



February 5, 2025

Julian De Freitas

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EDUCATION

- 2021 Ph.D., Psychology, Harvard University, MA, USA
Dissertation: How Many Selves Can You Represent at Once?
Committee: George A. Alvarez (chair)
Steven Pinker
Tomer E. Ullman
- 2015 M.S., Rhodes Scholar, Experimental Psychology, University of Oxford, Oxfordshire, UK
- 2013 B.A., Magna Cum Laude with Distinction in Major, Experimental Psychology, Yale University, CT, USA

TEACHING EXPERIENCE

- 2021 – 2025 Assistant Professor, Harvard Business School, MA, USA
2017 – 2021 Teaching Fellow, Psychology Department, Harvard University, MA, USA

HARVARD UNIVERSITY

Appointments

- 7/1/2021 – present Assistant Professor of Business Administration

Assignments

Primary teaching assignments

2025 – present	Creating Brand Value Marketing Elective, Spring
2025 – present	Consumer Behavioral Doctoral Seminar, Spring
2021 – 2023	First-year Marketing, Fall

Secondary teaching activities

2022 – present	Various custom executive education programs
2021 – present	Supervised Research in Psychology
2022 – 2024	Senior Tutorial in Mind Brain & Behavior
2021 – 2023	Junior Tutorial in Mind Brain & Behavior
2018 – 2020	Sophomore Tutorial in Psychology
2021	Becoming a Brain Scientist, with Jessica Schwab
2020	Laboratory for Comp. Cog. Sci. & Dev., with Tomer Ullman
2018	Social Psychology, with Fiery Cushman
2017	Introduction to Psychology, with Daniel Gilbert
2016	Deep Learning Workshop, Vision Sciences Lab

AWARDS AND HONORS

- 2024 – Required Curriculum Case Award, for Case on Hometown Foods
- 2024 – Outstanding Writer, Case Center Awards, for Case on Hometown Foods
- 2021 – Expectational Reviewer, Journal of Vision
- 2020 – Special Commendation for Extraordinary Teaching, Harvard University, Spring [Top 10% of teachers in Harvard College]
- 2019 – Bok Center Certificate of Teaching Excellence, Harvard University, Spring
- 2019 – Goethals Teaching Prize, Harvard University, Fall
- 2019 – Goethals Teaching Prize, Harvard University, Spring
- 2018 – Bok Center Certificate of Teaching Excellence, Harvard University, Fall
- 2018 – Bok Center Certificate of Teaching Excellence, Harvard University, Spring
- 2018 – Goethals Teaching Prize, Harvard University, Fall
- 2018 – Goethals Teaching Prize, Harvard University, Spring
- 2013 – Alpheus Henry Snow Prize, Yale University [1 in university, most prestigious Yale prize]
- 2013 – Albert E. Angier Prize, Psychology Department, Yale University [1 in university]
- 2013 – Friends of Music at Yale Prize, Music Department, Yale University [1 in university]
- 2012 – Rhodes Scholar, Southern Africa-at-Large [1 of 6 in Africa]
- 2012 – National Honor Society in Psychology Fellow, Psi Chi
- 2010 – ORLO English Writing Award, English Department, Yale University

AFFILIATIONS

- 2021 – present Mind Brain & Behavior Initiative, Harvard University

VISITING RESEARCHER POSITIONS

January 2025	Columbia Business School, Marketing Division
October 2024	Stanford University, Marketing Department
Jan–May 2021	MIT, Brain & Cognitive Sciences Department (PI: Joshua Tenenbaum)
Summers 2017, 2018	Stanford University, Psychology Department (PI: Daniel L. K. Yamins)

FELLOWSHIPS AND GRANTS

2020 – Executive Committee of the Stanford Institute for Human-Centered AI, Stanford University
2020 – Hodgson Fund, Harvard University, for research on the psychology of AI
2020 – Anderson Fund, Harvard University, for research on the psychology of AI
2020 – Pershing Square Fund for Research on the Foundations of Human Behavior, Harvard University
2019 – Travel Award, Society of Philosophy & Psychology
2019 – Sackler Grant, Harvard University, for research on the psychology of AI
2018 – Travel Award, Society of Philosophy & Psychology
2015 – Travel Award, Human Behavior & Evolution Society
2012 – Richter Summer Research Fellowship, Yale University
2012 – Summer Fellowship, Psychology Department, Yale University
2011 – Saybrook College Summer Research Fellowship, Yale University

