

GIZEM CEYLAN

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Academic Positions

Assistant Professor of Marketing, The Ohio State University	2024–
Assistant Professor of Psychology (by courtesy), The Ohio State University	2025–
Postdoctoral Associate, Yale School of Management	2022–2024

Education

Ph.D., Marketing, University of Southern California	2022
M.A., Psychology, New York University	2016
MBA, Business Administration, Özyeğin University	2014
B.A., Business Administration, Boğaziçi University	2005

Research Interests

Misinformation and social media behavior; visual communication and word of mouth; sustainable consumption; behavioral interventions

Methods: Laboratory and field experiments, meta-analysis, text analysis and natural language processing

Publications

Gizem Ceylan and Wendy Wood (2026). “From Likes to Trusts: How Trust Feedback Reduces Misinformation on Social Media” *Behavioral Science & Policy*, 12(1), 10-20 doi/10.1177/23794607261423714.

Gizem Ceylan and Kristin Diehl (2026). “Redundancy in Visual-Verbal Word of Mouth: How Photos Increase Visual Language Use.” *Journal of Association for Consumer Research*, 11(2), 183-198 doi/10.1086/740063.

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 doi/10.1177/00222429231181071.

- **Select Coverage:** American Marketing Association, Keller Center for Research

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 doi/10.1177/00222437231169711.

- Winner of Donald R. Lehmann Award (2026)
- Finalist for Paul E. Green/Vithala R. Rao Award (2024)
- **Select Coverage:** OSU Fisher News

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

e2216614120 doi/10.1073/pnas.2216614120.

- **Select Coverage:** Nobel Prize Summit, Forbes, The Conversation, Yale Insights, USC News, Popular Science, TIME

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.

Book Chapters

Gizem Ceylan and Ravi Dhar. “Closing the Intention-Action Gap: A Behavioral Science Approach to Enhancing Sustainable Food Choices.” In *Advancing Consumer Psychology: Selected Topics and Approaches* by Paul M. Herr, Alexander (Sasha) Fedorikhin, Dawn Iacobucci, Frank R. Kardes, Edward Elgar Publishing, 2026.

Manuscripts Under Review or Ready for Submission

Gizem Ceylan and Deborah Small. “Resharing Misinformation with Impunity.” Revise and Resubmit.

Gizem Ceylan and Wendy Wood. “Altering Instrumental Learning on Social Media to Make Accuracy a Social Currency.” Under Review.

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

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.” Preparing to submit to *Journal of Consumer Research*.

Select Work in Progress

Gizem Ceylan and Ravi Dhar. “Green Wrappers, Guilty Pleasures: Sustainable Packaging Reduces Guilt from Indulgent Foods.”

Gizem Ceylan, Verena Schoenmueller, and Gita Johar. “How do Factchecks Spread on Social Media?.”

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

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

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

Honors & Awards

- Winner of Donald R. Lehmann Award – 2026
- Finalist for Paul E. Green/Vithala R. Rao Award – 2024
- Marshall School of Business Teaching Award (2020–2021) – 2022
- Dissertation Completion Grant, Marshall School of Business – 2020, 2021
- Psychology of Technology Institute Dissertation Award – Honorable Mention, 2021

- A.M.A. Sheth Foundation Doctoral Consortium Fellow – 2020
- Doctoral Student Fellowship, Marshall School of Business – 2016–2021
- Exchange Program Grant, Özyeğin University – 2014
- Merit-based Scholarship, Özyeğin University – 2009–2014
- Dean’s Honor List, Boğaziçi University – 2006
- Exchange Program Grant, Boğaziçi University – 2004
- International Economics and Foreign Policy Forum Travel Award – Belgium, 2003

