

CURRICULUM VITAE

Name: **Ido Erev** (Israeli ID No. 055984330)

Birth Date and Place: December 6, 1959, Afula, Israel.

Family Status: Married, two daughters

Professional Address:

Industrial Engineering and Management
Technion - Israel Institute of Technology
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ACADEMIC DEGREES

1985 - **B.A.**, University of Haifa, Israel (Psychology and Statistics, double major).

1988 - **M.A.**, The University of North Carolina at Chapel Hill, U.S.A.
(Cognitive/Quantitative Psychology).

1990 - **Ph.D.**, The University of North Carolina at Chapel Hill, U.S.A.
(Cognitive/Quantitative Psychology).

ACADEMIC APPOINTMENTS

1990-present Lecturer, S. Lecturer, A. Prof., Prof. (2004), ATS' Women's Division
Professor (2006), Faculty of Industrial Engineering and Management,
Technion, Haifa, Israel.

2013-2015 Visiting Professor of Behavioral Science, Warwick Business School, UK.
(two months per year).

2012-2013 Visiting Professor, Arison School of Business, Interdisciplinary Center
Herzliya, Israel

2010 - 2012 Visiting Professor in Behavioral Economics, Erasmus University, The
Netherlands. (One month per year).

2010 Fellow in the Israel center of Advanced Studies (6 months)

2007- 2008 A Marvin Bower Fellow, Harvard Business School

2000 - 2002 Michael A. Gould Visiting Israeli Professor, Columbia Business School,
Columbia University, USA.

1992 - 1997: Visiting research associate in Economics, University of Pittsburgh, U.S.A.
(18 months during Sabbatical in 1996-1997, and two months per year in the
previous years).

1987 - 1990: Statistical consultant and SAS programmer, Biological Science Research
Center, The University of North Carolina at Chapel Hill, U.S.A.

TEACHING EXPERIENCE

Thinking and decision-making (undergraduate and graduate)
 Behavioral implications of game theory (graduate and MBA)
 Cognitive psychology (undergraduate and graduate)
 Introduction to psychology (undergraduate)
 Experimental psychology (undergraduate)
 Negotiation (MBA)
 Behavioral statistics (undergraduate)

PUBLIC PROFESSIONAL ACTIVITIES

2014-present: Vice dean in charge of the MBA programs, Faculty of Industrial Engineering and Management, Technion.
 2013-present: Head of the Behavioral Science area at the Faculty of Industrial Engineering and Management, Technion.
 2009-present: Associate Editor *Games*
 2015-present: Member of Editorial Board, *Cognitive Psychology*.
 2003-2015: Member of Editorial Board, *International Journal of Game Theory*.
 2003-2006: Associate Editor *Management Science*
 2002-present: Member of Editorial Board, *Journal of Behavioral Decision Making*,
 2002-2006: Chairman of the Graduate Studies committee, Faculty of Industrial Engineering and Management, Technion.
 1997-2000, 2013-: Head of the Behavioral Science Area at the Faculty of Industrial Engineering and Management, Technion.
 1991-2000: Member of Editorial Board, *Psychologia* (The Journal of the Israeli Psychological Association).
 1999-2001: Member of Editorial Board, *Organizational Behavior and Human Decision Making*.

Ad hoc reviewer for (partial list): The Israeli Academy of Science, *BSF*, *NSF*, *GIF*, *Psychological Bulletin*, *Psychological Review*, *Developmental Psychology*, *Journal of Mathematical Psychology*, *Journal of Behavioral Decision Making*, *Econometrica*, *American Economic Review*, *Games and Economic Behavior*, *Organizational Behavior and Human Decision Processes*, *Journal of Economic Behavior and Organizations*, *European Journal of Cognitive Psychology*, *Journal of Personality and Social Psychology*, *Basic and Applied Social Psychology*, *Journal of Economic Psychology*, *Rand Journal of Economics*, *International Economic Review*, *European Economic Review*. *Journal of Experimental Psychology: LMC*, *Journal of Risk and Uncertainty*, *Perception and Psychophysics*.

Co-Organizer (with David Budescu and Rami Zwick) of the Workshop on Games and Human Behavior in the honor of Amnon Rapoport's 60th birthday.

Co-organizer (with David Budescu and Tom Wallsten) of a Workshop on Confidence Judgment, and Co-Guest Editor of a special issue on the subject in *Journal of Behavioral Decision Making*.

Co-organizer (with Gary Bornstein, Ramzi Suleiman, Ilan Fischer and David Budescu) of the 8th International Conference on Social Dilemmas, Zikron Yaakov, Israel, July 1999.

Co-Organizer (with Revital Levin, Ella Miron, Dana Van-Raalte & Dana Vashdi) of the Workshop on Motivation, Culture and Behavior in the honor of Prof. Miriam Erez, Haifa, Israel, May 2005.

Co-Organizer (with Doron Kliger, Todd Kaplan, Ramzi Suleiman & Ofer Azar) of the 3rd International Conference of the Asian Economic Science Association, Haifa, Israel, May 2009.

Co-Organizer (with Ella Miron) of the Technion Workshop on applied psychology and human factors, Haifa, Israel, May 2012.

Co-Organizer (with Reinhard Selten, Martin Hohnich, and Sabine Pittnauer) of the three workshops and a winter school on Learning bounded rationality and decisions, Haifa and Ein Bokek, Israel, January 2014.

HONORS

1990: The North Carolina Research Fellowship in Cognitive Science.

1993 - 1995: The British Technion Society Lectureship in Industrial Engineering and Management.

1998: Henri Gutwirth Research Grant.

2006: The Muriel & David Jacknow Award for Excellence in Teaching

GRADUATE STUDENTS

Completed:

Galili, Rachely, "Constructive intergroup competition as a solution to the free rider problem in the workplace". (M.Sc. Thesis, 1991).

