CURRICULUM VITAE

ELDAD YECHIAM, Ph.D.

ADDRESS

Faculty of Data and Decision Sciences,
Technion - Israel Institute of Technology,
Haifa 3200003, Israel.
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Email: yeldad@tx.technion.ac.il

PERSONAL

Born: July 8, 1973. Ramat-Gan, Israel

DEGREES

Ph.D. *Cognitive Psychology and Human Factors Engineering*. Technion - Israel Institute of Technology, 2003

M.Sc. *Industrial Psychology.* Technion - Israel Institute of Technology, 2000, summa cum laude

B.A. *Psychology and Comparative Literature*. Bar-Ilan University, 1994, magna cum laude

GENERAL FIELDS OF INTEREST

Decision making and learning, Individual differences, Cognitive modeling, Cognitive enhancement

ACADEMIC APPOINTMENTS

Full professor, Technion, Faculty of Data and Decision Sciences, 2018-

Associate professor, Technion, Faculty of Industrial Engineering and Management, 2010-2018

Senior Lecturer, Technion, Faculty of Industrial Engineering and Management, 2005-2010

Post Doctoral Research Fellow, Indiana University - Bloomington, Psychology Department, 2003-2005

PREVIOUS PROFESSIONAL EXPERIENCE:

System analyst and programmer, Amanet Systems inc., 1997-1998

ACADEMIC ACTIVITIES AT TECHNION

Current
Dean of the Faculty of Data and Decision Sciences, 2026-
Behavioral Sciences Research Ethics Committee, 2017-
Senate member, 2016-2018 (Faculty representative), 2021-2025 (Elected member), 2026- (as Dean)

Past
Head of the Behavioral Sciences Research Ethics Committee, 2020-2025
Vice dean for Advanced Studies, Faculty of Data and Decision Sciences, 2024-2025
Coordinator, Faculty of Data and Decision Sciences Student Reintegration, 2023-2024
Vice Dean of Education, Faculty of Industrial Engineering and Management, 2015-2022
Senate Preparatory Committee (Senior Faculty Nominations), 2018-2019
Applied Sciences Committee, Jacobs Technion-Cornell Institute, 2015-2018
Head of the Research Center for Work Safety and Human Factors, 2015-2022
Head of the Behavioral Science & Management Area (Ind. Eng.), 2010-2013

Courses taught
Undergraduate Courses: Introduction to Psychology, Judgment and Decision-making
Graduate Courses: Data Collection and Research in Behavioral Sciences, Individual Differences and Organizational Behavior, Quantitative Models in Behavioral Sciences, Doctoral Statistics Workshop.

OTHER PROFESSIONAL ACTIVITIES

JDM journal advisory committee, 2024-
President, European Association for Decision Making (EADM), 2023-2025
Executive committee, European Association for Decision Making (EADM), 2019-2025
Steering committee, International Association for Research in Economic Psychology (IAREP), 2019-2024

EDITORIAL BOARDS

Editor in Chief/Associate

Journal of Behavioral Decision Making, Associate Editor, 2026-
Journal of Economic Psychology, Editor in Chief, 2019-2024
PLOS ONE - Academic editor, 2015-2019
Frontiers in Psychology - Associate editor, 2016-2018

Editorial board

Judgment and Decision Making, 2014-
Psychonomic Bulletin and Review, 2012-
Journal of Behavioral Decision Making, 2010-2026
Frontiers in Psychology, 2010-

CONSULTING

Scientific board, Aduo Inc, 2019-2020

PEER REVIEWED PAPERS

Journal articles

1. Yechiam, E., Erev, I., and Gopher, D. (2001). On the potential value and limitations of emphasis change and other exploration-enhancing training methods. *Journal of Experimental Psychology: Applied*, *7*, 277-285.

2. Barron, G. and Yechiam, E. (2002). Private E-mail requests and the diffusion of responsibility. *Computers in Human Behavior*, *18*, 507-520.

3. Yechiam, E., Haruvy, E., and Erev, I. (2002). Reinforcement learning and the prevention of data catastrophes. *Journal of Managerial Psychology*, *17*, 599-611.

4. Yechiam, E., Barron, G., Erev, I., and Erez, M. (2003). On the robustness and the direction of the effect of cause-related marketing. *Journal of Consumer Behaviour*, *2*, 320-332.

5. Yechiam, E., Erev, I., Yehene, V., and Gopher, D. (2004). Melioration and the transition from touch-typing training to everyday use. *Human Factors*, *45*, 671-684.

6. Yechiam, E. and Barron, G. (2004). Learning to ignore online help requests. *Computational and Mathematical Organization Theory*: *Special issue on Learning in Dynamic, On-line Environments*, *9*, 327-339.

7. Yechiam, E., Erev, I, and Parush, A. (2004). Easy first steps and their implication to the use of a mouse-based and a script-based strategy. *Journal of Experimental Psychology: Applied*, *10*, 89-96.

8. Yechiam, E., Barron, G., and Erev. I. (2005). The role of personal experience in contributing to different patterns of response to rare terrorist attacks. *Journal of Conflict Resolution*, *49*, 430-439.

9. Yechiam, E., Stout, J.C., Busemeyer, J.R., Rock, S.L., and Finn, P.R. (2005) Individual differences in the response to forgone payoffs: An examination of high functioning drug abusers. *Journal of Behavioral Decision Making*, *18*, 97-110.