ACADEMIC JOURNAL ARTICLES

38. De Freitas, J., Nave, G., & Puntoni, S. (conditionally accepted). Ideation with LLMs. *Journal of Consumer Research*.
37. De Freitas, J., Zhou, X., Atzei, M., Boardman, S., & Di Lillo, L. (2025). Public perception and autonomous vehicle liability. *Journal of Consumer Psychology*.
36. Samure, R., De Freitas, J., & Puntoni, S. (2025) Humor as a window into generative AI bias. *Scientific Reports*.
35. De Freitas, J., & Cohen, G. (2025). Disclosure, humanizing, and contextual vulnerability of generative AI chatbots. *New England Journal of Medicine AI*.
34. De Freitas, Uğuralp, A. K., Oguz, Z., & Puntoni, S. (2024). Chatbots and mental health: Insights into the safety of generative AI. *Journal of Consumer Psychology*, 34(3), 481-491.
33. Hermann, E., De Freitas, J., & Puntoni, S. (2024). Reducing prejudice with counter-stereotypical AI. *Consumer Psychology Review*.
32. De Freitas, J., & Cohen, G. (2024). The health risks of generative AI-based wellness apps. *Nature Medicine*, 30, 1269–1275.

31. Agarwal, S., De Freitas, J., Ragnhildstveit, A., & Morewedge, C. (2024). Acceptance of automated vehicles is lower for self than others. *Journal of the Association of Consumer Research (Special Issue on Automation)*, 9(3).
30. 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. (2024) How artificial intelligence constrains human experience. *Journal of the Association of Consumer Research (Special Issue on Automation)*, 9(3).
29. De Freitas, J., & Rips, L. (2024). Is personal identity intransitive? *Journal of Experimental Psychology: General*.
28. (2024). Do 'Black individuals' really display no linguistic markers of depression? *Proceedings of the National Academy of Sciences*, 121(29), e2410997121.
27. De Freitas, J., & Hafri, A. (2024). Moral thin slicing: Forming moral impressions from a brief glance. *Journal of Experimental Social Psychology*, 112, 104588.
26. Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A. W. (2023). Speedy activists: How firm response time to sociopolitical events influences consumer behavior. *Journal of Consumer Psychology*, 33(4), 632–644.
25. De Freitas, J., Agarwal, S., Schmitt, B., & Haslam, N. (2023). Psychological factors underlying attitudes toward AI tools. *Nature Human Behavior*, 7(11), 1845–1854.
24. 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*, 7(12), 2126–2139.
23. 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*, 17(5), 639-654.
22. 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.
21. Tarhan, L., De Freitas, J., & Konkle, T. (2021). Behavioral and neural representations en route to intuitive action understanding. *Neuropsychologia*, 163, 108048.
20. Gan, C., Schwartz, J., Alter, S., Schrimpf, M., Traer, J., De Freitas, J., Bhandwaldar, A., Sano, M., Kim, K. H., Wang, E., Mrowca, D., Lingelbach, M., Curtis, A., Feiglis, 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)*.

19. De Freitas, J., & Cikara, M. (2020). Deliberately prejudiced self-driving cars elicit the most outrage. *Cognition*, 208, 104555.
18. De Freitas, J., Anthony, S. A., & Alvarez, G. A. (2020). Doubting driverless dilemmas. *Perspectives on Psychological Science*, 115(5), 1284–1288.
17. 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
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*, 116(28), 13751–13758.
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*, 22(9), 739–740.
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.

MANAGERIAL PUBLICATIONS

Print

Marketing for AI failure. *Harvard Business Review*. Conditionally accepted for July/October 2025.

Why people resist embracing AI. *Harvard Business Review*. January 2025.

De Freitas, J., & Ofek, E. How AI can power brand management. *Harvard Business Review*. September 2024.

AI wants to make you feel less lonely. Does it work? (2024). *Wall Street Journal*. September 2024.

Will consumers buy ‘selfish’ self-driving cars? *Wall Street Journal*. October 2023.

Will we blame self-driving cars? *Wall Street Journal*. January 2023.

Digital

Agarwal, S., De Freitas, J., & Morewedge, C. (2024). How automakers can address resistance to self-driving cars. *Harvard Business Review*.

De Freitas, J. (2023). Should you start a generative AI company? *Harvard Business Review*.

De Freitas, J. (2023). What is the optimal pattern of a customer journey? *Harvard Business Review*.

COURSE MATERIALS

De Freitas, J., & Ofek, E. "AI and Brand Management: Promises and perils," Harvard Business School case 525-021 (January 2025) [28p].