Ben Tsur, Sigalit, "Mutual cooperation in the workplace". (M.Sc. Thesis, 1992).

Dailly, Dalit, "Status-quo and mutual cooperation in repeated insurance contrasts". (Master project, 1992).

Shimonovich, Dvorit, "The effect of prior knowledge on subjective interpretation of natural stimuli". (M.Sc. Thesis, 1993).

Keidar, Dinna, "Free riding in the quality control process". (M.Sc. Thesis, 1993).

Ravid-Biran, Michal, "The effect of sociometric evaluations on cooperation". (M.Sc. Thesis, 1994).

Kehonai, Morris, "The usage of vague information in organizational change". (M.Sc. Thesis, 1995).

Tsur, Shalhevet, "The effect of traffic information display". (M.Sc. Thesis, 1995).

Itkin, Tali, "Signals detection in a two-person safety dilemmas: The effect of information and competition". (M.Sc. Thesis, 1995).

Gilat, Sharon, "Two-person consensus games". (M.Sc. Thesis, 1995).

- Ben Sason, Itzhak, "The sunk-cost effect: An initial propensity of a characteristic of the decision makers' utility function". (M.Sc. thesis, 1995).
- Lavi, Amit, "The goal setting effect: An initial propensity or a characteristic of the decision maker's utility function". (M.Sc. Thesis, 1996).
- Or-Hof, Ori, "Melioration and maximization: Conflicting processes or two outcomes of the same process?" (M.Sc. Thesis, 1996).
- Ben-Ziv, Ayelet, "Two-person signal detection analysis of teenagers' risk taking behavior". (M.Sc. Thesis, 1996).
- Bejerano, Orit, "When does experience impair choice behavior?" (M.Sc. Thesis, 1997).
- Bereby, Meyer, Yoela, "On the robustness of the framing effect: A re-interpretation of the "payoff effect" in probability learning experiments". (**D.Sc. Dissertation, 1997**).
- Bar Shai, Shmuel, "The reflection effect: A perceptual phenomenon of initial tendency?" (M.Sc. Thesis, 1999).
- Volokh, Svetlana, "Cognitive game theoretic analysis of learning in auctions". (**D.Sc. Dissertation, 1999**).
- Shabtai, Galia, "Toward a descriptive model of detection of change". (M.Sc. Thesis).
detection of change and "right of way" rules in the air". (M.Sc. Thesis, 1999).
- Gilat, Sharon, "Learning and the decision to disagree". (**D.Sc. Dissertation, 2000**).
- Barron, Greg, "The effect of feedback on decision making under uncertainty and risk: Loss aversion without reflection and the reversed certainty (Allais) effect". (M.Sc. Thesis, 2000).
- Leshed, Gilly, "On the decision to decide". (M.Sc. Thesis, 2000).
- Shany, Dror, "The rule enforcement paradox and the implications of reinforcement learning (M.Sc. Thesis, 2000).
- Yehiam, Eldad, "On value and limitation of emphasis change training methods". (M.Sc. Thesis, 2000).
- Danieli, Hadas, "Social dilemmas and the design of simulators". (M.Sc. Thesis, 2000).
- Barron, Greg, "On the effect of repeated experience on judgment and choice" (PhD. Dissertation, 2003).
- Lybman, Ira, "The effect of rare events on decision making under uncertainty". (M.Sc. Thesis, 2003).
- Livne, Reut, "incentives and creativity." (M.Sc. Thesis, 2004).
- Ish Shalom, Taly, "Rats, humans, and the common ratio effect." (M.Sc. Thesis, 2004).
- Spigel, Shabtai, "Systematic typing". (Advisor, M.Sc. Thesis, 2005).
- Lev Ran, Ido, "Which way the four fold? The effect of feedback on decisions from description" (M.Sc. Thesis, 2005).
- Ert, Eyal, "Seeing in Believing: The positive and negative effects of free sampling" (M.Sc. Thesis, 2005).
- Zeituni, Rachel, "Case Study: Development and implementation of Skills system at Amdocs." (M.Sc. Thesis, 2005).
- Luria, Adi, "The decision to practice math and the effect of immediate feedback" (M.Sc. Thesis, 2005).
- Schurr, Amos "The peak and freq effects" (M.Sc. Thesis, 2006).
- Hochman, Guy "The partial reinforcement extinction effect: Boundaries and implications" (M.Sc. Thesis, 2007).
- Koritzky, Gilly "Inequality aversion: A social utility or a reasonable strategy" (M.Sc. Thesis, 2007).
- Ert, Eyal, "Learning among multiple alternatives" (PhD. Dissertation, 2008, co-advisor with Eldad Yechiam).
- Luria, Adi, "Guidance, association and the effect of immediate feedback" (PhD Dissertation, 2010).

- Man, Eitan, "Rethinking 'Learned Helplessness Effects': the Cost of Exploration" (M.Sc. Thesis, 2010).
- Ben Elia, Eran, "Complexity in travel behavior modeling: the case of real-time information and route choice decisions." (co-advisor of PhD Dissertation, 2010 the principle advisor is Yoram Shiftan).
- Nevo, Iris, "On surprise, change, and the effect of recent outcomes." (M.Sc. Thesis, 2011).
- Arazi, Ron "Gentle enforcement of safe driving" (M.Sc. Thesis, 2012).
- Amir Michal, "The effect of the inter-decision interval and memory on the weighting of rare events in decisions from experience" (M.Sc. thesis, 2013).
- Nevo, Tal "Educational software." (PhD Dissertation, 2013).
- Teodorescu, Kinneret "The decision to explore." (PhD Dissertation, 2013).
- Zelikowitch, Idan "Steve Jobs and the consumer's job" (M.Sc. thesis, 2014).