10. Yechiam. E., and Busemeyer, J.R. (2005). Comparison of basic assumptions embedded in learning models for experience based decision-making. *Psychonomic Bulletin and Review*, *12*, 387-402.

11. Yechiam, E., Busemeyer, J.R, Stout, J.C., and Bechara, A. (2005). Using cognitive models to map relations between neuropsychological disorders and human decision making deficits. *Psychological Science*, *16*, 973-978.

12. Yechiam, E. (2006). Why are macros not used? A brief review and an approach for improving training. *Computers and Education*, *46*, 206-220.

13. Yechiam, E., and Busemeyer, J.R. (2006). The effect of foregone payoffs on underweighting small probability events. *Journal of Behavioral Decision Making*, *19*, 1-16.

14. Lovallo, W.R., Yechiam, E., Sorocco, K.H., Vincent, A.S., and Collins, F.L. (2006). Working memory and decision-making in familial risk for alcoholism: studies from the Oklahoma Family Health Patterns Project. *Alcoholism: Clinical and Experimental Research*, *30*, 763-773.

15. Yechiam, E., Erev, I., and Barron, G. (2006). The effect of experience on using a safety device. *Safety Science*, *44*, 515-522.

16. Lane, S., Yechiam, E., and Busemeyer, J.R. (2006). Application of a computational decision model to examine acute drug effects on human risk taking. *Experimental & Clinical Psychopharmacology*, *14*, 254-264.

17. Grosskopf, B., Erev, I., and Yechiam, E. (2006). Foregone with the wind: Indirect payoff information and its implications for choice. *International Journal of Game Theory*, *34*, 285-302.

18. Kester, H., Sevy, S., Yechiam, E., Burdick, K.E, Cervellione, K.L, and Kumra, S. (2006). Decision-making impairments in adolescents with early-onset schizophrenia. *Schizophrenia Research*, *85*, 113-123.

19. Johnson, S.A., Yechiam E., Murphy, R.M., Queller, S., and Stout, J.C. (2006). Motivational processes and autonomic responsivity in Asperger's disorder: Evidence from the Iowa gambling task. *Journal of the International Neuropsychological Society*, *12*, 668-676.

20. Yechiam, E., Goodnight, J., Bates, J.E., Busemeyer, J.R., Dodge, K.A., Pettit, G.S., and Newman, J.P. (2006). A formal cognitive model of the Go/No-Go discrimination task: Evaluation and implications. *Psychological Assessment*, *18*, 239-249.

21. Sevy, S., Hassoun, Y., Bechara, A., Yechiam, E., Napolitano, B., Burdick, K., Delman, H., and Malhotra, A. (2006). Emotion-based decision-making in healthy subjects: Short-term effects of reducing dopamine levels. *Psychopharmacology*, *188*, 228-235.

22. Yechiam, E., and Budescu, D.V. (2006). The sensitivity of probability assessments to time units and performer characteristics. *Risk Analysis*, *3*, 177-193.

23. Yechiam, E., and Ert, E. (2007). Evaluating the reliance on past choices in adaptive learning models. *Journal of Mathematical Psychology*, *51*, 75-84.

24. Sevy, S., Burdick, K., Visweraiah, H., Abdelmassih, S., Lukin, M, Yechiam, E., and Bechara, A. (2007). Iowa Gambling Task in schizophrenia: A review and new data in patients with schizophrenia and co-occurring cannabis use disorders. *Schizophrenia Research*, *92*, 74-84.

25. Yechiam, E., Kanz, J., Bechara, A., Stout, J.C., Busemeyer, J.R., Altmaier, E.M., and Paulsen, J. (2008). Neurocognitive deficits related to poor decision-making in people behind bars. *Psychonomic Bulletin and Review*, *15*, 44-51.

26. Lev, D., Hershkovitz, E., and Yechiam, E. (2008). Decision making and personality in traffic offenders: A study of Israeli drivers. *Accident Analysis and Prevention*, *40*, 223-230.

27. Yechiam, E., Hayden, E.P., Bodkins, M., O'Donnell, B.F., and Hetrick, W.P. (2008). Decision making in bipolar disorder: A cognitive modeling approach. *Psychiatry Research*, *161*, 142-152.

28. Sagi, I., and Yechiam, E. (2008). Amusing titles in scientific journals and article citation. *Journal of Information Science*, *34*, 680- 687.

29. Yechiam, E., and Busemeyer, J.R. (2008). Evaluating generalizability and parameter consistency in learning models. *Games and Economic Behavior*, *63*, 370-394.

30. Farah, H., Yechiam, E., Bekhor, S., Toledo, T., and Polus, A. (2008). Association of risk proneness in overtaking maneuvers with impaired decision making. *Transportation Research Part F: Traffic Psychology and Behaviour*, *11*, 313-323.

31. Erev, I., Ert, E., and Yechiam, E. (2008). Loss aversion, diminishing sensitivity, and the effect of experience on repeated decisions. *Journal of Behavioral Decision Making*, *21*, 575-597.

32. Yechiam, E., Druyan, M., and Ert, E. (2008). Observing others' behavior and risk taking in decisions from experience. *Judgment and Decision Making*, *3*, 493-500.