De Freitas, J., & Ofek, E. "21 Seeds: Taking shots at breakout growth", Harvard Business School Case 9524-008 (December 2023) [27p].

De Freitas, J., & Ofek, E. "21 Seeds: Taking shots at breakout growth," Harvard Business School teaching note 524-087 (December 2023) [30p].

De Freitas, J., & Keller, N. "Replika AI: Monetizing a chatbot," Harvard Business School case 523-016 (November 2022) [29p].

"Replika AI: Monetizing a chatbot," Harvard Business School teaching note 524-038, (November 2022) [51p].

De Freitas, J., Ofek, E., Ingledew, S., & Labruyere, T." Navya: Steering towards a driverless future," Harvard Business School case 523-046 (September 2022) [28p].

De Freitas, J., & Ofek, E. "Navya: Steering towards a driverless future," Harvard Business School teaching note 524-007 (September 2022) [27p].

De Freitas, J., & Ofek, E. "Navya: Steering towards a driverless future," Harvard Business School Instructor Spreadsheet 524-701 (September 2022).

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School case 522-087 (March 2022) [23p].

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School teaching note 522-104 (March 2022) [28p].

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School pricing simulation 523-708 (March 2022).

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School spreadsheet supplement for students 522-714 (March 2022).

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School spreadsheet supplement for instructors 522-715 (March 2022).

De Freitas, J., Yang, J., & Narayandas, D. "Hometown Foods: Changing price amid inflation," Harvard Business School video supplement 522-718 (March 2022).

WORKING PAPERS

De Freitas, J., Uğuralp, A. K., Oguz, Z., & Puntoni, S. AI companions reduce loneliness. Minor revision at *Journal of Consumer Research*.

Cheong, I., De Freitas, J., Leo, X., Huh, Y. E., & Puntoni, S. Consumer valuation of generative AI creations. Under review at *Journal of Consumer Research*.

De Freitas, J., Gross, M., Sela, A. Egocentric bias in perceptions of AI. Under review at *Journal of Marketing Research*.

De Freitas, J., Castelo, N., Uğuralp, A. K., Uğuralp, Z. Lessons from an app update at Replika AI: Identity stability in human-AI relationships. Under review at *Journal of Consumer Research*.

De Freitas, J., Ho, J., Ofek, E., Di Lillo, L. Liability from automation mislabeling. Under review at *Journal of Marketing Research*.

Castelo, N., & De Freitas, J. Small incentives can eliminate algorithm aversion. Under review at *Journal of Consumer Research*.

De Freitas et al. AI companions pose a health threat and the solution is better tech. Under review at *Science*.

De Freitas, J & Cohen, G. Unregulated emotional risks of AI loneliness apps. Second-round Revise and Resubmit at *Nature Machine Intelligence*.

Paul, L. A., Ullman, T. D., De Freitas, J., Tenenbaum, J. Reverse engineering the self. Second-round Revise and Resubmit at *Psychological Review*.

De Freitas, J., Khon, Z., Johnson, S., & Woolley, K. When and why consumers view firms as good: An investigation into moral essence and firm identity. Under review at *Journal of Consumer Psychology*.

De Freitas, J. Uğuralp, A. K., Uğuralp, Z. O., & Puntoni, S. The effect of AI companion voice on loneliness. Pre-registered report under review at *Nature Human Behavior*.

Li, A., De Freitas, J., Shi, Z., & Lan, Z. Can LLMs deliver psychotherapy on par with trained human professionals? Pre-registered report Under review at *Nature*.

De Freitas, J., Castelo, N., Schmitt, B., & Sarvary, M. Speciesism in the time of humanoid robots. Under review at *Journal of Personality and Social Psychology*.

De Freitas, J., Uğuralp, A. K., Uğuralp, Z. O., & Puntoni, S. Why most resist AI companions. Under review at *Journal of Personality and Social Psychology*.

Samure, R., De Freitas, J., & Puntoni, S. Why more comprehensive AI audits are necessary to ensure equity in generative AI. Submitted to *JAMA*.

Hermann, E., De Freitas, J., & Puntoni, S. Beyond diversity training: Leveraging GenAI to promote diversity. Submitted to *Science*.

De Freitas, J., Kohn, Z., Uğuralp, A. K., Uğuralp, Z., Johnson, S. Undergeneralization in perceptions of autonomous vehicles. In prep.

