MICHAEL GEERS

Michael Smurfit Graduate Business School, University College Dublin
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ACADEMIC POSITIONS

Michael Smurfit Graduate Business School, University College Dublin
Assistant Professor of Marketing   Nov 2024 – Present

Max Planck Institute for Human Development
Postdoctoral Fellow   May – Oct 2024

EDUCATION

Max Planck Institute for Human Development & Humboldt University of Berlin
Dr. rer. nat. (Ph.D.) in Psychology   2025

University of Pennsylvania
Master of Behavioral and Decision Sciences   2019

Trinity College Dublin
M.Sc. in Marketing, with Distinction   2018

Provadis School of International Management and Technology
B.A. in Business Administration   2017

AFFILIATIONS AND VISITING POSITIONS

UCD Centre for Digital Policy
Member   Sep 2025 – Present

UCD Behavioural Science and Policy Group
Member   Dec 2024 – Present

Max Planck Institute for Human Development
Visiting Researcher   Nov 2024 – Present

Columbia Business School, Columbia University
Visiting Scholar; Host: Gita V. Johar   Nov 2024

Network Science Institute, Northeastern University
Visiting Ph.D. Student; Host: Briony Swire-Thompson   Aug – Sep 2022

RESEARCH INTERESTS

General Areas: Consumer Behavior, Judgment and Decision Making, Computational Social Science
Current Topics: Psychology of Technology, Misinformation, Evidence-Based Public Policy (Boosting)

PUBLICATIONS

Geers, Michael, Helen Fischer, Stephan Lewandowsky, and Stefan M. Herzog, "The Political (A)symmetry of Metacognitive Insight into Detecting Misinformation," *Journal of Experimental Psychology: General*, 2024, 153(8), 1961–1972.

Geers, Michael, Briony Swire-Thompson, Philipp Lorenz-Spreen, Stefan M. Herzog, Anastasia Kozyreva, and Ralph Hertwig, "The Online Misinformation Engagement Framework," *Current Opinion in Psychology*, 2024, 55, 101739.

- Prominently cited in the European Commission report Trustworthy Public Communications, 2024

Kozyreva, Anastasia, Philipp Lorenz-Spreen, Stefan M. Herzog, Ullrich K.H. Ecker, Stephan Lewandowsky, Ralph Hertwig, Ayesha Ali, Joe Bak-Coleman, Sarit Barzilai, Melisa Basol, Adam J. Berinsky, Cornelia Betsch, John Cook, Lisa K. Fazio, **Michael Geers**, Andrew M. Guess, Haifeng Huang, Horacio Larreguy, Rakoen Maertens, Folco Panizza, Gordon Pennycook, David G. Rand, Steve Rathje, Jason Reifler, Philipp Schmid, Mark Smith, Briony Swire-Thompson, Paula Szewach, Sander van der Linden, and Sam Wineburg, "Toolbox of Individual-Level Interventions Against Online Misinformation," *Nature Human Behaviour*, 2024, 8, 1044–1052.

Straub, Vincent J., Jason W. Burton, **Michael Geers**, and Philipp Lorenz-Spreen, "Public Attitudes Towards Social Media Field Experiments," *Scientific Reports*, 2024, 14(1), 26110.

Geers, Michael, "Linking Lab and Field Research," *Nature Reviews Psychology*, 2023, 2(8), 458.

Sultan, Mubashir, Alan N. Tump, **Michael Geers**, Philipp Lorenz-Spreen, Stefan M. Herzog, and Ralf H.J.M. Kurvers, "Time Pressure Reduces Misinformation Discrimination Ability But Does Not Alter Response Bias," *Scientific Reports*, 2022, 12(1), 1–12.

Roozenbeek, Jon, Rakoen Maertens, Stefan M. Herzog, **Michael Geers**, Ralf H.J.M. Kurvers, Mubashir Sultan, and Sander van der Linden, "Susceptibility to Misinformation Is Consistent Across Question Framings and Response Modes and Better Explained by Myside Bias and Partisanship Than Analytical Thinking," *Judgment and Decision Making*, 2022, 17(3), 547–573.

