

# JULIAN DE FREITAS

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<https://www.hbs.edu/faculty/Pages/profile.aspx?facId=1326184>

## BIOGRAPHICAL INFORMATION

Born March 16, 1990, Witbank, South Africa  
South African and Portuguese Citizen

## EMPLOYMENT

- Assistant Professor**      **Harvard Business School**, July 2021 –  
Marketing Department
- Visiting  
Researcher**                **MIT**, Jan 15 – May 15  
Brain & Cognitive Science Department  
Computational Cognitive Science Lab (PI: Joshua Tenenbaum)
- Visiting  
Researcher**                **Stanford University**, Summers 2017, 2018  
Psychology Department  
Neuroscience & Artificial Intelligence Lab (PI: Daniel Yamins)

## AFFILIATIONS

**Mind Brain & Behavior Initiative**, May 2021–  
Harvard University

## DEGREES

- PhD**                        **Harvard University**, 2021  
Psychology (Advisors: George Alvarez & Steven Pinker)
- MSc**                        **University of Oxford**, 2015  
Experimental Psychology (Advisors: A. Nobre & G. Humphreys)  
Rhodes Scholar
- BA**                         **Yale University**, 2013  
Cognitive Science (wt. Distinction in major, Advisor: B. J. Scholl)  
Magna Cum Laude

## HONORS AND AWARDS

- |   |      |
|---|------|
| Outstanding Writer, Case Center Awards, for 'Hometown Foods' case   | 2024 |
| 'Exceptional Reviewer', Journal of Vision   | 2021 |
| Special Commendation, Extraordinary Teaching, Harvard, Spring<br>[Top 10% of teachers awarded in Harvard College] | 2020 |
| Goethals Teaching Prize, Harvard, Spring  | 2020 |
| Goethals Teaching Prize, Harvard, Fall  | 2019 |
| Travel Award, Society of Philosophy & Psychology  | 2019 |

Bok Center Certificate of Teaching Excellence, Harvard, Spring	2019
Goethals Teaching Prize, Harvard, Spring	2019
Goethals Teaching Prize, Harvard, Fall	2018
Bok Center Certificate of Teaching Excellence, Harvard, Spring	2018
Bok Center Certificate of Teaching Excellence, Harvard, Fall	2018
Travel Award, Society of Philosophy & Psychology	2018
Travel Award, Human Behavior & Evolution Society	2015
Alpheus Henry Snow Award, Yale University, \$20,000 [1 in University]	2013
Albert E. Angier Prize, Psychology Department, Yale [1 in University]	2013
Friends of Music at Yale Prize, Music Department, Yale [1 in University]	2013
Rhodes Scholar, Southern Africa-at-Large [1 of 6 in Africa]	2012
Summer Fellowship, Psychology Department, Yale University	2012
Richter Summer Fellowship, Yale University	2012
National Honor Society in Psychology Fellow, Psi Chi	2012
Saybrook College Summer Research Fellowship, Yale University	2011
ORLO English Writing Award, English Department, Yale University	2010

### **PUBLICATIONS: MANAGERIAL**

- 5 Nam, J., Balakrishnan, M., De Freitas, J., Brooks, A. W. (in prep). The need for speed in corporate activism. **Harvard Business Review**.
- 4 De Freitas, J. (2023) Will consumers buy 'selfish' self-driving cars? **Wall Street Journal (print)**.
- 3 De Freitas, J. (2023). Should you start a generative AI company? **Harvard Business Review**.
- 2 De Freitas, J. (2023). What is the optimal pattern of a customer journey? **Harvard Business Review**.
- 1 De Freitas, J. (2023). Will we blame self-driving cars? **Wall Street Journal (print)**.

### **UNDER REVIEW**

- 47 De Freitas, J., Ho, J., Ofek, E. Autopilot or copilot? Label mismarketing and automated vehicle liability. **Under review at Journal of Consumer Research**.
- 46 De Freitas, J., Khon, Z., Johnson, S., & Woolley, K. Bad to the bone or only skin deep? The essentially moral firm. **Submitted to Journal of Marketing Research**.
- 43 De Freitas, J., Uğuralp, A. K., Uğuralp, Z., & Ullman, T. Experience compression: A data-driven, feature competition account. **Under review at Journal of Experimental Psychology General**.
- 42 De Freitas, J., Castelo, N., Schmitt, B., & Sarvary, M. Speciesism in the time of humanoid robots. **Under review at Journal of Marketing**.
- 41 Cheong, I., Leo, X., Hugh, Y. E., De Freitas, J., Puntoni, S. Consumer valuation of generative AI creations. **Under review at Journal of Marketing**.
- 40 Castelo, N., & De Freitas, J. Belief in AI-driven economic inequality. **Under review at Journal of Consumer Research**.
- 39 De Freitas, J., Zhou, X., Atzei, M., Boardman, S., & Di Lillo, L. Consumer perception and autonomous vehicle liability. **Under review at Journal of Consumer Psychology**.

