

Cameron Martel

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Employment

2025-present **Johns Hopkins Carey Business School**
Assistant Professor of Marketing

Education

2023-2025 **PhD, MIT Sloan School of Management**
Management Science, Marketing Track
Advisor: David Rand, PhD
Thesis: *Essays on content moderation interventions for addressing online misinformation.* [[Link](#)].

2020-2023 **S.M., MIT Sloan School of Management**
Management Research
Thesis: *Are fact-checks effective even for those who distrust fact-checkers?*

2016-2020 **B.S., Yale University**
Cognitive Science (with distinction)
Certificate in Data Science
magna cum laude
Thesis: *Reliance on emotion promotes belief in fake news*

Publications

Gollwitzer, A., Tump, A. N., **Martel, C.**, Deffner, D., Sultan, M., Kurvers, R. H. J. M., & Hertwig, R. (2026). Towards a mechanistic understanding of false news sharing: Which interventions work best, for whom, and why. *Journal of Experimental Psychology: General*, 155(6), 1550-1574. [[Link](#)].

Martel, C. & Rand, D. G. (2025). Solutions and challenges for addressing misinformation. *Journal of Public Policy & Marketing*, 07439156251352415. [[Link](#)].

Martel, C., Berinsky, A. J., Rand, D. G., Zhang, A. X., & Resnick, P. (2025). Perceived legitimacy of layperson and expert content moderators. *PNAS Nexus*, 4(5), pgaf111. [[Link](#)].

- Martel, C.***, Mosleh, M.*, Eckles, D., & Rand, D. G. (2025). Promoting engagement with social fact-checks online: Investigating the roles of social connection and shared partisanship. *PLOS One*, 20(3), e0319336. [[Link](#)].
- Martel, C.***, Mosleh, M.*, Yang, Q., Zaman, T., & Rand, D. G. (2024). Blocking of counter-partisan accounts drives political assortment on Twitter. *PNAS Nexus*, 3(5), pgae161. [[Link](#)].
- Martel, C.** & Rand, D. G. (2024). Fact-checker warning labels are effective even for those who distrust fact-checkers. *Nature Human Behaviour*, 8(10), 1957-1967. [[Link](#)] [[Research Briefing](#)].
- Martel, C.**, Rathje, S., Pennycook, G., Clark, C., Van Bavel, J. J., Rand, D. G., & van der Linden, S. (2024). On the efficacy of accuracy prompts across party lines: An adversarial collaboration. *Psychological Science*, 35(4), 435-450. [[Link](#)].
- Mosleh, M.*, **Martel, C.***, & Rand, D. G. (2024). Psychological underpinnings of partisan bias in tie formation on social media. *Journal of Experimental Psychology: General*. [[Link](#)].
- Bhardwaj, V.*, **Martel, C.***, & Rand, D. G. (2023). Examining accuracy-prompt efficacy in combination with using colored borders to differentiate news and social content online. *Harvard Kennedy School (HKS) Misinformation Review* [[Link](#)].
- Martel, C.**, Allen, J., Pennycook, G., & Rand, D. G. (2023). Crowds can effectively identify misinformation at scale. *Perspectives on Psychological Science*, 19(2), 477-488. [[Link](#)].
- Martel, C.** & Rand, D. G. (2023). Misinformation warning labels are widely effective: A review of warning effects and their moderating features. *Current Opinion in Psychology*, 101710. [[Link](#)].
- Allen, J., **Martel, C.**, & Rand, D. G. (2022). Birds of a feather don't fact-check each other: Partisanship and the evaluation of news in Twitter's Birdwatch crowdsourced fact-checking program. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems*, 245, 1-19. [[Link](#)].
- Gollwitzer, A., **Martel, C.**, Heinecke, A., & Bargh, J. A. (2022). Deviancy aversion and social norms. *Personality and Social Psychology Bulletin*, 50(4), 516-532. [[Link](#)].
- Gollwitzer, A., McLoughlin, K. L., **Martel, C.**, Marshall, J., Höhs, J. M., & Bargh, J. A. (2021). Linking self-reported social distancing to real-world behavior during the COVID-19 pandemic. *Social Psychological and Personality Science*, 13(2), 656-668. [[Link](#)].

