

**Michael H. Yeomans**  
m.yeomans@imperial.ac.uk  
+44 20 7589 5111  
www.mikeyeomans.info

### **Citizenship**

Canada and United States (*dual*)

### **Employment**

2020 – current : Assistant Professor, Imperial College London  
Strategy & Organisational Behaviour and Data Science Institute  
2014 – 2020: Post-Doctoral Fellow, Harvard University  
2014 - 2016 : Department of Economics  
2016 - 2018 : Institute for Quantitative Social Science  
2018 : Teaching Systems Lab, Massachusetts Institute of Technology  
2018 - 2020 Harvard Business School, Negotiations Organizations & Markets

### **Education**

2009 – 2014: University of Chicago Booth School of Business,  
Ph.D. & MBA in Managerial and Organizational Behavior (George Wu, advisor)  
2007 – 2009: University of Waterloo, M.A. in Psychology (Derek Koehler, advisor)  
2005 – 2007: University of British Columbia, CANEX Exchange (Jonathan Schooler, advisor)  
2002 – 2007: University of Toronto, B.Sc. (with Honors) in Psychology and Human Biology

### **Research Interests**

Natural Language Processing, Organizational Behavior, Judgment & Decision-Making

### **Journal Publications**

**Yeomans, M.** A Concrete Example of Construct Construction in Natural Language. *Accepted to Organizational Behavior and Human Decision Processes*.

**Yeomans, M.\***, Kizilcec, R.\*, Reich, J.\* [\*joint first authors], Lopez, G., Rosen, Y., Dann, C., Brunskill, E. & Tingley, D. (2020) Scaling Up Behavioral Science Interventions in Online Education. *Proceedings of National Academy of Sciences*, 117(26), 14900-14905.

**Yeomans, M.**, Minson, J., Collins, H., Chen, F. & Gino, F. (2020). Conversational Receptiveness: Improving engagement with opposing views. *Organizational Behavior and Human Decision Processes*, 160, 131-148

**Yeomans, M.**, Huang, K., Brooks, A.W., Minson, J. & Gino, F. (2019). It helps to ask: The cumulative benefits of asking follow-up questions. *Journal of Personality and Social Psychology*, 117(6), 1139-1144.

Jeong, M., Minson, J., **Yeomans, M.** & Gino, F. (2019). Communicating warmth in distributive negotiations is surprisingly counter-productive. *Management Science*, 65(12), 5449-5956.

### **Journal Publications (continued)**

- Yeomans, M.**, Shah, A., Mullainathan, S. & Kleinberg, J. (2019). Making Sense of Recommendations. *Journal of Behavioral Decision Making*, 32(4), 403-414.
- Yeomans, M.** (2019). Some Hedonic Consequences of Perspective-Taking in Word of Mouth. *Journal of Consumer Psychology*, 29(1), 22-38.
- Yeomans, M.**, Kantor, A. & Tingley, D. (2018). The politeness Package: Detecting Politeness in Natural Language. *R Journal*, 10(2), 489-502.
- Yeomans, M.** & Al-Ubaydli, O. (2018) How does Fundraising affect Charitable Giving? Evidence from a field experiment with volunteers. *Journal of Economic Psychology*, 64, 57-72.
- Yeomans, M.**, Stewart, B., Mavon, K., Reich, J., Kindel, A. & Tingley, D. (2018) The Civic Mission of MOOCs: Computational Measures of Engagement Across Differences in Online Courses. *International Journal of Artificial Intelligence in Education*. 28(4), 553-589.
- Huang, K., **Yeomans, M.**, Brooks, A.W., Minson, J. & Gino, F. (2017). It doesn't hurt to ask: Question-asking increases liking. *Journal of Personality & Social Psychology*, 113(3), 430-452.
- Yeomans, M.** & Reich, J. (2017). Planning to Learn: Plan-Making Encourages and Forecasts Goal Pursuit in Online Education. In *Proceedings of the Seventh International Conference on Learning Analytics & Knowledge*, 464-473. ACM.
- Al-Ubaydli, O. & **Yeomans, M.** (2017) Do people donate more when they perceive a single beneficiary whom they know? A field experimental test of the identifiability effect. *Journal of Behavioral & Experimental Economics*, 66, 96-103.
- Robinson, C., **Yeomans, M.**, Reich, J., Hulleman, C. & Gelbach, H. (2016). Forecasting Student Achievement in MOOCs with Natural Language Processing. In *Proceedings of the Sixth International Conference on Learning Analytics & Knowledge*, 383-387. ACM.
- Yeomans, M.** (July 7, 2015) What Every Manager Should Know About Machine Learning. *Harvard Business Review*.
- Yeomans, M.**, & Herberich, D. (2014). An experimental test of the effect of negative social norms on energy-efficient investments. *Journal of Economic Behavior & Organization*, 108, 187-197