- 38 De Freitas, J., & Cohen, G. Disclosure, humanizing, and contextual vulnerability of generative AI chatbots. **Major revision at Science.**
- 37 De Freitas, J., Rips, L., Alvarez, G. Is personal identity intransitive? **Major revision at Journal of Experimental Psychology: General.**
- 36 Paul, L. A., Ullman, T. D., De Freitas, J., Tenenbaum, J. Reverse engineering the self. **Major revision at Psychological Review.**
- 35 De Freitas, J., Ragnhildstveit, A., Uğuralp, A. K., & Oguz, Z. Relationships with AI. **Major revision at Journal of Consumer Research.**
- 34 De Freitas, J., Castelo, N., Uğuralp, A. K., Uğuralp, Z., Ragnhildstveit, A., Seli, P. Lessons from an app update at Replika AI: Identity stability in human-AI relationships. **Major revision at Journal of Marketing.**
- 33 De Freitas, J., & Cohen, G. Regulating and managing the mental health risks of generative AI. **Revision at Nature Medicine.**
- 32 De Freitas, J., & Ofek, E. Can artificial intelligence bring out the art in brand management? **Revision at Harvard Business Review (print).**
- 31 Valenzuela, A., Puntoni, S., Hoffman, D., Castelo, N., De Freitas, J., Dietvorst, B., Hildebrand, C., Huh, Y. E., Meyer, R., Sweeney, M., Talaifar, S., Tomaino, G., Wertenbroch, K. How artificial intelligence expands and constrains the human experience. **Revision at Journal of the Association of Consumer Research (special issue on automation).**

#### **PUBLICATIONS: ACADEMIC**

Citations: 1495, h-index: 20, i10-index: 23

- 30 Agarwal, S., De Freitas, J., Ragnhildstveit, A., & Morewedge, C. Acceptance of automated vehicles is lower for self than others. (2024). **Journal of the Association of Consumer Research (special issue on automation).**
- 29 De Freitas, J., & Hafri, A. (2024). Moral thin slicing: Forming moral impressions from a brief glance. **Journal of Experimental Social Psychology.**
- 28 De Freitas, Uğuralp, A. K., Oguz, Z., & Puntoni, S. (2023). Chatbots and mental health: Insights into the safety of generative AI. **Journal of Consumer Psychology.**
- 27 De Freitas, J., Agarwal, S., Schmitt, B., & Haslam, N. (2023). Psychological factors underlying attitudes toward AI tools. **Nature Human Behavior.**
- 26 De Freitas, J., Uğuralp, A. K., Uğuralp, Z., Paul, L., Tenenbaum, J., & Ullman, T. E. (2023). Self-orienting in humans and machines. **Nature Human Behavior.**
- 25 Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A. W. (2023). Speedy activists: Firm reaction time to sociopolitical events influences consumer behavior. **Journal of Consumer Psychology.**
- 24 Prinzing, M., De Freitas, J., & Fredrickson, B. L. (2022). The ordinary concept of a meaningful life: The role of subjective and objective factors in attributions of meaning. **Journal of Positive Psychology, 639-654.**

