data, Systems, and Society Seminar (invited)  
 42nd Annual Conference of the Society for Judgment and Decision Making  
 UC Berkeley Haas School of Business, Shansby Seminar (invited)  
 Computational Political Psychology Network Seminar (invited) 2021  
 21st EdukCircle International Convention on Business (invited)  
 University of Melbourne, Brain, Mind and Markets Lab Seminar (invited)  
 62nd Annual Meeting of the Psychonomic Society  
 Northeast Marketing Consortium  
 28th Biennial Subjective Probability, Utility, and Decision Making Conference  
 19th Annual Meeting of the Society for Neuroeconomics  
 MIT Sloan Marketing Seminar  
 54th Annual Meeting of the Society for Mathematical Psychology  
 Association for Psychological Science 2021 Virtual Convention  
 CREED/TI Miniworkshop on Modeling and Measuring Attention (invited)  
 42nd Annual Meeting of the Cognitive Science Society, Workshop on Decision Making and Information Theory (invited) 2020  
 53rd Annual Meeting of the Society for Mathematical Psychology  
 Massachusetts Institute of Technology, Sloan School of Management (invited) 2019  
 Harvard Mind Brain Behavior Lunch Seminar  
 KAIST-Harvard Joint Workshop on Neuroscience-Inspired AI (invited)  
 4th Multidisciplinary Conference on Reinforcement Learning and Decision Making (RLDM), Workshop on Variability in Learning and Decision Making (invited)  
 Radboud University Nijmegen, Behavioural Science Institute (invited)  
 University of Zurich, Center for Neuroeconomics (invited)  
 HBS NERD Lab Meeting Talk MIT, Computational Cognitive Science Lab Meeting  
 Harvard Center for Brain Science, Neurolunch Seminar

MPI for Human Development, Center for Adaptive Rationality (invited)  
 LSE, Department of Psychological and Behavioural Science (invited)  
 Sloan-Nomis Workshop on the Cognitive Foundations of Economic Behavior (invited)  
 16th Annual Meeting of the Society for Neuroeconomics (poster spotlight) 2018  
 Harvard Cognition, Brain, and Behavior Seminar  
 Tufts University, NeuroCognition of Language Lab Meeting  
 Conference on Cognitive Computational Neuroscience (poster)  
 New England Research on Decision-Making Conference  
 Interdisciplinary Symposium on Decision Neuroscience (data blitz)  
 Context and Episodic Memory Symposium  
 Computational and Systems Neuroscience Meeting (Cosyne; poster)  
 Harvard University, Schacter Memory Lab Meeting 2017  
 Brown University, Social and Affective Neuroscience Lab Meeting  
 Context and Episodic Memory Symposium (poster)  
 12th Annual Yale Whitebox Advisors Graduate Student Conference on 2016  
 Behavioral Science (invited)  
 University of Alberta, Department of Economics (invited)  
 Harvard University, Center for Brain Science (invited) 2015  
 Economic Science Association North American Conference  
 Consilience Conference: Evolution in Biology, the Human Sciences, and the 2012  
 Humanities (poster)  
 Economic Science Association International Conference ( $\times 2$ ) 2011  
 Caltech Neurolunch Seminar  
 Social Decision Making Conference: Bridging Economics and Evolutionary Biology

TEACHING AND MENTORING *Instructor:*  
 Marketing Innovation, MIT 2021SP, 2022SP, 2023SP  
 Principles of Rationality (Research Seminar in Marketing), MIT 2022FA  
*Guest Lecturer/Other:*  
 Topics in Theory of Knowledge (PhD Seminar), MIT Philosophy 2023  
 Doctoral Seminar in Social and Engineering Systems, MIT IDSS 2022 – 2023  
 IDDEAS@MITSloan (Introduction to Diversity in Doctoral Education and 2022  
 Scholarship) Mini Master Class  
 Computational Cognitive Methods Group, Harvard – Regular speaker 2016 – 2018  
 Business Analytics, Caltech – Teaching assistant and guest lecturer 2012 – 2015  
 Behavioural Economics, UBC – Student coordinator (created course) 2009  
*Supervision:*  
 Sloan School of Management, MIT – Undergraduate Academic Advisor 2022 – 2024  
 Sloan School of Management, MIT – UROP supervisor 2020 – 2023  
 Department of Psychology, Harvard – Senior thesis and RA supervisor 2016 – 2019

ACADEMIC SERVICE  
 Advisory Board, MIT Behavioral Research Lab 2023 – present  
 Co-creator of Harvard MBB Young Investigators' Mini-Conference 2018  
 Member of the Harvard MBB Postdoctoral Steering Committee 2017 – 2018  
 Journal Reviewer: *American Economic Review*  $\circ$  *Cognition*  $\circ$  *Cognitive, Affective, and Behavioral Neuroscience*  $\circ$  *Cognitive Science*  $\circ$  *Decision*  $\circ$  *eLife*  $\circ$  *Ethics and Behavior*  $\circ$  *Frontiers in Neuroscience*  $\circ$  *Games*  $\circ$  *Journal of Behavioral Decision Making*  $\circ$  *Journal of Experimental Psychology: General*  $\circ$  *Management Science*  $\circ$  *Nature Communications*  $\circ$  *Nature Human Behaviour*  $\circ$  *PLOS Computational Biology*  $\circ$  *PLOS One*  $\circ$  *Political Psychology*  $\circ$  *Psychological Review*  $\circ$  *Psychonomic Bulletin & Review*  $\circ$  *Quarterly Journal of Economics*  $\circ$  *Science Advances*  $\circ$  *Scientific Reports*

◦ *Trends in Cognitive Sciences*

Conference Reviewer: *Behavioral Decision Research in Management* ◦ *Cognitive Computational Neuroscience* ◦ *Cognitive Science Society* ◦ *NeurIPS* ◦ *Society for Judgment and Decision Making*

Grant Reviewer: *New Frontiers in Research Fund (NFRF) Exploration Grants* ◦ *Natural Sciences and Engineering Research Council of Canada (NSERC) Discovery Grants*

SELECTED  
MEDIA  
COVERAGE

Times of India, BBC, USA Today, LA Times, Scientific American, Science News, Pacific Standard, KCRW NPR, Business Insider, Christian Science Monitor, Huffington Post, NY Mag, Discovery News, LiveScience, Science Daily, Gizmodo, CNET, Behavioral Grooves/Opinion Science Special Podcast Series