

MAXIMILIAN PRIMBS

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RESEARCH INTERESTS

I'm interested in how our social and cultural environments shapes our attitudes and beliefs. How do anti-racism protests influence how we think about Black people? Do cultural holidays affect how we think about our peers? Does our historical or built environment have a lasting impact on people's beliefs today? I explore these questions using large-scale datasets, causal inference methods, multiverse analyses, experiments, and computational modelling. My work provides a novel perspective on the role of the environment in attitude formation and expression.

EDUCATION

PhD Student , Societal Events and Implicit Bias, Radboud University	09/2021 - 09/2026
Research Master Behavioural Science (M.Sc) , cum laude , Radboud University	09/2019 - 08/2021
Erasmus , Bangor University, Wales	01/2019 - 05/2019
Honours Programme, Psychology , Radboud University	09/2017 - 08/2019
Honours Programme for First-Year Students , Radboud University	02/2017 - 08/2017
Bachelor of Science, Psychology (B.sc) , cum laude , Radboud University	09/2016 - 08/2019

AWARDS & FUNDING

KNAW van der Gaag Grant	5500€
AIMOS Top-Up Scholarship	2500\$
Brian Labatte Open-minded Early Career Researchers Award from the Center for Adversarial Collaborations. Role: PI (with Paul Connor).	5000€
The influence of Open Science practices on laypeople's perception of the credibility of research findings. Role: PI (with Sheeling Neo and Marina Orifici)	15000€
Best Research Master Thesis - Behavioural Science Institute, Radboud University (2022).	300€

PUBLICATIONS

Roy, R., Jaeger, B., Evans, A. M., Turetsky, K. M., O'Shea, B., ..., **Primbs, M. A.**, ..., & Axt, J. R. (accepted). A contest study to reduce attractiveness-based discrimination in social judgement. *Journal of Personality and Social Psychology*

Primbs, M. A., Holland, R. W., Lansu, T. A. M., Faure, R., & Bijlstra, G. (accepted). The Effects of the 2020 BLM Protests on Racial Bias in the United States. *Personality and Social Psychology Bulletin*. Available at: <https://psyarxiv.com/x7uch>

Primbs, M. A. (2024). Situational models of bias. *Nature Reviews Psychology*, 3, 376.
<https://doi.org/10.1038/s44159-024-00318-9>

Peetz, H. K., **Primbs, M. A.**, Dudda, L. A., Andresen, P. K., Pennington, R. C., Westwood, S. J., & Buchanan, E. M. (2024). Evaluating Interventions: A practical primer for specifying the smallest effect size of interest. In *P.S. Forscher & M. Schmidt (eds), A better how: notes on developmental meta-research*, 127-134. Busara.
<https://doi.org/10.62372/ISCI6112>

Oshiro, B., McAuliffe, W. H. B., Luong, R., Santos, A. C. Findor, A., ..., **Primbs, M. A.**, ..., & Flake, J. K. (2024). Structural validity evidence for the Oxford Utilitarianism Scale across 15 languages. *Psychological Test Adaptation and Development*, 5(1), 175-191. Available at: <https://doi.org/10.1027/2698-1866/a000061>

Loenneker, H. D., Buchanan, E. M.*, Martinovici, A.*, **Primbs, M. A.***, Elsherif, M. M., Baker, B. J., ..., & Pronizius, E. (2024). We don't know what you did last summer. On the importance of transparent reporting of reaction time data pre-processing. *Cortex*, 172, 14-37. <https://doi.org/10.1016/j.cortex.2023.11.012>

*equal contributions

Primbs, M. A., Dudda, L. A., Andresen, P. K., Buchanan, E. M., Peetz, H. K., Silan, M., & Lakens, D. (2024). Consensus meetings will outperform integrative experiments. *Behavioral and Brain Sciences*, 47, e56. <https://doi.org/10.1017/S0140525X23002248>

Primbs, M. A., Pennington, C. R., Lakens, D., Silan, M. A. A., Lieck, D. S. N., Forscher, P. S., Buchanan, E. M., & Westwood, S. J. (2023). Are small effects the indispensable foundation for a cumulative psychological science? A Reply to Götz et al., (2022). *Perspectives on Psychological Science*, 18(2). <https://doi.org/10.1177/17456916221100420>