- 23 De Freitas, J., Censi, A., Anthony, S. E., Di Lillo, L., & Frazzoli, E. (2021). From driverless dilemmas to more practical ethics tests for autonomous vehicles. **Proceedings of the National Academy of Sciences**, *118* (11) e2010202118.
- 22 Tarhan, L., De Freitas, J., & Konkle, T. (2021). Behavioral and neural representations en route to intuitive action understanding. **Neuropsychologia**, *163*, 108048.
- 21 Gan, C., Schwartz, J., Alter, S., Schrimpf, M., Traer, J., De Freitas, J., Bhandwadar, A., Sano, M., Kim, K. H., Wang, E., Mrowca, D., Lingelbach, M., Curtis, A., Feigelis, K., Haber, N., Gutfreund, D., Cox, D., DiCarlo, J., McDermott, J., Tenenbaum, J., Yamins, D. L. K. (2021). ThreeDWorld: A Platform for interactive multi-modal physical simulation. **Neural Information Processing Systems (Neurips)**.
- 20 De Freitas, J., & Cikara, M. (2020). Deliberately prejudiced self-driving cars elicit the most outrage. **Cognition**, *208*, 104555.
- 19 Kim, K. H., Sano, M., De Freitas, J., Yamins, D. L. K., Haber, N. (2020). Towards modeling the variability of human attention. **International Conference on Learning Representations Workshop**.
- 18 Kim, K. H., De Freitas, J., Haber, N., Sano, M. & Yamins, D. L. K. (2020). Active world model learning with progress curiosity. **International Conference on Machine Learning**, 5306-5315
- 17 De Freitas, J., Anthony, S. A., & Alvarez, G. A. (2020). Doubting driverless dilemmas. **Perspectives on Psychological Science**, *115*(5), 1284–1288.
- 16 De Freitas, J., Thomas, K. A., DeScioli, P., & Pinker, S. (2019). Common knowledge, coordination, and strategic mentalizing in social life. **Proceedings of the National Academy of Sciences**.
- 15 De Freitas, J., DeScioli, P., Thomas, K. A., & Pinker, S. (2019). Maimonides' ladder: States of mutual knowledge and the perception of charitability. **Journal of Experimental Psychology: General**, *148*(1), 158–173.
- 14 De Freitas, J.\*, & Johnson, S.G.B.\* (2018). Optimality bias in moral judgment. **Journal of Experimental Social Psychology**, *79*, 149–163.
- 13 De Freitas, J., Cikara, M., Grossmann, I., & Schlegel, R. (2018). Moral goodness is the essence of personal identity. **Trends in Cognitive Sciences**.
- 12 De Freitas, J., & Alvarez, G. A. (2018). Your visual system provides all the information you need to make moral judgments about generic visual events. **Cognition**, *178*, 133–146.
- 11 De Freitas, J., & Cikara, M. (2018). Deep down my enemy is good: Thinking about the true self reduces intergroup bias. **Journal of Experimental Social Psychology**, *74*, 307–316.
- 10 De Freitas, J., Sarkissian, H., Newman, G. E., Grossman, I., De Brigard, F., Luco, A., & Knobe, J. (2018). Consistent belief in a good true self in misanthropes and three interdependent cultures. **Cognitive Science**, *42*, 134–160.
- 9 De Freitas, J., Cikara, M., Grossmann, I., & Schlegel, R. (2017). Origins of the belief in morally good true selves. **Trends in Cognitive Sciences**, *21*(9), 634–636.
- 8 Phillips, J., De Freitas, J., Mott, C., Gruber, J. & Knobe, J. (2017). True happiness: The role of morality in the concept of happiness. **Journal of Experimental Psychology: General**, *146*(2), 165–181.

7 De Freitas, J., DeScioli, P., Nemirow, J., Massenkoff, M., & Pinker, S. (2017). Kill or die: Moral judgment alters linguistic coding of causality. **Journal of Experimental Psychology: Learning, Memory, and Cognition**, 43(8), 1173–1182.

6 DeScioli, P., Karpoff, R., & De Freitas, J. (2017). Ownership dilemmas: The case of finders versus landowners. **Cognitive Science**, 41, 502–522.

5 De Freitas, J., Tobia, K., Newman, J. E., & Knobe, J. (2017). Normative judgments and individual essence. **Cognitive Science**, 41, 382–402.

4 De Freitas, J.\*, Thomas, K. A.\*, DeScioli, P., & Pinker, S. (2016) Recursive mentalizing and common knowledge in the bystander effect. **Journal of Experimental Psychology: General**, 145(5), 621–629.

3 De Freitas, J., Myers, N. E., & Nobre, A. C. (2016). Tracking the changing feature of a moving object. **Journal of Vision**, 16(3), 1–21.

2 Newman, J. E., De Freitas, J., and Knobe, J. (2015). Beliefs about the true self explain asymmetries based on moral judgment. **Cognitive Science**, 39(1), 96–125.

1 De Freitas, J., Liverence, B., & Scholl, B. J. (2014). Attentional rhythm: A temporal analogue of object-based attention. **Journal of Experimental Psychology: General**, 143(1), 71–76.

## **BUSINESS CASES**

De Freitas, J., & Keller, N. (2024). Replika AI: Teaching Note.

Ofek, E., & De Freitas, J., Mohnihan, M., Keller, N. (2024). 21 Seeds: Taking shots at breakout growth.

De Freitas, J., & Ofek, E. (2023). Navya: Teaching Note.

De Freitas, J., & Ofek, E. (2023). Navya: Instructor Spreadsheet (524-701).

De Freitas, J., & Keller, N. (2022). Replika AI: Monetizing a chatbot (523-016).

De Freitas, J., Ofek, E., Ingledew, S., & Labruyere, T. (2022). Navya: Steering towards a driverless future (523-046).

De Freitas, J., Yang, J., & Narayandas, D. (2022). Hometown Foods: Changing Price Amid Inflation (522-087). – **Winner, 'Outstanding Writer', Case Center Awards.**

De Freitas, J., Yang, J., & Narayandas, D. (2022). Hometown Foods: Spreadsheet supplement for students (522-714).

