

# BEIDI HU

(Updated March 21, 2023)

beidihu@wharton.upenn.edu

Website: <https://www.beidihu.com>

## EDUCATION

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**The Wharton School, University of Pennsylvania** Expected 2024  
Ph.D. Candidate in Decision Processes  
Dissertation Committee: Joseph Simmons, Alice Moon, Stefano Puntoni

**University of Pennsylvania** 2019  
B.A. in Philosophy, Politics, and Economics, *summa cum laude*

## RESEARCH INTERESTS

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Consumer Behavior, Judgment and Decision-Making  
Risk and Uncertainty, Belief Distributions, Consumer Predictions

## PUBLISHED AND WORKING PAPERS

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(\* denotes shared authorship)

1. **Hu, Beidi** and Joseph P. Simmons (2023), “[Does Constructing a Belief Distribution Truly Reduce Overconfidence?](#)” *Journal of Experimental Psychology: General*, 152(2): 571-89.
2. **Hu, Beidi\***, Siyuan Yin\*, and Alice Moon, “When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?”
3. **Hu, Beidi** and Joseph P. Simmons, “Different Methods Elicit Different Belief Distributions”
4. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst, “How Should Time Estimates be Structured to Increase Customer Satisfaction?”

## SELECTED WORK IN PROGRESS

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- “Choice Set Size Neglect” (with Alice Moon and Eric VanEpps).
- “Internal and External Uncertainty” (with Celia Gaertig and Joseph P. Simmons).
- “Universal Lumping” (with Joseph P. Simmons and Ellie J. Kyung).
- “Moral Licensing: An Empirical Audit and Review” (with Kristin Donnelly, Leif D. Nelson, Don A. Moore, and 22 others).

## CONFERENCE PRESENTATIONS

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(includes only presentations that I give)

1. **Hu, Beidi**, Alice Moon, and Eric VanEpps (March 2023), “Choice Set Size Neglect in Predicting Others’ Preferences,” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, San Juan, Puerto Rico.
2. **Hu, Beidi**, Siyuan Yin, and Alice Moon (February 2023), “When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?” Flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Atlanta, GA.

3. **Hu, Beidi**, Alice Moon, and Eric VanEpps (October 2022), “Choice Set Size Neglect in Predicting Others’ Preferences,” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Denver, CO.
4. **Hu, Beidi** and Joseph P. Simmons (June 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Poster presented at the Summer Institute on Bounded Rationality, Berlin, Germany.
5. **Hu, Beidi** and Joseph P. Simmons (March 2022), “Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.
6. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (March 2022), “How Should Time Estimates be Structured to Increase Consumer Satisfaction?” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.
7. **Hu, Beidi** and Joseph P. Simmons (February 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Virtual.
8. **Hu, Beidi** and Joseph P. Simmons (February 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Talk presented at the *Society for Personality and Social Psychology (SPSP)* Annual Convention, Virtual.
9. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (February 2022), “[How Should Time Estimates be Structured to Increase Consumer Satisfaction?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.
10. **Hu, Beidi** and Joseph P. Simmons (February 2022), “[Does Providing a Belief Distribution Truly Reduce Overconfidence?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.
11. **Hu, Beidi** and Joseph P. Simmons (October 2021), “Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.
12. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (October 2021), “How Should Time Estimates be Structured to Increase Consumer Satisfaction?” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.
13. **Hu, Beidi** and Joseph P. Simmons (August 2021), “Does Providing a Belief Distribution Truly Reduce (Over)confidence?” Talk presented at the biennial conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Virtual.
14. **Hu, Beidi** and Joseph P. Simmons (December 2020), “[What is the Best Way to Elicit Belief Distributions?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.