33. Tarlovsky, Y., Yechiam, E., Ofek, E., and Grunwald, W. (2008). Peripheral Arterial Tone: A missing channel in polygraph examination? *American Journal of Forensic Psychology*, *26*, 45-60.

34. Bishara, A. J., Pleskac, T. J., Fridberg, D. J., Yechiam, E., Lucas, J., Busemeyer, J. R., Finn, P. R., and Stout, J. C. (2009). Similar processes despite divergent behavior in two commonly used measures of risky decision making. *Journal of Behavioral Decision Making*, *4*, 435-454.

35. Barron, G., and Yechiam, E. (2009). The coexistence of overestimation and underweighting of rare events and the contingent recency effect. *Judgment and Decision Making*, *4*, 447-460.

36. Koritzky, G., and Yechiam E. (2010). On the robustness of description and experience based decision tasks to social desirability. *Journal of Behavioral Decision Making*, *23*, 83-99.

37. Yechiam, E., Arshavski, O., Shamay-Tsoory, S.G., Yaniv, S., and Aharon, J. (2010). Adapted to explore: Reinforcement learning in Autistic Spectrum Conditions. *Brain and Cognition*, *72*, 317-324.

38. Ert, E., and Yechiam, E. (2010). Consistent constructs in individuals' risk taking in decisions from experience. *Acta Psychologica*, *134*, 225-232.

39. Agay, N., Yechiam, E., Carmel, Z., and Levkovitz, Y. (2010). Non-specific effects of Methylphenidate (Ritalin) on cognitive ability and decision-making of ADHD and healthy adults. *Psychopharmacology*, *210*, 511-519.

40. Hochman, G., Yechiam, E., and Bechara, A. (2010). Recency gets larger as lesions move from anterior to posterior locations within the ventromedial prefrontal cortex. *Behavioural Brain Research*, *213*, 27-34.

41. Yuviler-Gavish, N., Yechiam, E., and Kallai, A. (2011). Visual guidance can be both appealing and disadvantageous in spatial tasks. *International Journal of Human Computer Studies*, *3*, 113-122.

42. Hochman, G., and Yechiam, E. (2011). Loss aversion in the eye and in the heart: The Autonomic Nervous System's responses to losses. *Journal of Behavioral Decision Making*, *24*, 140-156.

43. Yechiam, E., and Ert, E. (2011). Risk attitude in decision making: In search of trait-like constructs. *Topics in Cognitive Science*, *3*, 166-186.

44. Yechiam, E., and Rakow, T. (2011). The effect of foregone payoffs on choices from experience: An individual level modeling analysis. *Experimental Psychology*, *13*, 1-13.

45. Koritzky, G., and Yechiam, E. (2011). On the value of nonremovable reminders for behavioral modification: An application to nail-biting (Onychophagia). *Behavior Modification*, *35*, 511-530.

46. Yechiam, E., and Telpaz, A. (2011). To take risk is to face loss: A tonic pupillometry study. *Frontiers in Psychology*, *2*, 344.

47. Yechiam, E., and Aharon, I. (2011). Experience-based decisions and brain activity: Three new gaps and partial answers. *Frontiers in Psychology, 2,* 390.

48. Koritzky, G., Yechiam, E., Bukay, I., and Milman, U. (2012). Obesity and risk taking: A male phenomenon. *Appetite*, *59*, 289-297.

49. Yechiam, E., and Telpaz, A. (2013). Losses induce consistency in risk taking even without loss aversion. *Journal of Behavioral Decision Making*, *26*, 31-40.

50. Yechiam E., and Hochman, G. (2013). Losses as modulators of attention: Review and analysis of the unique effects of losses over gains. *Psychological Bulletin*, *139*, 497-518.

51. Yechiam E., and Hochman, G. (2013). Loss-aversion or loss-attention: The impact of losses on cognitive performance. *Cognitive Psychology*, *66*, 212-231.

52. Ert, E., Yechiam, E., and Arshavsky, O. (2013). Smokers' decision making: More than mere risk taking. *PLOS ONE*, e68064.

53. Agay, N., Yechiam, E., Carmel, Z., and Levkovitz, Y. (2014). Methylphenidate enhances cognitive performance in adults with poor baseline capacities regardless of Attention-Deficit/Hyperactivity Disorder diagnosis. *Journal of Clinical Psychopharmacology*, *34*, 261-265.

54. Yechiam, E., and Hochman, G. (2014). Loss attention in a dual task setting. *Psychological Science*, *25*, 494-502.

55. Yechiam, E., Telpaz, A., and Hochman, G. (2014). The complaint bias in subjective evaluations of incentives. *Decision*, *1*, 147-160.

56. Lovallo, W.R., Enoch, M-A., Yechiam, E., Glahn, D.C. Acheson, A., Sorocco, K.H., Hodgkinson, C., Cohoon, A.J., Vincent, A.C., and Goldman, D. (2014). Differential impact of serotonin transporter activity on temperament and behavior in persons with a family history of alcoholism in the Oklahoma Family Health Patterns project. *Alcoholism: Clinical and Experimental Research*, 38, 1575-1581.

57. Telpaz, A., and Yechiam, E. (2014). Contrasting losses and gains increases the predictability of behavior by frontal EEG asymmetry. *Frontiers in Behavioral Neuroscience*, *8*, 149.

