

Yonatan Vanunu, Ph.D.

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Employment

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

Education

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

Publications

- Vanunu, Y., & Ratcliff, R. (2025). The interplay between selective attention and summary statistics. *Behavioral and Brain Sciences*.
<https://doi.org/10.1017/S0140525X25000342>
- Vanunu, Y., & Ratcliff, R. (2025). A selective sampling account of forming numerosity representations. *Psychological Review*, 132(5), 1178-1208. <https://doi.org/10.1037/rev0000575>
- Vanunu, Y., & Newell, B. R. (2025). The impact of sampling bias on preferences for skewed distributions in decisions from experience. *Proceedings of the National Academy of Sciences*, 122(15), e2418336122.
<https://doi.org/10.1073/pnas.2418336122>

- Vanunu, Y., & Ratcliff, R. (2023). The effect of speed-stress on driving behavior: a diffusion model analysis. *Psychonomic Bulletin & Review*. <https://doi.org/10.3758/s13423-022-02200-2>
- Ratcliff, R., & Vanunu, Y. (2022). The effect of aging on decision-making while driving: A diffusion model analysis. *Psychology and Aging*. 37(4), 441-455. <https://doi.org/10.1037/pag0000690>
- Vanunu, Y., Hotaling, J. M., Le Pelley, M. E. & Newell, B. R. (2021). How top-down and bottom-up attention modulate risky choice. *Proceeding of the National Academy of Science*. 118 (39). <https://doi.org/10.1073/pnas.2025646118>
- Vanunu, Y., Hotaling, J. M. & Newell, B. R. (2020). Elucidating the differential impact of extreme-outcomes in perceptual and preferential choice. *Cognitive Psychology*, 115, 101274. <https://doi.org/10.1016/j.cogpsych.2020.101274>
- Vanunu, Y., Pachur, T. & Usher, M. (2019). Constructing preference from sequential samples: the impact of evaluation format on risk attitudes. *Decision*, 6(3), 223-236. <http://dx.doi.org/10.1037/dec0000098>
- Brusovansky, M., Vanunu, Y., & Usher, M. (2019). Why we should quit while we're ahead: When do averages matter more than sums? *Decision*, c(1), 1. <http://dx.doi.org/10.1037/dec0000087>

Papers Under Review and Working Papers

- Vanunu, Y., & Donnelly, K. (R&R in *Journal of Marketing Research*). Center of attention: Spatial position affects quantity judgments and product preference.
- Vanunu, Y., Urminsky, O., & Bartels, B. (Working Paper). Coping with complexity: A selective sampling account of how people form consideration sets of product bundles.
- Vanunu, Y., Zhang, G. & Urminsky, O. (in prep.). The quantity-discount fallacy.
- Vanunu, Y., Donnelly K. & Sussman A. B. (in prep.). Evaluating banking statements based on the characteristics of deposits and withdrawals.

Grants, Fellowships and Awards

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

Invited Talks

The Quantity-Discount Fallacy. *NYU Stern School of Business 2025.*

Coping with complexity: A selective sampling account of how people form consideration sets of product bundles. *Arison School of Business at Reichman University 2024*

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

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

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

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

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

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

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

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

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

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

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

Conference Presentations

The Quantity-Discount Fallacy. *2025 ACR Annual Conference*.

Center of Attention: Spatial position affects quantity judgments and product preference. *SCP Annual Conference 2025*.

Center of Attention: Spatial position affects quantity judgments and product preference. *Marketing in Israel 2024*.

Coping with complexity: A selective sampling account of how people form consideration sets of product bundles. *The SJDM Annual Meeting 2024*

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

Coping with complexity: A selective sampling account of how people form consideration sets of product bundles. *The 8th Solomon Lew Conference on Behavioral Economics 2024*.

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

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

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

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

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

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

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

Teaching

Introduction to Marketing (B.A. and MBA), Tel Aviv University, 2025-present.

Developmental Psychology (tutorial), UNSW Sydney, 2020

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

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

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

Service: Ad-hoc reviewing

Psychological Review

Journal of Experimental Psychology: General

Journal of Consumer Research

Cognition

Thinking & Reasoning

Psychonomic Bulletin & Review

International Journal of Marketing Research

Psychology and Aging