Buchanan, E. M., Lewis, S. C., Paris, B., Forscher, P. S., Pavlacic, J. M., ..., & **Primbs, M. A.** (2023). PSACR: The Psychological Science Accelerator's COVID-19 Rapid-Response Dataset. *Scientific Data*, 11;10(1):87. <https://doi.org/10.1038/s41597-022-01811-7>

Dorison, C. A., Lerner, J. S., Heller, B. H., Rothman, A. J., Kawachi, I. I., ..., **Primbs, M. A.**, ..., & Coles, N. A. (2022). In COVID-19 health messaging, loss framing increases anxiety with little-to-no concomitant benefits: experimental evidence from 84 countries. *Affective Science*. <https://doi.org/10.1007/s42761-022-00128-3>

Rinck, M., **Primbs, M. A.***, Verpaalen, I. A. M.*, & Bijlstra, G. (2022). Face masks impair facial emotion recognition and induce specific emotion confusions. *Cognitive Research: Principles and Implications*, 7:83. <https://doi.org/10.1186/s41235-022-00430-5>
*equal contributions

Primbs, M. A., Rinck, M., Holland, R., Knol, W., Nies, A., & Bijlstra, G. (2022). The effect of face masks on the stereotype effect in emotion perception. *Journal of Experimental Social Psychology*, 103: 104394. <https://doi.org/10.1016/j.jesp.2022.104394>

Bago, B., Kovacs, M., Protzko, J., Nagy, T. Kekecs, Z., ..., **Primbs, M. A.**, ..., & Balacs, A. (2022). Situational factors shape moral judgements in the trolley dilemma in Eastern, Southern, and Western countries in a culturally diverse sample *Nature Human Behaviour*, 6. <https://doi.org/10.1038/s41562-022-01319-5>

Legate, N., Nguyen, T. T., Weinstein, N., Moller, A. C., Legault, L., ..., & **Primbs, M. A.** (2022). A global experiment on motivating social distancing during the COVID-19 pandemic. *Proceedings of the National Academy of Sciences*, 119. <https://doi.org/10.1073/pnas.2111091119>

Wang, K., Goldenberg, A., Dorison, C. A., Miller, J. K., Uusberg, A., ..., **Primbs, M. A.**, ..., & Moshontz, H. (2021). A multi-country test of brief reappraisal interventions on emotions during the COVID-19 pandemic. *Nature Human Behaviour*, 5, 1089-1110. <https://doi.org/10.1038/s41562-021-01173-x>

McPhetres, J., Albayrak-Aydemir, N.*, Barbosa Mendes, A.*, Chow, E. C.*, Gonzalez-Marquez, P.*, ..., **Primbs, M. A.***, ..., & Volodko, K.* (2021). A decade of theory as reflected in *Psychological Science* (2009-2019). *Plos ONE* 16(3): e0247986. <https://doi.org/10.1371/journal.pone.0247986>

*Authors listed alphabetically

STAGE 1 REGISTERED REPORTS

Rife, S., Lambert, Q., & TMT Consortium (2019). Registered Replication Report: Study 3 from Trafimow & Hughes (2012). In-principle accepted at *Advances in Methods and Practices in Psychological Science*. Materials and Stage 1 Manuscript available at <https://osf.io/atc39/>

UNDER REVIEW / IN PREPARATION

Peetz, H. K., **Primbs, M. A.**, Fenneman, J., & Lansu, T. A. M. (in preparation). Reliability and Validity of the Single-Person Approach of Measuring Implicit Attitudes.

Primbs, M. A., Sommet, N., Bijlstra, G., Payne, K., Faure, R., Lansu, T. A. M., Holland, R. W., Diekmann, A., & Vuletich, H. A. (in preparation). On the Effects of Confederate Monuments and their Removal.

Primbs, M. A., Bijlstra, G., Holland, R. W., & Thoemmes, F. (under review). Causal Inference for Dummies: A Tutorial on Directed Acyclic Graphs and Balancing Weights.

