

Michael H. Yeomans
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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.**, Minson, J., Collins, H., Chen, F. & Gino, F. (2019). Conversational Receptiveness: Improving engagement with opposing views. *Organizational Behavior and Human Decision Processes*, *in press*.
- 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*, *in press*.
- Yeomans, M.**, Shah, A., Mullainathan, S. & Kleinberg, J. (2019). Making Sense of Recommendations. *Journal of Behavioral Decision Making*, *in press*.
- Yeomans, M.** (2019). Some Hedonic Consequences of Perspective-Taking in Word of Mouth. *Journal of Consumer Psychology*, *29*(1), 22-38.

Journal Publications (continued)

- 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.**, & 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

Other Writing

- Yeomans, M.** (July 7, 2015) What Every Manager Should Know About Machine Learning. *Harvard Business Review*.

Working Papers

- Yeomans, M.** Concreteness, Concretely. *Under Review at Organizational Behavior and Human Decision Processes*.
- Yeomans, M.** & Brooks, A.W. Topic Preference Detection: A novel approach to understand perspective taking in conversation. *Under review at Journal of Personality and Social Psychology*.
- Yeomans, M.***, Kizilcec, R.*, Reich, J.* [*joint first authors], Lopez, G., Rosen, Y., Dann, C., Brunskill, E. & Tingley, D. The Limits of Scalable Interventions: A Case Study from Massive Open Online Courses. *Under Review at Proceedings of National Academy of Sciences*.
- Yeomans, M.** The Straw Man Effect: Partisan Misrepresentation in Natural Language. *Under review*

at Political Psychology.

Selected Research in Progress

Hauser, R., Brooks, A.W., **Yeomans, M.** & Norton, M.I. Boomerasking: The effects of Egocentric Question-Asking.

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

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

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

Yeomans, M., Kristal, A. Bremner, G. & Schein, A. A natural field experiment of the concrete effects of feedback.

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.

Academic References

Francesca Gino (fgino@hbs.edu)

Professor, Harvard Business School

Alison Wood Brooks (awbrooks@hbs.edu)

Professor, Harvard Business School

Julia Minson (julia_minson@hks.harvard.edu)

Professor, Harvard Kennedy School

Dustin Tingley (dtingley@gov.harvard.edu)

Professor, Harvard University

Selected Research Presentations

Conversational Receptiveness: Expressing engagement with opposing views.

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

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 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 Summer Institute for Computational Social Science,
June 29, 2017, Princeton, NJ.
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 Judgment 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 Environmental Economics and Management, Journal of Economic Psychology, Journal of Marketing, PLoS One.