In progress:

- Plonsky, Ori. "Life in an uncertain state" (PhD Dissertation).
- Sobolev, Michael. "On the decision to punish" (PhD Dissertation).
- Hreb, Manal. "Using gentle rule enforcement to reduce vandalism" (PhD dissertation).
- Roth, Yefim. "On the decision to check" (PhD Dissertation).
- Biton, Ortal. "Inequality aversion and the rule of communication" (MSc thesis).

RESEARCH GRANTS

- 1991: Co-Principal Investigator (with Raanan Lifshits) of the Technion and Haifa University joint research grant. (Total amount = \$5000).
- 1992: Co-Principal Investigator (with Raanan Lifshits) of the Technion and Haifa University joint research grant. (Total amount = \$4000).
- 1993 -1995: Co-Principal Investigator (with Daniel Gopher) on a grant awarded by the committee for Research and Prevention in Occupational Safety and Health in the Israeli Labor Ministry. (Total amount = \$170,000).
- 1994 - 1995: Co-Principal Investigator (with Amnon Rapoport) on a grant awarded by the Israeli Academy of Science. (Total amount = \$50,000).
- 1995 - 1997: Co-Principal Investigator (with Al Roth) on a grant awarded by the USA National Science Foundation (NSF). (Total amount = \$200,000).
- 1998 - 1999: Co-Principal Investigator (with Daniel Gopher and Roger Remington) on a grant awarded by NASA. (Total amount = \$80,000).
- 1996 - 2019: Co-Principal Investigator (with Daniel Gopher and Eldad Yechiam, Head of the Technion subgroup) in the Minerva Research Center in Cognitive Psychology at the Technion. (Fund of 2 million DM).
- 1998 - 2002: Co-Principal Investigator (with Al Roth) on a grant awarded by the USA National Science Foundation (NSF). (Total amount = \$380,000).

- 1998-2001: Co-Principal Investigator (with Al Roth) on a grant awarded by the Israel USA Binational Science Foundation (BSF). (Total amount = \$54,000).
- 2003: Principal Investigator on a grant awarded by the committee for Research and Prevention in Occupational Safety and Health in the Israeli Labor Ministry. (Total amount = \$50,000).
- 2003-2005: Co-Principal Investigator (with Al Roth and Ernan Haruvy) on a grant awarded by the Israel USA Binational Science Foundation (BSF). (Total amount = \$40,000).
- 2003-2007: Co-Investigator (with Arnon Lotem) on a grant awarded by the Israel Science Foundation (ISF). (Total amount = \$160,000).
- 2004-2010: Principal Investigator on a grant awarded by the committee for Research and Prevention in Occupational Safety and Health in the Israeli Labor Ministry. (Total amount = \$400,000).
- 2009-2010: Principal Investigator on a grant awarded by Rann Naor Fund. (Total amount = \$12,000).
- 2009-2013: Co-Principal Investigator (with Al Roth and Eyal Ert) on a grant awarded by the Israel USA Binational Science Foundation (BSF). (Total amount = \$68,000).
- 2009-2012: Principal Investigator on a grant awarded by the Israel Science Foundation (ISF). (Total amount = \$102,000).
- 2012-2013: Co-Principal Investigator (with Yoram Shiftan) on a grant awarded by Or Yarok (Driving safety). (Total amount = \$40,000).
- 2012-2013: Co-Principal Investigator (with Yoram Shiftan) on a grant awarded by The association of insurance company in Israel. (Total amount = \$60,000).
- 2013-2018: Co-Principal Investigator (one of ten, head of the Technion subgroup) on an I-CORE center (grant awarded by the Israel Science Foundation, ISF) on decision making and empirical law (Total amount = \$4,500,000).
- 2013-2017: Principal Investigator on a grant awarded by the Israel Science Foundation (ISF). (Total amount = \$120,000).

PUBLICATIONS (papers with students are marked with *).

Theses:

- M.A. thesis: “Cooperative behavior in structurally distinct public good problems: Effects of sequentially acquired information”. The University of North Carolina at Chapel Hill, U.S.A. 1988.

Ph.D. thesis: "The sensitivity of human behavior to the likelihood of future events, and the information reduction assumption". The University of North Carolina at Chapel Hill, U.S.A. 1990.

Refereed papers in professional journals:

1. Wallsten, T.S., Budescu, D.V. & Erev, I. (1988), "Understanding and using linguistic uncertainties". *Acta Psychologica*, 68, 39-52.
2. Rapoport, A., Bornstein, G. & Erev, I. (1989), "Intergroup competition for public goods: Effect of unequal resources and relative group size". *Journal of Personality and Social Psychology*, 56, 748-756.
3. Erev, I. & Cohen, B.L. (1990), "Verbal versus numerical probabilities: Efficiency, biases, and the preference paradox". *Organizational Behavior and Human Decision Processes*, 45, 1-18.
4. Rapoport, A., Wallsten, T.S., Erev, I. & Cohen, B.L. (1990), "Revision of opinion with verbally and numerically expressed uncertainty". *Acta Psychologica*, 74, 61-69.
5. Bornstein, G., Erev, I. & Rozen, O. (1990), "Intergroup competition as a structural solution for social dilemma". *Social Behavior*, 5, 247-260.
6. Budescu, D.V., Zwick, R., Wallsten, T.S. & Erev, I. (1990), "Integration of linguistic probabilities". *International Journal of Man Machine Studies*, 33, 657-676.
7. Erev, I. & Rapoport, A. (1990), "Provision of step-level public goods: The sequential contribution mechanism". *Journal of Conflict Resolution*, 34, 401-425.
8. Erev, I. Wallsten, T.S. & Neal, M. (1991), "Vagueness, ambiguity and the cost of mutual understanding". *Psychological Science*, 5, 321-324.
9. Erev, I., Bornstein, G. & Wallsten, T.S. (1993), "The negative effect of probability assessments on decision quality". *Organizational Behavior and Human Decision Processes*, 55, 78-94.
10. Erev, I. & Wallsten, T.S. (1993), "The effect of explicit probabilities on the decision weights and the reflection effect". *Journal of Behavioral Decision Making*, 6, 221-241.
11. *Erev, I., Bornstein, G. & Galili, R. (1993), "Constructive intergroup competition as a solution to the free rider problem in the workplace". *Journal of Experimental Social Psychology*, 29, 463-478.
12. Bornstein, G., Erev, I. & Goren, H. (1994), "Learning processes and reciprocity in intergroup conflicts". *Journal of Conflict Resolution*, 38, 690-707.
13. Gonzalez-Vallejo, C., Erev, I. & Wallsten, T.S. (1994), "Do decision quality and preference order depend on whether probabilities are verbal or numerical?". *The American Journal of Psychology*, 107, 157-172.

