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## **Employment**

2010 - Present	<b>City, University of London, Department of Psychology</b> Reader (Associate Professor): 2018-Present Senior Lecturer (Assistant/Associate Professor): 2012-2018 Lecturer (Assistant Professor): 2010-2012
2005 - 2010	<b>University College London, Department of Psychology</b> Postdoctoral Research Fellow: <i>Trust in advisors: Origins, effects, and implications for risk communication</i> , 2005-2006 Postdoctoral Research Fellow: <i>Forecasting using judgment: Biases, their determinants, and conditions leading to their attenuation</i> , 2006-2007 Postdoctoral Research Fellow: Centre for Economic Learning and Social Evolution, 2007-2010
2002 - 2005	<b>University of Warwick, Department of Psychology</b> Postdoctoral Research Fellow: HSBC Bank Fellowship, 2004-2005 Postdoctoral Research Fellow: <i>The Cognitive Science of Financial E-Advice</i> 2002-2004

## **Education**

Year	Degree	Subject	Class	Institution
2015	MA	Academic Practice	Distinction	City, University of London
2009	BA	English Literature	1 <sup>st</sup>	University of London (Birkbeck)
2002	MSc	Science Communication	Distinction	University of London (Imperial)
2002	PhD	<b>Experimental Psychology</b> Representations of Phonology in Spoken Language Comprehension and Production	-	<b>University of Cambridge</b>
1997	BA	<b>Natural Sciences (Biological)</b>	2.1	<b>University of Cambridge</b>

## Societies and Honours

Ordinary Member of the **Experimental Psychology Society** (required prominent authorship of two high-quality papers and nomination from two members)

Fellow of the **Psychonomic Society** (based on research track record)

Fellow of the UK **Higher Education Academy** (required demonstration of high levels of engagement in pedagogic issues)

**Winner** (jointly with two co-authors) of the Institute for Operations Research and the Management Sciences Decision Analysis Society award for **best paper** published in *Management Science* in 2015.

## Service

### External

2017-2020	<b>Associate Editor</b> , Behavior Research Methods. Action editor for over 120 submissions. Part of an editorial team that saw the journal increase dramatically in impact and standing.
2014-present	<b>Editorial Board Member</b> , Journal of Behavioural Decision Making
2017-present	<b>External Examiner</b> for Behavioural Science undergraduate, MBA and PhD taught modules at <b>Warwick Business School</b> .
2019-present	<b>External Examiner</b> for the undergraduate psychology programme at <b>King's College London</b>
2011-present	<b>PhD Examiner</b> : Kai Tay (City, 2020); Lisheng He (Warwick Business School, 2017); Katie Parker (UCL; 2016); Albert Barque-Duran (City; 2016); David Ellis (University of Glasgow; 2013), Roberta Pischedda (City; 2013), Jiayi Balasuriya (Cass; 2012), Katie Maras (City; 2011)

### Internal

To present	Transition to Online Teaching, Departmental Lead and Co-ordinator
2019 - 2020	Deputy Programme Director, BSc Psychology (programme with ~600 students)
<b>2013 - 2018</b>	<b>Deputy Head of Department</b>
Previously	Departmental Exchange Programme Co-ordinator, Departmental Research and Ethics Committee member; Academic Misconduct panel member; School Extenuating Circumstances panel member; Programme Director, MSc Research Methods and Psychology (sabbatical cover) Internal examinations officer.

## **Peer-reviewed Journal Publications**

Desai, S. C., & **Reimers, S.** (2019). Comparing the use of open and closed questions for Web-based measures of the continued-influence effect. *Behavior Research Methods*, *51*, 1426-1440.

Hanssen, E., Fett, A. K, White, T.P, Caddy, C., **Reimers, S.**, & Shergill S. S. (2018). Cooperation and sensitivity to social feedback during group interactions in schizophrenia. *Schizophrenia Research*, *202*, 361-368.

Macchia, L, Plagnol, A. C., & **Reimers, S.** (2018). Does experience with high inflation affect intertemporal decision making? Sensitivity to inflation rates in Argentine and British delay discounting choices. *Journal of Behavioral and Experimental Economics*, *75*, 76–83.

**Reimers, S.**, Donkin, C., & Le Pelley, M. E. (2018). Perceptions of randomness in binary sequences: Normative, heuristic, or both? *Cognition*, *172*, 11-25.

**Reimers, S.**, & Stewart, N. (2016). Auditory presentation and synchronization in Adobe Flash and HTML5/JavaScript Web experiments. *Behavior Research Methods*, *48*, 897-908.

**Reimers, S.**, & Stewart, N. (2015). Presentation and response timing accuracy in Adobe Flash and HTML5/JavaScript Web experiments. *Behavior Research Methods*, *47*, 309-327.