Invited Talks

- The 13th Triennial Invitational Choice Symposium, University of Colorado – 2026 (accepted)
- Koc University | Graduate School of Business - 2026
- Northwestern University | Kellogg School of Management - 2026
- Cornell University | Johnson Graduate School of Management - 2025
- The Ohio State University | Department of Psychology – 2024
- The University of Chicago | Booth School of Business – 2023
- University of Virginia | Darden Graduate School of Business – 2023
- Yale School of Management – 2023
- Duke University | Fuqua School of Business – 2023
- Indiana University | Kelley School of Business – 2023
- Imperial College Business School – 2023
- The Ohio State University | Fisher College of Business – 2023
- University of California San Diego | Rady School of 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
- Society for Consumer Psychology Boutique Conference: The Climate Change Challenge – 2023
- Bilkent University – 2022
- Sabanci University | Sabanci Business School – 2021

Peer-Reviewed Conference Presentations

Chaired Symposia:

1. Gizem Ceylan*, & Wendy Wood (2025). “Altering Instrumental Learning on Social Media to Make Accuracy a Social Currency.” Association for Psychological Science, Washington DC.

2. Gizem Ceylan*, Kristin Diehl, & Davide Proserpio (2023). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." European Association for Consumer Research Conference, Amsterdam, Netherlands.
3. Gizem Ceylan*, Anderson, I., & Wendy Wood (2022). "Sharing Misinformation is Habitual, Not Just Lazy and Biased." Association for Consumer Research Conference, Denver, CO.
4. Gizem Ceylan*, Davide Proserpio, & Kristin Diehl (2022). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." Association for Consumer Research Conference, Denver, CO.
5. Gizem Ceylan*, & Evan Weingarten (2021). "The Impact of Fact-Checked Mistakes on Perceived Quality." Association for Consumer Research Conference, virtual.
6. Gizem Ceylan*, & Kristin Diehl (2021). "More Words and More Pictures: How People Communicate Experiences Visually and Verbally." Society for Consumer Psychology Conference, virtual.
7. Gizem Ceylan*, & Kristin Diehl (2020). "More Words and More Pictures: How People Communicate Experiences Visually and Verbally." Association for Consumer Research Conference, virtual.
8. Gizem Ceylan*, & Norbert Schwarz (2020). "Is the Guy in Red Sneakers More Likely to Share Fake News?" Association for Consumer Research Conference, virtual.
9. Gizem Ceylan*, & 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 Conference, Huntington Beach, CA.
10. Gizem Ceylan*, Kolsarici, C., & Debbie MacInnis (2019). "How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?" Marketing Science Conference, Rome, Italy.
11. Gizem Ceylan*, Kristin Diehl, & Wendy Wood (2019). "Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis." Society for Consumer Psychology Conference, Savannah, GA.

Other Conference Presentations:

1. Gizem Ceylan*, Verena Schoenmueller, and Gita Johar (2026), "How do Factchecks Spread on Social Media?", European Marketing Association Conference, Bath, United Kingdom.
2. Gizem Ceylan*, and Kristin Diehl (2026), "Redundancy in Visual-Verbal Word of Mouth: How Photos Increase Visual Language Use.", European Marketing Association Conference, Bath, United Kingdom.
3. Gizem Ceylan*, and others (2026), "Beyond Text: Visual and Audio Processing to Understand Behavior", Society for Consumer Research, San Diego, CA.
4. Gizem Ceylan*, and Ravi Dhar (2025), "Green Wrappers, Guilty Pleasures: Sustainable Packaging Reduces Guilt from Indulgent Foods", Association for Consumer Research Conference, Washington DC.
5. Gizem Ceylan*, and others (2025), "Roundtable: Like, Comment, or Subscribe to This Roundtable: Facilitating Beneficial Social Media Use for Individuals and Societies", Association for Consumer Research Conference, Washington DC.
6. Gizem Ceylan*, and Ravi Dhar (2025), "Green Wrappers, Guilty Pleasures: Sustainable Packaging Reduces Guilt from Indulgent Foods", Yale Behavioral Decision-Making Summer

Conference, Sevilla, Spain.

