

# REED ORCHINIK

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## EMPLOYMENT

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**Carnegie Mellon University, Social and Decision Sciences** Starting August 2026  
Assistant Professor (Incoming)

## EDUCATION

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**Massachusetts Institute of Technology** 2026  
PhD, Management Science

**Massachusetts Institute of Technology** 2024  
S.M., Management Research

**Swarthmore College** 2019  
B.A. with High Honors in Economics, minor in Political Science

## RESEARCH EXPERIENCE AND AFFILIATIONS

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**Microsoft Research NY** May - August 2024  
*PhD Research Intern, Computational Social Science*

**Federal Reserve Bank of New York** July 2019 - July 2021  
*Senior Research Analyst, Money and Payment Studies*

## TEACHING EXPERIENCE

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**MIT Sloan** February - May 2025  
*Teaching Assistant, Marketing Innovation*


**Department of Economics, Harvard University** August - December 2023  
*Instructor, From Data to Decisions (Self Designed)*  
*Teaching Score: 5/5*


## PUBLICATIONS

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**Orchinik, R., Bhui, R., & Rand, D.G. (2025). Replicability and generalizability of the repeated exposure effect on moral condemnation of fake news. *Nature Communications*.** 


**Orchinik, R., Dubey, R., Gershman, S., Powell, D., & Bhui, R. (2024). Learning from and about scientists: Consensus messaging shapes perceptions of climate change and climate scientists. *PNAS Nexus*.** 


**Orchinik, R., Dubey, R., Gershman, S., Powell, D., & Bhui, R. (2023). Learning about scientists from climate consensus messaging. *Proc. Ann. Meeting of the Cognitive Science Society*.** 

Hattersley, M., **Orchinik, R.**, Ludvig, E., Bhui, R. (2023). **Preferences for descriptiveness and co-explanation in complex explanations. *Proc. Ann. Meeting of the Cognitive Science Society*.** 


## SELECTED WORKING PAPERS & WORKS IN PROGRESS


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**Orchinik, R., Martel, C., Rand, D.G., & Bhui, R. (2025). Adaptive Intuitions Shape Susceptibility to Misinformation.** [Minor Revisions: *Management Science*] 

**Orchinik, R., Rand, D.G., & Bhui, R. (2025). The Not So Illusory Truth Effect: A Rational Foundation for Repetition Effects.** [R & R: *Psychological Science*] 


**Orchinik, R., Howland, B., Watts, D., & Rothschild, D. (2025). Tracking the production and absorption of political narratives in 2024.** [Available upon request]

Nam, J.<sup>1</sup>, **Orchinik, R.**<sup>1</sup> & Rand, D.G. (2025). **LLMs as Scalable Tools for Interactive Consumer Behavior Experiments: Comparing Persuasion Strategy Effectiveness.** [Preparing for submission: *Journal of Consumer Psychology*] 

Czarnek, G., **Orchinik, R.**, Lin, H., Xu, H.G., Costello, T., Pennycook, G., & Rand, D.G., (2025). **Addressing climate change skepticism and inaction using human-AI dialogues.** [R & R: *Nature Communications*] 

**Orchinik, R., Nam, J., White, J.P., Rand, D.G., & Bhui, R. (2025). Disagreement about agreement: How perceived bias and expertise shape consensus effects.** [Preparing for submission: *Journal of Consumer Research*]

Olsen, A., **Orchinik, R.** & Remer, M.<sup>2</sup> (2025). **Price Effects in U.S. Merger Retrospectives: A Meta-Analytic Approach.** [Under review: *Journal of Political Economy: Microeconomics*] 

**Orchinik, R., Pennycook, G., Rand, D.G., & Fazio, L.K. (2024). Repetition increases belief in implausible statements more than for plausible statements.** [R & R: *Cognition*] 

**Orchinik, R. & Remer, M.<sup>1</sup> (2024). Multimarket Contact and Prices: Evidence From an Airline Merger Wave.**  [Preparing for submission: *RAND Journal of Economics*]

## AWARDS AND GRANTS

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- Best PhD thesis, MIT Sloan Doctoral Research Forum
- Doctoral Consortium Fellow, AMA-Sheth, 2025.
- MIT SERC Seed Grant Award, MIT, 2025. \$75,000. Project: *Personal benefit, collective harm: Differential impact of AI on individual and crowd wisdom judgment* with Drazen Prelec, John McCoy, Eric So.
- DuWayne J. Peterson, Jr. (1955) Fellowship, MIT Sloan, 2025. \$50,000.
- Adams Prize for best undergraduate thesis in economics, Swarthmore College, 2019.
- J. Rolland Pennock Fellowship in Public Affairs, Swarthmore College, 2017. \$4,500.

