

Curriculum Vitae - Uri Hertz

General

I am a neuroscientist interested in the neural mechanisms and psychological processes underlying social influence and information sharing. I study how social influence affect collective decision making, the psychological and neural mechanisms of the attempt to influence others, and the manner in we evaluate and being influenced by advisers. I use behavioral measurements, computational models and neuroimaging to study these processes.

Contact

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Positions

2017 – Lecturer, Department of Information Systems and School of Political Science, University of Haifa.

2016 – Associate Researcher in the Institute of Cognitive Neuroscience (ICN), University College of London (UCL).

2016 – 2017 Post doctorate research fellow in [the Human Mind Project](#), the School of Advanced Study (SAS), University of London. Working with Prof. Chris Frith and Prof. Colin Blakemore on top-down effect of instructions on decisions and perception.

2013 – 2016 Post doctorate research associate in the Institute of Cognitive Neuroscience (ICN), University College of London (UCL). Working with Dr. Bahador Bahrami in the crowd cognition group.

Education

2006 – 2014 PhD in Computational Neuroscience, the Interdisciplinary Center for Neural Computation (ICNC) at the Hebrew university of Jerusalem, Israel, under the supervision of Prof. Amir Amedi. Thesis: "Brain topography and multisensory perception: fMRI studies using novel computational approaches".

2002-2006 – B.Sc. in Bio-Medical Engineering, Ben-Gurion University of the Negev, Beer-Sheva. Graduated with honor. Final Project about the relation between motor learning and action observation, supervised by Dr. Opher Donchin.

Teaching

2017 – Guest lecturer in the "Cognitive Neuroscience" module of MSc Research Methods in Psychology, UCL Psychology and Language Sciences Division, London, UK.

2010 - Teaching assistant in the workshop "Brain imaging / Brainvoyager data analysis" for ICNC, Hebrew University of Jerusalem.

2010 - 2013 - Teaching assistant in the course "Functional Neuroanatomy" for cognition sciences, Hebrew University of Jerusalem.

2005 – Teaching assistant in the course "Introduction to Signal Processing" for Bio-Medical Engineering, Ben-Gurion University of the Negev, Beer-Sheva.

Publications

Peer-Reviewed

- [Hertz U.](#), Kelly M, Rutledge R. B., Winston J., Wrigth N., Dolan R. J., Bahrami B.; Oxytocin Effect on Collective Decision Making: A Randomized Placebo Controlled Study; PLoS One, 2016.
- Peer M., Abboud S., [Hertz U.](#), Amedi A., Arzy S.; Intensity-based masking of fMRI BOLD signal for improving functional connectivity measures; Human Brain Mapping, 2016.
- [Hertz U.](#), Romand-Monnier M., Kyriakopoulou K., Bahrami B.; Social influence protects collective decision making from equality bias; Journal of Experimental Psychology: Human Perception and Performance 2016.
- Zeharia N., [Hertz U.](#), Flash T., Amedi A.; New Whole-body Sensory-Motor Gradients Revealed Using Phase-Locked Analysis and Verified using MVPA and Functional Connectivity; Journal of Neuroscience 2015.
- [Hertz U.](#), Amedi A.; Flexibility and stability in sensory processing revealed using visual-to-auditory sensory substitution; Cerebral Cortex 2014.
- Zeharia N., [Hertz U.](#), Flash T. Amedi A.; The negative BOLD homunculus and somatotopic information in the negative and positive BOLD signal in M1 and the SMA; PNAS 2012.
- Striem- Amit E. *, [Hertz U.](#) *, Amedi A.; Extensive cochleotopic mapping of human auditory cortical fields obtained with phase-encoding fMRI; PLoS ONE 2011.
*Striem – Amit E. and Hertz U. equally contributed to this paper.
- [Hertz U.](#), Amedi A.; Disentangling unisensory and multisensory components in audiovisual integration using a novel multi-frequency fMRI spectral analysis; Neuroimage 2010.