### **Working Papers**

- Yeomans, M.** & Brooks, A.W. Topic Preference Detection: A novel approach to understand perspective taking in conversation. *Revise and Resubmit at Journal of Personality and Social Psychology*.
- Yeomans, M.** The Straw Man Effect: Partisan Misrepresentation in Natural Language. *Revise and Resubmit at Group Processes and Intergroup Relations*.
- Hauser, R., Brooks, A.W., **Yeomans, M.** & Norton, M.I. Boomerasking: The effects of Egocentric Question-Asking.

### **Selected Research in Progress**

Kristal, A. Bremner, G., Schein, A., Burd, H. & **Yeomans, M.** Gender bias in peer feedback: Evidence from a large public sector organization.

Abi-Esber, N., **Yeomans, M.**, Brooks, A.W., & Berger, J. Topic Brainstorming in Conversation.

**Yeomans, M.**, Moore, M. & Minson, J. The Question Question.

Minson, J., **Yeomans, M.**, Collins, H. & Gino, F. The Contagion Effect of Receptiveness.

### **Awards and Fellowships**

Hillel Einhorn Memorial Fellowship, 10/2011

Faculty Poster Award, 2nd Place. Max Planck Summer Institute, 28/6/2011.

Student Poster Award, 3rd Place. Society for Judgment and Decision Making, 22/11/2010.

University of Chicago Summer Research Grant, 9/2010

Chicago Booth. Ph.D. in Managerial and Organizational Behavior Fellowship, 9/2009-8/2014.

University of Waterloo MERIT Graduate Scholarship. 9/2007 – 8/2009.

Morris Belkin Undergraduate Dissertation Award, University of British Columbia. 28/4/2007.

### **Selected Research Presentations**

*A Concrete Example of Construct Construction in Natural Language*

Poster presented at Society for Judgment and Decision Making, December 10, 2020

Paper presented at Academy of Management, August 9, 2020, Vancouver, BC

*Conversational Receptiveness: Expressing engagement with opposing views.*

(w/ J. Minson, H. Collins, F. Chen & F. Gino).

Paper presented at Association for Consumer Research, October 2, Paris, France

Paper presented at Academy of Management, August 8, 2020, Vancouver, BC

Paper presented at International Association for Conflict Management,  
July 12, 2020, Charleston, SC.

Paper presented at International Conference for Computational Social Science,  
July 18, 2020, Cambridge, MA.

Invited talk at Imperial College Business School, December 4, 2019, London, UK.

Invited talk at University of Zurich, November 21, 2019, Zurich, CH.

Poster presented at Conference on Digital Experimentation, November 1, 2019,  
Cambridge, MA.

Invited talk at the Project on Negotiation seminar, October 28, 2019, Cambridge, MA.

Paper presented at Boston JDM Day, October 4, 2019, Cambridge, MA.

Paper presented at Advances in Field Experiments, September 13, 2019, Chicago, IL.

Paper presented at Academy of Management, August 10, 2019, Boston, MA.

*Topic Selection in Conversation.* (w/ A. Wood Brooks).

Paper presented at Empirical Methods for Natural Language Processing,  
November 20, 2020, Bavaro, Dominican Republic.  
Paper presented at International Association for Conflict Management,  
July 12, 2020, Charleston, SC.  
Paper presented at Society for Judgement and Decision-Making Conference,  
November 15, 2019, Montreal, QC.  
Paper presented at Stanford Natural Language Processing Seminar, February 14, 2019,  
Palo Alto, CA.  
Paper presented at Society for Personality and Social Psychology, February 9, 2019,  
Portland, OR.  
Paper presented at Text as Data Conference, September 22, 2018, Seattle, WA.  
Paper presented at International Association for Conflict Management, July 11, 2018,  
Philadelphia, PA.

*Communicating Warmth in Distributive Negotiations is Surprisingly Counter-Productive.*  
(w/ M. Jeong, J. Minson & F. Gino).

Paper presented at Advances in Field Experiments, October 5, 2018, Boston, MA.  
Poster presented at Conference on Digital Experimentation, October 28, 2017,  
Cambridge, MA.  
Invited talk at Rady School of Management, October 24, 2017, La Jolla, CA  
Paper presented at Text as Data Conference, October 13, 2017, Princeton, NJ.

