



**Università
Bocconi**

IGIER
Innocenzo Gasparini Institute
for Economic Research



**UNIVERSITÄT
ZU KÖLN**

Bocconi/ECONtribute workshop on New Frontiers in Behavioral Research

14 – 15 MAY 2026

Bocconi University
Room AS01
Via Röntgen 1
Milano

ORGANIZERS

Nicola Gennaioli
Bocconi University

Florian Zimmermann
University of Bonn

Christopher Roth
University of Cologne

REGISTRATION REQUIRED

[REGISTRATION FORM](#)

FOR INFORMATION
igier@unibocconi.it

14 MAY 2026

10:00 – 11:30 am
Understanding Advertising

The Attention Economy
Christopher Roth University of Cologne
(joint with Imas, Jimenez Duran,
Milojevic and Bursztyn)

**Competitive Interference and Advertising
levels: The Case of Auto-insurance
Advertising**
Navdeep Sahni Stanford GSB (joint with Yang)

11:30 – 11:45 am
Coffee break

11:45 am – 1:15 pm
The Cognitive Consumer

**A Neuro Autopilot Theory of Habits:
Evidence from Canned Tuna**
Ryan Webb U Toronto (joint with Zhao,
Osborne, Landry and Camerer)

Ads as Cues
Pedro Bordalo U Oxford (joint with Burro,
Gennaioli, Nacamulli and Shleifer)

1:15 – 2:30 pm
Lunch break

2:30 – 4:00 pm
Beliefs in the Field

**What Can Measured Beliefs Tell us about
Monetary Non-Neutrality?**
Hasan Afrouzi Columbia University

Mental Models and Financial Forecasts
Francesca Bastianello Chicago Booth (joint
with Decaire and Guenzel)

4:00 – 4:30 pm
Coffee break

4:30 – 6:00 pm
Understanding Belief Formation

Causal Narratives
Constantin Charles LSE (joint with Kendall)

Decomposing the Winner's Curse
Lea Nagel Harvard University (joint with
Niederle and Vespa)

15 MAY 2026

09:30 – 11:00 am
AI Methods for Behavioral Research

**Conversations at Scale: Robust AI-led
Interviews with a Simple Open-Source
Platform**
Xavier Jaravel LSE (joint with Geiecke)

AI Applied: Culture and Asset Prices

**Article-level Slant and Polarization in News
Consumption on Social Media**

Luca Braghieri Bocconi University (joint with
Eichmeyer, Levy, Mobius, Steinhardt, and Zhong)

11:00 – 11:15 am
Coffee break

11:15 am – 12:45 pm
Economic Representations
Suproteem Sarkar Chicago Booth

"Comparisons" (with Benjamin Enke).
Thomas Graeber University of Zurich

12:45 – 1:30 pm
Lunch break

1:30 – 3:00 pm
Theory Foundations

Forecasts and conditionally I.I.D. Models
Drew Fudenberg MIT (joint with Giacomo
Lanzani)

Reference Point as Information
Pietro Ortoleva Princeton University (joint
with Enke, Graeber and Dean)



Project ID:101160770 - Project
Titel: Viral Narratives: The Role
of Narratives for Economic Belief
Formation