14. Erev, I., Wallsten, T.S. & Budescu, D.V. (1994), "Simultaneous over- and underconfidence: the role of error in judgment processes". *Psychological Review*, 101, 519-527.
15. Wakker, P., Erev, I. & Weber, E. (1994), "Comonotonic independence: The critical test between classical and rank-dependent utility theories". *Journal of Risk and Uncertainty*, 9, 195-230.
16. Bornstein, G. & Erev, I. (1994), "The enhancing effect of intergroup competition on group performance". *International Journal of Conflict Management*, 5, 271-284.
17. Rapoport, A., Erev, I. & Zwick, R. (1995), "Bargaining behavior in bilateral monopoly with one-sided incomplete information". *Management Science*, 41, 377-394.
18. Roth, A.E. & Erev, I. (1995), Learning in extensive form games: Experimental data and simple dynamic models in the intermediate term". *Games and Economics Behavior*, 8, 164-212.
19. *Erev, I., Gopher, D., Itkin, R. & Greenshpan, Y. (1995), "Toward a generalization of Signal Detection Theory to n-person games: The example of two person safety problem". *Journal of Mathematical Psychology*, 39, 360-376.
20. *Gilat, S., Meyer, J., Erev, I. & Gopher, D. (1997), "Beyond Bayes theorem: The effect of base rate information in consensus games and the effect of base rate information". *Journal of Experimental Psychology: Applied*, 3, 83-104.
21. Budescu, D.V., Erev, I., Wallsten, T.S. & Yates, J.F. (1997), "Introduction" (to a special issue on stochastic and cognitive models of confidence). *Journal of Behavioral Decision Making*, 10, 153-155.
22. Budescu, D.V., Erev, I. & Wallsten, T.S. (1997), "On the importance of random error in the study of probability judgment". *Journal of Behavioral Decision Making*, 10, 153-171.
23. Wallsten, T.S., Budescu, D.V., Erev, I. & Diedrich, A. (1997), "A cognitive foundation for combining subjective probability estimates: overconfident judges can be collectively diagnostic". *Journal of Behavioral Decision Making*, 10, 243-268.
24. Rapoport, A., Erev, I., Abraham, E.V. & Olson, D.E. (1997), "Randomization and adaptive learning in a simplified poker game". *Organizational Behavior and Human Decision Processes*, 69, 31-49.
25. Rapoport, A., Seale, D., Erev, I. & Sundali, J.A. (1998), "Equilibrium Play in Large Group Market Entry Games". *Management Science*, 44, No. 1, 119-141.
26. Erev, I. & Rapoport, A. (1998), "Magic, reinforcement learning and coordination in a market entry game". *Games and Economic Behavior*, 23, 146-175.
27. *Bereby-Meyer, Y. & Erev, I. (1998), "On learning to become a successful loser: A comparison of alternative abstractions of learning processes in the loss domain". *Journal of Mathematical Psychology*, 42, 266-286.

28. Barkan, R., Zohar, D. & Erev, I. (1998), "Accidents and decision making under uncertainty: A comparison of four models". *Organizational Behavior and Human Decision Processes*, 74, 118-144.
29. Erev, I. (1998), "Signal detection by human observers: A cutoff reinforcement learning model of categorization decisions under uncertainty". *Psychological Review*, 105, 280-298.
30. Erev, I. & Roth, A. (1998), "Predicting how people play games: Reinforcement learning in games with unique strategy equilibrium". *American Economic Review*, 88, 848-881.
31. *Erev, I., Bereby-Meyer, Y. & Roth, A.E. (1999), "The effect of adding a constant to all payoffs: experimental investigation, and implications for reinforcement learning models". *J. of Economic Behavior and Organizations*, 39 (1) 111-128.
32. *Gopher, D., Itkin, T., Erev, I., Meyer, J. & Armony, L., (2000), "The effect of shared responsibility and competition in perceptual games: A test of a cognitive game theoretic extension of signal detection theory". *Journal of Experimental Psychology: Human Performance and Perception*, 26 (1), 325-341.
33. Wallsten, D., Erev, I., & Budescu, D., (2000), "The Importance of Theory: Response to Brenner (2000)". *Psychological Review*, 107 (1), 947-949.
34. Haruvy, E., Erev, I. & Sonsino, D., (2001), "The medium prizes paradox: Evidence from a simulated casino". *Journal of Risk and Uncertainty*, 22, 251-261.
35. *Yechiam, E., Erev, I., & Gopher, D. (2001), "On value and limitation of emphasis change training methods". *Journal of Experimental Psychology: Applied*. Vol 7(4): 277-285.
36. *Erev, I., Roth, A.E., Slonim, S.L., & Barron G. (2002), "Predictive value and the usefulness of game theoretic models". *International Journal of Forecasting*, 18(3), 359-368.
37. *Perry, O., Haruvy, E. & Erev, I. (2002), "Frequent Delayed Probabilistic Punishment in Law Enforcement". *Economics of Governance*, 3, 71-85.
38. *Yechiam, E., Haruvy, E., Erev, I., (2002), "Reinforcement learning and the prevention of data catastrophes". *Journal of Managerial Psychology*, 17, 599-611.
39. *Yechiam, E., Barron, G., Erev, I., & Erez, M. (2003), "Cause related marketing: The equalizer". *Journal of Consumer behavior*, 2, 320-332.
40. *Meyer, J., Gilat, S. & Erev, I. (2003), "Consensus games in categorization decisions". *Journal of Mathematical Psychology*, 47, 417-428.
41. *Barron, G. & Erev, I. (2003), "Small feedback based decisions and their limited correspondence to description based decisions". *Journal of Behavioral Decision Making*, 16, 215-233. (Based on this paper Barron won the 2003 de-Finetti prize,

awarded by the European Association for Decision Making, for the best paper written (or co-authored) by a graduate student.)

