

## Yonatan Vanunu, Ph.D.

---

Assistant Professor

Coller School of Management, Tel Aviv University

Lorry Lokey, room 2072

Email: [yvanunu@tauex.tau.ac.il](mailto:yvanunu@tauex.tau.ac.il)

Phone: + 972 73-3803108

<https://en-coller.tau.ac.il/profile/yonatanvanunu>

## Employment

---

- |              |   |
|--------------|---|
| 2024-present | Assistant Professor of Marketing, Coller School of Management, Tel Aviv University                    |
| 2022-2024    | Principal Researcher, the Marketing department at The University of Chicago Booth School of Business. |
| 2020-2022    | Postdoctoral Fellow, The Cognition and Aging lab at The Ohio State University.                        |

## Education

---

- |           |  |
|-----------|--|
| 2017-2021 | Ph.D., School of Psychology, UNSW Sydney ( <i>Magna cum laude</i> )<br>Dissertation: <i>The underlying mechanism of risky choice under cognitive load</i><br>Advisor: Ben Newell |
| 2014-2016 | M.A., Department of Psychology, Tel Aviv University ( <i>Magna cum laude</i> )<br>Advisor: Marius Usher  |
| 2009-2011 | B.A., Behavioral Science, Academic College of Tel Aviv-Yaffo.  |

## Publications

---

- Vanunu, Y. & Ratcliff, R. (2023). The effect of speed-stress on driving behavior: a diffusion model analysis. *Psychonomic Bulletin & Review*. DOI: [10.3758/s13423-022-02200-2](https://doi.org/10.3758/s13423-022-02200-2)
- Ratcliff, R. & Vanunu, Y. (2022). The effect of aging on decision-making while driving: A diffusion model analysis. *Psychology and Aging*. 37(4), 441–455. <https://doi.org/10.1037/pag0000690>

- Vanunu, Y., Hotaling, J. M., Le Pelley, M. E. & Newell, B. R. (2021). How top-down and bottom-up attention modulate risky choice. *Proceeding of the National Academy of Science*, 118 (39). <https://doi.org/10.1073/pnas.2025646118>
- Vanunu, Y., Hotaling, J. M. & Newell, B. R. (2020). Elucidating the differential impact of extreme-outcomes in perceptual and preferential choice. *Cognitive Psychology*, 119, 101274. <https://doi.org/10.1016/j.cogpsych.2020.101274>
- Vanunu, Y., Pachur, T. & Usher, M. (2019). Constructing preference from sequential samples: the impact of evaluation format on risk attitudes. *Decision*, 6(3), 223-236. <http://dx.doi.org/10.1037/dec0000098>
- Brusovansky, M., Vanunu, Y., & Usher, M. (2019). Why we should quit while we're ahead: When do averages matter more than sums? *Decision*, 6(1), 1. <http://dx.doi.org/10.1037/dec0000087>

### **Papers Under Review and Working Papers**

---

- Vanunu, Y. & Ratcliff, R. (R&R in *Psychological Review*). Forming numerosity representations: A theory of selective sampling.
- Vanunu, Y. & Newell, B. R. (R&R in *Judgment and Decision Making*). Can increased processing noise induce better decisions? Evidence polarization through exponential weighting.
- Vanunu, Y. & Newell, B. R. (Submitted to *PNAS*). The Impact of Sampling Bias on Preferences for Skewed Distributions in Decisions from Experience.
- Vanunu, Y., Donnelley, K. (Submitted to *JMR*). Spatial position affects quantity judgments and product preference.
- Vanunu, Y., Urminsky, O. & Bartels, B. (Working Paper). Coping with complexity: A selective sampling account of how people form consideration sets of product bundles.

### **Grants, Fellowships and Awards**

---

- 2021 The Dean's Award for Outstanding Ph.D. Thesis.
- 2019 The Psychonomic Society's Graduate Travel Award.
- 2019 The Experimental Psychology Society's Study Visit Grant.
- 2017 The International Research Training Program (IRTP) Full Stipend Scholarship, Awarded by The Australian Government Department of Education and Training.
- 2015 The Yearly Excellency Scholarship, Awarded by TAU.

## **Invited Talks**

---

Spatial position affects quantity judgments and product preference. *London Business School, 2024.*

Spatial position affects quantity judgments and product preference. *Warwick University, the School of Psychology, 2024.*

Spatial position affects quantity judgments and product preference. Decision Making and Economic Psychology seminar *at Ben Gurion University, 2024.*

How top-down and bottom-up attention modulate risky choice. *The Cognitive Department Colloquium, Tel-Aviv University, 2021.*

How top-down and bottom-up attention modulate risky choice. *Quantitative Brownbag, University of Illinois Urbana-Champaign, 2021.*

The impact of rare and extreme events in decisions from experience and the function of source monitoring. The *Technion's Decisions from Experience workshop, 2019.*

Elucidating the differential impact of extreme-outcomes in perceptual and preferential choice. *Oxford University, 2019.*

Top-down and bottom-up processes in risky choice. *London Judgment and Decision-Making Seminar at UCL, 2019.*

The impact of rare and extreme events in decisions from experience and the function of source monitoring. *Decision Research @ Warwick Seminar, 2019.*

Elucidating the differential impact of extreme-outcomes in perceptual and preferential choice. *Tel-Aviv University, 2019.*

Elucidating the differential impact of extreme-outcomes in perceptual and preferential choice. *University of Newcastle, 2019.*

## **Conference Presentations**

---

Spatial position affects quantity judgments and product preference. *2024 ACR Annual Conference.*

A Selective sampling account for forming numerosity representations. *The 64<sup>th</sup> Annual Meeting of the Psychonomics Society 2023.*

Attention, consideration and consumer choice: forming consideration sets without previous knowledge. *The European Group of Process Tracing Studies Meeting 2023.*

Forming numerosity representations: A theory of selective sampling. *The Society for Mathematical Psychology meeting 2022.*

Increased source-monitoring load induces better decisions: Evidence polarization through exponential weighting. *The Australian Mathematical Psychology Conference 2021*.

Top-down and bottom-up processes in risky choice. *The Australian Mathematical Psychology Conference 2020*.

Rarity vs. Extremity and the effects of task complexity in Decisions from Experience. *The Australian Mathematical Psychology Conference 2019*.

The impact of goal and cognitive load on Decisions from Experience. *The Australian Mathematical Psychology Conference 2018*.

## **Teaching**

---

Developmental Psychology (tutorial), UNSW Sydney, 2020

Research Methods (tutorial), UNSW Sydney, 2018-2020

Introduction to Psychology (tutorial), UNSW Sydney, annually 2018-2019

Perception and Cognition (tutorial), UNSW Sydney, 2017-2019

## **Service: Ad-hoc reviewing**

---

Psychological Review

Journal of Experimental Psychology: General

Cognition

Thinking & Reasoning

Psychonomic Bulletin & Review