Preprints

- [Hertz U.](#), Palminteri S., Brunetti S., Olesen C., Frith C. D., Bahrami B.; Neural computations underpinning the strategic management of influence in advice giving; (Under revision in Nature Communications) Bioarxiv doi: 10.1101/121947
- [Hertz U.](#), Zoran D., Weiss Y., Amedi A.; fMRI Dependent Components Analysis Reveals Dynamic Relations Between Functional Large Scale Cortical Networks; Bioarxiv doi: 10.1101/066282
- [Hertz U.](#), Keramati M., Bahrami B.; Stochastic satisficing account of choice and confidence in uncertain value-based decisions; Bioarxiv doi: 10.1101/107532
- Hertz U., Bahrami B., Binmore K.; Social Influence as a Zero-Sum Game;

Recent Conference Talks and Posters

- Hertz U.; Cognitive and Neural Mechanisms of Social Influence; “A Penny for Your Thoughts Workshop” 2017. Talk

- Hertz U., Palminteri S., Brunetti S., Frith C. D., Bahrami B; Social Status and Self-Image Shape our Attempt to Influence Others; SBDM 2016. Poster
- Hertz U., Frith C. D., Bahrami B; Advisors adapt their confidence reports strategy to increase their future influence; SfN 2015. Poster
- Hertz U., Keramati M., Bahrami B.; Metacognition and Variance in Two-Armed Bandit Task; SPUDM 2015. Talk
- Hertz U., Keramati M., Bahrami B.; Metacognition and Variance in Two Armed Bandit Task; RLDM 2015. Poster
- Hertz U., Kelly M, Rutledge R. B., Winston J., Wrigh N., Dolan R. J., Bahrami B.; The Effect of Oxytocin in Collective Decision Making; Implications of Research on the Neuroscience of Affect, Attachment and Social Cognition Conference 2015. Poster

Recent Seminar Talks

- Ecole Normale Superieure, France: Neuroeconomics Seminar “The neural computations underlying strategic management of social influence”. 2017
- Birkbeck, University of London, UK: Cognitive Science Seminar; “The neural computations underlying strategic management of social influence”. 2016
- Institute of Philosophy, University of London, United Kingdom: Cooperation and Collaboration Workshop "Cooperation and competition in advice giving". 2016
- University College London, United Kingdom: Metacognition Seminar "How to influence others: the neuro-computation mechanisms underlying strategic advice giving". 2016
- Tel Aviv University, Israel: Social Psychology Colloquium "How to influence others and get approval from your granny: the cognition (and brain mechanism) of strategic advice giving". 2015
- Ben Gurion University, Beer Sheva; Israel; Decision Making and Economic Psychology Seminar "How to influence others and get approval from your granny: the cognition (and brain mechanism) of strategic advice giving". 2015
- Harvard University, Cambridge, USA: Cognitive Neuropsychology Laboratory meeting "How to influence others and get approval from your granny: the cognition (and brain mechanism) of strategic advice giving". 2015

Organization of Conferences

- Organizer, “A Penny for Your Thoughts: Workshop on Social Cognition”, University of London, London, UK 2017
- Organization Team, “Intelligence and the Mind” workshop, University of London, London, UK 2017

Recent Public Engagement

- Presenter “TA{s}TE” event, Tate Modern, London, UK 2017
- Organization Team, “The Mind in Practice” event, Google Campus, London, UK 2017

Prizes and Awards

2017 – UK-Israel SYNERGY Programme, workshop grant

2013- Best Poster award in ICNC retreat. Sponsor: the Interdisciplinary Center for Neural Computation at the Hebrew university of Jerusalem.

2009- Best Poster award in Faculty day. Sponsor: the Interdisciplinary Center for Neural Computation at the Hebrew university of Jerusalem.

2006-2011 ICNC PhD fellowship

2005 – Zolotowsky Center of Neuroscience summer scholarship.

2002-2005 – zolotowsky tuition scholarships for excellent students.