42. *Yechiam, E., Erev, I., Yehene, V., & Gopher, D. (2003), "On the transition from touch-typing training to everyday use: The value of continued strategic encouragement". *Human Factors*, 45 (4): 671-684
43. *Erev, I., Barron, G., & Remington, R. (2004), "Right of way in the sky: Two problems in aircraft self-separation and the auction-based solution". *Human Factors*. 46(2). 277-287
44. *Hertwig, R. Barron, G., Weber, E. and Erev, I. (2004), "Decisions from experience and the weighting of rare events". *Psychological Science*, 15 (8): 534-539.
45. * Yechiam, E. Erev, I., & Parush, A. (2004), "Easy-first training programs". *Journal of Experimental Psychology: Applied*, 10 (2): 89-96
46. *Barkan, R., Erev, I., Singer, E. and Zach, M. (2004), "Tips allocation rule, visibility and quality of service in cafés". *Tourism Economics*, 10(4) 449-461
47. Bamberger, P., Erev, I., Kimmel, M., & Oref-Chen T. (2005), "The effects of peer assessment on individual performance and contribution to group processes: The impact of anonymity." *Group and Organism Management*. 30 (4): 344-377.
48. Hanaki, N., Sethi, R., Erev, I. & Peterhansl, A. (2005), "Learning strategies". *Journal of Economic Behavior and Organizations*. 56 (4): 523-542
49. *Yechiam, E., Barron, G. & Erev, I. (2005), "Description, experience and the effect of rare terrorist attacks". *Journal of Conflict Resolutions*. 49 (3), 430-439
50. *Erev, I. and Barron, G. (2005), "On adaptation, maximization and reinforcement learning among cognitive strategies". *Psychological Review*. 112(4), 912-931.
51. Erev, I. & Haruvy, E. (2005). Generality, Repetition, and the Role of Descriptive Learning Models. *Journal of Mathematical Psychology*, 49 (5): 357-371
52. * Munichor, N., Erev, I., & Lotem, A. (2006). "Risk attitude and small time saving decisions". *Journal of Experimental Psychology: Applied*, 7 (4), 277-285.
53. *Grosskopf, B., Erev, I. & Yechiam, E. (2006), "Forgone with the wind". *International Journal of Game Theory*. 34, 285-302
54. *Yechiam, E. Erev, I., & Barron, G. (2006), "Insurance, safety, and the contradicting effects of experience and presentation". *Safety Science*, 44 (6), 515-522.
55. *Erev, I., Roth, A.E., Slonim, R.L., & Barron, G. (2007), "Descriptive models as Generators of Forecasts with Known Equivalent Number of Observations (ENO)". *Economic Theory*, 33 (1), 29-51.

56. *Ert, E., & Erev, I. (2007). "Replicated alternatives and the role of confusion, chasing, and regret in decisions from experience". *Journal of Behavioral Decision Making*, 20 (3), 305-322.
57. Erev, I., & Roth, A.E., (2007). "Multi-agent learning and the descriptive value of simple models." *Artificial Intelligence Journal*, 171, 7, 423-428.
58. Zohar, D. & Erev, I. (2007), "On the Difficulty of Promoting Workers' Safety Behavior: Overcoming the Underweighting of Routine Risks". *International Journal of Risk Assessment and Management*, 7 (2), 122-136.
59. Grodzinski, U., Erev I., Lotem A. (2008). Can hungry nestling be trained to reduce their begging? *Behavioral Ecology*, 19, 116-125.
60. *Ben-Elia E., Erev, I., & Shiftan Y. (2008). "The combined effect of information and experience on drivers' route-choice behavior." *Transportation*, 35, 2, 165-177.
61. *Erev, I., Glozman, I., & Hertwig, R. (2008). "What impacts the impact of rare events". *Journal of Risk and Uncertainty*, 36 (2), 153-177.
62. *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(5): 575-597.
63. *Ert, E., & Erev, I. (2008) "The Rejection of Attractive Gambles and the Heuristic Interpretation of Loss Aversion." *Journal of Economic psychology*, 29, 715–723.
64. *Shafir, S., Reich, T. Tsur, E., Erev, I. & Lotem, A. (2008). "Perceptual accuracy and conflicting effects of certainty on risk-taking behaviour." *Nature*, 453, 12 June, 917-921.
65. *Luria, G., Zohar, D. & Erev, I. (2008). "The effect of Visibility on Supervisors' Commitment to Safety." *Journal of Safety Research*, 39, 273–280.
66. *Biele, G., Erev I., & Ert, E. (2009). "Learning, risk attitude and hot stoves in restless bandit problems." *Journal of Mathematical Psychology*. 53, 3,155-167.
67. Hertwig, R., & Erev, I. (2009), "The description–experience gap in risky choice." *Trends in Cognitive Sciences*, 13, 517-523.
http://econ.haifa.ac.il/~todd/seminars/papers09-10/Hertwig_Erev_2009.pdf
68. *Erev, I. Ert, E. Roth, A. E., Haruvy, E., Herzog, S., Hau, R. Hertwig, R. Stewart, T., West, R. and Lebiere, C. (2010) "A choice prediction competition, for choices from experience and from description." *Journal of Behavioral Decision Making*, 23, 15-47.
69. Erev, I. & Haruvy, E. (2010), "Two-stage lotteries and the value of unresolved uncertainty". *Marketing Letters*, 21, 2, 149-162.
70. *Erev, I., Ingram P., Raz, O. and Shany, D. (2010), "Continuous punishment and the potential of gentle rule enforcement." *Behavioural Processes*, 84, 1, 366-371.