Stewart, N., **Reimers, S.**, & Harris, A. J. L. (2014). On the origin of utility, weighting, and discounting functions: How they get their shapes and how to change their shapes. *Management Science*, *61*, 687-705.

Harvey, N. & **Reimers, S.** (2013). Trend damping: Under-adjustment, experimental artifact, or adaptation to features of the natural environment? *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *39*, 589-607.

**Reimers, S.** & Harvey, N. (2011). Sensitivity to autocorrelation in judgmental time series forecasting. *International Journal of Forecasting* *27*, 1196-1214.

Pleasence, P., Balmer, N. J., & **Reimers, S.** (2011). What Really Drives Advice Seeking Behaviour? Looking Beyond the Subject of Legal Disputes. *Oñati Socio-Legal Series*, *1*(6), 1-21.

Ungemach, C., Stewart, N., & **Reimers, S.** (2011). How incidental values from the environment affect decisions about money, risk, and delay. *Psychological Science*, *22*, 253-260.

Manning, J. T., **Reimers, S.**, Baron-Cohen, S., Wheelwright, S., & Fink, B. (2010) Sexually dimorphic traits (digit ratio, body height, systemizing-empathizing scores) and gender segregation between occupations: Evidence from the BBC internet study. *Personality and Individual Differences*, *49*, 511-515

Le Pelley, M. E., Turnbull, M. N., **Reimers, S. J.**, & Knipe, R. L. (2010). Learned predictiveness effects following single-cue training in humans. *Learning & Behavior*, *38*, 126-144.

Le Pelley, M. E., **Reimers, S. J.**, Calvini, G., Spears, R., Beesley, T., & Murphy, R. A. (2010). Stereotype formation: Biased by association. *Journal of Experimental Psychology: General*, *139*, 138-161.

Pleasence, P., Balmer, N. J., & **Reimers, S.** (2010). Horses for Courses? People's Characterisation of Justiciable Problems and the Use of Lawyers. In Legal Services Board (ed.) *The Future of Legal Services: Emerging Thinking*. London: Legal Services Board

**Reimers, S.,** Maylor, E. A., Stewart, N., & Chater, N., (2009). Associations between a one-shot delay discounting measure and age, income, education and real-world impulsive behavior. *Personality and Individual Differences* 47, 973-978.

**Reimers, S.,** & Stewart, N. (2009). Using SMS text messaging for teaching and data collection in the behavioral sciences. *Behavior Research Methods*, 41, 675-681.

Chamorro-Premuzic, T., **Reimers, S.,** Hsu, A., & Ahmetoglu G. (2009). Who art thou? Personality predictors of artistic preferences in a large UK sample: The importance of openness. *British Journal of Psychology*, 100, 501-516.

**Reimers, S.** (2009). A paycheck half-empty or half-full? Framing, fairness and progressive taxation. *Judgment and Decision Making*, 4, 461-466.

**Reimers, S.,** & Stewart, N. (2008). Using Adobe Flash Lite on mobile phones for psychological research: Reaction time measurement reliability and interdevice variability. *Behavior Research Methods*, 40, 1170-1176.

**Reimers, S.,** & Stewart, N. (2007). Adobe Flash as a medium for online experimentation: A test of reaction time measurement capabilities. *Behavior Research Methods*, 39, 365-370.

Maylor, E. A., **Reimers, S.,** Choi, J., Collaer, M. L., Peters, M., & Silverman I. (2007). Gender and sexual orientation differences in cognition across adulthood: age is kinder to women than to men regardless of sexual orientation. *Archives of Sexual Behavior*, 36, 235-249.

Collaer, M. L., **Reimers, S.,** & Manning J. T. (2007). Visuospatial performance on an Internet line judgment task and potential hormonal markers: Sex, sexual orientation, and 2D: 4D. *Archives of Sexual Behavior*, 36, 177-192.

**Reimers, S.** (2007). The BBC internet study: General methodology. *Archives of Sexual Behavior*, 36, 147-161.

Peters, M., Manning, J. T., & **Reimers, S.** (2007). The effects of sex, sexual orientation, and digit ratio (2D: 4D) on mental rotation performance. *Archives of Sexual Behavior*, 36, 251-260.

**Reimers, S.,** & Maylor, E. A. (2006). Gender effects on reaction time variability and trial-to-trial performance: Reply to Deary and Der. *Aging, Neuropsychology, and Cognition*, 13, 479-489.

Peters, M, **Reimers, S.** & Manning, J. T. (2006). Hand preference for writing and associations with selected demographic and behavioral variables in 255,100 subjects: The BBC internet study. *Brain and Cognition* 62, 177-189.

**Reimers, S.** & Maylor, E. A. (2005). Task switching across the life span: effects of age on general and specific switch costs. *Developmental Psychology*, 41, 661-671.

