

**JANET GEIPEL**

The University of Exeter Business School

Department of Management

E-mail: [j.geipel@exeter.ac.uk](mailto:j.geipel@exeter.ac.uk); webpage: [www.janetgeipel.weebly.com](http://www.janetgeipel.weebly.com)**ACADEMIC POSITIONS**

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- Since 09/2021      **Assistant Professor**  
The University of Exeter Business School  
Department of Management, Group: Business Strategy & Marketing  
Focus: Decision Making & Consumer Behavior
- 09/2017 – 09/2021      **Postdoctoral Scholar**  
**The University of Chicago**  
Department of Psychology  
Focus: **Decision Making & Language**  
Advisor: Dr. Boaz Keysar
- 12/2015 – 09/2017      **Postdoctoral Scholar**  
**Medical Centre Amsterdam**  
Department of Public and Occupational Health  
Focus: **Decision Making & Risk Communication**  
Advisor: Dr. Danielle Timmermans  
Maternity leave for academic year of 2016–2017

**EDUCATION**

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- 10/2012 – 12/2015      **Ph.D. Research Fellow**  
University of Trento  
Department of Psychological Sciences  
Dissertation: Foreign language effects on judgment and decision making  
Advisors: Dr. Luca Surian, Dr. Constantinos Hadjichristidis
- 10/2006 – 09/2012      **Diploma in Psychology** (equivalent to Master's degree)  
Free University Berlin  
Department of Psychology  
Thesis: Effects of stage specific intervention to promote physical activity  
Advisor: Dr. Ralf Schwarzer (Health Psychology)

**RESEARCH INTERESTS**

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- Judgment and Decision Making & Consumer Behavior
- Communication & Language
- Risk Perception
- Health & Sustainability

**RESEARCH EXPERIENCES**

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- 05/2015 – 09/2015      **Visiting Ph.D. Student Scholar, Free University Berlin**  
Department of Cognitive Neuroscience  
Project: Language and intertemporal choices  
Advisor: Dr. Hauke Heekeren
- 08/2015      **The DFG Research Unit "Contextualized Decision Making"**  
Universities of Mannheim, Heidelberg, and Tübingen  
International Summer School: Theories and Methods in Judgment and Decision-Making Research

- 11/2014 **Visiting Ph.D. Student Scholar, Boston University (MA)**  
Department of Psychology and Brain Sciences  
Project: Bilingualism and emotion  
Advisor: Dr. Catherine L. Caldwell-Harris
- 09/2013 **Humboldt University Berlin, Berlin School of Mind and Brain**  
KOSMOS Summer University - Human sociality and the brain  
Decision making in social contexts
- 09/2010 – 09/2012 **Research Assistant, Free University Berlin**  
**Department of Health Psychology**  
Project: Stage-matched exercise promotion study (STEPS)  
Advisors: Dr. Nina Knoll, Dr. Ralf Schwarzer
- 02/2010 – 05/2010 **Research Assistant, Stockholm University**  
**Risk Analysis, Social and Decision Research Unit**  
Project: Judging car braking speed: The role of affect  
Advisor: Dr. Ola Svenson
- 09/2008 – 08/2009 **Research Assistant, Humboldt University Berlin**  
Institute for Educational Progress (IQB)  
Project: Cognitive abilities and scholastic achievement  
Advisors: Dr. Oliver Wilhelm, Dr. Gizem Hülür

## PUBLICATIONS

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\*Authors contributed equally, Citations Google Scholar: **1000** (*b*-index: 12); Scopus: **512** (*b*-index: 10).

**1<sup>st</sup> author: 56%** of publications (including equally contribution), **2<sup>nd</sup> author: 44%** of publications.

