



HAORAN ZHENG

AI RESEARCHER

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ABOUT ME

Current Pre-Doctoral Fellow at UChicago Booth in Quantitative Marketing with Professor Andreas Kraft. Graduated with M.S. in Data Science from The University of Chicago with a 4.0 GPA. Earned bachelor's degrees in Economics, Finance, and History as a triple major at The Ohio State University. Experienced in teaching roles across STEM fields, including Statistics. Recipient of the Pace Setters Awards.

PUBLICATIONS

Do AI's Dream of Electric Butterflies? Benchmarking LLM Consciousness via Theory-Grounded Self-Reports

Oct 2025

SCENE: Evaluating Explainable AI Techniques Using Soft Counterfactuals

Aug 2024

LINKS

Personal Website:
haoranzhengraul.github.io

LinkedIn Profile:
[www.linkedin.com](https://www.linkedin.com/in/raulzheng/)

WORK EXPERIENCE

Dr. Andreas Kraft

The University of Chicago
Booth School of Business
June 2025 – Present

Research Professional in Quantitative Marketing

- Researching consumer utility and choice behavior under uncertainty using discrete-choice models of demand, with applications to illicit automobile markets.

Dr. Nicholas Epley

The University of Chicago
Booth School of Business
Sep 2024 – June 2025

Research Assistant in Behavioral Science

- Collaborated closely with Dr. Nicholas Epley and Yale researcher Yin Li on "The Multicultural Study," focusing on cross-cultural perceptions of beliefs and preferences.

Mindworks Lab

The University of Chicago
Booth School of Business
Apr 2024 – June 2025

Research Specialist in Behavioral Science

- Examined frontier Behavioral Science research on prospect theory and diminishing sensitivity.
- Co-managed studies and collect data for renowned scholars like Dr. Alexander Todorov and Dr. Sarah Sebo.

Dr. Christopher Reed

The Ohio State University
Apr 2024 – May 2025

Research Assistant in History

- Applied modern NLP techniques and the SCENE method to traditional History research.
- Identified the significance of previously unseen historical documents.

The Ohio State University

Feb 2021 – May 2022

Lead Teaching Assistant for Statistics 2320

- Taught two weekly recitations for 65 students each, focusing on statistical concepts and analytic tools like R.
- Developed customized review notes and visual aids for 900+ enrolled students each semester.

EDUCATION

The University of Chicago

Chicago, IL
2024

Master of Science in Data Science

- Thesis: "Demystifying the Black Box: An Empirical Evaluation of Explainable AI Techniques in NLP Tasks" (Advisor: Dr. Utku Pamukszu).

The Ohio State University

Columbus, OH
2022

Bachelor of Science in Economics

- Triple major in Economics (GPA 3.9/4.0), Finance (GPA 3.8/4.0), and History (GPA 3.8/4.0).