November 2026

JAKE RYAN EMBREY

jake.embrey@chicagobooth.edu
jakeembrey.com

APPOINTMENTS

University College London, School of Management August 2027 (forthcoming)
Assistant Professor of Marketing

University of Chicago, Booth School of Business 2024 – present
Postdoctoral Researcher (Principal Researcher)

RESEARCH INTERESTS

Consumer Search, Judgment and Decision-Making, Cognitive Costs and Bounded Rationality, Computational Modeling

EDUCATION

UNSW Sydney 2024
PhD, Cognitive Psychology
Dean's Award for Outstanding Dissertation

University of Sydney 2021
Graduate Certificate in Data Science

UNSW Sydney 2017
Bachelor of Psychological Science (Honours), Major in Philosophy

PUBLICATIONS AND WORKING PAPERS

Working Papers and Manuscripts in Preparation

Ursu, Raluca, Anita Raso. and **Jake R. Embrey** "The Help Me Search Era: Do We Choose Better With AI" Reject and resubmit at *Marketing Science*

Embrey, Jake R., Alexander Moore, Raluca M. Ursu, and Daniel M. Bartels., "Cognitive costs in consumer search"*, Working paper*

Embrey, Jake R., A. Ross Otto, and Daniel M. Bartels, "Isolating the costs of errors and demand in effort avoidance," Manuscript in preparation

Embrey, Jake R., and Antonia Krefeld-Schwalb, "Cognitive ability influences risk perception and risk preference measurement," *Working Paper*

Peer-Reviewed Publications

Embrey, Jake R. (2026), "Metabolic constraints may both help and hinder cognitive models," *Behavioral and Brain Sciences*.

Embrey, Jake R., Alice Mason, Chris Donkin., and Ben R. Newell (2025), "On-task errors drive effort avoidance more than opportunity costs," *Journal of Experimental Psychology: General*, 154 (7), 1916–1938.

Embrey, Jake R. and Michael Inzlicht, (2025), "Are metabolic costs needed to explain cognitive fatigue?" *Trends in Cognitive Sciences*, 29, 1061–1062.

Schulze, Christin, Ada Aka, Daniel M. Bartels, Stefan F. Bucher, **Jake R. Embrey**, Todd M. Gureckis, Gerald Häubl, Mark K. Ho, Ian Krajbich, Alexander K. Moore, Gabriele Oettingen, Joan D. K. Ongchoco, Ryan Oprea, Nicholas Reinholtz, and Ben R. Newell (2025), "A Timeline of Cognitive Costs in Decision Making," *Trends in Cognitive Sciences, 29* (9), 827–39.

Embrey, Jake R., Kelly G. Garner, Juliana Salim, and Poppy Watson. (2025), "Modelling Pavlovian bias in depressed and healthy adolescents," *Neurobiology of Learning and Memory*, 222, 108092.

Newell, Ben R., Hazel Bateman, Loretti Dobrescu, **Jake R. Embrey**, Rochelle Nian, and Susan Thorp (2025), "Undefined Benefit: Projections and Anchors as Guides to Retirement Decumulation," *Journal of Behavioral and Experimental Finance, 48,* 101113.

Embrey, Jake R., Alice Mason, and Ben R. Newell, (2024), "Too hard, too easy, or just right? The effect of context on effort and boredom aversion," *Psychonomic Bulletin & Review*, 31, 2801–2810.

Embrey, Jake R., Amy X. Li, Shi Xian Liew, and Ben R. Newell, (2024), "The effect of non-instrumental information on reward learning," *Memory & Cognition*, 52 (5), 1210–1227.

Embrey, Jake R.., Chris Donkin, and Ben R. Newell, (2023), "Is all mental effort equal? The role of cognitive demand-type on effort avoidance," *Cognition*, 236, 105440.

Liew, Shi Xian., **Jake R. Embrey**, and Ben R. Newell, (2023), "The non-unitary nature of information preference," *Psychonomic Bulletin & Review*, 30, 1966–1974.

Liew, Shi Xian., **Jake R. Embrey,** Danielle Navarro, and Ben R. Newell, (2023), "Comparing anticipation and uncertainty-penalty accounts of non-instrumental information seeking," *Decision*, 10 (3), 247–267.

Conference Proceedings

Embrey, Jake R., Chris Donkin, and Ben R. Newell, (2022), "Does mental effort avoidance depend on the 'type of effort'?" *Proceedings of the 44th Annual Conference of the Cognitive Science Society*, 44, 2803–2809.

