

GIZEM CEYLAN

Yale School of Management
165 Whitney Ave.
New Haven CT 06520

Office: 203-436-9524
Cell: 352-283-2533
gizem.ceylan@yale.edu
www.gizemceylan.com

ACADEMIC POSITIONS

Assistant Professor of Marketing | The Ohio State University 2024 (*expected*)-
Postdoctoral Associate | Yale School of Management 2022-

INDUSTRY POSITIONS

Director of Global Consumer Insights | The Estee Lauder Companies 2015-2016
Manager of Consumer Insights | Procter & Gamble 2006-2015

EDUCATION

PhD | Marketing | Marshall School of Business, University of Southern California 2022
MA | Psychology | New York University 2016
MBA | Business Administration | Ozyegin University 2014
BA | Business Administration | Bogazici University 2005

RESEARCH INTERESTS

- Psychology of information consumption on social platforms
- Behavioral interventions towards limiting fake news and improving fact-checking.
- Influence of modality and visual word of mouth on review platforms
- Psychology of sustainable behavior adaption
- Theory-based text analyses using NLP

PUBLICATIONS

Gizem Ceylan, Kristin Diehl, and Wendy Wood (2024), “From Mentally Doing to Actually Doing: A Meta-Analysis of Induced Positive Consumption Simulations”, *Journal of Marketing*, 88 (2), 21-39. <https://journals.sagepub.com/doi/10.1177/00222429231181071>.

- Select Coverage: [American Marketing Association](#)

Gizem Ceylan, Kristin Diehl, and Davide Proserpio (2024), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Journal of Marketing Research*, 61(1), 5-26. <https://doi.org/10.1177/00222437231169711>.

Gizem Ceylan, Ian A. Anderson, and Wendy Wood (2023), “Sharing of Misinformation is Habitual, Not Just Lazy or Biased”, *Proceedings of National Academy of Sciences*, 120(4), e2216614120.

- Select Coverage: [Nobel Prize Summit](#), [Forbes](#), [The Conversation](#), [Yale Insights](#), [USC News](#), [Popular Science](#)

Gizem Ceylan, Ceren Kolsarici, and Debbie MacInnis (2022), “Perfectionism Paradox: Perfectionism Type Affects the Relationship between Risk and Choice”, *Journal of Consumer Behaviour*, 21, 880-895.

WORKING PAPERS

Gizem Ceylan and Kristin Diehl, “More Pictures, More Words: Choosing Redundancy in Visual-Verbal Communication”.

Gizem Ceylan and Norbert Schwarz, “Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information”.

SELECT WORK IN PROGRESS

Gizem Ceylan and Deborah Small, “Is it Wrong to Reshare? Examining Ethical Judgments of Sharing False Information”.

Gizem Ceylan, Paul Stillman, and Ravi Dhar, “Unseen Emissions: Consumers Systematically Underestimate the Carbon Differences Among Foods”.

Gizem Ceylan and Kristin Diehl, “When Linguistic Perspective Dilutes Photo Helpfulness”.

Gizem Ceylan, Reyna Wang and Gulden Ulkumen, “Uncertainty Perceptions and Actions and Inactions for Global Warming”.

Gizem Ceylan, Selin Malkoc and Gal Zauberan, “Work Life Balance Judgments in the Context of Intertemporal Choice”.

Gizem Ceylan and Ravi Dhar, “Food Labeling Cues and Their Impact on Food Choice in a Field Setting”.

Gizem Ceylan, and Evan Weingarten, “The Impact of Fact-Checked Mistakes on Perceived Quality”.

HONORS & AWARDS

Marshall School of Business Teaching Award (2020-2021)	2022
Dissertation Completion Grant, Marshall School of Business	2021
Psychology of Technology Institute Dissertation Award, Honorable Mention	2021
Dissertation Completion Grant, Marshall School of Business	2020
A.M.A. Sheth Foundation Doctoral Consortium Fellow	2020
Doctoral Student Fellowship, Marshall School of Business	2016-2021
Exchange Program Grant, Ozyegin University	2014
Merit-based Scholarship, Ozyegin University	2009-2014
Dean’s Honor List, Bogazici University	2006
Exchange Program Grant, Bogazici University	2004
International Economics and Foreign Policy Forum Travel Award, Belgium	2003

CHAired SYMPOSIA

Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2023), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *European Association for Consumer Research Conference*, Amsterdam, Netherlands.

Gizem Ceylan*, Ian Anderson, and Wendy Wood (2022), “Sharing Misinformation is Habitual, not Just Lazy and Biased”, *Association for Consumer Research Conference*, Denver, CO.

Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2022), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Association for Consumer Research Conference*, Denver, CO.

Gizem Ceylan*, and Evan Weingarten (2021), “The Impact of Fact-Checked Mistakes on Perceived Quality”, *Association for Consumer Research Conference*, virtual.

Gizem Ceylan*, and Kristin Diehl (2021), “More Words and More Pictures: How People Communicate Experiences Visually and Verbally”, *Society for Consumer Research*, virtual.

Gizem Ceylan*, and Kristin Diehl (2020), “More Words and More Pictures: How People Communicate Experiences Visually and Verbally”, *Association for Consumer Research Conference*, virtual.

Gizem Ceylan*, and Norbert Schwarz (2020), “Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information?”, *Association for Consumer Research Conference*, virtual.

Gizem Ceylan*, and Norbert Schwarz (2020), “Look What I am Re-Sharing: How Self-Presentation Goals Impact What Consumers Re-Transmit on Social Networks?”, *Society for Consumer Psychology*, Huntington Beach, CA.

Gizem Ceylan*, Ceren Kolsarici, and Debbie MacInnis (2019), “How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?”, *Marketing Science Conference*, Rome, Italy.

Gizem Ceylan*, Kristin Diehl, and Wendy Wood (2019), “Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis.”, *Society for Consumer Psychology Conference*, Savannah, GA.

CONFERENCE PRESENTATIONS

Gizem Ceylan* and Kristin Diehl (2024), “When Linguistic Perspective Dilutes Photo Helpfulness”, accepted to be presented at *AMA CBSIG 2024 Conference*, Vienna.

Gizem Ceylan* Reyna Wang and Gulden Ulkumen (2024), “Uncertainty Perceptions and Actions and Inactions for Global Warming”, accepted to be presented at *BDRM 2024*, Chicago, IL.

Gizem Ceylan* and Kristin Diehl (2024), “When Linguistic Perspective Dilutes Photo Helpfulness”, *Society for Personality and Social Psychology Conference*, San Diego, CA.

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- Gizem Ceylan*, Reyna Wang and Gulden Ulkumen (2024), “Uncertainty Perceptions and Actions and Inactions for Global Warming”, *Colorado Winter Conference on Marketing and Cognition*, Steamboat, CO.
- Gizem Ceylan* and Deborah Small (2023), “Is it Wrong to Reshare? Examining Ethical Judgments of Sharing False Information”, *Association for Consumer Research Conference*, Seattle, WA.
- Gizem Ceylan, Paul Stillman*, and Ravi Dhar (2023), “How Bad is Your Carbon Impact? Correcting Miscalibration Promotes More Sustainable Food Choices”, *Association for Consumer Research Conference*, Seattle, WA.
- Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2023), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Behavioral Decision-Making Summer Conference*, Istanbul, Turkey.
- Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2023), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Society for Consumer Psychology Conference*, Puerto Rico.
- Gizem Ceylan, Ian Anderson, and Wendy Wood* (2023), “Sharing of Misinformation is Habitual, Not Just Lazy or Biased” Psych of Tech Pre-Conference, *Society for Personality and Social Psychology*, Atlanta, GA.
- Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2022), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Harvard University, Boston, MA.
- Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2022), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *Marketing Science Conference*, virtual.
- Gizem Ceylan, Kristin Diehl*, and Davide Proserpio (2022), “Words Meet Photos: When and Why Photos Increase Review Helpfulness”, *European Marketing Academy Conference (EMAC)*, Budapest, Hungary.
- Gizem Ceylan, Ian Anderson, and Wendy Wood (2022), “Habitual, Not Lazy: Habitual Sharers Spreads Misinformation on Social Media” Working Paper presentation, *Society for Personality and Social Psychology*, San Francisco, CA.
- Gizem Ceylan*, Kristin Diehl, and Davide Proserpio (2021), “Words Meet Photos: When and Why Photos Increase Review Helpfulness” Competitive Paper Presentation, *Technology, Mind and Society Conference*, virtual.
- Gizem Ceylan*, and Kristin Diehl (2021), “More Photos, More Words: Choosing Redundancy in Visual-Verbal Communication” Special Session, *Association for Consumer Research Conference*, virtual.
- Gizem Ceylan*, Ceren Kolsarici, and Debbie MacInnis (2018), “How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?” *European Association for Consumer Research Conference*, Ghent, Belgium.

Gizem Ceylan*, Stephanie Tully, and Debbie MacInnis (2017), “Emotional Intensity Increases Propensity to Spend on Others.” Working Paper presentation, *Society for Consumer Psychology Conference*, Dallas, TX.