Available at: <https://osf.io/preprints/psyarxiv/mda97>

Primbs, M. A., Wienk, M. N. A., Holland, R. W., Calanchini, J., & Bijlstra, G. (under review). Legacies of Hate: The Psychological Legacy of the Ku Klux Klan. Available at <https://osf.io/preprints/psyarxiv/pejhw>

Primbs, M. A., Connor, P., Holland, R. W., Peetz, H.*, Dudda, L.*, Faure, R., & Bijlstra, G. (under review). The Complex Ring of Jingle Bells: The Effects of Christmas on Implicit bias Towards Racial, Religious, and Sexual Minorities. Available at: <https://psyarxiv.com/vc8sh/>

*equal contributions

Adetula, A., Forscher, P. S., Basnight-Brown, D., Wagge, J., Nawalima, T., ..., **Primbs, M. A.**, & Ijzerman, H. (under review). The evaluation of harm and purity transgressions in Africans: A paradigmatic replication of Rottmand and Young (2019). Available at: <https://osf.io/preprints/africarxiv/hxjbu>

Bijlstra, G., **Primbs, M. A.**, Mosannenzadeh, F., & Holland, R. (under review). Threat modulates the in-group bias in face detection.

OTHER PUBLICATIONS

Tierney, W., Hardy, J. H., III., Ebersole, C., Leavitt, K., Viganola, D., ..., Hiring Decisions Forecasting Collaboration, & Uhlmann, E.L. (2020). Creative destruction in science. *Organizational Behavior and Human Decision Processes*, 161, 291-309. Available at: <https://doi.org/10.1016/j.obhdp.2020.07.002>. (Member of Forecasting Collaboration).

CONFERENCE PRESENTATIONS

Primbs, M. A., Holland, R., & Bijlstra, G. (2023). Implicit Bias Updates in Response to Societal Events. Conference of the European Social Cognition Network (ESCON).

Primbs, M. A., Holland, R., & Bijlstra, G. (2023). Implicit Bias Updates in Response to Societal Events. EASP Special Meeting on the Psychology of Attitudes: Social Processes of Evaluation.

Primbs, M. A., Holland, R., Lansu, T., Faure, R., & Bijlstra, G. (2023). The Effects of BLM on racial attitudes in the United States. Conference of the European Association for Social Psychology (EASP).

Primbs, M. A. (2023). A multi-site behavioural field experiment. Conference of the Society for the Improvement of Psychological Science.

Primbs, M. A., Holland, R., Oude Maatman, F., Lansu, T., Faure, R., & Bijlstra, G. (2023). The Effects of BLM on racial attitudes in the United States. Conference of the Dutch Social Psychological Association (ASPO).

Primbs, M. A., Holland, R., Lansu, T., Faure, R., & Bijlstra, G. (2022). The Effects of BLM on racial attitudes in the United States. Conference of the European Social Cognition Network (ESCON).

Primbs, M. A., Rinck, M., Holland, R., Knol, W., Nies, A., & Bijlstra, G. (2022). The Effect of Face Masks on the Stereotype Effect in Emotion Recognition. Conference of the Dutch Social Psychological Association (ASPO).

Primbs, M. A., Flake, J. K., Gjoneska, B., Pfuhl, G., Wagge, J., Buchanan, E. M., Forscher, P., Silan, M., & Coles, N. (2021). Large-Scale Psychological Science: Reflecting on lessons learned. Conference of the Society for the Improvement of Psychological Science. Presented by all authors.

Primbs, M. A., Rinck, M., & Bijlstra, G. (2021). Do face masks influence the stereotype effect in emotion recognition? An investigation using specification curve analysis. Conference of the Society for Affective Science: Opening Affective Science Pre-conference.

Awarded a registration fee waiver sponsored by the Society for the Improvement of Psychological Science.

Primbs, M. A., Holland R., Quandt, J., & Bijlstra, G. (2020). Data pre-processing distorts results and conclusions in reaction time data. AIMOS 2020 Conference.

Primbs, M. A., Holland R., Quandt, J., & Bijlstra, G. (2020). How data pre-processing distorts results and conclusions in reaction time data. Psychological Science Accelerator 2020 Conference.

