Daniel Martin

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Wilcox Family Chair in Entrepreneurial Economics
Department of Economics, University of California, Santa Barbara

Employment

Associate Professor, Department of Economics, University of California, Santa Barbara (2022–Current)

Associate Professor, Kellogg School of Management, Northwestern University (2018–2022)

Assistant Professor, Kellogg School of Management, Northwestern University (2015–2018)

Assistant Professor, Paris School of Economics (2013–2015)

Education

PhD, Economics, New York University (2007-2013)

Affiliations

Founding Member, Center for Research on AI & Society (RAIS), University of California, Santa Barbara

Affiliate Faculty, Mellichamp Initiative in Mind & Machine Intelligence, University of California, Santa Barbara

Research

Topics: Attention and Perception, Information Disclosure, Humans and Artificial Intelligence (AI)

Published and Forthcoming Papers

1. Caplin, Andrew, Mark Dean, and Daniel Martin (2011). Search and Satisficing. *American Economic Review* 101, 2899–2922.
2. Caplin, Andrew, and Daniel Martin (2015). A Testable Theory of Imperfect Perception. *The Economic Journal* 125, 184–202.
3. Dean, Mark, and Daniel Martin (2016). Measuring Rationality with the Minimum Cost of Revealed Preference Violations. *Review of Economics and Statistics* 98, 524–534.
4. Caplin, Andrew, and Daniel Martin (2016). The Dual-Process Drift Diffusion Model: Evidence from Response Times. *Economic Inquiry* 54, 1274–1282.
5. Martin, Daniel (2017). Strategic Pricing with Rational Inattention to Quality. *Games and Economic Behavior* 104, 131–145.
6. Caplin, Andrew, and Daniel Martin (2017). Defaults and Attention: The Drop Out Effect. *Revue Économique* 68, 747–755.
7. Kim, Tami, and Daniel Martin (2021). What Do Consumers Learn from Regulator Ratings? Evidence from Restaurant Hygiene Quality Disclosures. *Journal of Economic Behavior and Organization* 185, 234–249.
8. Jin, Ginger Zhe, Michael Luca, and Daniel Martin (2021). Is No News (Perceived As) Bad News? An Experimental Investigation of Information Disclosure. *American Economic Journal: Microeconomics*, 13(2): 141-173. **2022 *AEJ: Micro* Best Paper Award**

9. Bouacida, Elias, and Daniel Martin (2021). Predictive Power in Behavioral Welfare Economics. *Journal of the European Economic Association*, 19(3): 1556-1591.
10. Caplin, Andrew, and Daniel Martin (2021). Comparison of Decisions Under Unknown Experiments. *Journal of Political Economy*, 129(11): 3185-3205.
11. Jin, Ginger Zhe, Michael Luca, and Daniel Martin (2022). Complex Disclosure. *Management Science*, 68(5): 3236-3261.
12. Martin, Daniel, and Philip Marx (2022). A Robust Test of Prejudice for Discrimination Experiments. *Management Science* (Fast Track), 68(6): 4527-4536.
13. Martin, Daniel, and Edwin Muñoz Rodriguez (2022). Cognitive Costs and Misperceived Incentives: Evidence from the BDM Mechanism. *European Economic Review*, 148 (104197).
14. Chemaya, Nir and Daniel Martin (2024). Perceptions and Detection of AI Use in Manuscript Preparation for Academic Journals. *PLoS ONE*, 19(7).
15. Almog, David and Daniel Martin (2024). Rational Inattention in Games: Experimental Evidence. *Experimental Economics*, 27(4): 715-742.
2024 *Experimental Economics* Best Paper Award
16. Caplin, Andrew, Daniel Martin, and Philip Marx (2024). Rationalizable Learning. *Economic Theory*, 80: 171-202.
17. Caplin, Andrew, Daniel Martin, and Philip Marx (2025). Modeling Machine Learning: A Cognitive Economic Approach. *Journal of Economic Theory*, 224: 105970.
18. Caplin, Andrew, David Deming, Shangwen Li, Daniel Martin, Philip Marx, Ben Weidmann, and Kadachi Ye (2026). The ABCs of Who Benefits from Working with AI: Ability, Beliefs, and Calibration. *Management Science*, 72(7): 5843âĂŞ5852.
19. Epping, Gunnar, Andrew Caplin, Erik Duhaime, William Holmes, Daniel Martin, and Jennifer Trueblood (2026). Harnessing Human Uncertainty to Train More Accurate and Aligned AI Systems. *Decision Analysis* [SI: Implications of Advances in Artificial Intelligence for Decision Analysis]
20. Epping, Gunnar, Andrew Caplin, Erik Duhaime, William Holmes, Daniel Martin, and Jennifer Trueblood (2026). Improving Crowdsourcing for AI Through Cognitive-Inspired Data Engineering. *Behavior Research Methods*.