INVITED TALKS

The University of Chicago Booth School of Business	2023
University of Virginia Darden Graduate School of Business	2023
Yale University Yale School Management	2023
Duke University Fuqua School of Business	2023
Indiana University Kelley School of Business	2023
Imperial College Business School	2023
Ohio State University Fisher College of Business	2023
University of California, San Diego Rady School Management	2023
Vanderbilt University Owen Graduate School of Management	2023
Rice University Jesse H. Jones Graduate School of Business	2023
The 12th Triennial Invitational Choice Symposium, INSEAD	2023
Nobel Prize Summit	2023
Invited to present my research paper “Sharing of Misinformation is Habitual, Not Just Lazy or Biased” at the Nobel Prize Summit jointly held by the Nobel Prize Foundation and National Academy of Sciences on May 24-25 in Washington DC (Link to the talk).	
Society for Consumer Psychology Boutique Conference: The Climate Change Challenge	2023
Bilkent University	2022
Sabanci University Sabanci Business School.	2021

TEACHING EXPERIENCE

Instructing and Teaching Assistant

University of Southern California

Market Demand and Sales Forecasting (graduate/M.B.A.), Teaching Assistant	2021
Consumer Behavior (undergraduate / online), Course Instructor	2020
<i>Overall Rating 4.6 out of 5</i>	
Honors Research Seminar: Marketing (undergraduate), Teaching Assistant	2019
Consumer Behavior (undergraduate), Teaching Assistant	2018

Guest Lecturing

Yale University

Strategic Market Measurement (graduate/M.B.A.).	2022
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University of Southern California

Marketing Fundamentals (undergraduate)	2020
Consumer Behavior (undergraduate).	2017-2020
Advertising Fundamentals (undergraduate).	2017-2020

The Ohio State University

Consumer Behavior (undergraduate).	2019
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Columbia University

Strategic Consumer Insights (graduate/M.B.A.).	2016
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Washington University in St. Louis

Consumer Behavior (undergraduate). 2016
Research Methods (undergraduate). 2008

Bogazici University

Consumer Behavior (undergraduate). 2010

SERVICE

Working Paper Co-chair, European Association for Consumer Research Conference 2023

Conference Co-chair, Yale Behavioral Decision-Making Summer Conference 2023/2024

Ad-hoc Reviewer: Management Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, E-life Sciences, Journal of Interactive Marketing, Journal of Association for Consumer Research, Association for Consumer Research Annual Conference, Society for Consumer Psychology Annual Conference.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

REFERENCES

Kristin Diehl

Professor of Marketing
Marshall School of Business
University of Southern California
Los Angeles, CA. 90089
kdiehl@marshall.usc.edu

Wendy Wood

Emerita Provost Professor of Psychology
Department of Psychology
University of Southern California
Los Angeles, CA. 90089
wendy.wood@usc.edu

Gal Zauberan

Joseph F. Cullman, 3rd Professor of Marketing
Yale School of Management
Yale University
New Haven, CT. 06520
gal.zauberan@yale.edu

Deborah Small

Adrian C. Israel Professor of Marketing
Yale School of Management
Yale University
New Haven, CT. 06520
deborah.small@yale.edu

Ravi Dhar

*George Rogers Clark Professor of
Management and Marketing & Director of the
Yale Center for Customer Insights*
Yale School of Management
Yale University
New Haven, CT. 06520
ravi.dhar@yale.edu

Norbert Schwarz

Provost Professor of Psychology and Marketing
Department of Psychology
University of Southern California
Los Angeles, CA. 90089
norberts@usc.edu

APPENDIX – ABSTRACTS FROM SELECTED RESEARCH

“Sharing of Misinformation is Habitual, Not Just Lazy or Biased”

Why do people share misinformation on social media? In this research (N = 2,476), we show that individual deficits in critical reasoning and partisan bias—commonly cited drivers of misinformation—are not as important as the structure of online sharing built into social platforms. Due to the reward-based learning systems on social media, users form habits of sharing information that gets recognition from others. Once habits form, information sharing is automatically activated by cues on the platform without users considering critical response outcomes, such as spreading misinformation. As a result of user habits, 30-40% of the false news shared in our research was due to the 15% most habitual news sharers. Suggesting that sharing of false news is part of a broader response pattern established by social media platforms, habitual users also shared information that challenged their own political beliefs. Finally, we show that sharing of false news is not an inevitable consequence of user habits: Social media sites could be restructured to build habits to share accurate information.