58. Yechiam, E., Rakow, T., and Newell, B.R. (2015). Super-underweighting of rare events with repeated descriptive summaries. *Journal of Behavioral Decision Making*, *28*, 67-75.

59. Yechiam, E., Zahavi, G., and Arditi, E. (2015). Loss restlessness and gain calmness: Durable effects of losses and gains on choice switching. *Psychonomic Bulletin and Review, 22*, 1096-1103.

60. Yechiam, E., Retzer, M., Telpaz, A., and Hochman, G. (2015). Losses as ecological guides: Minor losses lead to maximization and not to avoidance. *Cognition*, *139*, 10-17.

61. Arditi, E., Yechiam, E., and Zahavi, G. (2015). Association between stock market gains and losses and Google searches. *PLOS ONE*, *10*, e0141354.

62. Ohana, D., Maayan, R., Delayahu, Y., Roska, P., Ponizovsky, A.M., Weizman, A., Yadid, G., and Yechiam, E. (2016). Effect of dehydroepiandrosterone add-on therapy on mood, decision making and subsequent relapse of polydrug users. *Addiction Biology*, *21*, 885-894.

63. Newell, B.R., Rakow, T., Yechiam, E., and Sambur, M. (2016). Rare disaster information can increase risk-taking. *Nature Climate Change*, *6*, 158-161.

64. Ben-Eliezer, D., and Yechiam, E. (2016). Hypericum perforatum as a cognitive enhancer in rodents: A meta-analysis. *Scientific Reports*, 6, 35700.

65. Yechiam, E., Telpaz, A., Krupenia, S., and Rafaeli, A. (2016). Unhappiness intensifies the avoidance of frequent losses while happiness overcomes it. *Frontiers in Psychology*, *7*, 1703.

66. Yechiam, E., Abofol, T., and Pachur, T. (2017). The seller's sense: Buying-selling perspective affects the sensitivity to expected-value differences. *Journal of Behavioral Decision Making*. *30*, 197-208.

67. Yechiam, E., Ashby, N.J.S., and Pachur, T. (2017). Who's biased? A meta-analysis of buyer-seller differences in the pricing of risky prospects. *Psychological Bulletin*, *143*, 543-563.

68. Ashby, N.J.S., Konstantinidis, E., and Yechiam, E. (2017). Choice in experiential learning: True preferences or experimental artifacts? *Acta Psychologica*, *174*, 59-76.

69. Ashby, N.J.S., Rakow, T., and Yechiam, E. (2017). 'Tis better to choose and lose than to never choose at all. *Judgment and Decision Making*, *12*, 553-562.

70. Yechiam, E., Kauffmann, A., Ashby, N.J.S., and Zahavi, G. (2017). On the relation between economic bubbles and effort gaps between sellers and buyers: An experimental study. *PLOS ONE*, 12, e0189359.

71. Ashby, N.J.S., Yechiam, E., & Ben-Eliezer, D. (2018). The consistency of visual attention to losses and loss sensitivity across valuation and choice. *Journal of Experimental Psychology: General*, 147, 1791-1809.

72. Yechiam, E., Ben-Eliezer, D., Ashby, N.J.S., and Bar-Shaked, M. (2019). The acute effect of Hypericum Perforatum on short-term memory in healthy adults. *Psychopharmacology*, *236*, 613-623.

73. Yechiam, E., Ashby, N.J.S., and Hochman, G. (2019). Are we attracted by losses? Boundary conditions for the approach and avoidance effects of losses. *Journal of Experimental Psychology: Learning, Memory, & Cognition*, *45*, 591-605.

74. Liang, G., Newell, B.R., Rakow, T., and Yechiam, E. (2019) Further investigations of how rare disaster information affects risk taking: A registered replication report. *Psychonomic Bulletin and Review*, *26*, 1411-1417.

75. Yechiam, E. (2019). Acceptable losses: The debatable origins of loss aversion. *Psychological Research*, *83*, 1327-1339.

76. Yechiam, E. (2020). Robust consistency of choice switching in decisions from experience. *Judgement and Decision Making*, *15*, 74-81.

77. Yechiam, E., Ashby, N.J.S., and Konstantinidis, E. (2020). Choice rates are independent from perceived patterns (when patterns are not obvious): A reply to Plonsky and Teodorescu. *Acta Psychologica, 205,* 103057.

78. Zeif, D., and Yechiam, E. (2020). Autism is not associated with poor or enhanced performance on the Iowa Gambling Task: A Meta-analysis. *Neuroscience & Biobehavioral Reviews*, *113*, 440-447.

79. Achtypi, E., Ashby, N.J.S., Brown, G., Walasek, L., and Yechiam, E. (2021). The endowment effect and beliefs about the market. *Decision*, *8*, 16-35.

80. Yechiam, E., and Yom-Tov, E. (2021). Unique Internet search strategies of individuals with self-stated autism. *Journal of Medical Internet Research*, 23, e23829.

81. Yechiam, E., and Zeif, D. (2022). The effect of methylphenidate and mixed amphetamine salts on cognitive reflection: A field study. *Psychopharmacology*, *239*, 455-463.

82. Liang, G., Rakow, T., Yechiam, E., and Newell, B.R. (2022). The day after the disaster: risk-taking following large- and small-scale disasters in a microworld. *Judgment and Decision Making*, 17, 513-546.