Working Papers

21. Autor, David, Andrew Caplin, Daniel Martin, and Philip Marx. Misaligned by Design: Incentive Failures in Machine Learning. Latest version: November 2025. R&R at *Review of Economic Studies*.
22. Almog, David, Lucas Lippman, and Daniel Martin. When an AI Judges Your Work: The Hidden Costs of Algorithmic Assessment. Latest version: January 2026. R&R at *Experimental Economics* [SI: Human-AI Interaction].
23. Caplin, Andrew, Daniel Martin, Philip Marx, Anastasiia Morozova, and Leshan Xu. Testing Capacity-Constrained Learning. Latest version: August 2026. Conditionally Accepted at *Experimental Economics* [SI: Incentivization].
24. Almog, David, Romain Gauriot, Lionel Page, and Daniel Martin. Human Responses to AI Oversight: Evidence from Centre Court. Latest version: June 2026.
25. Kovach, Matthew, Daniel Martin, and Gerelt Tserenjigmid. Learning from an Unknown DGP: Experimental Evidence on Belief Updating with AI Recommendations. Latest version: July 2026.
26. Epping, Gunnar, Andrew Caplin, Erik Duhaime, William Holmes, Daniel Martin, and Jennifer Trueblood. When Crowds Miss Rare Events: Prevalence Bias in Human Annotation and Machine Learning. Latest version: August 2026.

27. Briggs, Joseph, Andrew Caplin, Mateusz Giezek, Daniel Martin, and Christopher Tonetti. Due Diligence: Endogenous Information Acquisition and Offer Quality in Search and Matching. Latest version: August 2026.

Seminar and Conference Presentations

Seminar talks: Caltech, Cornell, Tsinghua, Peking, VEAEBES, WEBEAS, Brown, UT Dallas, Monash, HKBU, Wharton, UN Reno, Middlebury, UCSB, Yale SOM, Berkeley, UC Davis, NYU, Virginia, FTC, Virginia Tech, Berlin Behavioral Workshop, Purdue, Zurich, Nottingham, Edinburgh, NNH (The Choice Lab), HEC Paris, Cergy-Pontoise, Munich, Nice, TSE, École Polytechnique, Simon Fraser, UBC, UCSD Rady, Harvard, Stanford, NUS, NTU, Waseda, Kochitech, Xiamen, Queen Mary, Bocconi, Paris Dauphine, Pompeu Fabra, Autonoma de Barcelona, GMU, Konstanz, Alicante, Wisconsin, Olin, Michigan, Pittsburgh, Rotman, Essex, Oxford, Kellogg, PSE, Marshall, Maryland, Tennessee, Fuqua, UCSD

Invited talks: Keynote talk in the CRML Agentic AI Summit 2026 (Santa Barbara), Spring AImpact Center Workshop (Urbana), Sloan-NOMIS Program on Cognitive Foundations of Economics (New York), Mellichamp AI+Econ Conference (Santa Barbara), Workshop on Human-AI Interaction (Osaka), Leeds AI Research Forum (Boulder), Symposium on Machine and Rational Thought (Zurich), USC Conference on AI, Economics, and Business (Los Angeles), AI, Robots, Cybernetic Avatars, and the Economy (Honolulu), SNU Workshop on Behavioral and Experimental Economics (Seoul), PsyCHIC Workshop (Paris), SED Meetings (Toulouse), Congress of EEA (Mannheim), Minnesota-Chicago Accounting Theory Conference, Limited Cognitive Resources in Economics (Rome), IDGP (Barcelona), Neuroeconomics Workshop (Paris), ITAM Decision Theory Workshop (Mexico City), CIREQ-CEMMAP Conference on Partial Identification and Revealed Preferences (Montreal), SARP2 (Oxford), JDMWS (Utah), Analyse de l'action publique (Paris)

Invited conference discussions: AEA session on The Impact of Generative AI and LLMs on Publishers, Advertising, Productivity and Market Equilibrium (Philadelphia), IO Society session on the Productivity and Competitive Effects of AI at the AEA Meetings (San Francisco), NBER Summer Institute for Law & Economics (Cambridge)