De Freitas, J., Yang, J., & Narayandas, D. (2022). Hometown Foods: Spreadsheet supplement for instructors (522-715).

De Freitas, J., Yang, J. (2022). Hometown Foods: Teaching Note (522-104).

De Freitas, J., Yang, J. (2022). Hometown Foods: Video supplement (522-718).

De Freitas, J & Yang, J. (2023). Hometown Foods: Pricing Calculator (523-708).

## CHAired CONFERENCES AND SYMPOSIA

2023. Marketing in AI. Session organized for RC Marketing Course, HBS (700 students).

2023. Interacting with Tech: Exploring Consumer Choices in the Age of Automation. Special session at the Association for Consumer Research, Seattle, WA, USA.

2016. Mutual constraints in moral cognition and language. Talk symposium given at the *International Conference on Thinking*, Brown University, Providence, RI, USA.

## SUBMITTED PRESENTATIONS

[53] Cheong, I., Leo, X., Hugh, Y. E., De Freitas, J., Puntoni, S. Consumer valuation of generative AI creations. Talk submitted to *Association for Consumer Research, Paris, France*.

[52] Agarwal, S., De Freitas, J., Ragnhildstveit, A., Morewedge, C. (2024). Acceptance of automated vehicles is lower for self than others. Talk submitted to *Association for Consumer Research, Paris, France*.

[51] De Freitas, J., Ho, J., Ofek, E. (2024). Autopilot or Copilot: Label Mismatching and Automated Vehicle Liability. Submitted to *Theory & Practice in Marketing, Austin, TX*.

[50] Agarwal, S., De Freitas, J., Ragnhildstveit, A., Morewedge, C. (2024). Acceptance of automated vehicles is lower for self than others. Talk to be presented at *Asian-Pacific Association for Consumer Research, Bali, Indonesia*.

[49] De Freitas, J., Zhou, X., Atzei, M., Boardman, S., & Di Lillo, L. (2023). Public perception and autonomous vehicle liability. Competitive paper to be presented at *Society for Consumer Psychology, Nashville, TN*.

[48] Colas, C., Mills, T., Paul, L., Paul, L. A., Ullman, T. D., De Freitas, J., Tenenbaum, J. (2023). An intrinsic motivation for self-orientation. Submitted to *Intrinsically Motivated Open-ended Learning Workshop, Paris, France*.

[47] De Freitas, J., Uğuralp, K., & Uğuralp, Z., & Puntoni, S. (2023). Chatbots and mental health: Insights into the safety of generative AI. Paper to be presented at *Workshop on the business implications of generative AI, Wharton Campus, San Francisco*.

[46] Agarwal, S., & De Freitas, J. (2023). Autopilot or copilot? Label mismatching and autonomous vehicle liability. Poster presented at *Society for Judgment & Decision Making*.

[45] De Freitas, J., Uğuralp, K., & Oguz, Z., & Puntoni, S. (2023). The dark side of generative AI: Chatbots and mental health. Competitive paper to be presented at *Association for Consumer Research*.

[44] De Freitas, J., Zhou, X., Atzei, M., Boardman, S., & Di Lillo, L. (2023). Public perception and autonomous vehicle liability. Competitive paper to be presented at *Association for Consumer Research*.

[43] Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A. W. (2023). Speedy activists: Firm response time to sociopolitical events influences consumer behavior. Competitive paper presented at *Society for Consumer Psychology*.

[42] De Freitas, J., Uğuralp, K., & Oguz, Z. (2023). Ethical risks of autonomous products: The case of mental health crises on AI companion applications. Special session presented at *Society for Consumer Psychology*.

[41] De Freitas, J., Ragnhildstveit, A., Uğuralp, A. K., & Oguz, Z. (2023). Stigma against AI companion applications. Competitive paper presented at *Society for Consumer Psychology*.