De Freitas, J., Di Lillo, L., Robertson, C. Hidden litigation risks for autonomous vehicles. In prep.

De Freitas, J., Huang, Y., Pinker, S. The psychological representation of common knowledge. In prep.

De Freitas, J., & Corsi, E. BrandBastion: Managing social media communities. In prep.

PRESENTATIONS

Invited academic talks

Harvard Business School, D³ Institute, D³ Research Day (May 2025)

Virginia Tech (virtual), Technology, Race, and Prejudice Lab (March 2025)

Columbia Business School, Marketing Unit (February 2025)

Wharton School, Marketing Unit (December 2024)

Wharton School, Marketing Unit, Doctoral Workshop (December 2024)

Stanford University, Marketing Unit (October 2024)

University of St. Gallen, Marketing Unit, Switzerland (October 2024)

Singapore Management University, Marketing Unit (July 2024)

Center for Empirical Philosophy and Behavioral Insights (Virtual; organizer: Cait Lambertson) (May 2024)

University of Rochester, Computers & Information System Unit (January 2024)

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

McCombs School of Business, Marketing Unit, JDM PhD Seminar, Austin, Texas (November 2023)

12th Triennial Invitational Choice Symposium, Fontainebleau, France (July 2023)

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

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

Northeast Marketing Conference (2022)

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

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

EdukCircle International Convention on Business (virtual), Phillipines (2021)

Harvard Business School, NERD Lab (2021)

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

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

Institut Jean Nicod, Paris, France (2021)

Harvard Business School (job talk), Marketing Unit (2021)

University of Bath Business School (virtual), Marketing Unit (2021)

Harvard University, Psychology Department, Computation & Cognitive Development Lab (2020)

MIT, Computational Cognitive Science Group (2020)

LMC Workshop MK40, London, UK (2020)

Boston University, Psychology Department, Moral Psychology Seminar (2019)

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

Keynotes

Sauder School of Business, UBC, 10th Consumer Neuroscience Satellite Symposium, 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 managerial talks

Harvard Business School, Marketing AI Summit (organizer: Brian Kenny) (2025)
Harvard Business School, Biennial Global Advisory Board Meeting (Organizer: Deborah Spar) (2024)
Harvard Business School, Director's AI Ethics Forum, (Organizer: Nien-he Hsieh) (2024)
Harvard Business School, D3 Institute, Leading with AI Conference, Panel on Loneliness (2024)
Harvard University, WeLaunch Summit (2024)
Wharton School (virtual), AI at Wharton Institute, Webinar on "AI and Well-Being" (2023)
Swiss Re Insurance, Zurich, Switzerland (2021)
Motional, Boston, MA (2021)

Other talks at HBS

Harvard Business School, Junior Faculty Research Brown Bag (2022, 2023, 2024, 2025)
Harvard Business School, Faculty Research Symposium (2023)

Talks at Peer-Reviewed Scientific Meetings

De Freitas, J., Castelo, N., Uğuralp, A. K., Uğuralp, Z. Lessons from an app update at Replika AI: Identity stability in human-AI relationships.

- Society for Consumer Psychology, Special Session, 2025 (Las Vegas). *Session Organizer*.
- Association for Consumer Research, Competitive Paper, 2024 (Paris, France).

(Several authors). Novel Perspectives on Consumer Interaction with AI. Special session presented at Society for Consumer Psychology, 2025 (Las Vegas). *Invited discussant*.

De Freitas, J., Uğuralp, A. K., Uğuralp, Z., Puntoni, S. AI companions reduce loneliness.

- Society for Consumer Psychology, Competitive Paper, 2025 (Las Vegas)

Samure, R., De Freitas, J., & Puntoni, S. Humor as a window into AI bias.

- Business Implications of Gen AI Conference, Lightning Talk, 2024, Wharton San Francisco.

Cheong, I., Leo, X., Hugh, Y. E., De Freitas, J., Puntoni, S. Consumer valuation of generative AI creations.

- Association for Consumer Research, Special Session, 2024 (Paris France).

Agarwal, S., De Freitas, J., Ragnhildstveit, A., Morewedge, C. Acceptance of automated vehicles is lower for self than others.

- Association for Consumer Research, Special Session, 2024 (Paris France)
- Asian-Pacific Association for Consumer Research, Competitive Paper, 2024 (Bali Indonesia)

De Freitas, J., Ho, J., Ofek, E. Liability from automation mislabeling.

- Theory & Practice in Marketing, Paper, 2024 (Austin TX).
- Society for Judgment & Decision Making, Poster, 2023 (San Francisco CA).