83. Zeif, D., and Yechiam, E. (2022). Loss aversion (simply) does not materialize for smaller losses. *Judgment and Decision Making*, *17*, 1015-1042.

84. Yechiam, E., and Zeif, D. (2023). Revisiting the effect of incentivization on cognitive reflection: A meta-analysis. *Journal of Behavioral Decision Making*, 36, e2286.

85. Zeif, D., Yakobi, O., and Yechiam, E. (2023). Choice behavior in autistic adults: What drives the extreme switching phenomenon? *PLOS One*, *18*, e0282296.

86. Yechiam, E., and Zeif, D. (2023). The effect of incentivization on the conjunction fallacy in judgments: A meta-analysis. *Psychological Research*, *87*, 2336-2344.

87. Yechiam, E. (2024). Behavioral economics enhancers. *Judgment and Decision Making*, 19, e12.

88. Link, S.B., Roth, Y., and Yechiam, E (2024). On the difficulty of making social choices in autistic adults: A decisions from experience study. *Education and Training in Autism and Developmental Disabilities*, *59*, 217-229.

89. Yechiam, E., and Zeif, D. (2024). Calling "Gevald": On the emergence of negative election forecasts in partisan communications. *Experimental Economics*, *27*, 787-819.

90. Yechiam, E., and Zeif, D. (2025). Loss aversion is not robust: A re-meta-analysis. *Journal of Economic Psychology*, 107, 102801.

91. Zeif, D., and Yechiam, E. (2025). The effect of gain and loss framing on cheating: Evidence for the null. *Judgment and Decision Making*, 20, e40.

92. Paz-Fitussy, T., and Yechiam, E. (2026). Incentivization weakly improves theory of mind: A multi-sample investigation and meta-analysis. *Journal of Experimental Social Psychology*, *125*, 104896.

93. Yechiam, E., and Tarabeih, A. (in press). Mimicry without understanding: The origins of decision bias in large language models. *PLOS One*.

Submitted papers

Zak, U., Yechiam, E., and Vishkin, A. Baseline performance expectations and risk-taking: A large-scale analysis of gambits in tournament chess. March, 2026

Lanir, R., Vishkin, A., and Yechiam, E. Is the other-race effect reduced in autistic individuals? A meta-analysis. June, 2026

Book chapters

1. Yechiam, E., Veinott, E.S., Busemeyer, J.R., and Stout, J.C. (2007). Cognitive models for evaluating basic decision processes in clinical populations. In R. Neufeld (Ed.), *Advances in clinical cognitive science: Formal modeling and assessment of processes and symptoms* (page 81-111). Washington, D.C.: American Psychological Association Publications.

2. Yechiam, E., and Gopher, D. (2008). Deliberate suppression of vision as a training tool for multimodal skills. In SKILLS consortium, *Beyond movement: The history and future of gesture analysis* (page 80-103). Alinea publishing house.

3. Gavish, N., and Yechiam, E. (2010). The Disadvantageous but appealing use of visual guidance in procedural skills training. In D. Kaber and G. Boy (Eds.), *Advances in cognitive ergonomics* (pp. 764-773). CRC press.

4. Hochman, G., Glockner, A., and Yechiam E. (2010). Physiological measures in identifying decision strategies. In A. Glockner and C. Witteman (Eds.), *Foundations for tracing intuitions*, c*hallenges, and methods* (pp. 139-159). London: Psychology Press & Routledge.

5. Koritzky, G., Luria, A., and Yechiam, E. (2011). A model of the initial stages of drug abuse: From reinforcement learning to social contagion. In R.P Ebstein,. S.H. Chew, and S.G. Shamay-Tsoory (Eds.), *From DNA to social cognition* (pp. 185-201). John Wiley & Sons.

6. Schmirgel, V., Zimmerman, U.E., Yechiam, E., Telpaz, A., Hulin, T., & Preusche, C. (2013). Training approaches for improving robot programming-by-demonstration skills. In M. Bergamasco, B. G. Bardy, & D. Gopher (Eds.), *Skills training in multimodal virtual environments* (pp. 241-254). Boca Raton, FL: CRC Press/ Taylor & Francis.

7. Yechiam, E., & Agay, N. (2016). Methylphenidate and cognitive performance. In V.R. Preedy (Ed.), *The neuropathology of drug addictions and substance misuse* 2: R*ecreational substances/stimulants, club and dissociative drugs, hallucinogens, and inhalants* (pp. 682-699). Academic press.

8. Yechiam, E. (2022). The perils of a blanket model: Financial anomalies and loss aversion. In S. Füllbrunn & E. Haruvy (Eds.), *Handbook of experimental finance* (pp. 87-95). Cheltenham, UK: Edward Elgar Publishing.

9. Yechiam, E. (Forthcoming). Loss aversion. In P. Ayton, G. Chapman, E. Reutskaja, & G. Vallee-Tourangeau (Eds.). *Handbook of Judgment and Decision Making*. Cambridge University Press.

ADDITIONAL SCIENTIFIC CONTRIBUTIONS

Textbooks

Hochman, G., and Yechiam, E. (2010). SAS – Statistical Analysis System. An instruction book (In Hebrew). Hertzlia: Hod-Ami.

Editorials

Yechiam, E. (2015). The psychology of gains and losses: More complicated than previously thought. *Psychological Science Agenda*, *29* (1).