“Words Meet Photos: When and Why Photos Increase Review Helpfulness”

Are reviews with photos more helpful? If so, do consumers find reviews more helpful when photos and text convey similar or different information? This paper examines the effect of content similarity between photos and text on review helpfulness and its underlying mechanism. Using a dataset of 7.4M reviews associated with 3.5M photos from Yelp, and applying machine learning algorithms, we quantify the similarity of the content between text and photos. We find that, overall, photos increase the helpfulness of a review. More importantly, though, greater similarity between photos and text heightens review helpfulness more. We then validate algorithm-based similarity assessments with similarity perceptions of human judges. Using real-world reviews from Yelp and carefully designed stimuli, we replicate our core findings in five laboratory experiments. Further, testing the underlying mechanism, we find that greater similarity facilitates ease with which consumers can process the review which, in turn, increases that review’s helpfulness to consumers. Finally, we show that factors that impede processing ease (e.g., language difficulty or poor image quality) can reduce the effect of similarity on helpfulness. These findings provide novel insights into the value of user-generated content that includes text and photos and its underlying mechanism.

“From Mentally Doing to Actually Doing: A Meta-Analysis of Induced Positive Consumption Simulations”

Mental simulation is an important tool for managers who want consumers to imagine what life would be like if they engaged in positive consumption behaviors. However, research has found mixed effects of mental simulation on behavior. To understand this inconsistency, we conduct a meta-analysis to quantify the effect of different mental simulation prompts. Our multivariate three-level meta-analysis of 237 effect sizes spanning four decades (1980-2020) and representing 40,705 respondents, yields a positive but small effect of mental simulation on behavioral responses. Managers and researchers can amplify this effect by using dynamic visual inductions (e.g., AR), inductions involving both visuals and verbal instructions, and repeated inductions spaced over time (e.g., weekly, akin to real-world marketing campaigns). Inducing simulations repeatedly but massed (e.g., using the same message at the same time across different platforms or retargeting ads) actually

reduces subsequent behavioral performance, suggesting habituation. We explain the implications of these findings for theory and practice and identify novel avenues for research.

“Perfectionism Paradox: Perfectionistic Concerns (Not Perfectionistic Strivings) Affect the Relationship between Risk and Choice”

We investigate whether, when, and why perfectionism moderates the relationship between perceived risk and choice. Two studies (N = 1,784) using different choice domains (appearance and performance) and different samples (women and general population) show consistent results. People with high (vs. low) perfectionistic concerns (PC) are less sensitive to high risks and, hence, are more willing to consider options (i.e., products and services) that entail greater risks. These effects emerge because high-PC (vs. low-PC) individuals have more favorable appraisals, believing that the product or service's benefits are worth its risks even when these risks are substantial. The effects observed for high- vs. low-PC do not obtain for people who are high (vs. low) on a second dimension of perfectionism called perfectionistic strivings (PS). Our findings suggest that high-PC individuals may be a vulnerable segment in society, particularly since (a) people are frequently confronted with decisions about options that promise perfectionistic outcomes, (b) these options can come with high levels of risk, and (c) perfectionistic tendencies have become more prevalent over time. We discuss the implications of these findings for policymakers and future research.

“Is it Wrong to Reshare? Examining Ethical Judgments of Sharing False Information”

To explain the prevalence of re-sharing ‘fake news’, we propose that moral norms of honesty are less potent for re-sharing. Three preregistered experiments (N=3,104) find that re-sharing false content is judged less harshly than making-up and sharing it, despite similar truthfulness. We identify two reasons: Firstly, moral intuitions surrounding the immorality of lying are contingent upon the act of fabrication, which is absent in re-sharing. Secondly, when an individual fabricates information, it is reasonable for an observer to assume an intention to deceive, whereas determining the re-sharer's awareness of the information's accuracy is more challenging, making it less reasonable to infer malicious intent. In essence, the re-sharer benefits from plausible deniability.

“Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information”

On social media platforms, consumers often share information within seconds of receiving it. We examine the impact of self-presentation goals on the decision to transmit this information to others. We propose that when distinctiveness concerns are heightened (i.e., when the need for uniqueness is high), people's willingness to share information from less-known sources and information shared by few others may increase. In three studies, we find that consumers who want to fit in prefer to share popular information from well-known, credible sources. In contrast, consumers who want to stand out are willing to share information from less credible sources as well as information not shared by many others. These differences emerge even though both groups find information more likely to be truthful when it comes from a credible source, indicating that the desire to stand out motivates people to share information despite concerns about its veracity.