

MICHAEL GEERS

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ACADEMIC APPOINTMENTS

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 & HU Berlin

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

2024

Advisors: Stefan M. Herzog, Ralph Hertwig

Committee: Rasha Abdel Rahman (Chair), Ralph Hertwig, Bram Van den Bergh, Joshua Becker

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

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

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

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

PUBLICATIONS

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-Thompson, 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.

- Prominently cited in the European Commission report [Trustworthy Public Communications](#), 2024

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

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 across political lines. *denotes equal contribution

Myrseth, K., Friedland, J., **Geers, M.**, & Hertwig, R. Nurturing homo virtuous over nudging homo behaviouralis: Behavioral science should shift its attention to human potential.

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. & Johar, G. Shifting norms of conversation.

Geers, M., Lorenz-Spreen, P. & Johar, G. A mechanistic view of individual-level misinformation interventions.

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)
Trinity Business School Scholarship (€1,000)

2020 – 2023
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

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: Rakoén Maertens). Society for Personality and Social Psychology, Atlanta, GA, 2023.

TEACHING

Michael Smurfit Graduate Business School, University College Dublin

MKT46350 Influence and Persuasion in the Digital Age, M.Sc. in Digital Marketing From 2025

Max Planck Institute for Human Development

Cognition in Online Environments, Reading Group 2020 – 2024

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 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

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

CONSULTING AND ADVISORY WORK

Stiftung Neue Verantwortung

SKILLS

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