

# MICHAEL GEERS

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*Last updated November 2024*

## ACADEMIC APPOINTMENTS

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**Michael Smurfit Graduate Business School, University College Dublin**

Assistant Professor of Marketing

Nov 2024

**Max Planck Institute for Human Development**

Postdoctoral Fellow

May–Oct 2024

## EDUCATION

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**Max Planck Institute for Human Development & HU Berlin**

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

2024

**University of Pennsylvania**

Master of Behavioral and Decision Sciences

2019

**Trinity Business School, Trinity College Dublin**

M.Sc. in Marketing, with Distinction

2018

**Provadis School of International Management and Technology**

B.A. in Business Administration

2017

## VISITING POSITIONS

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**Columbia Business School, Columbia University**

Visiting Scholar

Nov 2024

Host: Gita Johar

**Network Science Institute, Northeastern University**

Visiting Ph.D. Student

Aug–Sep 2022

Host: Briony Swire-Thompson

## RESEARCH INTERESTS

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

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

## PUBLICATIONS

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Straub, V.J., Burton, J.W., **Geers, M.**, & Lorenz-Spreen, P. (2024). [Public attitudes towards social media field experiments](#). *Scientific Reports*, 14(1), 26110.

**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

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- 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](#). Under review at *Communications Psychology*.
- 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

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- Fischer, H.\*, **Geers, M.**\*, Lewandowsky, S., & Herzog, S.M. Confidence in detecting misinformation across political lines. \*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. & Johar, G. What makes users scroll and click in the Facebook newsfeed?

## HONORS AND GRANTS

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| 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      |
| 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

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| 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

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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

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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

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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

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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

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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

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|---|-----------|
| 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

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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)

## RESEARCH EXPERIENCE PRIOR TO PHD

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

## CONSULTING AND ADVISORY WORK

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Stiftung Neue Verantwortung

## SKILLS

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| <b>Computer Skills</b> | R, Git, Qualtrics, formr, $\text{\LaTeX}$ |
| <b>Languages</b>       | German (native), English (fluent)         |