

Michael H. Yeomans
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Citizenship

Canada and United States (*dual*)

Education

2014 – current: Post-Doctoral Fellow, Harvard University

2009 – 2014: University of Chicago Booth School of Business,
Ph.D. & MBA in Behavioral Science (Nicholas Epley, 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

Judgment & Decision-Making, Field Experiments, Machine Learning, Text Analysis.

Publications

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*. *In Press*.

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.

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

Manuscripts Under Review

Yeomans, M., Reich, J. Stewart, B., Kindel, A. & Tingley, D. The Civic Mission of MOOCs: Computational Measures of Engagement Across Differences in Online Courses
Invited Revise and Resubmit at Journal of Artificial Intelligence in Education

Yeomans, M. & Al-Ubaydli, O. How does Fundraising affect Charitable Giving? Evidence from a field experiment with volunteers.
Invited Revise and Resubmit at Journal of Economic Psychology

Yeomans, M. Some Hedonic Consequences of Self-Expression in Word of Mouth.
Under Review at Journal of Consumer Psychology

Working Papers

Yeomans, M., Mullainathan, S., Shah, A. & Kleinberg, J. Making Sense of Recommendations.
In preparation for Management Science

Jeong, M., Minson, J., **Yeomans, M.** & Gino, F. Wasting Time & Money: Interpersonal warmth in negotiations can be time-consuming and economically ineffective.
In preparation for Organizational Behavior and Human Decision Processes

Yeomans, M. The Straw Man Effect: Natural Language of Partisan Misrepresentation
In preparation for Political Psychology

Peer-Reviewed Conference Proceedings

Yeomans, M. & Reich, J. 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.

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.

Other Writing

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

Selected Research in Progress

w. Kizilcec, R., Reich, J., Rosen, Y., Tingley, D., Turkay, S., & Williams, J.
Early Interventions in Online Education

w. Frisanchio, V., Karlan, D., Mullainathan, S. & Valdivia, M. Conditional Cash Transfers and Commitment Savings Accounts in the Dominican Republic

w. Wu, G & Walco, D. Recency in Reference Point Formation.

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 Peer-Reviewed Presentations

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, 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 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, Chicago, IL, 2015

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

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

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

Invited talk at Rotman School of Management, September 22, 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.

Imagining a Crowd Within Reduces Overconfidence. (w/ J. Soll & D. Koehler)

Poster presented at Society for Judgment and Decision Making Conference,
November 5, 2011, Seattle, WA.

Poster presented at Behavioral Decision Research and Management Conference,
June 12, 2010, Pittsburgh, Pennsylvania.

Poster presented at Society for Judgment and Decision Making Conference,
November 17, 2009, Boston, Massachusetts.

Teaching Assistantships

BUS38002: Managerial Decision Making

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

September - December 2007; September - December 2008

Instructor: Jonathan Fugelsang

PSYC398: Research in Memory

May 2008 - August 2008

Instructor: Colin McLeod

Professional Affiliations

Society for Judgment and Decision Making (2009-present)

Academy of Management (2015-present)

Association for Consumer Research (2010-present)

Editorial Service

Ad-Hoc Reviewer: Management Science, Journal of Environmental Economics and Management, Psychological Science.