- [40] Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A. W. (2022). Timely statements: Swift brand activism is the most effective and memorable. Poster presented at *Society for Judgment & Decision-Making*.
- [39] De Freitas, J., Kim, P., & Ullman, T. D. (2022). Evaluative dynamics: Summarizing customer journeys, interviews, and lives. Talk presented at *Association for Consumer Research*.
- [38] De Freitas, J., Ragnhildstveit, A., Uğuralp, A. K., & Oguz, Z. (2022). Stigma against AI companion applications. Talk presented at *Association for Consumer Research*.
- [37] De Freitas, J. Should automated vehicles favor passengers over pedestrians? (2022). Talk presented at the *Society for Consumer Psychology*.
- [36] De Freitas, J. Samuel G. B. Johnson, Kohn, Z., & Kim, P. (2022). Corporations are viewed as psychopaths with good true selves. Talk presented at the *Society for Consumer Psychology*.
- [35] De Freitas. (2022). Deliberately prejudiced self-driving vehicles elicit the most outrage. Talk presented at the *Society for Judgment & Decision-Making*.
- [34] De Freitas, J. Samuel G. B. Johnson, Kohn, Z., & Kim, P. (2021). Corporations are viewed as psychopaths with good true selves. Talk presented at the *Association for Consumer Research*.
- [33] Kim, P., De Freitas, J., Ullman, T. (2021). Lifelines: Summarizing the pattern of a meaningful life. Poster presented at the *Society for Philosophy & Psychology*
- [32] Prinzing, M., De Freitas, J., Frederickson, B. (2021). The ordinary concept of a meaningful life. Poster presented at the *Society for Philosophy & Psychology*.
- [31] De Freitas, J., & Cikara, M. (2021) Deliberately prejudiced self-driving vehicles elicit the most outrage. Talk presented at the *Society for Philosophy & Psychology*.
- [30] Zhao, X.\*, De Freitas, J.\*, Tarhan, L., & Alvarez, G. A. (2021). A performance-optimized limb detection model selectively predicts behavioral responses based on movement similarity. Poster presented at the *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [29] Sano, M., De Freitas, J., Haber, N., & Yamins, D. L. K. (2020). Learning in social environments with curious neural agents. Talk to be presented at the *Cognitive Science Society*, Toronto, Canada.
- [28] Kim, K-H., Sano, M., De Freitas, J., Haber, N., & Yamins, D. L. K. (2020). Towards modeling the developmental variability of human attention. Presented at the *International Conference on Learning Representations*, Addis Ababa, Ethiopia.
- [27] Kim, K-H., Sano, M., De Freitas, J., Haber, N., & Yamins, D. L. K. (2020). Active world model learning with progress-driven exploration. Presented at the *International Conference on Learning Representations*, Addis Ababa, Ethiopia.
- [26] Kim, K-H., Sano, M., De Freitas, J., Haber, N., & Yamins, D. L. K. (2020). Learning world models with progress-driven exploration. Submitted to the *International Conference on Machine Learning*, Vienna, Austria.
- [25] Tarhan, L., De Freitas, J., Alvarez, G. A., & Konkle, T. (2020). Semantic embeddings of verbal descriptions predict action similarity judgments. Poster presented at the *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [24] De Freitas, J., Rips, J. L., Alvarez, G. A. (2020). The capacity limit of personal identity. Poster presented at the *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [23] De Freitas, J. (2019). Capacity limits for higher-level thought? The self as a case study. Talk presented at *Cognition, Brain, & Behavior Seminar*, Harvard University, Cambridge, MA, USA.

- [22] De Freitas, J. (2019). Identity and morality without mind. Talk presented at the *Society for Philosophy & Psychology*, San Diego, CA, USA.
- [21] De Freitas, J., Kim, K. H., Haber, N., Conwell, C., Alvarez, G. A., & Yamins, D. L. K. (2019). Intrinsic curiosity may give rise to animate attention. Talk presented at the *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [20] De Freitas, J. (2018). Strategic mentalizing and common knowledge in social life. Talk presented at *Social Brownbag Talk Series*, Harvard University, Cambridge, MA.
- [19] De Freitas, J. (2018). From pixels to moral judgment: Extracting morally relevant information in minds and machines. Talk presented at *Cognition, Brain, & Behavior Seminar*, Harvard University, Cambridge, MA, USA.
- [18] De Freitas, J., Hafri, Alvarez, G. A., Yamins, D. L. K. (2018). Learning to recognize objects provides category-orthogonal features for social inference and moral judgment. Talk presented at *Society for Philosophy & Psychology*, University of Michigan, MI, USA.
- [17] De Freitas, J., Hafri, Alvarez, G. A., Yamins, D. L. K. (2018). From pixels to moral judgment: Extracting morally relevant information in minds and machines. Poster presented at the *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [16] De Freitas, J., DeScioli, P., Thomas, K., & Pinker, S. (2017). The ladder of charity. Talk given at *Human Behavior and Evolution Society*, Boise State University, Boise, ID.
- [15] De Freitas, J., and Johnson, S. G. B. (2017). The efficiency principle in moral judgment. Talk presented at *Society for Philosophy and Psychology*, John's Hopkins University, Baltimore, MD.
- [14] De Freitas, J., and Alvarez, G. A. (2017). Changing moral judgments by exploiting the visual system. Poster presented at *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [13] De Freitas, J., and Alvarez, G. A. (2016). Moral psychophysics. Talk presented at *Society for Philosophy and Psychology*, Austin, TX, USA.
- [12] De Freitas, J., and Alvarez, G. A. (2016). Moral psychophysics. Poster presented at *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [11] De Freitas, J., Thomas, K. A., DeScioli, P., & Pinker, S. (2015). The strategic bystander: Recursive theory of mind and common knowledge in decisions to help. Talk presented at *Human Behavior and Evolution Society*, Columbia, Missouri, USA.
- [10] De Freitas, J., Sarkissian, H., Grossmann, I., De Brigard, F., Luco, A., Newman, G. E., and Knobe, J. (2015). Is there universal belief in a good true self? Talk presented at *European Society for Philosophy and Psychology*, University of Tartu, Estonia.
- [9] De Freitas, J., and Johnson, S. G. B. (2015). Behaviorist thinking in judgments of wrongness, punishment, and blame. Poster presented at *Cognitive Science Society*, Pasadena, CA, USA.
- [8] De Freitas, J., Sarkissian, H., Grossmann, I., De Brigard, F., Luco, A., Newman, G. E., and Knobe, J. (2015). Is there universal belief in a good true self? Talk presented at *Society for Philosophy and Psychology*, Durham, NC, USA.
- [7] De Freitas, J., Myers, N. E., and Nobre, A. C. (2015). Mental tracking of dynamic features. Talk presented at *Vision Sciences Society*, St. Pete Beach, FL, USA.
- [6] Phillips, J., Mott, C., De Freitas, J., Gruber, J., and Knobe, J. (2015). Is that all there is to happiness? Poster presented at *Society for Personality and Social Psychology*, Austin, TX, USA.