Lorenz-Spreen, Philipp*, **Michael Geers**, Thorsten Pachur, Ralph Hertwig, Stephan Lewandowsky, and Stefan M. Herzog*, "Boosting People's Ability to Detect Microtargeted Advertising," *Scientific Reports*, 2021, 11(1), 1–9. *denotes equal contribution

WORKING PAPERS

Fazio, Lisa K., David G. Rand, Stephan Lewandowsky, Mark Susmann, Adam J. Berinsky, Andrew M. Guess, Panayiota Kendeou, Benjamin Lyons, Joanne Miller, Eryn Newman, Gordon Pennycook, Briony Swire-Thompson, and Building a Better Toolkit Team (incl. **Michael Geers**), "Combating Misinformation: A Megastudy of Nine Interventions Designed to Reduce the Sharing of and Belief in False and Misleading Headlines," in preparation for submission to *Nature*.

Lorenz-Spreen, Philipp, Ruben C. Arslan, Anastasia Kozyreva, Briony Swire-Thompson, **Michael Geers**, Stefan M. Herzog, and Ralph Hertwig, "Real-Time Assessment of Motives for Sharing and Creating Content Among Highly Active Twitter Users," in preparation for submission to *Psychological Science*.

SELECTED RESEARCH IN PROGRESS

Geers, Michael, Philipp Lorenz-Spreen, Paula Teich, Ralph Hertwig, Stephan Lewandowsky, and Stefan M. Herzog, "Transparency with a Twist: When Persuasion Knowledge Increases the Persuasiveness of Microtargeted Ads," targeting *Journal of Consumer Psychology*.

Fischer, Helen*, **Michael Geers***, Stephan Lewandowsky, and Stefan M. Herzog, "Confidence in Detecting Misinformation Across Political Lines," targeting *Journal of Experimental Psychology: General*. *denotes equal contribution and shared first-authorship

Myrseth, Kristian O.R., Julian Friedland, **Michael Geers**, and Ralph Hertwig, "Nurturing Homo Virtus Over Nudging Homo Behavioralis: Behavioral Science Should Shift Its Attention to Human Potential," targeting *Nature Human Behaviour*.

Testing the Causal Influence of Social Media on Well-Being and Animosity. Led by S. Rathje, N. Asimovic, T. Ventura, S. Mughal, C. Robertson, C. Barrie, J. Tucker, and J. Van Bavel. Registered report in revision at *Nature*.

GRANTS

Higher Education Research Equipment Grant (HEREG) Scheme, University College Dublin. "A strategic investment in eye-tracking, EEG, and AI research capacity at UCD." Aiqing Ling, David DeFranza, Julie Schiro, Katie Nguyen, Marius Claudy, **Michael Geers**, Mark Pagell, Mary Parkinson, Saskia van Ruth, Suhas Vijayakumar, & W. Yuna Yang. €198,000, 2025-2026, Role: Collaborator.

SSRC/Summer Institutes in Computational Social Science Research Grant. "Public attitudes towards social media field experiments." Vincent Straub, Jason Burton, & **Michael Geers**. $1,764, 2021, Role: Co-PI.

SELECTED AWARDS AND HONORS

Psychology of Technology Institute Dissertation Award, Honorable Mention	2025
SJDM Jane Beattie Memorial Scholarship ($750)	2024
SPSP Graduate Travel Award ($500)	2023
Joachim Herz Add-On Fellowship for Interdisciplinary Business Administration (€12,500)	2022
Psychonomic Society Graduate Student Conference Award ($1,000)	2022
Max Planck Ph.D. Fellowship (IMPRS LIFE)	2020 − 2023
Trinity Business School Scholarship (€1,000)	2017

INVITED TALKS

University College Dublin, Marketing Camp for Advanced Research	2025
Trinity College Dublin, Centre for Sociology of Humans and Machines	2025
University of Bristol, TeDCog (Technology, Democracy, and Cognition) Group (Virtual)	2024
Vienna University of Economics and Business, Department of Strategy and Innovation (Virtual)	2024
Northeastern University, Lazer Lab	2022
University of Cambridge, Cambridge Social Decision-Making Lab (Virtual)	2021

CONFERENCE PRESENTATIONS

Misinformation as a Consumer Policy Issue

- Zoom Psychology & Law Symposium "Misinformation: Forms, Scope, and Prevention" — 2025
- Consumer + Technology Dialogues, ESADE Business School — 2025

Real-Time Assessment of Motives for Sharing and Creating Content Among Highly Active Twitter Users