Alos-Ferrer, C., and Yechiam, E., (2020). At the eve of the 40th Anniversary of the Journal of Economic Psychology: Standards, practices, and challenges. *Journal of Economic Psychology*, *80*, 102309.

Yechiam, E. (2025). From strong exceptions to parameter spaces: A précis to the special issue on meta-analyses in economic psychology. *Journal of Economic Psychology*, *106*, 102784

FICTION

Books

Left Hand (2025). Tel-Aviv: Nine Souls (in Hebrew)

He should have left after the alien story (2026). Tel-Aviv: Hatahana – Afik (in Hebrew)

Journals (all in Hebrew)

Prose:

Sadie (2023). *Hamusach*, The national library of Israel.

Harlan (2026). *Hamchila Magazine, 21*, 70-76.

Poems:

When they shaved his brain (2026). *Daphne Magazine, 3*, p. 1 (Opening poem).

Mining (2026). *Daphne Magazine, 4*.

At the helm (2026). *Salon des Refusés: Choices*. Black Dove Publishing, p. 10.

The astronauts (in press). *Tefer Magazine*, 6.

AWARDS AND HONORS

2001 Wolf Foundation Award for Ph.D. candidates
2007 Technion President's Excellent Lecturer Award
2010 Salomon S. Mani Award for Excellence in Teaching
2010 Cognitive Science Society Computational Modeling Prize in Applied Cognition
2012 Technion President's Excellent Lecturer Award
2016 Henri Taub prize for Excellence in Research
2021 Harry Lebensfeld Chair in Sciences

RESEARCH GRANTS

Israel Science Foundation (Economics), 2017-2020
Israel Science Foundation (Neuroscience), 2012-2017
Leverhulme Foundation, 2012-2014
Israel Anti-Drug Authority, 2010-2013
US Air Force, 2007-2008
EU FP6 (SKILLS Project), 2006-2011
Israel Science Foundation (Cognitive Science), 2006-2009

Continuous support (Principle Investigator in Center grants):

Israel Science Foundation, 2013-2018, Israel Center of Research Excellence in Empirical Studies of Decision Making and the Law.

Minerva Foundation, 2008-2018, Max Wertheimer Minerva Center for Cognitive Processes and Human Performance.

GRADUATE STUDENTS

Phd

Ert, Eyal (I. Erev co-advisor) "Loss aversion, diminishing sensitivity, and the effect of experience on repeated decisions", 2008

Pavlodsky, Julia "On the connection between decision making based on descriptions and decision making based on experience", 2008

Hochman, Guy. "The role of losses in decision making processes: The interplay between physiological and behavioral measures", 2010

Koritzky, Gilly "The impact of social desirability on description and experience based choice tasks", 2010

Agay, Nirit "Non-selective effects of methylphenidate (ritalin) on cognitive ability and decision-making of adults with ADHD and healthy adults", 2011

Telpaz, Ariel "Reliability of risk taking behavior: The moderating role of losses", 2013.

Ohana, David (G. Yadid co-advisor) "The effect of dehydroepiandrosterone on behavioral decision making and addiction", 2014

Abofol, Taher "The seller's sense", 2016

Kauffmann, Amitay "Buyer-seller gaps in bubble metrics of asset markets", 2018

Ben-Eliezer, Daniel "The nootropic effect of common anxiolytics", 2018

Zeif, Dana "The effect of gain/loss weighing and incentivization on decision making: Studies of healthy individuals and autism", PhD (*Phd study won the Jacobs Award for Best paper*), 2025

MSc

Hershkovitz, Eyal "Cognitive modeling analysis of decision making processes and personality traits in dangerous drivers", 2007

Sagi, Itay "The association between amusing titles and article citation", 2007

Tal (Tarlovsky), Yonatan "Non-intrusive speedy lie detection", 2007

Druyan, Meir "The effect of foregone payoffs on social learning", 2008

Arshavski, Olga "Choice convergence as a component of indecisiveness", 2008

Telpaz, Ariel "Autonomic arousal as predictor of risk taking in experiential decisions", 2008

Arad, Maya "Peripheral Arterial Tone: Predictor of performance in a vigilance task", 2010

Hochmitz, Ilanit "Procedural skill – Is it in your head or in your hand?", 2010

Shelef, Michal "The influence of multimodal communication on trainer-trainee interaction", 2011

Sidi, Yael "The effect of resolve-based reminders on adherence: The role of self-justifications, memory and decision making", 2012

Rosenblatt, Nimrod "What is self control training? A test of candidate processes in a smoking cessation program", 2013

Retzer, Matan "The mechanism underlying the impact of small losses in experience-based decisions", 2013

Madar, Guy (N. Gavish co-advisor) "The effect of specific feedback given during computerized system training on students with ADD/ADHD", 2015

Arditi, Eli (G. Zahavi co-advisor) "The Effect of market losses on subsequent Internet searches", 2015

Salzer, Chaim "Minor negative reactions are associated with increased attractiveness: A Twitter study", 2017

Yehuda-Davidov, Ivet "Causal effect of the volume of price proposals on bubbles in an experimental asset game", 2018

Argaman, Elisheva "Memories from experience: Effects of gains and losses on memory", 2019

Zeif, Dana "Decision making in autism spectrum disorder: A meta-analysis", 2020

Ziv, Saar "Effect of stock gains and losses on individual investors behavior.", 2021 (ME Project)

Link, Sarah, B. "Social agent selection based on facial features in Autism Spectrum Disorder", 2022

Paz-Fitussy, Tomer. "Incentivization and theory of mind: Studies of general population and ADHD", 2025

In progress

Wiseman, Gal. "Decision making biases and style of popular LLMS."