[5] De Freitas, J., and Nobre, K. (2014). Feature extrapolation in mental tracking. Poster presented at 2<sup>nd</sup> Year DPhil Students Poster Event, University of Oxford, Oxfordshire, UK.

[4] De Freitas, J., Tobia, K., Newman, J. E., and Knobe, J. (2014). The good ship Theseus: The effect of valence on object identity judgments. Poster presented at Cognitive Science Society, Quebec City, Canada.

[3] Newman, J. E., De Freitas, J., and Knobe, J. (2014). Beliefs about the true self explain asymmetries based on moral judgment. Poster presented at Society for Philosophy and Psychology, Vancouver, Canada.

[2] De Freitas, J., Liverence, B. M., and Scholl, B. J. (2013). Visual and auditory object-based attention driven by rhythmic structure over time. Poster presented at Vision Sciences Society, Naples, FL, USA.

[1] De Freitas, J., Liverence, B., and Scholl, B. J. (2012). Attentional rhythm: A temporal analogue of object-based attention. Poster presented at the annual meeting of the Vision Sciences Society, Naples, FL, USA

### KEYNOTE PRESENTATIONS

Ethics & Generative AI Symposium, 10<sup>th</sup> Consumer Neuroscience Satellite Symposium, Sauder School of Business, University of British Columbia Canada (2023)

Robotics: Science & Systems Conf., *Workshop Social Intelligence in Humans & Robots* (2022)

International Conf. on Intelligent Robots and Systems, *Workshop on Autonomous Driving* (2021)

### INVITED PRESENTATIONS

Junior Faculty Research Brown Bag, Harvard Business School (2024)

Computers & Information System Unit, Simon Business School, University of Rochester (2024)

AI at Wharton, Webinar on "AI and Well-Being", Wharton School of Business, UPenn (2023)

AI in Digital Marketing Seminar, College of Business, Northern Illinois University (2023)

JDM PhD Seminar, McCoombs School of Business, Austin, Texas (2023)

12<sup>th</sup> Triennial Invitational Choice Symposium, Fontainebleau, France (2023)

Behavioral Science Seminar, Booth School of Business, University of Chicago (2023)

Marketing Unit Spring Seminar, Booth School of Business, University of Chicago (2023)

Faculty Research Symposium, Harvard Business School (2023)

Junior Faculty Research Brown Bag, Harvard Business School (2023)

New England Marketing Conference (2022)

Lazaridis School of Business and Economics, Wilfrid Laurier University (2022)

Max Planck Institute, Center for Humans & Machines, Berlin, Germany (2022)

Junior Faculty Research Brown Bag, Harvard Business School (2022)

EdukCircle International Convention on Business, Phillipines (2021)

Swiss Re Insurance, Zurich, Switzerland (2021)

NERD Lab, Harvard Business School, Cambridge, MA (2021)

Causality in Cognition Lab, Stanford University, CA (2021)

Motional, Boston, MA (2021)

Hoffman-Yee Grant Seminar, Stanford University, CA (2021)

Institut Jean Nicod, Paris, France (2021)