71. *Erev, I., Rodensky, D., Levi, M., Hershler, M., Adami, H., Donchin, Y. (2010). "The value of gentle enforcement on safe medical procedures." *Quality and Safety in Health Care*.
72. *Ben Zion, U., Erev, I., Haruvy, E., & Shavit, T. (2010). "Adaptive behavior leads to under-diversification." *Journal of Economic psychology*, 31, 985–995.
73. *Erev, I., Ert, E., Roth, A.E. (2010). "A choice prediction competition for market entry games: An introduction." *Games*, 1, 117-136.
74. *Ert, E., Erev, I., Roth, A.E. (2011). "A choice prediction competition for A Choice Prediction Competition for Social Preferences in Simple Distribution Games: An Introduction." *Games*.
75. *Nevo, I. & Erev, I. (2012). On surprise, change, and the effect of recent outcomes. *Frontiers in Cognitive Science*, 3, Article 24.
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81. *Schurr, A., Rodensky, D. & Erev, I. (2014). Peak or freq? The effect of unpleasant extreme experiences. *Journal of Economic Behavior and Organizations*. 106, 1-9. <http://link.springer.com/article/10.1007/s00182-014-0421-2#page-1>
82. Erev, I & Roth A. E. (2014). Maximization, Learning and Economic Behavior. *Proceedings and National Academy of Science*, 111, 10818–10825. <http://iew.technion.ac.il/lad/files/Erev-Roth-Feb14-2014.pdf>
83. de Palma, A., Abdellaoui, M., Attanasi, G., Ben-Akiva, M., Erev, I., Fehr Duda, H., Fok, D., Fox, CR., Hertwig, R., Picard, N., Wakker, PP., Walker, J., Weber, M. (2014) Beware of black swans. *Marketing Letters*. http://link.springer.com/article/10.1007/s11002-014-9316-z?sa_campaign=email/event/articleAuthor/onlineFirst
84. *Teodorescu, K. & Erev, I. (2014). Learned helplessness and learned prevalence: Exploring the causal relations among perceived controllability, reward prevalence, and

exploration. *Psychological Science*. 25(10) 1861–1869. DOI: 10.1177/0956797614543022

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87. *Luria, A. Erev, A & Erev, I. (submitted). On the effects of immediate feedback: Counterproductive guidance and improved acquisition rate.
88. *Plonsky, O., Teodorescu, K., Erev, I. (submitted). Reliance on Small Samples, the Wavy Recency Effect, and Similarity-based Reasoning.
89. Ashby, N. J. S., Wright, R. J. & Erev, I. (submitted). "Out of sight, out of mind" and "out of mind, out of sight".
90. *Yefim Roth, Y., Wänke, M. & Erev, I. (submitted). The decision to collect information, and the coexistence of insufficient and too much checking.
91. *Livne-Tarandach, R., Erez, M. & Erev I. (Submitted). Turning enemies into allies: The effect of performance contingent rewards and goal type on novelty and appropriateness of creative performance.

Book Chapters and conference proceedings:

1. Erev, I. (1992). The effect of explicit probability estimates on violations of subjective expected utility theory in the Allais paradox". In J. Geweke (Ed.): *Decision Making under Risk and Uncertainty: New models and empirical finding* (pp 117-124). Dordrecht: Kluwer Academic Publisher.
2. Rapoport, A. & Erev, I. (1994), "Provision of step-level public goods: Effects of different information structures". In: U. Schulz, W. Albers & U. Mueller (Eds.), *Social Dilemmas and Cooperation* (pp 147-171). New York: Springer-Verlag.
3. Erev, I. (1994), "Convergence in the orange grove: Learning processes in a social dilemma setting". In: U. Schulz, W. Albers & U. Mueller (Eds.), *Social Dilemmas and Cooperation* (pp. 187-206). New York: Springer-Verlag.
4. *Erev, I., Maital, S. & Or-Hof, O. (1997), "Melioration, adaptive learning and the effect of constant re-evaluations of strategies". In: G. Antoniedes, F. van Raaij & S. Maital (Eds.), *Advances in Economic Psychology*. Sussex, England: John Wiley & Sons.
5. Erev, I. & Gopher, D. (1999), "A cognitive game theoretic analysis of attention strategies, ability and incentives". In: D. Gopher & A. Koriati (Eds.), *Attention and Performance XVII: Cognitive Regulation of Performance: Interaction of Theory and Applications*. Cambridge, MA: MIT Press.