- Margoni, F., **Geipel, J.**, Hadjichristidis, C., & Surian, L. (in press). Age-related differences in moral judgment: The role of probability judgments. *Cognitive Science*, **ABS3**.
- Geipel, J.** & Keysar, B (2023). Listening speaks to our intuition while reading promotes analytic thought. *Journal of Experimental Psychology: General*, **ABS4**.
- Lau, B.K.Y., **Geipel, J.**, Wu, Y., & Keysar, B. (2022). The extreme illusion of understanding. *Journal of Experimental Psychology: General*, doi: 10.1037/xge0001213, **ABS4**.
- Geipel, J.**, Hadjichristidis, C., Savadori, L., Keysar, B. (2022). Language modality influences risk perception: Innovations read well but sound even better. *Risk Analysis*, doi: 10.1111/risa.13917 **ABS4**.
- Geipel, J.**, Grant, L.H., Keysar, B. (2022). Use of a language intervention to reduce vaccine hesitancy. *Nature: Scientific Report*.
- Hadjichristidis, C., **Geipel, J.**, Gopalakrishna Pillai, K. (2021). Diversity effects in subjective probability judgment, *Thinking & Reasoning*, doi: 10.1080/13546783.2021.2000494.
- Margoni, F., **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2021). Inequity aversion in old age: older adults show an outcome bias in social economic decisions. *Cognitive Development*, doi: 10.1016/j.cogdev.2021.101016.
- Hadjichristidis, C.\*, **Geipel, J.\***, & Surian, L., (2019). Breaking magic: Foreign language suppresses superstition, *The Quarterly Journal of Experimental Psychology*, doi: 10.1080/17470218.2017.1371780, **ABS3**.
- Hadjichristidis, C., **Geipel, J.**, & Keysar, B. (2019). The influence of native language in shaping judgment and choice, *Progress in Brain Research*. doi: 10.1016/bs.pbr.2019.02.003.
- Franchin, L., **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2019). Many moral buttons or just one? Evidence from emotional facial expressions, *Cognition and Emotion*. doi: 10.1080/02699931.2018.1520078.

11. Margoni, F., **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2019). The influence of agents' negligence in shaping younger and older adults' moral judgment, *Cognitive Development*. doi: 10.1016/j.cogdev.2018.12.002.
12. Margoni, F.\*, **Geipel, J.\***, Hadjichristidis, C., & Surian, L. (2018). Moral judgment in old age, *Experimental Psychology*. doi: 10.1027/1618-3169/a000395.
13. **Geipel, J.**, Hadjichristidis, C., & Klesse, A.-K. (2018). Barriers to sustainable consumption attenuated by foreign language use, *Nature Sustainability*, doi: 10.1038/s41893-017-0005-9.
14. Hadjichristidis, C., **Geipel, J.**, & Surian, L. (2017). How foreign language affects decisions: Rethinking the brain-drain model, *Journal of International Business Studies*. doi: /10.1057/s41267-016-0040-1, **ABS4\***
15. **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2016). Foreign language affects the contribution of intentions and outcomes to moral judgment, *Cognition*. doi: 10.1016/j.cognition.2016.05.010, **ABS4**
16. Hadjichristidis, C.\*, **Geipel, J.\***, Savadori, L. (2015). The effect of foreign language in judgments of risk and benefit: The role of affect, *Journal of Experimental Psychology: Applied*. doi: 10.1037/xap0000044, **ABS4**
17. **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2015). The foreign language effect on moral judgment: The role of emotions and norms. *PloS one*. doi: 10.1371/journal.pone.0131529.
18. **Geipel, J.**, Hadjichristidis, C., & Surian, L. (2015). How foreign language shapes moral judgment, *Journal of Experimental Social Psychology*. doi: 10.1016/j.jesp.2015.02.001, **ABS4**

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#### MANUSCRIPTS IN PREPARATION & UNDER REVIEW

- Geipel, J.**, Grant, L. H., & Keysar, B. (2023). Foreign accented speech increases susceptibility to misleading information (preregistered; three experiments completed, in preparation for submission to **ABS4** journal).
- Medvedev, D., **Geipel, J.**, & Talhelm, T. (2023). How culture influences observability effects on prosocial behavior (preregistered, five experiments completed, in preparation for submission to **ABS4\*** journal).
- Geipel, J.**, Hadjichristidis, C., & Surian, L. (2023). Language and immanent justice reasoning (four preregistered experiments completed, under review in **ABS4** journal).
- Geipel, J.**, Aslan, Z., Han, W., Cai, R., Zheng, Y., & Keysar, B. (2023). Language use influences mental time travels in the past and future (six preregistered experiments completed, in preparation for **ABS4\*** journal).
- Zhang, S., Grant, L., **Geipel, J.**, Keysar, B., Cui, Z. (2023). The impact of an informational intervention on HPV vaccination intentions among heterosexual men (invited for revision in *Vaccines*, IF: 7.8).