## GRANTS AND AWARDS

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### Graduate Level

|   |      |
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| Wharton Doctoral Program George James Term Fund   | 2022 |
| Selected Participant, Summer Institute on Bounded Rationality, Max Planck Inst., Berlin                                     | 2022 |
| Wharton Mack Institute for Innovation Management Fellowship   |      |
| <ul style="list-style-type: none"> <li>• Awarded for “Understanding the Downstream Consequences of Play to Earn”</li> </ul> | 2022 |

Wharton Russell Ackoff Doctoral Fellowship in Risk Management

- Awarded for “Investigating the Antecedent and Consequence of Perceived Uncertainty” 2022
- Awarded for “Subjective Belief Distributions for Uncertain Events” 2021
- Awarded for “Intuitive Perception of Interval Estimates” 2020

Wharton Doctoral Fellowship 2019 – 2023

### **Prior to Graduate**

University of Pennsylvania Dean’s List 2015 – 2019

Penn Undergraduate Research Mentoring Grant 2016

Penn German Department Undergraduate Book Award 2016

German Educational Exchange Service (KMK-PAD) Fellowship 2013

International German Olympiad Scholarship 2012

Champion of National German Olympiad 2011

## **TEACHING EXPERIENCE**

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**Instructor/Mentor**, The Wharton School, University of Pennsylvania Aug 2020 – Present

- Undergraduate Judgment and Decision Making Research Immersion (6 semesters)
- Pre-Doctoral Directed Reading Program
- Mentor for Penn undergrad/post-bacc students: Oliver Zou (2020), Jake Flancer (2021), Gregoria Fiorentino (2021), Ruby Chen (2022), Brianna Geng (2023), Maria Rojas (2023)

**Guest Lecturer**, The Wharton School, University of Pennsylvania

- Undergraduate Decision Processes (Instructor: Alice Moon) Spring 2023
- Undergraduate Consumer Behavior (Instructor: Marissa Sharif) Spring 2023
- Undergraduate Research Methods in Business (Instructor: Iwan Barankay) Spring 2023

**Teaching Assistant**, The Wharton School, University of Pennsylvania Aug 2018 – Present

- MBA Managerial Decision Making (Instructor: Joseph Simmons; 3 semesters)
- Executive MBA Managerial Decision Making (Instructor: Joseph Simmons; 2 semesters)

**Tutor**, University of Pennsylvania Jan 2016 – Dec 2017

- Undergraduate Introductory Microeconomics / Macroeconomics (4 semesters)

## **SERVICE, LEADERSHIP, AND AFFILIATION**

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### **Refereeing Service**

Conference Reviewer: Society for Consumer Psychology (SCP); Association of Consumer Research (ACR); Subjective Probability, Utility, and Decision Making (SPUDM); Wharton-INSEAD Doctoral Consortium

Competition Reviewer: Society for Personality and Social Psychology (SPSP)

### **Chaired Conference Session**

Better Decision Processes for Better Decision Making, SPSP Annual Convention 2022

### **Service and Leadership at Wharton**

Co-organizer, Wharton-INSEAD Doctoral Consortium 2022

DEI Program Mentor, Wharton Doctoral Council 2022 – Present

Peer Mentor, Wharton Doctoral Council 2021 – Present

Ph.D. Student Advisory Board, Wharton Pre-Doctoral Directed Reading Program 2021

### **Professional Affiliation**

Society for Judgment and Decision Making (SJDM); Society for Consumer Psychology (SCP); Association for Consumer Research (ACR); Society for Personality and Social Psychology (SPSP); European Association for Decision Making (EADM)

## **PRIOR RESEARCH EXPERIENCE**

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### **University of Pennsylvania**

- Research Assistant, **Operations, Information, and Decisions** 2018 – 2019
- Research Assistant, **The Lauder Institute** 2017
- Research Assistant, **Germanic Languages and Literatures** 2016

### **Joint US-China Collaboration on Clean Energy**

- Research Consultant 2017

## **SKILLS**

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**Computational:** STATA, R, MATLAB, Qualtrics,  $\text{\LaTeX}$

**Languages:** Fluent in English, Mandarin, and German

**Art:** A Cappella ([link to album](#)), Classical Piano (level 9 certified), Pencil Sketch (level 8 certified)