

MICHAEL GEERS

Pattbreede 3, 49545 Tecklenburg
michael.geers@ucd.ie - <https://michael-geers.com>
Last updated December 2024

RESEARCH INTERESTS

Digital Marketing, Consumer Information Processing and Decision Making

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
Defended: 8 October 2024
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

AFFILIATIONS AND VISITING POSITIONS

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 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 |

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. [ABCD: A*]

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.

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. [JQ4: 4]

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. [ABCD: A]

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, and Gita V. Johar, “A Mechanistic View of Individual-Level Misinformation Interventions,” targeting *Journal of Consumer Research*.

Geers, Michael, Philipp Lorenz-Spreen, Paula Teich**, Ralph Hertwig, Stephan Lewandowsky, and Stefan M. Herzog, “Unveiling Microtargeting: Consumer Empowerment Against Online Manipulation,” targeting *Journal of Marketing Research*. **denotes student mentee

Geers, Michael and Gita V. Johar, “Shifting Norms of Conversation,” targeting *Psychological Science*.

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

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*.

HONORS AND GRANTS

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

| | |
|--|------|
| 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: Rakoen 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 2025

Max Planck Institute for Human Development

Cognition in Online Environments, Reading Group 2020 – 2024

TEACHING INTERESTS

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

| | |
|---|------|
| 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)

CONSULTING AND ADVISORY WORK

Stiftung Neue Verantwortung

SKILLS

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

REFERENCES

Stefan M. Herzog

Senior Research Scientist
Center for Adaptive Rationality
Max Planck Institute for Human Development
herzog@mpib-berlin.mpg.de

Gita V. Johar

Meyer Feldberg Professor of Business
Columbia Business School
Columbia University
gvj1@gsb.columbia.edu

Ralph Hertwig

Director
Center for Adaptive Rationality
Max Planck Institute for Human Development
sekhertwig@mpib-berlin.mpg.de

Kristian O.R. Myrseth

Professor of Management (Chair)
School for Business and Society
University of York
kristian.myrseth@york.ac.uk