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#### SELECTED WORK IN PROGRESS

- Geipel, J.**, Grant, L. H., & Keysar, B. (2023). The power of language in boosting blood donation uptake (one preregistered experiment completed, 2nd experiment data collection ongoing).
- Grant, L., **Geipel, J.**, Cai, R., Lin, J., & Keysar, B. (2023). Communication mode and negotiation (three preregistered experiments completed, fourth experiment planned).
- Hadjichristidis, C., **Geipel, J.**, Gopalakrishna Pillai, K. (2023). Diverse categorization effect on consumer behavior (three studies completed, fourth study planned).
- Geipel, J.**, Hadjichristidis, C., Surian, L., Navarrete, E., & Keysar, K. (2023). How language use influences hireability judgments in the European labor market (piloting started).

## HONOURS & GRANTS

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- 2023 Psychonomic Society Collaborative Symposium – ESCoP (\$5,000).
- Lloyd's Register Foundation Research Grant (£80,000), Navigating global risks through cultural lenses.
- Development Award, Societies and Cultures Institute (SCI), The University of Exeter
- Seed Grant 2022, University of Exeter Business School, Department of Management.
- The Rustandy Center for Social Sector Innovation; the University of Chicago Booth School of Business (\$87,766).
- Thaler-Tversky grant, Chicago Booth School of Business, The University of Chicago.
- Winter 2021 Micro-Metcalf undergraduate student internship with Psychology in Chicago.
- Outstanding Ph.D. thesis award in Cognitive Psychology in 2015, The University of Trento.
- PhD Research Fellowship, The University of Trento (3 years research fellowship).
- Travel Summer School Grant, the DFG Research Unit Contextualized Decision Making.

## INVITED TALKS

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- UiL-OTS Colloquium, Utrecht University. Geipel, J. & Keysar, B. (2021, September). *Language Modality Influences Thinking and Reasoning*.
- Psychology and Law Studies (PALS) meeting, University of Chicago. Geipel, J., Margoni, F., Hadjichristidis, C., & Surian, L. (2019, November). *Moral judgment in old age: Evidence for an intent-to-outcome shift*.
- Cognition Workshop, University of Chicago. Geipel, J., Hadjichristidis, C., & Klesse, A.-K. (2017, November). *Using a foreign language to attenuate barriers to sustainable consumption*.
- Centre for Decision Research (CDR), Leeds University Business School. Hadjichristidis, C., Geipel, J., & Savadori, L. (2016, January). *The foreign language effect in judgments of risk and benefit: The role of affect*.
- Fondazione Bruno Kessler, Trento. Hadjichristidis, C., Geipel, J., Klesse, A.-K., & Surian, L. (2016, January). *How foreign language shapes the perception of risk and benefit*.
- Symposium: New directions in moral judgment research, University of Cologne. Geipel, J., Hadjichristidis, C., & Surian, L. (2015, November). *How foreign language sways moral judgment*.
- Guest lecture at the undergraduate course Cross-Cultural Psychology, Boston University. Geipel, J., Hadjichristidis, C., & Surian, L. (2014, November). *Language influences moral judgment*.

## CONFERENCE PRESENTATIONS

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- Medvedev, D., **Geipel, J.**, & Talhelm, T. (2023, August). How culture influences observability effects on prosocial behavior. Talk presented at the Annual Meeting of the International Association for Cross-Cultural Psychology, Limerick, Ireland.
- Medvedev, D., **Geipel, J.**, & Talhelm, T. (2023, May). Culture influences observability effects on prosocial behavior. Talk presented at the American Psychological Association, Washington, USA.
- Medvedev, D., **Geipel, J.**, & Talhelm, T. (2023, May). Observability effects on prosocial behavior: The role of culture. Talk presented at the Behavioral Brownbag, Booth School of Business, Chicago, USA, 5/2023
- Medvedev, D., **Geipel, J.**, & Talhelm, T. (2023, February). Observability increases charitable giving in Chinese but not in Americans. Talk presented at Society for Personality and Social Psychology, Atlanta, USA.
- Geipel, J.**, & Keysar, B. (2020, November). *Modality shapes reasoning: Spoken language promotes intuition, written language promotes analysis*. Talk presented at the Psychonomic Society 61<sup>st</sup> Annual Meeting, Virtual.