Buchanan, E. M., Wagge, J., **Primbs, M. A.**, Steltenpohl, C. N., & Miller, J. (2020). Here's the PSA! Conference of the Society for the Improvement of Psychological Science. Presented by all authors.

Primbs, M. A., Holland R., & Bijlstra, G. (2019). The Influence of Data Trimming and Transformation on Results and Conclusions in Reaction-Time-Based Tasks: The Case of Breaking Continuous Flash Suppression. Conference of the Dutch Social Psychological Association (ASPO).

INVITED TALKS & WORKSHOPS

Primbs, M. A. (2023) & Peetz, H. (2023). Multiverse Analysis. Association for Cognitive Bias Modification.

Primbs, M. A. (2023). An introduction to multiverse analysis. Boost your Skills Day, Behavioural Science Institute, Radboud University.

Primbs, M. A. (2022). Robustness check with specification curve analysis. Open Science Workshop, University of Tübingen.

Primbs, M. A. (2022). Researchers degrees of freedom in data pre-processing. Open Science Workshop, University of Tübingen.

Primbs, M. A. (2021). The multiverse problem in data analysis. Department of Psychometrics & Statistics, University of Groningen.

Primbs, M. A. (2021). An introduction to data pre-processing and multiverse analysis. ReproducibiliTea Glasgow.

Primbs, M. A. (2021). An introduction to data pre-processing and multiverse analysis. Department of Psychology, Durham University.

Primbs, M. A. & Volz, L. (2021). The importance of data pre-processing. Dutch National Open Science Festival.

Primbs, M. A. & Volz, L. (2020). Multiverse Analyses. Social Psychology Brown Bag Lunch, Behavioural Science Institute, Radboud University.

Primbs, M. A. & Volz, L. (2020). The importance of data pre-processing. Online Workshop Series Dutch National Open Science Festival.

ATTENDED WORKSHOPS

Advanced Methods for Reproducible Science Workshop, Cumberland Lodge, England.	05/01 - 10/01/2020
Open Science: Bottom Up, Munich	28/11 - 30/11/2019

BLOGPOSTS

Primbs, M. A. (2019). Doing Open Science in a Developing Country – An Interview with Dr. Chuan-Peng Hu. *Journal of European Psychology Students - Bulletin*. Available at: <https://blog.efpsa.org/>

SOFTWARE

Primbs, M. A. & Volz, L. (2020). Shiny Data Pre-Processing: Visualising the effects of data pre-processing decisions on statistical results and conclusions. Available at https://levolz.shinyapps.io/data_preprocessing/

STATISTICS & PROGRAMMING EXPERIENCE

Programming	R (advanced), R Shiny (advanced), Python (intermediate), Inquisit (intermediate)
Statistical Software	R (advanced), SPSS (intermediate), JASP (intermediate)
Statistical Procedures	Multiverse Analyses (advanced), Mixed Linear Models (intermediate), Structural Equation Modelling (basic)

SERVICE & COMMITTEES

Society for the Improvement of Psychological Science

<i>Graduate Student Member (ex officio)</i>	01/2022 - present
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Psychological Science Accelerator

<i>Assistant Director for Translation and Cultural Diversity</i>	03/2021 - present
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<i>Translation & Cultural Diversity Committee</i>	03/2020 - present
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Coordination of translation into 40+ languages for the PSA's Covid-19 studies

Assistance with Meta-Translation Project: Comparison of efficacy of multiple translation procedures

Open Science Community Nijmegen

<i>Steering Committee</i>	10/2020 - 05/2021
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Coordination and organisation of local Open Science Community

Maizena

<i>Workshop Committee</i>	09/2019 - 08/2021
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Organisation of workshops for research master students

Behavioural Science Institute, Radboud University

<i>Evaluation Committee</i>	09/2019 - 08/2021
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Evaluation of courses & preparation of feedback for lecturers

Representation of fellow students in the committee <i>PhD Platform</i>	01/2023 - 08/2024
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Representation of the Social Psychology PhD students in organisational governance	01/2023 - 08/2024
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<i>Scientific Rigour Working Group</i>	01/2023 - 08/2024
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Organisation of Open Science events and workshops

EDITORIAL BOARDS & REVIEWING

Journal of European Psychology Students - Editor.	04/2019 - 04/2020
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