Embrey, Jake R., Shi Xian Liew, Ishaan Ghai, and Ben R. Newell, (2021), "The effect of uncertainty and outcome probability on non-instrumental information seeking," *Proceedings of the 43rd Annual Conference of the Cognitive Science Society*, 43, 1257–1263.

Embrey, Jake R., Shi Xian Liew, Danielle Navarro, and Ben R. Newell, (2020), "Do you want to know a secret? The role of valence and delay in early information preference," *Proceedings of the 42nd Annual Conference of the Cognitive Science Society*, 42, 273–279.

INVITED TALKS AND SELECT CONFERENCE PRESENTATIONS

Embrey, Jake. R. (2026) "Cognitive costs in consumer search". Talk presented at: Yale University, School of Management; University of Pennsylvania, The Wharton School; University College London, School of Management; UC Berkeley, Haas School of Business; Stanford University, Graduate School of Business.

Embrey, Jake. R. and Antonia Krefeld-Schwalb (2026, September), "Cognitive ability influences risk perception and risk preference measurement", talk presented at Association for Consumer Research, Chicago, Il.

Antonia Krefeld-Schwalb, Ada Aka, and **Jake R. Embrey**, (2026, August), co-organized symposium, "Cognitive and Motivational Confounds of (Preference) Measurement," Choice Symposium, Vail, Colorado.

Embrey, Jake R. (2026, March), "The Costs and Profits of Thinking," guest lecture, University of Bath.

Embrey, Jake R., Alexander K. Moore, Raluca M. Ursu, and Daniel M. Bartels (2026, February), "Complexity Costs in Consumer Search," talk presented at the Marketing and Cognition Winter Conference, Colorado.

Embrey, Jake R. and Antonia Krefeld-Schwalb (2025, November), "Cognitive Ability Influences Risk Perception and Risk Preference Measurement," poster presented at the Society for Judgment and Decision Making Conference, Denver, Colorado.

Embrey, Jake R., Alice Mason, Chris Donkin, and Ben R. Newell (2025, October), "Why Is Cognition Costly?" talk presented at the McGill University, Cognition Lab.

Embrey, Jake R., Alexander K. Moore, Raluca M. Ursu, and Daniel M. Bartels (2025, October), "Complexity Costs in Consumer Search," poster presented at the Association for Consumer Research Conference, Washington, DC.

Embrey, Jake R., Alice Mason, Chris Donkin, and Ben R. Newell (2024, March), "The Costs of Thinking," talks presented at: University College London, Experimental Psychology Lab. Warwick Business School, Behavioural Science Lab; University of Zurich, Cognitive Psychology Lab.

Embrey, Jake R., Alice Mason, Chris Donkin, and Ben R. Newell (2024, March), "The Effect of Opportunity Costs on Cognitive Effort," talk presented at TeaP 2024, Regensburg, Germany.

Embrey, Jake R., Alice Mason, Chris Donkin, and Ben R. Newell (2024, February), "The Effect of Opportunity Costs on Cognitive Effort," talk presented at the Australian Mathematical Psychology Conference, University of Western Australia, Perth.

AWARDS AND HONORS

Marketing Science Institute Research Grant ($5,000 USD) (w/ Ursu & Rao)	2026
Thaler-Tversky Independent Research Grant ($2,500 USD)	2026
Douglas Vickers Outstanding Presentation Award —	2024
Australasian Mathematical Psychology Conference	
UNSW Development and Research Training Grant ($2,500 AUD)	2024
3-Minute Thesis (3MT) Competition, UNSW — Finalist	2023
1-Minute Thesis Competition, UNSW —	2023
Winner Best Talk in Psychology	
UNSW Development and Research Training Grant ($2,500 AUD)	2022

TEACHING

UNSW Sydney 2021 – 2024

Cognitive Science (Tutor / Seminar Lead)
Psychology Capstone Course (Head Tutor / Seminar Lead)
Research Methods 2 (Tutor / Seminar Lead)
Developmental Psychology (Tutor / Seminar Lead), 2023–2024
Undergraduate R Coding Course (Head Tutor / Seminar Lead), 2023

PROFESSIONAL SERVICE

Ad Hoc Manuscript Reviewer: Journal of Experimental Psychology: General, Psychological Science, Neuropsychopharmacology, Nature Communications Psychology, Motivation and Emotion, Cognition, Psychonomic Bulletin & Review, Consciousness and Cognition, Computers in Human Behaviour, PLOS One, Acta Psychologica, Cognitive Research: Principles and Implications.

Conference reviewer: Society for Judgment & Decision-Making.