- Geipel, J.**, Grant, L., Keysar, B. (2020, November). *Listeners miss semantic errors more in nonnative than in native speech*. Poster presented at the Psychonomic Society's Annual Meeting, Virtual.
- Geipel, J.**, Margoni, F., Hadjichristidis, C., Surian, L. (2019, August). *Moral judgment in old age: Evidence for an intent-to-outcome shift*. Talk at the American Psychological Association, Chicago, USA.
- Geipel, J.**, Hadjichristidis, C., Klesse, A.-K. (2019, August). *Language influences sustainable consumption*. Talk at the Subjective Probability, Utility, and Decision Making (SPUDM) meeting, Amsterdam, The Netherlands.
- Geipel, J.**, Hadjichristidis, C., Klesse, A.-K. (2018, November). *How language affects sustainable consumption*. Poster presented at the 39<sup>th</sup> Annual Conference, Society for Judgment and Decision Making, New Orleans, USA.
- Hadjichristidis, C., **Geipel, J.**, Gopalakrishna Pillai, K. (2018, November). *Unpacking effects in probability judgment: The role of diversity*. Talk at the 39<sup>th</sup> Annual Conference, Society for Judgment and Decision Making, New Orleans, USA.
- Timmermans, D., **Geipel, J.**, et al. (2018, June). *The effects of using population diagrams and 10-year time frames in communicating breast cancer risks*. 17<sup>th</sup> Biennial European Conference, Society for Medical Decision Making, Leiden, The Netherlands.
- Margoni, F., **Geipel, J.**, Surian, L., & Hadjichristidis, C. (2017, March). *Does an intent-to-outcome shift occur in the moral judgment of elderly people?* Poster presented at the International Convention of Psychological Science, Vienna, Austria.
- Geipel, J.**, Hadjichristidis, C., & Klesse, A.-K. (2016, August). *Foreign language promotes the consumption of sustainable but aversive products*. Talk at the 15<sup>th</sup> TIBER Symposium on Psychology and Economics, Tilburg, The Netherlands.
- Geipel, J.**, Hadjichristidis, C., & Surian, L. (2016, July). *Foreign language influences the relative contribution of intentions and outcomes to moral judgment*. Talk at the first meeting of the Society for the Advancement of Judgment and Decision-Making Studies, Palma, Spain.
- Geipel, J.**, Hadjichristidis, C., & Klesse, A.-K. (2016, July). *Foreign language promotes consumption of aversive innovative products*. Talk at the first meeting of the Society for the Advancement of Judgment and Decision-Making Studies, Palma, Spain.
- Klesse, A.-K., **Geipel, J.**, & Hadjichristidis, C. (2016, May). *Preference expression modalities native vs. foreign languages. The way we express our decisions influences our judgment and decision making*. 10<sup>th</sup> Triennial Invitational Choice Symposium, Lake Louise, AB, Canada.
- Geipel, J.**, Hadjichristidis, C., & Surian, L. (2015, August). *Foreign language and moral thought*. Talk at the 25<sup>th</sup> conference of the European Society for Decision Making, Budapest, Hungary.
- Hadjichristidis, C., **Geipel, J.**, & Savadori, L. (2015, August). *The foreign language effect in judgments of risk and benefit: The role of affect*. Talk at the 25<sup>th</sup> conference of the European Society for Decision Making, Budapest, Hungary.
- Geipel, J.**, Hadjichristidis, C., Savadori, L., & Surian, L. (2015, May). *The use of a foreign language makes hazards appear less risky and more beneficial*. Talk at the meeting of at the 27<sup>th</sup> Annual Convention of the American Association for Psychological Science, New York, USA.
- Geipel, J.**, Hadjichristidis, C., & Surian, L. (2015, March). *Thinking in a foreign language shapes moral judgment*. Poster session presented at the inaugural International Convention of Psychological Science, Amsterdam, Netherlands.
- Geipel, J.**, Hadjichristidis, C., & Surian, L. (2014, November). *How thinking in a foreign language influences moral judgment*. Talk at the meeting of the American Society of Judgment and Decision Making, Long Beach, CA, USA.

Hadjichristidis, C., **Geipel, J.**, & Savadori, L. (2014, November). *The effect of foreign language on risk and benefit judgments*. Poster session presented at the meeting of the American Society of Judgment and Decision Making, Long Beach, CA, USA.

**Geipel, J.**, Hadjichristidis, C., & Surian, L. (2014, May). *Moral judgment: Foreign language promotes utilitarian judgments*. Poster session presented at the 26<sup>th</sup> meeting of the Association for Psychological Science, San Francisco, CA, USA.

