

# MICHAEL GEERS

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*Last updated September 2024*

## ACADEMIC APPOINTMENTS

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**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

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

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

Expected Oct 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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**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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Straub, V.J., Burton, J.W., **Geers, M.**, & Lorenz-Spreen, P. [Public attitudes towards 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](#). 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 political 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 consumers scroll and click in the Facebook newsfeed?

## HONORS AND GRANTS

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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

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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 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)

## REFERENCES

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**Stefan M. Herzog**  
Senior Research Scientist  
Center for Adaptive Rationality  
Max Planck Institute for Human Development  
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**Ralph Hertwig**  
Director  
Center for Adaptive Rationality  
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