7. Gizem Ceylan*, Paul Stillman, & Ravi Dhar (2025). "Unseen Emissions: Consumers Systematically Underestimate the Carbon Differences Among Foods." Society for Consumer Psychology Conference, Las Vegas, NV.
8. Gizem Ceylan*, Reyna Wang, & Gulden Ulkumen (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Association for Consumer Research Conference, Paris, France.
9. Gizem Ceylan*, & Kristin Diehl (2024). "When Linguistic Perspective Dilutes Photo Helpfulness." AMA CBSIG 2024 Conference, Vienna.
10. Gizem Ceylan*, Reyna Wang, & Gulden Ulkumen (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Behavioral Decision Research in Management Conference, Chicago, IL.
11. Gizem Ceylan*, Reyna Wang, & Gulden Ulkumen (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Yale Behavioral Decision-Making Summer Conference, Barcelona, Spain.
12. Gizem Ceylan*, & Kristin Diehl (2024). "When Linguistic Perspective Dilutes Photo Helpfulness." Society for Personality and Social Psychology Conference, San Diego, CA.
13. Gizem Ceylan*, Reyna Wang, & Gulden Ulkumen (2024). "Uncertainty Perceptions and Actions and Inactions for Global Warming." Colorado Winter Conference on Marketing and Cognition, Steamboat, CO.
14. Gizem Ceylan*, & Deborah Small (2023). "Is it Wrong to Reshare? Examining Ethical Judgments of Sharing False Information." Association for Consumer Research Conference, Seattle, WA.
15. Gizem Ceylan*, Paul Stillman, & Ravi Dhar (2023). "How Bad is Your Carbon Impact? Correcting Miscalibration Promotes More Sustainable Food Choices." Association for Consumer Research Conference, Seattle, WA.
16. Gizem Ceylan*, Kristin Diehl, & Davide Proserpio (2023). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." Yale Behavioral Decision-Making Summer Conference, Istanbul, Turkey.
17. Gizem Ceylan*, Kristin Diehl, & Davide Proserpio (2023). "Words Meet Photos: When and Why Photos Increase Review Helpfulness." Society for Consumer Psychology Conference, Puerto Rico.

Teaching Experience

Course Instructor

- The Ohio State University, Consumer Behavior (Undergraduate) – Spring 2025
- University of Southern California, Consumer Behavior (Undergraduate, Online) – 2020
- University of Southern California, Market Demand and Sales Forecasting (Graduate, MBA), Teaching Assistant – 2021
- University of Southern California, Honors Research Seminar: Marketing (Undergraduate), Teaching Assistant – 2019

- University of Southern California, Consumer Behavior (Undergraduate), Teaching Assistant – 2018

Guest Lecturing

- Yale School of Management, Strategic Market Measurement (Graduate, MBA) – 2022
- University of Southern California, Marketing Fundamentals, Consumer Behavior, and Advertising Fundamentals (Undergraduate) – 2017–2020
- Columbia University, Strategic Consumer Insights (Graduate, MBA) – 2016
- Washington University in St. Louis, Consumer Behavior and Research Methods (Undergraduate) – 2008, 2016
- Boğaziçi University, Consumer Behavior (Undergraduate) – 2010

Service

- **Editorial Review Board:** *Journal of Interactive Marketing* – 2024–
- **Conference Co-chair:** Yale Behavioral Decision-Making Summer Conference – 2023, 2024, 2025
- **Working Paper Co-chair:** European Association for Consumer Research Conference – 2023
- **Ad-hoc Reviewer:** *Nature, Management Science, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Experimental Psychology: General, Journal of Consumer Psychology, 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*

Industry Positions

Director of Global Consumer Insights, The Estée Lauder Companies	2015–2016
Manager of Consumer Insights, Procter & Gamble	2006–2015

References

Kristin Diehl

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Wendy Wood

Provost Professor Emerita of Psychology and Business, University of Southern California
Email: wendy.wood@usc.edu

Ravi Dhar

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Deborah Small

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