Other conference talks: AEA Meetings (Philadelphia), North American ESA (Tucson, Santa Cruz, Santa Barbara, Columbus), UEA Behavioural Game Theory Workshop (Virtual), BSE Summer Forum (Barcelona), LACEA (Montevideo), International ESA (San Diego, Chicago, Pasadena, New York, Global Online, Helsinki), MLESC (Chicago), ESIF-AIML (Cornell), WEAI (Seattle), BRIC (London, Barcelona), Sloan-Nomis Workshop on Attention and Choice (Vitznau), RSF Conference for Early-Career Behavioral Economists (Chicago), SITE (Stanford), World Congress of the ES (Montreal), NA Summer Meeting of the ES (Montreal, Evanston), NA Winter Meetings of the ES (Virtual), D-TEA (Paris), SAET (Paris), CSIO-IDEI (Evanston), IIOC (Chicago), M-BEES (Maastricht), AFSE (Lyon), ASFEE (Paris, Besancon), SEA (Washington, D.C.), CEA (Quebec City), CESS 15th Anniversary Conference (New York), Santa Barbara Conference on Experimental and Behavioral Economics, Transatlantic Theory Workshop (Oxford, Paris)

Grants

Cognitive Economics at Work, Sloan Foundation, $996,000 (2023 – 2028)

UCSB Center for Research in AI & Society (RAIS) $8,000 (2026)

UCSB Center for Information Technology & Society (CITS) $5,000 (2024 – 2025)

Professional Activities

Co-Guest Editor, *Experimental Economics* Special Issue on Human-Computer Interaction (2025 – 2026)

Co-Organizer of the UCSB Behavioral Economics Seminar (2025–2026), Kellogg Behavioral Economics Seminar (2019–2022), SARP2 Conference (2018), Northwestern Theory Seminar (2016–2017), NYU Alumni Conference

(2017), BRIC Conference (2016), Northwestern Theory Bag Lunch Seminar (2015–2016), PSE Economics and Psychology Seminar (2013–2015), PSE Rational Inattention Workshop (2014)

Organizing Committee of the Mellichamp Initiative in Mind & Machine Intelligence Summit (2022 – 2023)

Program Committee of the Mellichamp Initiative in Mind & Machine Intelligence Summit (2025 – 2026)

Mentoring

University of California, Santa Barbara

Dario Trujano Ochoa* (Texas A&M Postdoc), Sonal Barve (University of Bonn Postdoc), Anastasiia Morozova* (current), Leshan Xu (current), Austin Brooksby (current), Ying Zhou (current), Xinlu Xiao (current)

UCSB Outstanding Graduate Student Mentor/Advisor Award (2024)

Kellogg School of Management

David Almog* (Harvard Business School Assistant Professor), Edwin Muñoz Rodriguez (Colegio de Mexico Assistant Professor)

Paris School of Economics

Elias Bouacida (Lancaster University Management School Postdoc), Léa Bousquet (Chinese University of Hong Kong Postdoc)

Service

University of California, Santa Barbara

Director of the Economics Department Entrepreneurship Lab (2022 – Current)

Placement Director for the Economics Department PhD Program (2023 – Current)

Director of the Laboratory for the Integration of Theory and Experimentation (2022 – 2024)

Coordinator of the Theory and Experiment Consortium TEC (2025 – 2026)

Kellogg School of Management

Core Course Coordinator for Business Analytics II (2018 – 2022)

Teaching

University of California, Santa Barbara

PhD: Attention and Perception (2023 – 2026), Behavioral Economics (2025 – 2026)

UG: Entrepreneurial Insights (2023 – 2026), Behavioral Economics (2025 – 2026)

Kellogg School of Management

PhD: Behavioral Economics (2018, 2021), Research in Economics (2017 – 2022)

MBA: Business Analytics II (2014 – 2021)

Chair's Core Course Teaching Award (2018, 2020)

Kellogg Student Association Faculty Impact Award (2014, 2015, 2016, 2017)

Paris School of Economics

MA: Behavioral Economics (2013 – 2014), Neuroeconomics (2014)

Other Experience

Co-Founder, WorkSmart Inc. (2001-2009)

Inc. 5000 Fastest Growing Private Companies in America (2007-2013)

Last updated: September 14, 2026