Marketing Department, Harvard Business School, MA (2021)

Behavioural Lab Series, University of Bath Business School, UK (2021)

Computation & Cognitive Development Lab, Cambridge, MA (2020)

MIT Computational Cognitive Science Group, Cambridge, MA (2020)

LMC Workshop MK40, London, UK (2020)

Causality in Cognition Lab, Stanford University, Palo Alto, CA (2020)

Moral Psychology Seminar by Liane Young, Boston University (2019)

Deep Neural Networks Reading Group, Harvard, Boston, MA (2019)

Language and Mind Lab, Northeastern, Boston, MA (2019)  
 Brown University Social Brownbag Talk Series, Providence, RI (2019)  
 MIT Media Lab (Human Dynamics Group), MIT, Cambridge, MA (2 of 2) (2019)  
 Moral Psychology Lab, Psychology Department, Harvard University (2019)  
 Visual Attention Lab, Brigham & Women's Hospital, Cambridge, MA (2019)  
 MIT Media Lab (Human Dynamics Group), MIT, Cambridge, MA (1 of 2) (2019)  
 Morality Lab, Boston College, Boston, MA (2019)  
 NCARAI Symposium Series, Naval Research Laboratory, Washington DC (2018)  
 Post-Simian Seminar, The Bahamas (2018)  
 Moral Psychology Lab, Psychology Department, Harvard University (2018)  
 Language and Thought Workshop, Jean Nicod, Paris (2017)  
 Boston Area Morality Group, Harvard University (2016)  
 Morality Lab, Boston College (2016)  
 Harvard Intergroup Neuroscience Lab, Harvard University (2016)  
 Moral Psychology Research Group, Cambridge MA (2016)  
 Jean Nicod, Paris (2015)  
 Northeast Music Cognition Group, New York University (2013)  
 Senior Essay Prize Talk, Yale University (2013)  
 New England Sequencing and Timing Conference, Amherst MA (2013)  
 Northeast Music Cognition Group, Boston University (2012)  
 Northeast Music Cognition Group, New Haven CT (2012)

### TEACHING EXPERIENCE

Supervised Research (PSY 910R); 1 student, Gloria Zhang (2023)  
 Supervised Research (PSY 910R); 1 student, Rishi Mohan (2023)  
 Marketing Executive Program, Harvard Business School (2023)  
 Junior Tutorial (PSY 985); 1 student, Matthew Gross (2023)  
 First Year Marketing, MBA Required Curriculum, Harvard Business School (2023)  
 Marketing Executive Program, Harvard Business School (2022)  
 Senior Tutorial in Mind Brain & Behavior, wt. Tomer Ullman; 1 student (2022)  
 Supervised Research (PSY 910R); 1 student (2022)  
 First Year Marketing, MBA Required Curriculum, Harvard Business School (2022)  
 Junior Tutorial (PSY 985); 1 student (2021)  
 First Year Marketing, MBA Required Curriculum, Harvard Business School (2021)  
 Special Reading & Research in Psychology; 1 student (2021)  
 Becoming a Brain Scientist, with Jessica Schwab, Harvard University (2021)  
 Junior Tutorial in Mind Brain & Behavior, wt. Tomer Ullman; x1 student (2021)  
 Laboratory for Comp. Cog. Sci. & Dev., wt. Tomer Ullman; x1 student (2020)  
 Becoming a Brain Scientist, with Jessica Schwab, Harvard University (2020)  
 Special Reading & Research in Psychology; x4 students (2020)  
 Sophomore Tutorial in Psychology, Harvard University (2020)  
 Sophomore Tutorial in Psychology, Harvard University (2019)  
 Sophomore Tutorial in Neuroscience & Evo Psych, Harvard University (2019)  
 Sophomore Tutorial in Psychology, Harvard University (2018)  
 Social Psychology, with Fiery Cushman, Harvard University (2018)  
 Introduction to Psychology, with Daniel Gilbert, Harvard University (2017)  
 Deep Learning Workshop, Vision Science Lab, Harvard University (2016)

### ADVISING EXPERIENCE (selected)

Stuti Agarwal [PhD candidate, Marketing Unit, HBS] (2023-ongoing)  
 Jimin Nam [PhD candidate, Marketing Unit, HBS] (2021-ongoing)  
 Anya Ragnhildstveit [Summa cum laude; adm. Phd Cambridge Univ.] (2020-ongoing)  
 Pechthida Kim [Summa Cum Laude; Psychology Faculty Prize] (2020-ongoing)  
 Xilin Zhou [adm. data scientist at SwissRe] (2020-ongoing)  
 Zeliha Uğuralp [Bilkent University, psychology major] (2020-ongoing)