De Freitas, J., Zhou, X., Atzei, M., Boardman, S., & Di Lillo, L. Public perception and autonomous vehicle liability.

- Association for Consumer Research, Competitive Paper, 2023 (Seattle WA).
- Society for Consumer Psychology, Competitive paper, 2023 (San Juan Puerto Rico).

Paul, L. A., Ullman, T. D., De Freitas, J., Tenenbaum, J. Reverse engineering the self.

- Intrinsically Motivated Open-Ended Learning Workshop (Paris France)

De Freitas, J., Uğuralp, K., & Uğuralp, Z., & Puntoni, S. Chatbots and mental health: Insights into the safety of generative AI.

- Association for Consumer Research, Competitive Paper, 2023 (Seattle WA).
- Society for Consumer Psychology, Special Session, 2023 (San Juan Puerto Rico).
- Workshop on the Business Implications of Gen AI, Paper, 2023 (Wharton San Francisco).

De Freitas, J., Uğuralp, A. K., Oguz, Z., & Puntoni. Why most resist AI companions.

- Society for Consumer Psychology, Competitive Paper, 2023 (San Juan Puerto Rico).
- Association for Consumer Research, Competitive Paper, 2022 (Denver CO).

Nam, J., Balakrishnan, M., De Freitas, J., & Brooks, A. W. (2023). Speedy activists: How firm response time to sociopolitical events influences consumer behavior.

- Society for Consumer Psychology, Competitive Paper, 2023 (San Juan Puerto Rico).
- Society for Judgment & Decision-Making, Poster, 2022 (San Diego CA).

Should automated vehicles favor passengers over pedestrians?

- Society for Consumer Psychology, Competitive Paper, 2022 (virtual, due to pandemic).

De Freitas, J., & Cikara, M. Deliberately prejudiced self-driving vehicles elicit the most outrage.

- Society for Philosophy & Psychology, Talk, 2021 (Virtual, due to pandemic).
- Society for Judgment & Decision-Making, 2022 (San Diego CA).

De Freitas, J., & Ullman, T. E. What is the optimal pattern of a customer journey?

- Association for Consumer Research, Competitive Paper, 2022 (Denver CO).
- Society for Philosophy & Psychology, Poster, 2021 (Virtual, due to pandemic).

De Freitas, J., Kohn, Z., Johnson, G. B. S., & Wooley, K. When and why consumers view firms as good: An investigation into moral essence and firm identity.

- Association for Consumer Research, Competitive Paper, 2021 (Virtual, due to pandemic).
- Society for Consumer Psychology, Competitive Paper, 2022 (San Diego CA).

Prinzing, M., De Freitas, J., Frederickson, B. The ordinary concept of a meaningful life. Society for Philosophy & Psychology, Poster, 2021 (Virtual, due to pandemic).

Zhao, X.*, De Freitas, J.*, Tarhan, L., & Alvarez, G. A. A performance-optimized limb detection model selectively predicts behavioral responses based on movement similarity. Vision Sciences Society, Poster, 2021 (St. Pete Beach, FL).

Kim, K. H., De Freitas, J., Haber, N., Sano, M. & Yamins, D. L. K. Active world model learning with progress curiosity.

- Cognitive Science Society, Talk, 2020 (Toronto Canada).
- International Conference on Learning Representations, 2020 (Addis Ababa Ethiopia).
- International Conference on Machine Learning, 2020 (Vienna Austria).

De Freitas, J., Rips, J. L., Alvarez, G. A. The capacity limit of personal identity.

- Vision Sciences Society, Poster, 2020 (St. Pete Beach FL).
- Harvard University, Cognition, Brain & Behavior Seminar, 2019 (Cambridge MA).

De Freitas, J., & Hafri, A. (2024). Moral thin slicing: Forming moral impressions from a brief glance.

- Harvard University, Cognition, Brain, & Behavior Seminar, Talk, 2018 (Cambridge MA).
- Vision Sciences Society, Poster, 2018 (St. Pete Beach FL).
- Society for Philosophy & Psychology, Talk, 2018 (Ann Arbor MI).

Tarhan, L., De Freitas, J., Alvarez, G. A., & Konkle, T. Semantic embeddings of verbal descriptions predict action similarity judgments. Vision Sciences Society, Poster, 2020 (St. Pete Beach, FL).

De Freitas, J. (2019). Identity and morality without mind. Society for Philosophy & Psychology, Talk, 2019 (San Diego CA).