## SELECTED ORAL PRESENTATIONS AND INVITED TALKS

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### Adaptive Intuitions Shape Susceptibility to Misinformation

- Department of Social and Decision Sciences, Carnegie Mellon University (2026)
- Marketing, Ross School of Business, University of Michigan (2025)
- Marketing, Booth School of Business, University of Chicago (2025)
- Oxford Internet Institute, Oxford University (2025)
- ARCH Workshop, Santa Fe Institute (2025)
- Department of Social and Decision Sciences, Carnegie Mellon University (2025)
- Association for Consumer Research (ACR; 2024)
- International Conference on Computational Social Science (IC2S2; 2024)
- Behavioral Decision Research in Management (BDRM; 2024)
- Behavioral Models of Politics (2024)
- East Coast Doctoral Consortium, Management, Columbia Business School (ECDC; 2024)
- Society for Judgment and Decision-Making (SJDM; 2023)

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<sup>1</sup>Co-first authors listed alphabetically

<sup>2</sup>Authorship is alphabetical

## **The Many Faces of Fluency: Standard Manipulations Trigger Divergent Cognitive Mechanisms**

- Society for Judgment and Decision Making (SJDM; 2025; presented by Nina Ehmann)

## **Disagreement about agreement: How perceived bias and expertise shape consensus effects**

- Association for Consumer Research (ACR; 2025)

## **The Not So Illusory Truth Effect**

- Association for Consumer Research (*Misinformation and Truth Judgments Special Session*; ACR; 2025)
- Society for Consumer Psychology (SCP; 2025)

## **Tracking the production and absorption of political narratives in the lead up to the 2024 election**

- International Conference on Computational Social Science (IC2S2; 2025)

## **OTHER PUBLICATIONS**

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**Orchinik, R.,** Dubey, R., Powell, D., & Bhui, R. (2023). **Influencing perceptions of climate scientist credibility.** *Proc. Ann. Meeting of the Cognitive Science Society* (Abstract).

**Orchinik, R.,** Dubey, R. & Bhui, R. (2023). **Asymmetric effects of shifting trust in pro- and anti-consensus climate scientists.** *Proc. Ann. Meeting of the Cognitive Science Society* (Abstract).

**The Money Market Mutual Fund Liquidity Facility,** with Marco Cipriani, Gabriele La Spada, and Aaron Plesset, *Federal Reserve Bank of New York Liberty Street Economics*. May 8, 2020. [!\[\]\(4fe57c3593bf1b21d272ae7ac8dfaf77\_img.jpg\)](#)

**Offshore MMFs around the COVID Events: Financial Stability Considerations,** with Marco Cipriani and Gabriele La Spada, *NYFRB Policy Memo*, March 30, 2020.

**Why People Hate Taxes, and Why Some People Want Us To,** with Syon Bhanot, *Behavioral Scientist*, August 5, 2019. [!\[\]\(b792654f2cef9719eabeb6c5be00811e\_img.jpg\)](#)

**Deciphering Americans Views on Cryptocurrencies,** with Sean Hundtofte, Michael Lee, and Antoine Martin, *Federal Reserve Bank of New York Liberty Street Economics*, March 25, 2019. [!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3\_img.jpg\)](#)

## **SERVICE**

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**Reviewer** (recency): Social Sciences Quarterly; Social Media & Society; Cognitive Science; PNAS Nexus; Perspectives on Psychological Science; Memory & Cognition; American Psychologist; Personality and Social Psychology Bulletin; Journal of Experimental Psychology: Learning, Memory, and Cognition; OpenMind; Behavior Research Methods; Psychonomic Bulletin & Review; Ethics & Behavior; Humanities & Social Sciences Communications; Journal of Quantitative Description; PLOS One

## **PROFESSIONAL MEMBERSHIP**

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Association for Consumer Research; Society for Consumer Psychology; Society for Judgment and Decision Making; Cognitive Science Society

## **REFERENCES**

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<b>David G. Rand</b>	Professor, Cornell University & MIT Sloan. Email: dgr7@cornell.edu
<b>Rahul Bhui</b>	Associate Professor, MIT Sloan. Email: rbhui@mit.edu
<b>David Rothschild</b>	Economist, Microsoft Research NY. Email: davidmr@microsoft.com
<b>Drazen Prelec</b>	Professor, MIT Sloan. Email: dprelec@mit.edu