6. Erev, I. & Roth, A.E. (1999), "On the role of reinforcement learning in experimental games: The cognitive game-theoretic approach". In: D. Budescu, I. Erev & R. Zwick (Eds.), *Games and Human Behavior: Essays in Honor of Amnon Rapoport*. 53-78, LEA
7. Zwick, R., Erev, I. & Budescu, D. (1999), "Can psychologists and economists cooperate in the study of human decisions in social and interactive contexts? In: D. Budescu, I. Erev & R. Zwick (Eds.), *Games and Human Behavior: Essays in Honor of Amnon Rapoport*. LEA.
8. Erev, I. & Roth, A.E. (2001), "On simple reinforcement learning models and reciprocation in the prisoner dilemma game". In Gigerenzer, G. and Selten, R. (Eds.), *The Adaptive Toolbox*. 215-232 Cambridge, MA: MIT Press.
9. Mellers, B.A. Erev, I., Fessler, D.M.T., Hemelrijk, C.K., Hertwig, R., Laland, K.N., Scherer, K.R., Seeley, T.D., Selten, R. & Tetlock, P.E. (2001), "Effects of emotions and social processes on bounded rationality." In Gigerenzer, G. and Selten, R. (Eds.), *The Adaptive Toolbox*. Cambridge, MA: MIT Press.
10. Haruvy, E. & Erev, I. (2002), On the Application and Interpretation of Learning Models. In Zwick R. and Rapoport A. (Eds.), *Experimental Business Research*. Kluwer Academic Publishers.
11. *Hertwig, R. Barron, G., Weber, E. and Erev, I. (2006), Risky Prospects: When Valued Through A Window of Sampled Experiences. In K. Fiedler, & P. Juslin (Eds.), *Information sampling and adaptive cognition* (pp. 72-91). Cambridge, England: Cambridge University Press.
12. *Erev, I., & Livne-Tarandach, R. (2005). Experiment-based exams and the difference between the behavioral and the natural sciences. In Zwick R. and Rapoport A. (Eds.), *Experimental Business Research, Vol 3*. Dordrecht, The Netherlands: Springer.
13. Erev, I. (2007). On the weighting of rare events and the economics of small decisions. In: S. H. Oda (Ed.), *Advances in Experimental Economics, Lecture Notes in Economics and Mathematical Systems, Vol. 590*. Dordrecht, The Netherlands: Springer.
14. * Parush, A., Ahuvia, S. & Erev, I. (2007). Degradation in spatial knowledge Acquisition when using automatic navigation systems. In S. Winter, M. Duckham, L. Kulik & B. Kuipers (eds). (2007). *Spatial Information Theory. 8th International Conference, COSIT 2007*. (pp. 238–254). Berlin: Springer-Verlag.
15. * Erev, I., Shinovich, D., Schurr, A., & Hertwig, R. (2008). "On the effect of base rates in perception studies, and base rate neglect in judgment studies". In: H. Plessner, C Betsch and T. Betsch (Eds.). *Intuition in Judgment and Decision Making*. (pp. 135-148). LEA.
16. *Teoderescu, K., Amir, M., & Erev, I. (2013) The experience–description gap and the role of the inter decision interval. To appear in C. Pammi and N. Srinivasan (Eds). *Decision making: neural and behavioural approaches*. Elsevier http://www.academia.edu/download/30647993/final_chapter_6.pdf

17. Erev, I., Haruvy, E. (in press). Learning and the economics of small decisions. Invited chapter submitted to Kagel, J.H. and Roth, A.E. (Eds.), *The Handbook of Experimental Economics*. Princeton University Press.
<http://www.utdallas.edu/~eeh017200/papers/LearningChapter.pdf>
18. Erev, I. and Grainer, B. (in press). The 1-800 critique, counter-examples, and the future of behavioral economics. In G. Frechette. and Schotter A. (Eds.) *The handbook on Methods of Modern Experimental Economics*. Oxford University Press.
19. Dall, S., Gosling, S., Brown, G., Dingemans, N., Erev, I., Kocher, M., Leimar, O., Schulz, L. Todd, P. M., Weissing, F. J., and Wolf, M. (in press). Variation in Decision Making. Ernst Strüngmann Forum on *Evolving the Mechanisms of Decision Making: Toward a Darwinian Decision Theory*.
20. Erev, I. (2014) Recommender systems and learning traps. Proceeding of to the Bolzano Workshop on Decision Making and Recommender Systems 2014.

Book:

1. Budescu, D., Erev, I. & Zwick, R. (1999), *Games and Human Behavior: Essays in Honor of Amnon Rapoport*. LEA.

CONFERENCES AND PRESENTATIONS

(Invited Talks)

- Erev, I. & Roth A.E., "Is there intelligence after first period of repeated play?" Presented at the Workshop on Experimental Game Theory, Stony Brook, NY, USA, July 1993, and in the Conference for the Advancement of Behavioral Economics, Rensselaerville, NY, August 1993 (a plenary address).
- Erev, I. & Gopher, D., "A cognitive game theoretic analysis of attention strategies, ability and incentives". Presented at Attention and Performance XVII, Bet Oren, Israel, July 1996.
- Erev, I. & Roth, A.E., "On the value of cognitive game theoretic analysis of behavior". Workshop on Experimental Economics, New Brunswick, NJ, April 1997; Workshop on Bounded Rationality, Bonn, Germany, May 1997; Summer School in Theoretical Economics, Gerzensee, Switzerland, July 1997.
- Erev, I. & Roth, A.E., "On simple reinforcement learning models and reciprocation in the prisoner dilemma game". Presented at the Dahlem Conference on Bounded Rationality: The Adaptive Toolbox, Berlin, Germany, February 1999.
- Erev, I., Roth, A.E., Barron, G. & Slonim, B., "On the predictive value of simple models". Presented at the Workshop on Bounded Rationality, Jenna, Germany, June 1999; Also presented at the first Asian conference in Business Research, Hong Kong, December 1999; Economic Science Association (a plenary address presented by Roth) Boston, MA June 2002;