Ahmet Kaan Uğuralp [Bilkent University, computer science major] (2020-ongoing)  
 Hokyung Sung [adm. to PhD, MIT] (2020-2022)  
 Michelle Zhao [adm. masters, Harvard ed school & PhD, Hong Kong Uni] (2018-2020)  
 Jasper Hajonides [adm. to PhD, Oxford University] (2013-2014)

### THESIS STUDENTS

Matthew Gross (2023-)  
 Pechthida Kim [Summa Cum Laude in Psych. Major; Psych. Faculty Prize] (2020-2022)

### MEDIA APPEARANCES

Julian Hanna of *HBS Alumni Bulletin* (2023)  
 Michael Blanding of *Working Knowledge* (2023)  
 Shalene Gupta of *Working Knowledge* (2022)  
 Michael Blanding of *Working Knowledge* (2021)  
 Janet C. Daniels of *Harvard Gazette* (2020)  
 Ricardo Lopez on *The Dissenter* podcast (2020)  
 Rabbi Geoff Mitelman, Director of *Sinai & Synapses* (2019)  
 Keith Shaw of *Robotics Business Review* (2019)  
 Ed Niedermeyer of *The Drive Merge* podcast (2019)  
 Marcus Baram of *Fast Company* (2019)

### REVIEWING

Consumer Journals and conferences:

*Journal of Consumer Research*, *Journal of Marketing*, *Journal for the Association of Consumer Research*, *Association for Consumer Research*, *European Association for Consumer Research*, *Society for Consumer Psychology*; *Asia-Pacific Association for Consumer Research*

Psychology Journals and conferences:

*Behavioral & Brain Sciences*, *Cognition*, *Cognitive Science*, *Cognitive Science Society*, *Current Issues in Personality Psychology*, *Evolution & Human Behavior*, *Frontiers in Psychology*, *Frontiers in Robotics & AI*, *International Journal of Human-Computer Interaction*, *Journal of Experimental Psychology: General*, *Journal of Experimental Social Psychology*, *Journal of Personality and Social Psychology*, *Journal of Vision*, *Journal of Moral Education*, *Judgment & Decision-Making*, *NeurIPS Workshop*, *Open Mind*, *Oxford Studies in Experimental Philosophy*, *Personality & Social Psychology Bulletin*, *Philosophical Psychology*, *Plos One*, *Society for Philosophy & Psychology*, *Social Psychological & Personality Science*, *Proceedings of the National Academy of Sciences*, *Psychological Science*, *Review of Philosophy & Psychology*, *Self & Identity*

Foundations:

*National Science Foundation*

### OTHER PROFESSIONAL SERVICE

Recruitment Team, Marketing Unit PhD Students, Harvard Business School (2024)  
 Organizer, Marketing Unit Research Seminar, Harvard Business School (2024)  
 Organizer, Marketing Research Camp, Harvard Business School (2023)  
 Recruitment Team, Marketing Unit PhD Students, Harvard Business School (2023)  
 Organizer, Marketing Unit Research Seminar, Harvard Business School (2023)  
 Recruitment Team, Marketing Unit Faculty, Harvard Business School (2022)  
 Recruitment Team, Marketing Unit PhD Students, Harvard Business School (2022)  
 Recruitment Team, Marketing Unit Faculty, Harvard Business School (2021)

**SOCIETAL OUTREACH**

HBS Summer Venture in Management Program (2022)  
Panel on Finding a Job in Academia and Industry, Harvard Education School (2022)  
Mentor for HBS Rising Scholars Program (2021)

**GRANTS**

Pershing Square Fund for Research on the Foundations of Human Behavior, \$5k (2020)  
Executive Committee of the Stanford Institute for Human-Centered AI, \$75k (2020)  
Hodgson Fund, Harvard University, \$2, 5k (2020)  
Anderson Fund, Harvard University, \$2, 5k (2020)  
Sackler grant, Harvard University, \$12, 375 (2019)

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment & Decision-Making  
Society for Philosophy & Psychology  
Vision Sciences Society  
Human Behavior & Evolution Society  
Cognitive Science Society

**ACADEMIC RECOMMENDERS**

Steven Pinker, Harvard University, pinker@wjh.harvard.edu  
Mina Cikara, Harvard University, mcikara@fas.harvard.edu  
Tomer D. Ullman, Harvard University, tullman@fas.harvard.edu  
George Alvarez, Harvard University, alvarez@wjh.harvard.edu  
Joshua Knobe, Yale University, joshua.knobe@yale.edu  
Daniel L. K. Yamins, Stanford University, yamins@stanford.edu

**PROGRAMMING SKILLS**

Python (incl. Tensorflow and Pytorch), R, Javascript (incl. JQuery and React), HTML, CSS, Matlab