

MICHAEL GEERS

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Last updated August 2024

ACADEMIC APPOINTMENTS

Michael Smurfit Graduate Business School, University College Dublin

Assistant Professor of Marketing

From Nov 2024

Max Planck Institute for Human Development

Postdoctoral Fellow

May 2024–Present

EDUCATION

Max Planck Institute for Human Development & HU Berlin

Dr. rer. nat. (Ph.D.) in Psychology

Expected Oct 2024

Advisors: Stefan M. Herzog, Ralph Hertwig

University of Pennsylvania

Master of Behavioral and Decision Sciences

2019

Trinity Business School, Trinity College Dublin

M.Sc. in Marketing, with Distinction

2018

Provdadis School of International Management and Technology

B.A. in Business Administration

2017

VISITING POSITIONS

Network Science Institute, Northeastern University

Visiting Ph.D. Student

Aug–Sep 2022

RESEARCH INTERESTS

General Areas: Consumer Behavior, Judgment and Decision Making, Computational Social Science

Current Topics: Psychology of Technology, Evidence-Based Public Policy (Boosting)

PUBLICATIONS

Geers, M., Fischer, H., Lewandowsky, S., & Herzog, S.M. (2024). [The political \(a\)symmetry of metacognitive insight into detecting misinformation](#). *Journal of Experimental Psychology: General*, 153(8), 1961–1972.

Kozyreva, A., Lorenz-Spreen, P., Herzog, S.M., Ecker, U.K.H., Lewandowsky, S., Hertwig, R., Ayesha, A., Bak-Coleman, J., Barzilai, S., Basol M., Berinsky, A.J., Betsch, C., Cook, J., Fazio, L.K., **Geers, M.**, Guess, A.M., Huang, H., Larreguy, H., Maertens, R., Panizza, F., Pennycook, G., Rand, D., Rathje, S., Reifler, J., Schmid, P., Smith, M., Swire-Thomson, B., Szewach, P., van der Linden, S., & Wineburg, S. (2024). [Toolbox of individual-level interventions against online misinformation](#). *Nature Human Behaviour*, 8, 1044–1052.

Geers, M., Swire-Thompson, B., Lorenz-Spreen, P., Herzog, S.M., Kozyreva, A., & Hertwig, R. (2024). [The Online Misinformation Engagement Framework](#). *Current Opinion in Psychology*, 55, 101739.

Geers, M. (2023). [Linking lab and field research](#). *Nature Reviews Psychology*, 2(8), 458.

Sultan, M., Tump, A.N., **Geers, M.**, Lorenz-Spreen, P., Herzog, S.M., & Kurvers, R.H.J.M. (2022). [Time pressure reduces misinformation discrimination ability but does not alter response bias](#). *Scientific Reports*, 12(1), 1-12.

Roozenbeek, J., Maertens, R., Herzog, S.M., **Geers, M.**, Kurvers, R.H.J.M., Sultan, M., & van der Linden, S. (2022). [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*, 17(3), 547–573.

Lorenz-Spreen, P.*, **Geers, M.**, Pachur, T., Hertwig, R., Lewandowsky, S., & Herzog, S.M.* (2021). [Boosting people’s ability to detect microtargeted advertising](#). *Scientific Reports*, 11(1), 1-9. *denotes equal contribution

WORKING PAPERS

Straub, V.J., Burton, J.W., **Geers, M.**, & Lorenz-Spreen, P. [Towards more ethical social media field experiments](#). R&R at *Scientific Reports*.

Lorenz-Spreen, P., Arslan, R.C., Kozyreva, A., Swire-Thompson, B., **Geers, M.**, Herzog, S.M., & Hertwig, R. [Real-time assessment of motives for sharing and creating content among highly active Twitter users](#).

Fazio, L.K., Rand, D.G., Lewandowsky, S., Susmann, M., Berinsky, A., Guess, A., Kendeou, P., Lyons, B., Miller, J., Newman, E., Pennycook, G., Swire-Thompson, B., & Building a Better Toolkit Team (incl. **Geers, M.**). [Combating misinformation: A megastudy of nine interventions designed to reduce the sharing of and belief in false and misleading headlines](#).

SELECTED RESEARCH IN PROGRESS

Fischer, H.*, **Geers, M.***, Lewandowsky, S., & Herzog, S.M. Confidence in detecting misinformation increases with political extremism, not conservatism. *denotes equal contribution

Geers, M., Lorenz-Spreen, P., Teich, P.**, Hertwig, R., Lewandowsky, S., & Herzog, S.M. Unveiling microtargeting: Consumer empowerment against online manipulation. **denotes student mentee

Geers, M. & Lorenz-Spreen, P. What makes consumers scroll and click? The effect of ad labels and social cues in the Facebook news feed.

HONORS AND GRANTS

Society for Personality and Social Psychology 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
Volkswagen Foundation, “AI and the Future of Societies” (€1,440,000; team member)	2021–2025
SSRC/Summer Institutes in Computational Social Science Research Grant (\$1,764)	2021
Max Planck Ph.D. Fellowship (IMPRS LIFE)	2020-2023
Trinity Business School Scholarship (€1,000)	2017

INVITED TALKS

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

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 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 INTERESTS

Judgment and Decision Making, Consumer Behavior, Consumer Psychology of Technology, Influence and Persuasion in the Digital Age, Managerial Decision Making, Consumer Behavior Research Methods

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 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

Reviewer, Summer Institute on Bounded Rationality, MPI for Human Development	2022–2023
Organizer, Summer Institute on Bounded Rationality, MPI for Human Development	2022
Program Fellow Speaker, International Max Planck Research School on the Life Course	2021–2022
Organizer, ARC Colloquium (weekly seminar), MPI for Human Development	2020–2021

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 Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)
Society for Personality and Social Psychology (SPSP)

SKILLS

Computer Skills	R, Git, Qualtrics, formr, L ^A T _E X
Languages	German (native), English (fluent)

REFERENCES

Stefan M. Herzog
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