Stewart, N., Chater, N., Stott, H. P., & **Reimers, S.** (2003). Prospect relativity: How choice options influence decision under risk. *Journal of Experimental Psychology: General*, 132, 23-46.

Wills, A. J., **Reimers, S.,** Stewart, N., Suret, M., & McLaren, I. P. L. (2001) Tests of the ratio rule in categorization. *The Quarterly Journal of Experimental Psychology: Section A*, 53, 983-1011.

## Peer-reviewed conference proceedings

Desai, S. C. & Reimers, S. (2018). Some misinformation is more easily countered: An experiment on the continued influence effect. In Kalish, C., Rau, M., Zhu, J., and Rogers, T.T. (Eds.), *Proceedings of the 40th Annual Conference of Cognitive Science Society* (pp. 1542-1547). Madison, WI: Cognitive Science Society.

Reimers, S. (2017). Randomness in binary sequences: Visualizing and linking two recent developments. In G. Gunzelmann, A., Howes, T., Tenbrink, & E. J. Davelaar (Eds.), *Proceedings of the 39th Annual Conference of the Cognitive Science Society* (pp. 2981-2985). Austin, TX: Cognitive Science Society.

Connor Desai, S. & Reimers, S. (2017). But where's the evidence? The effect of explanatory corrections on inferences about false information. In G. Gunzelmann, A., Howes, T., Tenbrink, & E. J. Davelaar (Eds.), *Proceedings of the 39th Annual Conference of the Cognitive Science Society* (pp. 1824-1829). Austin, TX: Cognitive Science Society.

Connor Desai, S., Reimers, S. & Lagnado, D. (2016). Consistency and credibility in legal reasoning: A Bayesian network approach. In A. Papafragou, D. Grodner, D. Mirman, & J.C. Trueswell (Eds.), *Proceedings of the 38th Annual Conference of the Cognitive Science Society* (pp. 626-631). Austin TX: Cognitive Science Society.

Reimers, S., Stewart, N., & Chater, N. (2003). Choice set options affect the valuation of risky prospects. In R. Alterman, & D. Kirsh (Eds.), *Proceedings of the 22nd Annual Conference of the Cognitive Science Society* (pp. 988-993). Austin, TX: Cognitive Science Society.

## Selected other publications

**Reimers, S.** (2013). Developments in information technology and their implications for psychological research: Disruptive or diffusive change? *Learning at City Journal*, 3, 45-53.

Chamorro-Premuzic, T., Furnham, A., & **Reimers, S.** (2007). The ARTistic Personality. *The Psychologist*, 20, 84-87.

## Talks, seminars and colloquia

Invited talks and seminars on research at various institutions including University of Oxford, UCL, UNSW, University of Warwick, University of Stirling. Keynote speech on educational practice at the University of Bolton

Conference oral and poster presentations at international conferences including SJDM (Toronto, Vancouver, Boston, Long Beach, Chicago x2), Society for Computers in Psychology (Toronto, Vancouver, Boston, Long Beach, Chicago x2), Cognitive Science (London), SPUDM (Warsaw, Budapest).

## **Grants and funding**

Year	Role	Title	Funder	Amount
2021-2023	Co-I	Eyes on the prize: Investigating attentional economics	Australian Research Council	USD267k
2016-2017	PI	Eye-tracking in intertemporal Choice	Experimental Psychology Society	£2,500
2011	Co-I	External provision of people's decision making needs: Effectiveness, appropriateness, and psychological demands of different levels of support. (Exploratory Network)	ESRC	£88k
2006-2008	Co-I	Learned predictiveness and group perception: An associative analysis of biases in stereotype formation	ESRC	£135k
2006-2007	Co-I	Forecasting using judgment: Biases, their determinants, and conditions leading to their attenuation.	ESRC	£78k

## **Selected external consultancy, speaking and training**

Year	Client	Activity	Location
2019-2021	Guardian Newspapers	Masterclasses on Financial Decision Making	Guardian HQ, Kings Place, and online
2019	IC&Co	Professional interview on financial decision making	N/A
2018	Google	Keynote on consumer insights to 350 delegates from financial sector	Google EMEA HQ, Dublin
2017	District Council Chief Executives Network	Keynote on understanding decision making	Kings Place, London
2013, 2014	HMRC Behaviour Change Knowledge Network	Invited talks on understanding taxpayer behaviour	100 Parliament Street, London
2014	Lloyds	Training session on understanding risky behaviour from big data	Lloyds training centre, Solihull

Before this, various consultancy projects on consumer insights and financial behaviour with clients including HMRC, two financial services companies, a high-street supermarket, and others, often under the auspices of Decision Technology Ltd.