## TEACHING & MENTORSHIP EXPERIENCES

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- Module leader: “Sustainability and Behavior Change” (2023/24) for master program in management and marketing at the Department of Management, The University of Exeter Business School.
- Module leader: “Dissertation for Master in Management” (2021/22, 2022/23), Department of Management, The University of Exeter Business School.
- Taught Module: “Fundamentals of Marketing” for first-year bachelor students (2022/23), Department of Management, The University of Exeter Business School.
- Taught Course “Introduction to Power Analysis” (2020/21), Department of Psychology, The University of Trento.
- Guest Lecture on “Experimental Methods in Marketing Research” (2020/21), Department of Management, The University of Exeter Business School.
- Psychology Incubator (2020), Mentor, Course leader: Dr. Anne Henly, Department of Psychology, The University of Chicago.
- Language and Decision Making (2018), Assistant, Course leader: Dr. Boaz Keysar, Department of Psychology, The University of Chicago.
- Psychology of Judgment and Decision Making (2014), Assistant, Course leader: Dr. Constantinos Hadjichristidis, Department of Economics and Management, University of Trento.
- Supervision of bachelor and master theses at the University of Chicago: Yuwen Chen (2022), Giselle Yang (2022), Yinqing Zheng (2022), Mahika Hari (2022), Rui Tang (2021), Nairi Brown (2021), Yarra Elmasry (2020), Sara Chengyang Hu (2020).
- Supervision of bachelor and master theses at the University of Trento: Matteo Bonini (2019), Jacopo Slanzi (2016), Ambra Ferrari (2016), Daniela Ferrai (2016), Michele Facchini (2015), Federica De Tomas Pinter (2015), Alessia Dorigoni (2015), Norberto Gottardi (2014), Luca Michelotti (2014), Wenwen Wang (2014), Andreas Moro (2014), Maricica Gherghinis (2014).

## PROFESSIONAL ACTIVITIES & SERVICES

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- Departmental research ethics officer for management and marketing research at the University of Exeter, Department of Management.
- Faculty representative for the University of Exeter digital reputation research & impact group.
- Ad-hoc Journal Reviewer:  
*International Business Studies, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Nature: Sustainability, Cognition, Emotion, Cognition and Emotion, The Quarterly Journal of Experimental Psychology, Journal of Psychonomic Bulletin & Review, Journal of Behavioral Decision Making.*
- Conference Reviewer:  
*Society for Judgment and Decision Making (SJDM).*  
*American Association for Psychological Science (APS).*  
*Association for Consumer Research Conference (ACR).*
- Funding Agency Reviewer:  
*National Science Foundation (NSF)*

## PROFESSIONAL AFFILIATIONS

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- Society for Judgment and Decision Making (SJDM).
- The European Association for Decision Making (EADM).
- Psychonomic Society.
- European Society for Cognitive Psychology (ESCoP).

## SELECTED MEDIA COVERAGE

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- The Guardian (September, 2023), 'I couldn't believe the data': how thinking in a foreign language improves decision-making.
- New Scientist (May, 2023), How listening to audiobooks may be making us more gullible.
- Medical News Today (January 2022), Vaccine hesitancy: Why language matters.
- The Washington Post (February 19, 2020), Bilingual people may make different choices based on the language they're thinking in. Here's why.
- American Psychology Association (August 2019), Older adults more likely to condemn even accidental harm. Findings could have implications for criminal justice, juries.
- Science Daily (August 2019), Older adults more likely to condemn even accidental harm.
- Psychology Today (October 2016), How bilinguals deal with moral dilemmas.
- Scientific American (September 2016), How morality changes in a foreign language.
- Leeds Business School Blog (February 2016), The foreign language effect in judgements of risk.
- Süddeutsche Zeitung (Germany, August 2015), Moralapostel? Nur in der Muttersprache!
- The Times UK (April 2015), Deeds less despicable in a foreign language.
- The Boston Globe (March 2015), Taboos might be OK in translation.

## LANGUAGE SKILLS

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- English (proficient user in reading, writing, and speaking).
- Italian (independent user in reading, writing, and speaking).
- German (proficient user in reading, writing, and in speaking).

## REFERENCES

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Dr. Boaz Keysar  
Department of Psychology  
University of Chicago  
[bkbk@uchicago.edu](mailto:bkbk@uchicago.edu)

Dr. Luca Surian  
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