De Freitas, J., Kim, K. H., Haber, N., Conwell, C., Alvarez, G. A., & Yamins, D. L. K. Intrinsic curiosity may give rise to animate attention. Vision Sciences Society, Talk, 2019 (St. Pete Beach FL).

De Freitas, J. Strategic mentalizing and common knowledge in social life. Harvard University, Social Brownbag Talk Series, Talk, 2018 (Cambridge, MA).

De Freitas, J., DeScioli, P., Thomas, K. A., & Pinker, S. Maimonides' ladder: States of mutual knowledge and the perception of charitability. Human Behavior and Evolution Society, Talk, 2017 (Boise ID).

De Freitas, J., Thomas, K. A., DeScioli, P., & Pinker, S. The strategic bystander: Recursive theory of mind and common knowledge in decisions to help. Human Behavior and Evolution Society, Talk, 2015 (Columbia Missouri).

De Freitas, J., & Johnson, S.G.B. Optimality bias in moral judgment.

- Society for Philosophy & Psychology, Talk, 2017 (Baltimore MD).
- Cognitive Science Society, Poster, 2015 (Pasadena CA).

De Freitas, J., & Alvarez, G. A. Your visual system provides all the information you need to make moral judgments about generic visual events.

- Vision Sciences Society, Poster, 2017 (St. Pete Beach FL).
- Society for Philosophy and Psychology, Poster, 2017 (St. Pete Beach FL).
- Vision Science Society, Poster, 2016 (St. Pete Beach FL).

De Freitas, J., Sarkissian, H., Newman, G. E., Grossman, I., De Brigard, F., Luco, A., & Knobe, J. Consistent belief in a good true self in misanthropes and three interdependent cultures.

- European Society for Philosophy and Psychology, Talk, 2015 (Estonia).
- Society for Philosophy & Psychology, Talk, 2015 (Durham NC).

De Freitas, J., Myers, N. E., & Nobre, A. C. (2016). Tracking the changing feature of a moving object.

- Vision Sciences Society, Talk, 2015 (St. Pete Beach FL).
- University of Oxford, 2nd Year DPhil Students Poster Event, Poster (Oxfordshire UK).

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

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

De Freitas, J., Liverence, B., and Scholl, B. J. Attentional rhythm: A temporal analogue of object-based attention.

- Vision Sciences Society, Poster, 2012 (Naples, FL).
- Vision Sciences Society, Poster, 2013 (Naples, FL).

SERVICE

Reviewing

Nature, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal for the Association of Consumer Research, International Journal for Research in Marketing, Association for Consumer Research, European Association for Consumer Research, Society for Consumer Psychology, Asia-Pacific Association for Consumer Research, Nature: Human Behaviour, Proceedings of the National Academy of Sciences, 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, Psychological Science, Psychological Review, Review of Philosophy & Psychology, Self & Identity, National Science Foundation

Departmental Committees

2023 – present	Organizer, Marketing Unit Research Camp, Harvard Business School
2023 – present	Organizer, Marketing Unit Research Seminar, Harvard Business School
2022 – present	Recruitment Team, Marketing Unit PhD Students, Harvard Business School
2021 – present	Recruitment Team, Marketing Unit Faculty, Harvard Business School

Other

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

DOCTORAL ADVISING

- Jiwoon Park (2024-ongoing)

SELECTED UNDERGRADUATE ADVISING

- Anya Ragnhildstveit (Summa Cum Laude, adm. to PhD at Cambridge University Psychiatry 2023)
- Pechthida Kim (Summa Cum Laude, Psychology Faculty Prize for Thesis, adm. to Yale Law 2023)
- Matthew Gross (Summa Cum Laude, Psychology Faculty Prize, adm. to Columbia Law 2024)
- Hokyung Sung (adm. to PhD at MIT Brain and Cognitive Sciences Department)

- Jasper Hajonides (adm. to PhD at University of Oxford)

SELECTED OUTSIDE ACTIVITIES

2024 – present Scientific Advisor, Flourish Science Inc.
2024 – present Research Consultant, msg Global

SELECTED MEDIA COVERAGE

Nature News, TED, Harvard Business Review IdeaCast Podcast, The Case Centre, AI at Wharton, Scientific American Mind, Fast Company, Discover, Robotics Business Review, Merge podcast, HBS Alumni Bulletin, Harvard Gazette, Working Knowledge (6 pieces), Science Says Playbook of AI Best Practices

PROGRAMMING LANGUAGES

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