

GIZEM CEYLAN

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Academic Positions

Assistant Professor of Marketing, The Ohio State University	2024–
Postdoctoral Associate, Yale School of Management	2022–2024

Industry Positions

Director of Global Consumer Insights, The Estée Lauder Companies	2015–2016
Manager of Consumer Insights, Procter & Gamble	2006–2015

Education

Ph.D., Marketing, University of Southern California, 2022
M.A., Psychology, New York University, 2016
MBA, Business Administration, Özyeğin University, 2014
B.A., Business Administration, Boğaziçi University, 2005

Research Interests

- Psychology of information consumption on social platforms
- Behavioral interventions to reduce misinformation and improve fact-checking
- Influence of modality and visual word of mouth on review platforms
- Psychology of sustainable behavior adaption
- Theory-based text analyses using natural language processing

Publications

Gizem Ceylan, Kristin Diehl, and Wendy Wood (2024). “From Mentally Doing to Actually Doing: A Meta-Analysis of Induced Positive Consumption Simulations.” *Journal of Marketing*, 88(2), 21–39.

Gizem Ceylan, Kristin Diehl, and Davide Proserpio (2024). “Words Meet Photos: When and Why Photos Increase Review Helpfulness.” *Journal of Marketing Research*, 61(1), 5–26.

Gizem Ceylan, Ian A. Anderson, and Wendy Wood (2023). “Sharing of Misinformation is Habitual, Not Just Lazy or Biased.” *Proceedings of the National Academy of Sciences*, 120(4), e2216614120.

Gizem Ceylan, Ceren Kolsarici, and Debbie MacInnis (2022). “Perfectionism Paradox: Perfectionism Type Affects the Relationship Between Risk and Choice.” *Journal of Consumer Behaviour*, 21, 880–895.

Manuscripts Under Review or Ready for Submission

Gizem Ceylan and Wendy Wood. “Altering Instrumental Learning on Social Media to Make Accuracy a Social Currency.” Under Review.

Gizem Ceylan and Kristin Diehl. “More Pictures, More Words: Choosing Redundancy in Visual-Verbal Word-of-Mouth.” Under Review.

Gizem Ceylan, Paul Stillman, and Ravi Dhar. “Unseen Emissions: Consumers Systematically Underestimate the Carbon Differences Among Foods.” Under Review.

Gizem Ceylan and Wendy Wood. “How Platforms Can Be Redesigned to Curb Disinformation.” Invited for submission to *Behavioral Science & Policy*.

Gizem Ceylan and Deborah Small. “Resharing Misinformation with Impunity.” Under Review.

Gizem Ceylan and Norbert Schwarz. “Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information.” Preparing to submit to *Journal of Consumer Research*.

Select Work in Progress

Gizem Ceylan, Selin Malkoc, and Gal Zauberman. “Work Life Balance Judgments in the Context of Intertemporal Choice.”

Gizem Ceylan and Kristin Diehl. “When Linguistic Perspective Dilutes Photo Helpfulness.”

Gizem Ceylan, Reyna Wang, and Gulden Ulkumen. “Uncertainty Perceptions and Actions and Inactions for Global Warming.”

Gizem Ceylan and Ravi Dhar. “Food Labeling Cues and Their Impact on Food Choice in a Field Setting.”

Gizem Ceylan and Evan Weingarten. “The Impact of Fact-Checked Mistakes on Perceived Quality.”

Honors & Awards

- Marshall School of Business Teaching Award (2020–2021) – 2022
- Dissertation Completion Grant, Marshall School of Business – 2020, 2021
- Psychology of Technology Institute Dissertation Award – Honorable Mention, 2021
- A.M.A. Sheth Foundation Doctoral Consortium Fellow – 2020
- Doctoral Student Fellowship, Marshall School of Business – 2016–2021
- Exchange Program Grant, Özyeğin University – 2014
- Merit-based Scholarship, Özyeğin University – 2009–2014
- Dean’s Honor List, Boğaziçi University – 2006
- Exchange Program Grant, Boğaziçi University – 2004
- International Economics and Foreign Policy Forum Travel Award – Belgium, 2003

Invited Talks

- The Ohio State University, Department of Psychology – 2024
- The University of Chicago, Booth School of Business – 2023
- University of Virginia, Darden Graduate School of Business – 2023
- Yale University, Yale School of Management – 2023

- Duke University, Fuqua School of Business – 2023
- Indiana University, Kelley School of Business – 2023
- Imperial College Business School – 2023
- The Ohio State University, Fisher College of Business – 2023
- University of California, San Diego, Rady School of Management – 2023
- Vanderbilt University, Owen Graduate School of Management – 2023
- Rice University, Jesse H. Jones Graduate School of Business – 2023
- The 12th Triennial Invitational Choice Symposium, INSEAD – 2023
- Nobel Prize Summit – 2023
- Society for Consumer Psychology Boutique Conference: The Climate Change Challenge – 2023
- Bilkent University – 2022
- Sabanci University, Sabanci Business School – 2021

Peer-Reviewed Conference Presentations

Chaired Symposia:

1. Ceylan, G., & Wood, W. (2025). “Altering Instrumental Learning on Social Media to Make Accuracy a Social Currency.” Association for Psychological Science, Washington DC.
2. Ceylan, G., Diehl, K., & Proserpio, D. (2023). “Words Meet Photos: When and Why Photos Increase Review Helpfulness.” European Association for Consumer Research Conference, Amsterdam, Netherlands.
3. Ceylan, G., Anderson, I., & Wood, W. (2022). “Sharing Misinformation is Habitual, Not Just Lazy and Biased.” Association for Consumer Research Conference, Denver, CO.
4. Ceylan, G., Proserpio, D., & Diehl, K. (2022). “Words Meet Photos: When and Why Photos Increase Review Helpfulness.” Association for Consumer Research Conference, Denver, CO.
5. Ceylan, G., & Weingarten, E. (2021). “The Impact of Fact-Checked Mistakes on Perceived Quality.” Association for Consumer Research Conference, virtual.
6. Ceylan, G., & Diehl, K. (2021). “More Words and More Pictures: How People Communicate Experiences Visually and Verbally.” Society for Consumer Psychology Conference, virtual.
7. Ceylan, G., & Diehl, K. (2020). “More Words and More Pictures: How People Communicate Experiences Visually and Verbally.” Association for Consumer Research Conference, virtual.
8. Ceylan, G., & Schwarz, N. (2020). “Is the Guy in Red Sneakers More Likely to Share Fake News?” Association for Consumer Research Conference, virtual.
9. Ceylan, G., & Schwarz, N. (2020). “Look What I am Re-Sharing: How Self-Presentation Goals Impact What Consumers Re-Transmit on Social Networks?” Society for Consumer Psychology Conference, Huntington Beach, CA.
10. Ceylan, G., Kolsarici, C., & MacInnis, D. (2019). “How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?” Marketing Science Conference, Rome, Italy.

11. Ceylan, G., Diehl, K., & Wood, W. (2019). "Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis." Society for Consumer Psychology Conference, Savannah, GA.

Other Conference Presentations:

1. Ceylan, G., Stillman, P., & Dhar, R. (2025). "Unseen Emissions: Consumers Systematically Underestimate the Carbon Differences Among Foods." Society for Consumer Psychology Conference, Las Vegas, NV.
2. Ceylan, G., Wang, R., & Ulkumen, G. (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Association for Consumer Research Conference, Paris, France.
3. Ceylan, G., & Diehl, K. (2024). "When Linguistic Perspective Dilutes Photo Helpfulness." AMA CBSIG 2024 Conference, Vienna.
4. Ceylan, G., Wang, R., & Ulkumen, G. (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Behavioral Decision Research in Management Conference, Chicago, IL.
5. Ceylan, G., Wang, R., & Ulkumen, G. (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Yale Behavioral Decision-Making Summer Conference, Barcelona, Spain.
6. Ceylan, G., & Diehl, K. (2024). "When Linguistic Perspective Dilutes Photo Helpfulness." Society for Personality and Social Psychology Conference, San Diego, CA.
7. Ceylan, G., Wang, R., & Ulkumen, G. (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Colorado Winter Conference on Marketing and Cognition, Steamboat, CO.
8. Ceylan, G., & Small, D. (2023). "Is it Wrong to Reshare? Examining Ethical Judgments of Sharing False Information." Association for Consumer Research Conference, Seattle, WA.
9. Ceylan, G., Stillman, P., & Dhar, R. (2023). "How Bad is Your Carbon Impact? Correcting Miscalibration Promotes More Sustainable Food Choices." Association for Consumer Research Conference, Seattle, WA.
10. Ceylan, G., Diehl, K., & Proserpio, D. (2023). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." Yale Behavioral Decision-Making Summer Conference, Istanbul, Turkey.
11. Ceylan, G., Diehl, K., & Proserpio, D. (2023). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." Society for Consumer Psychology Conference, Puerto Rico.

Teaching Experience

Course Instructor

- The Ohio State University, Consumer Behavior (Undergraduate) – Spring 2025
- University of Southern California, Consumer Behavior (Undergraduate, Online) – 2020
- University of Southern California, Market Demand and Sales Forecasting (Graduate, MBA), Teaching Assistant – 2021
- University of Southern California, Honors Research Seminar: Marketing (Undergraduate), Teaching Assistant – 2019

- University of Southern California, Consumer Behavior (Undergraduate), Teaching Assistant – 2018

Guest Lecturing

- Yale University, Strategic Market Measurement (Graduate, MBA) – 2022
- University of Southern California, Marketing Fundamentals, Consumer Behavior, and Advertising Fundamentals (Undergraduate) – 2017–2020
- Columbia University, Strategic Consumer Insights (Graduate, MBA) – 2016
- Washington University in St. Louis, Consumer Behavior and Research Methods (Undergraduate) – 2008, 2016
- Boğaziçi University, Consumer Behavior (Undergraduate) – 2010

Service

- **Editorial Review Board:** *Journal of Interactive Marketing* – 2024
- **Working Paper Co-chair:** European Association for Consumer Research Conference – 2023
- **Conference Co-chair:** Yale Behavioral Decision-Making Summer Conference – 2023, 2024, 2025
- **Ad-hoc Reviewer:** *Nature, Management Science, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Organizational Behavior and Human Decision Processes, E-life Sciences, Journal of Interactive Marketing, Journal of Association for Consumer Research, Association for Consumer Research Annual Conference, Society for Consumer Psychology Annual Conference*

References

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Deborah Small

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