SELECTED MEDIA

2023 *Money on the mind* interview.

2018 "Loss aversion in the eye and in the heart: The Autonomic Nervous System's responses to losses" (Hochman and Yechiam, 2011) was featured in *Yahoo Finance*.

2018 "Acceptable losses: The debatable origins of loss aversion" (Yechiam, 2018) was featured in *Behvioural Investment* and *Bloomberg News*.

2017 "The association between amusing titles and article citation" (Sagi and Yechiam, 2008) was featured in the *APS Observer*.

2016 "Rare disaster information can increase risk-taking" (Newell, Rakow, Yechiam, & Sambur, 2016) was featured in *ABC online, Discovery Channel News*.

2013 *New York Times* article: "Why smokers still smoke" (E. Ert and E. Yechiam).

2013 *Haaretz* article: "Changing the default" (E. Yechiam and E. Ert).

2013 "The association between amusing titles and article citation" (Sagi and Yechiam, 2008) was featured in *Scientific American*, *International Business Times*.

2012 "Loss aversion in the eye and in the heart: The Autonomic Nervous System's responses to losses" (Hochman and Yechiam, 2011) was featured in *CBSNews.com*.

2011 *Haaretz* article: "This is how we increase organ donation" (E. Yechiam).

2010 "The coexistence of overestimation and underweighting of rare events and the contingent recency effect" (Barron and Yechiam, 2009) was featured in *Science News*.

2008 "Underweighting rare events in experience-based decisions: Beyond sample error" (Barron, Ursino, and Yechiam, E., 2008) was part of a symposium winning the *Academy of Management, OB Division, Making Connections Award*.

2003 "Private E-mail requests and the diffusion of responsibility" (Barron and Yechiam, 2002) was featured in *New Scientist Magazine, CNN.com, CNET, Marketing News*, *Reader's Digest*.

INVITED TALKS

2027 GNAM Masterclass series, Virtual
2023 Keynote, SPUDM 2023, Vienne, Austria.
2023 Meet the Editor, IAREP SABE 2023, Nice, France.
2022 Keynote, IAREP 2022, virtual / DEB seminar.
2020 International ADHD Congress, Virtual/Tel-Aviv, Israel.
2020 First Virtual Experimental Finance Workshop, Virtual/Montreal, Canada.
2018 Digital Health 3rd Conference, Rambam Hospital, Haifa, Israel.
2017 Max Zeller Söhne AG, Switzerland.
2017 Workshop on Loss Attention and the Endowment effect, MPI Berlin, Germany.
2016 Keynote, 9th Annual JDMx conference, Basel, Switzerland.
2016 Israel-Italy Decision Workshop, IDC Herzliya, Israel.
2015 University of Southern Denmark (SDU), Odense, Denmark.
2014 DICE@IDC- UK Workshop, Herzliya, Israel.
2014 First Conference on Cognition Research of the Israeli Society for Cognitive Psychology, Acer, Israel.
2014 Affective brain lab seminar series, University College London.
2014 Learning, Bounded Rationality, and Decisions Winter School, Ein Bokek and Haifa
2013 The Brain Decides, IDC, Herzliya, Israel.
2012 Marketing in Israel 12, Haifa and Beer-Sheva, Israel.
2010 Evo-Learning, Kfar-Blum, Israel.
2010 The 2010 Conference on health: Individual, Governance, Policy. The Onno Academic Institute, Kiryat-Onno, Israel.
2010 The Annual Conference of the Phoenix Program for Road Safety, Bar-Ilan University, Israel.
2010 EADM Workshop on Intuition: Methods and Recent Findings. Bonn, Germany.
2009 International Conference on Learning, Reward-Seeking Behaviors and Addiction, Hebrew University, Israel.
2009 International Workshop on Regret, Emotions, and Decision Making, Hebrew University and Ben-Gurion University.
2008 The Scientific Conference on the SKILLS Integrated Project, Augsburg, Germany.
2008 The Annual Conference of the Phoenix Program for Road Safety, Bar-Ilan University, Israel.
2008 Psychology Department seminar series, University of Basel.
2008 Workshop on Unraveling Decisions from Experience, University College of London.

CONFERENCE ORGANIZATION

2025 Organizing and Scientific committees, SPUDM 2025
2024 Scientific Committee IAREP SABE 2024

2023 Scientific committee, SPUDM 2023.
2017 Organizing committee, Conference on Subjective Probability, Utility, and Decision Making (SPUDM 25), Haifa, Israel.
2015 Program Committee, Annual Cognitive Science Society Meeting, Pasadena, CA.
2014 Organizer, EADM Workshop "*Beyond loss aversion: The effect of losses on attention, exploration, and strategy"*, Haifa, Israel.
2014 Program Committee, Behavioral Decision Research in Management, London
2012 Co-organizer, Technion Workshop on Cognition and Organizational Behavior in honor of Daniel Gopher and Miriam Erez, Haifa, Israel.
2012 Co-organizer, Erasmus-Technion workshop on decisions and predictions, Ein-Boqek, Israel.
2011 Organizer, International Minerva Workshop on Decision Processes, Haifa, Israel.
2011 Organizer, International Minerva Workshop on the Neuroscience and Psychophysiology of Experience Based Decisions, Haifa, Israel.

