

# Rahul Bhui

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CONTACT INFORMATION	MIT Sloan School of Management 100 Massachusetts Ave, E62 Cambridge, MA USA 02142	rbhui@mit.edu rahulbhui.com
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	Dubey, R., Hardy, M, Griffiths, T.L.*, & Bhui, R.* (in press). AI-generated visuals of car-free American cities help increase support for sustainable transport 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. <i>Nature Communications</i> , 11, 3365.	
	Bhui, R., Chudek, M., & Henrich, J. (2019). Work time and market integration in the original affluent society. <i>Proceedings of the National Academy of Sciences</i> , 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.

\* = equal contribution

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

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

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

Bhui, R., & Dubey, R. Why context should matter. (revision at *Decision*)

Schulz, L., & Bhui, R. Political reinforcement learners. (revision at *Trends in Cognitive Sciences*)

Schurr, R.\*, Reznick, D.\*, Hillman, H., Bhui, R., & Gershman, S.J. Dynamic computational phenotyping of human cognition. (revision at *Nature Human Behaviour*)

Schulz, L., Schulz, E., Bhui, R., & Dayan, P. Mechanisms of mistrust: A Bayesian account of misinformation learning.

FUNDING,	Research Grant (\$449,705; role: PI), Office of Naval Research	2021 – 2024
HONORS,	Junior Faculty Research Assistance Program Award (\$28,162), MIT Sloan	2023
AND AWARDS	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	12th Triennial Invitational Choice Symposium	2023
PRESENTATIONS	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 Behavioral Science (invited)	2016
	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 Humanities (poster)	2012
	Economic Science Association International Conference (×2)	2011
	Caltech Neurolunch Seminar	
	Social Decision Making Conference: Bridging Economics and Evolutionary Biology	
TEACHING AND MENTORING	Principles of Rationality (Research Seminar in Marketing), MIT – Instructor	2022
	IDDEAS@MIT Sloan (Introduction to Diversity in Doctoral Education and Scholarship) Mini Master Class – Speaker	2022
	Sloan School of Management, MIT – Undergraduate Academic Advisor	2022 – 2023
	PhD Seminar in Social and Engineering Systems, MIT – Guest Lecturer	2022 – 2023
	Marketing Innovation, MIT – Instructor	2021 – 2023
	Sloan School of Management, MIT – UROP supervisor	2020 – 2023
	Department of Psychology, Harvard – Senior thesis and RA supervisor	2016 – 2019
	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
ACADEMIC SERVICE	Co-creator of Harvard MBB Young Investigators’ Mini-Conference	2018
	Member of the Harvard MBB Postdoctoral Steering Committee	2017 – 2018
	Journal Reviewer: <i>American Economic Review</i> ◦ <i>Cognition</i> ◦ <i>Cognitive, Affective, and Behavioral Neuroscience</i> ◦ <i>Cognitive Science</i> ◦ <i>Decision</i> ◦ <i>eLife</i> ◦ <i>Ethics and Behavior</i> ◦ <i>Frontiers in Neuroscience</i> ◦ <i>Games</i> ◦ <i>Journal of Behavioral Decision Making</i> ◦ <i>Journal of Experimental Psychology: General</i> ◦ <i>Management Science</i> ◦ <i>Nature Human Behaviour</i> ◦ <i>PLOS Computational Biology</i> ◦ <i>Political Psychology</i> ◦ <i>Psychological Review</i> ◦ <i>Psychonomic Bulletin &amp; Review</i> ◦ <i>Quarterly Journal of Economics</i> ◦ <i>Science Advances</i> ◦ <i>Scientific Reports</i>	
	Conference Reviewer: <i>Conference on Cognitive Computational Neuroscience</i> ◦ <i>Cognitive Science Conference Proceedings</i> ◦ <i>NeurIPS</i> ◦ <i>Society for Judgment and Decision Making</i>	
	Grant Reviewer: <i>New Frontiers in Research Fund (NFRF) Exploration Grants</i> ◦ <i>Natural Sciences and Engineering Research Council of Canada (NSERC) Discovery Grants</i>	
MEDIA COVERAGE	BBC, USA Today, LA Times, Scientific American, Science News, Pacific Standard, KCRW NPR, Business Insider, Christian Science Monitor, Huffington Post, NY Mag	