- Conference of Experimental Psychologists (TeaP) — 2023

The Political (A)symmetry of Metacognitive Insight into Detecting Misinformation

- Society for Judgment and Decision Making — 2024
- Society for Personality and Social Psychology — 2023
- Psychonomic Society, Virtual (Poster) — 2022
- International Society of Political Psychology, Virtual — 2021
- Conference of Experimental Psychologists (TeaP), Virtual (Poster) — 2021

Boosting People's Ability to Detect Microtargeted Advertising

- PERITIA International Conference: Trust in Expertise in a Changing Media Landscape, Virtual 2021
- Society for Judgment and Decision Making, Virtual (Poster) — 2020

- Psychonomic Society, Virtual (Poster) 2020

CHAIRED SYMPOSIA

Misinformation Research - Quo Vadis? Conference of Experimental Psychologists (TeaP), Trier, Germany, 2023.

New Frontiers in Misinformation Research (Symposium Co-Chair: Rakoen Maertens). Society for Personality and Social Psychology, Atlanta, GA, 2023.

TEACHING EXPERIENCE

MKT30090 Marketing Communications: Content and Campaigns in the Digital Age, undergrad, 2026 – Present

MKT40560 Marketing, M.Sc. in Management (co-taught with Katie Nguyen), 2026 – Present

MKT46350 Influence and Persuasion in the Digital Age, M.Sc. in Digital Marketing, 2025 – Present (designed and delivered the entire module; overall student rating: 3.84/4.00)

STUDENT ADVISING

Bachelor Thesis Co-Supervision (with Stefan M. Herzog): Madlen Hoffstadt (Humboldt University, 2021), Eric Neumann (Free University of Berlin, 2020)

Research Assistants and Interns: Amanda Fink (Technical University of Berlin, 2022), Paula Teich (University of Potsdam, 2021), Johanna Forbriger (University of Konstanz, 2021)

ADDITIONAL TRAINING

Job Market Simulation, European Marketing Academy	2024
European Summer School on Computational and Mathematical Modeling of Cognition, ESCoP	2022
PhD Workshop on AI/ML Research and Democracy, University of Tübingen	2022
Nature Masterclass in Scientific Writing and Publishing, Nature	2021
Summer Institute in Computational Social Science, UCL School of Management	2021
Linking Twitter & Survey Data, GESIS Leibniz Institute for the Social Sciences	2021
Summer Institute on Bounded Rationality, Max Planck Institute for Human Development	2019

PROFESSIONAL SERVICE

Ad Hoc Reviewer: Artificial Intelligence Review, Journal of Public Policy and Marketing, Scientific Reports

Conference Reviewer: International Society for Computational Social Science (IC2S2), 2025; Summer Institute on Bounded Rationality, Max Planck Institute for Human Development, 2022 – 2023

Organizer: UCD Marketing Camp for Advanced Research, 2025 – Present; Summer Institute on Bounded Rationality, Max Planck Institute for Human Development, 2022; Center for Adaptive Rationality (ARC) Seminar Series, Max Planck Institute for Human Development, 2020 – 2021

Program Fellow Speaker: International Max Planck Research School on the Life Course, 2021 – 2022

PROFESSIONAL MEMBERSHIP

Association for Consumer Research (ACR)
European Association for Decision Making (EADM)
European Marketing Academy (EMAC)
German Psychological Society (DGPs)
Psychonomic Society (PS)
Society for Judgment and Decision Making (SJDM)

RESEARCH EXPERIENCE PRIOR TO PHD

Intern	Center for Adaptive Rationality, MPI for Human Development (Stefan M. Herzog)	2019
R.A.	The Wharton School, University of Pennsylvania (Barbara Mellers)	2018 – 2019
R.A.	Trinity Business School, Trinity College Dublin (Kristian Myrseth)	2017 – 2018

SKILLS

Computer Skills	R, Git, Qualtrics, formr, LaTeX
Languages	German (native), English (fluent)

SELECTED MEDIA COVERAGE

"Conservatives exhibit greater metacognitive inefficiency, study finds," *PsyPost*, Aug 15, 2024. [Link]

"Fake news: a simple nudge isn't enough to tackle it – here's what to do instead," *The Conversation*, June 11, 2021. [Link]