CONFERENCE PRESENTATIONS

2026 Behavioral Change, Mind.IL, Tel Aviv, October 2026
2025 DMEP-Ratio workshop on Utility, Risk, and Ethics: Navigating Decisions in an Uncertain World. Jerusalem, Israel.
2025 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 29), Lucca, Italy August 2025.
2023 IAREP/SABE 47th international conference, Nice, France
2022 25^{the} Conference of the Israeli Association for Biological Psychiatry, Kfar-Blum, March 2022.
2021 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 27), Warwick, UK (virtual), August 2021.
2021 IAREP/SABE Online conference, June 2021, Virtual.
2020 61st Psychonomic Society Annual Meeting, Virtual.
2020 Economic Science Association Global Around-the-Clock Virtual Conference, Virtual.
2020 53rd Annual Meeting of the Society of Mathematical Psychology, Virtual.
2019 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 26), Amsterdam, August 2019.
2018 Foundation of Utility and Risk conference, York, UK, June 2017.
2018 30th Annual Convention of the Association for Psychological Sciences, San Francisco, May 2018.
2018 22nd Conference of the Israeli Association for Biological Psychiatry, Kfar-Blum, March 2017.
2018 5th Conference on Cognition Research of the Israeli Society for Cognitive Psychology, Acer, Israel, February 2018.
2017 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 25), Haifa, Israel, August 2017.
2016 The 37th annual meeting of the Society for Judgment and Decision making, Boston, Massachusetts, November 2016.
2016 Economic Science Association World Meeting. Jerusalem, Israel, July, 2016.
2015 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 24), Budapest, August 2015.
2015 Second Conference on Cognition Research of the Israeli Society for Cognitive Psychology, Acer, Israel, February 2015.
2014 Psychonomic Society Annual Meeting, Long Beach, California, November 2014.
2014 The 35th annual meeting of the Society for Judgment and Decision making, Long Beach, California, November 2014.
2014 Behavioral Decision Research in Management (BDRM), London, July, 2014.

2014 15th annual meeting of the Society of Personality and Social Psychology, Austin, Texas, February 2014.
2013 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 24), Barcelona, August 2013.
2013 Israel Economy Conference. The 29th conference of the Israel Economic Association. Tel-Aviv, Israel, June 2013
2012 Psychonomic Society Annual Meeting, Minneapolis MS, November 2012.
2012 The 33rd annual meeting of the Society for Judgment and Decision making, Minneapolis, Minnesota, November 2012.
2012 11th Tilburg Symposium on Psychology and Economics, Tilburg, Netherlands, August 2012.
2011 Plenary symposium lecture: *The effects of losses on attention provide sufficient conditions for their impact on maximization and individual difference.* Conference on Subjective Probability, Utility, and Decision Making (SPUDM 23), Kingston, UK, August 2011.
2011 International Conference on Behavioral Decision Making, Interdisciplinary Center, Herzliya, Israel, May 2011.
2010 The 43rd Annual Meeting of the Society for Mathematical Psychology, Portland, Oregon, August 2010.
2010 *Risk attitude in decision making: A clash of three approaches*. Annual Conference of the Cognitive Science Society. Portland, Oregon, August 2010. Won the Cognitive Science Society Computational Modeling Prize in applied cognition (together with Eyal Ert).
2009 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 22), Rovereto, Italy, August 2009.
2009 The joint 42nd Annual Meeting of the Society for Mathematical Psychology and the 40th annual conference of the European Mathematical Psychology Group, Amsterdam, Netherlands, July 2009.
2009 Fifth Asia Pacific Meeting of the Economic Science Association. Haifa, Israel, March, 2009.
2009 The 12th Meeting of the Israeli Society for Biological Psychiatry, Hagoshrim, Israel, March, 2009.
2008 The 29th International Congress of Psychology, Berlin, Germany, July 2008.
2007 Conference on Subjective Probability, Utility, and Decision Making (SPUDM 21), Warsaw, Poland, August 2007.
2007 The 11th Meeting of the Israeli Society for Biological Psychiatry, Kfar-Giladi, Israel, March, 2007.
2006 Affect, Motivation, And Decision Making Conference, Ein Boqeq, The Dead Sea, Israel, December 2006.
2004 The 25th annual meeting of the Society for Judgment and Decision making, Minneapolis , Minnesota, November 2004.
2004 37th Annual Meeting of the Society for Mathematical Psychology, Ann Arbor, Michigan July-August 2004.
2004 The 11th annual Cognitive Neuroscience Society (CNS) meeting, San Francisco, California, April 2004 (poster).
2003 Biennial Conference on Subjective Probability, Utility, and Decision Making (SPUDM 19), Zurich, Switzerland, July 2003.
2003 The 13th congress of the European Society for Cognitive Psychology (ESCOP), Granada, Spain, September 2003.
2003 The 47th Annual Meeting of the Human Factors and Ergonomics Society, Denver, Colorado, October 2003.

MEMBERSHIPS

European Association for Decision Making (Member at large 2019-2021)
International Association for Research in Economic Psychology
Judgment and Decision Making Society
Psychonomic Society (Fellow)