*Planning to Learn: Plan-Making Encourages Goal Pursuit in Online Education.* (w/ J. Reich)

Paper presented at JDM Day,  
April 21, 2017, Boston, MA.  
Paper presented at ACM Learning at Scale,  
March 12, 2017, Vancouver BC.  
Invited talk at Consumer Financial Protection Bureau,  
December 1, 2016, Washington, DC.  
Paper presented at Society for Judgement and Decision-Making Conference,  
November 21, 2016, Boston, MA.  
Paper presented at Conference on Digital Experimentation,  
October 15, 2016, Cambridge, MA.  
Paper presented at Advances in Field Experiments Conference,  
September 16, 2016, Chicago, IL.

*The Case Against Recommendations: A Preference for Self-Expression in Word of Mouth.*

Paper presented at International Association for Conflict Management,  
July 11, 2019, Dublin, Ireland.  
Paper presented at Behavioral Decision Research and Management Conference,  
June 11, Toronto, ON, 2016  
Paper presented at JDM day, April 8, Boston, MA, 2016  
Invited talk at AirBnB, January 19, 2016, San Francisco, CA  
Paper presented at Society for Judgment and Decision Making,  
November 20, 2015, Chicago, IL

*Making Sense of Recommendations.* (w/ A. Shah, S. Mullainathan & J. Kleinberg)

Paper presented at the APA Technology Mind and Society Conference,  
April 6, 2018, Washington, DC.

Paper presented at the Academy of Management Conference,  
August 7, 2017, Atlanta, GA.

Invited talk at The Wharton School, December 12, 2016, Philadelphia, PA

Paper presented at Psychology & Technology Conference,  
October 22, 2016, Los Angeles, CA.

Invited talk at Rotman School of Management, September 22, 2016, Toronto, ON.

Paper presented at Association of Consumer Research Conference,  
October 7, 2015, New Orleans, LA.

Paper presented at the Academy of Management Conference,  
August 8, 2015, Vancouver, BC.

Paper presented at Society for Consumer Psychology Summer Conference,  
August 6, 2015, Toronto, ON.

Paper presented at Society for Judgement and Decision-Making Conference,  
November 20, 2014, Long Beach, CA.

*How does Fundraising affect Charitable Giving? Evidence from a field experiment with volunteers.* (w/ O. Al-Ubaydli)

Paper presented at the Academy of Management Conference,  
August 9, 2015, Vancouver, BC.

Poster presented at Society for Judgment and Decision Making Conference,  
Nov 17, 2013, Toronto, ON

Paper presented at Society for Probability, Uncertainty & Decision-Making Conference,  
August 20, 2013, Barcelona, Spain.

Paper presented at TIBER Symposium on Psychology and Economics,  
August 18, 2013, Tilburg, The Netherlands.

*Tire Pressure Neglect.* (w/ D. Herberich)

Paper presented at Behavioral Decision Research and Management Conference,  
June 28, 2012, Boulder, CO.

Paper presented at Whitebox Conference, May 15, 2012, New Haven, CT.

Poster presented at Society for Judgment and Decision Making Conference,  
Nov 21, 2010, St. Louis, Missouri.

Poster presented at Max Planck Summer Institute in Bounded Rationality,  
June 21, 2011, Berlin, Germany.

**Teaching Assistantships**

BUS38002: Managerial Decision Making (University of Chicago)

April - June 2011; January - March 2012; April – June 2012, Jan – July 2013

Instructors: Richard Thaler (x3), George Wu, Jane Risen (x2), Cade Massey

PSYC391: Advanced Data Analysis (University of Waterloo)

September - December 2007; September - December 2008

Instructor: Jonathan Fugelsang

PSYC398: Research in Memory (University of Waterloo)

May 2008 - August 2008

Instructor: Colin McLeod

### **Professional Affiliations**

Society for Judgment and Decision Making (2008-present)

Association for Consumer Research (2010-present)

Academy of Management (2015-present)

International Association for Conflict Management (2018-present)

### **Editorial Service**

Reviewer: Management Science, Psychological Science, Organizational Behavior and Human Decision Processes, Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Learning Analytics, Journal of Economic Psychology, Journal of Environmental Economics and Management, PLoS One.

### **Academic References**

**Francesca Gino** ([fgino@hbs.edu](mailto:fgino@hbs.edu))

Professor, Harvard Business School

**Alison Wood Brooks** ([awbrooks@hbs.edu](mailto:awbrooks@hbs.edu))

Professor, Harvard Business School

**Julia Minson** ([julia\\_minson@hks.harvard.edu](mailto:julia_minson@hks.harvard.edu))

Professor, Harvard Kennedy School

**Dustin Tingley** ([dtingley@gov.harvard.edu](mailto:dtingley@gov.harvard.edu))

Professor, Harvard University