- Erev, I. "On maximization and adaptation: Experimental results, simple model and applications". Presented at the AEA session at ASSA New Orleans, LO, January 2000. Also presented in departmental seminars at: Economics, University of Pampeo Fabra (October, 2000); Decision Science Seminar, Columbia University December 2000, Psychology and Economics, New York University, Feb 2001; Psychology and Economics, University of Michigan, Feb 2001; Economic Theory, University of Chicago Feb, 2001; Cognitive Psychology, University of Maryland, March, 2001; Workshop on learning and bounded rationality in markets, Firenze, June, 2001; Economic Theory, University of Texas, Sept, 2001; Economic Theory, University of North Carolina, Oct, 2001; Marketing Camp, Insead, April, 2004; Decision Science workshop, Univ. of Arizona, April 2005; Max Planck Institute, Berlin, November, 2005.
- Erev, I. & Hertwig, R. "Decisions, judgment, and the weighting of rare events". Presented at the workshop on Information sampling, Heidelberg, Germany May 2002. Also presented at the ESA meeting, Pittsburgh, PA, June 2003; SPUDM, Zurich, August, 2003; The second Asian conference in Business Research, Hong Kong, December 2003.
- Erev, I., Ingram P., Raz, O. & Shany, D. "On the possibility of gentle rule enforcement." Presented (a plenary address) at the meeting of the North American Association for Computational Social and Organizational Science, Pittsburgh, PA, June, 2003. Also presented at the Murat Sertel memorial Conference Economic Theory, Istanbul Turkey, May 2004; Organizational Behavior Seminar, Tel Aviv University, April 2005; Organizational Theory Seminar, University of Haifa, May 2005.
- Erev, I. & Shimonovich, D., & Shurr, A., & Hertwig, R. "On the Effect of Base Rates in Perception Studies and Base Rate Neglect in Judgment Studies". Presented at the workshop on Intuition and Decision Making, Heidelberg, Germany February 2004).
- Erev, I. "On the economics and the psychology of small decisions." Presented (a plenary address) at the meeting of Israeli cognitive psychology association, Ramat Gan, October, 2004. Also presented (as a plenary address) in the Experimental Economic Science conference, Kyoto, Japan, December 2004; Decision Science seminar, Insead, November 2005.
- Erev, I. & Haruvy, E. "Generality, Repetition, and the Role of Descriptive Learning Models" Presented at the Mathematical Psychology sminar Univ of Indiana, March 2005; Decision Science workshop, Univ. of Arizona, March 2005;
- Erev, I. Schurr, A., & Hertwig, R. "The psychological impact of rare events". Presented at the Affect, Motivation and Decision Making International Conference. Ein Boqeq, Israel, December 2006. Also presented at the workshop on Metrology and Social Science, Exeter, UK, June 2007.
- Erev, I. & Haruvy, E. "Learning and the Economics of Small decisions". Presented at the workshop on Experimental Economics, Stony Brook, NY, July 2007. Also presented in an invited session in the meeting of the Experimental Psychology Society, London, UK, January 2008., and in seminars in: Florida State University (Experimental Economic, September 2007), University of Texas at Dallas (October 2007, Experimental economics), Texas A&M University (October 2007, Experimental economics), Carnegie Mellon University (October 2007, Social and Decision Science), Harvard University

(Behavioral economics), New York University (January, 2008), University of Pennsylvania (March 2008, Behavioral Science), Columbia University (March 2008, Management). University of Konstanz (September, 2008), Hebrew University (December 2008), Tel Aviv University (January, 2009), Ben Gurion Univ. (January, 2009), University of Pampeo Fabra (July, 2009), Workshop on regret and decision making, Jerusalem, Israel (May, 2009), The Meeting of the Society for Quantitative Analysis of Behavior, Phoenix Arizona (May 2009), Summer school in experimental Economics Jena (July, 2010), Workshop on financial decisions, Pisa, (October, 2010), Marseille (February, 2011). Workshop on Decision making, Allahabad, India (December, 2011). Workshop on Applied Psychology, Haifa (May, 2012). Workshop on complex social setting, Dusseldorf, Germany (July, 2012). Decision making conference, Bristol, UK (December, 2012), Warwick summer school, Coventry, UK (August, 2013)

Erev, I. On the potential applications of the study of decisions from experience. Paper presented at the One-Day Workshop ‘Unravelling decisions from experience’, sponsored by the European Association for Decision Making (EADM) and the Centre for Economic Learning and Social Evolution (ELSE), London, UK (January 2008)

Erev, I. & Greiner, B. Psychology, economics, and the prediction of human behavior. Paper presented at the workshop on the Methods of Modern Experimental Economics, New York, April 2008. Also presented at the public workshop on the Methods of Modern Experimental Economics, New York, (October 2009). Meeting on Economic and Philosophy, Kyoto, Japan (March, 2010). Workshop on Psychology and Economics, Konstanz (December, 2010)

Erev, I. A choice prediction competition, for choices from experience and from description. Round table discussion in the International Conference of the Asian Economic Science Association, Haifa, (May 2009).

Erev I. & Ert, E. Weighting experiences. Sapir conference on Individual Decision-Making: A Behavioral Approach, Tel Aviv (June 2009). Also presented in the Decision, Theory and Applications meeting, Paris (June 2009).

Erev I. Loss aversion, overconfidence and betting. The Decision Theory and Applications meeting, Paris (June 2011).

Erev I. Marchiori, D., & Di Guida, S. Noisy retrievers and the four-fold reaction to rare events. Presented at The Workshop in honor of Prof. Thomas Wallsten, Washington D.C. (May 2012). Also presented at the Decision Theory and Applications meeting, Paris (June 2012).

Erev I. & Roth A. E. Maximization, Learning and Economic Behavior. Presented at the NAS Sackler Colloquium, In the Light of Evolution VIII: Darwinian Thinking in the Social Sciences, Irvine, CA (Jan 2014). Also presented at: The Workshop on learning and bounded rationality, Haifa, Israel (Jan 2014). Tom Conference, Univ of Southern Denmark (June 2014, <http://www.youtube.com/watch?v=Oh2qikJieVw>). Workshop on Empirical Legal Studies, Jerusalem, Israel (June 2014). DICE meeting, IDC, Israel (June 2014). Bolzano Workshop on Decision Making and Recommender Systems, Bolzano, Italy (June 2014). Warwick summer school, Coventry, UK (July, 2014). Marketing in Israel, Rehovot, Israel (December, 2014).

Erev, I., Ert, E. & Plonsky, O. From anomalies to predictions. Presented at the JDM meeting, Long Beach, CA (Nov 2014). Also presented at: The Dynamic Decision Making workshop Heidelberg, Germany (January 2015). Decisions Theory Experiments and Applications workshop, Paris, France (May 2015).