Martel, C., Mosleh, M., & Rand, D. G. (2021). You're definitely wrong, maybe: Correction style has minimal effect on corrections of misinformation online. *Media and Communication*, 9(1), 120-133. [\[Link\]](#).

Mosleh, M., **Martel, C.**, Eckles, D., & Rand, D. G. (2021). Perverse downstream consequences of debunking: Being corrected by another user for posting false political news increases subsequent sharing of low quality, partisan, and toxic content in a Twitter field experiment. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems*, 182, 1-13. [\[Link\]](#).

Mosleh, M., **Martel, C.**, Eckles, D., & Rand, D. G. (2021). Shared partisanship dramatically increases social tie formation in a Twitter field experiment. *Proceedings of the National Academy of Sciences*, 118(7), e2022761118. [\[Link\]](#).

Gollwitzer, A., **Martel, C.**, Bargh, J. A., & Chang, S. W. C. (2020). Aversion towards simple broken patterns predicts moral judgment. *Personality and Individual Differences*, 160, 109810. [\[Link\]](#).

Gollwitzer, A., **Martel, C.**, Brady, W. J., Pärnamets, P., Freedman, I. G., Knowles, E. D., & Van Bavel, J. J. (2020). Partisan differences in physical distancing are linked to health outcomes during the COVID-19 pandemic. *Nature Human Behaviour*, 4(11), 1186-1197. [\[Link\]](#).

Martel, C., Pennycook, G., & Rand, D. G. (2020). Reliance on emotion promotes belief in fake news. *Cognitive Research: Principles and Implications*, 5, 1-20. [\[Link\]](#).

Gollwitzer, A., **Martel, C.**, McPartland, J. C., & Bargh, J. A. (2019). Autism spectrum traits predict higher social psychological skill. *Proceedings of the National Academy of Sciences*, 116(39), 19245-19247. [\[Link\]](#). [\[Letter\]](#).

Preprints & Manuscripts Submitted or Under Review

Orchinik, R., **Martel, C.**, Rand, D. G., & Bhui, R. (invited for minor revision at *Management Science*). Adaptive intuitions shape susceptibility to misinformation. [\[Link\]](#).

Jeong, Y., Kunst, J., Lewandowsky, S., van der Linden, S., **Martel, C.**, & Gollwitzer, A. (submitted). Flattery at scale: The risks of LLM sycophancy and a framework for intervention.

Wang, S. Y. N., Allen, J., Lin, H., **Martel, C.**, Rand, D. G., & Pennycook, G. (submitted). Assessing the efficacy of crowdsourced fact-checking for TikTok videos.

Martel, C.*, Allen, J.*, Pennycook G., & Rand, D. G. (revising for resubmission). Political motives help rather than hinder crowdsourced fact-checking. [\[Link\]](#).

Levari, D. E., **Martel, C.**, Orchinik, R., Bhui, R., Seli, P., Pennycook, G., & Rand, D. G. (revising for resubmission). Blatantly false news increases belief in news that is merely implausible. [[Link](#)].

Martel, C., Berinsky, A. J., Resnick, P., Zhang, A. X., & Rand, D. G. (preprint). Partisan consensus and divisions on content moderation of misinformation. [[Link](#)].

Martel, C.*, Epstein, Z.*, & Rand, D. G. (preprint). Americans' attitudes toward advancements in generative artificial intelligence. [[Link](#)].

Select Manuscripts in Preparation

Martel, C., Druckman, J. N., & Rand, D. G. (in prep). Misinformation and reliance on emotion can undermine prosocial behavior in a public goods game.

Academic Honors, Awards, & Grants

2026	Johns Hopkins Discovery Award (\$150,000; with Tiziano Piccardi, Gillian Hadfield)
2025	Research Participant Compensation Fund Award (\$2,500; with Wesley W. Koo)
2025	Black & Decker Research Fund Award (\$2,500; with Haiyang Yang)
2025	Behavioral Research Support Fund Award (\$5,000)
2025	MIT Sloan Doctoral Research Forum Thesis Prize – First Place (\$3,000)
2023	Meta Foundational Integrity Research Award (\$100,000; with Mohsen Mosleh, David G. Rand)
2020-present	National Science Foundation Graduate Research Fellowship (\$102,000)
2020-present	MIT Sloan School of Management Graduate Fellowship
2019	Phi Beta Kappa Honor Society
2019	Psi Chi Honor Society (Board Member)
2019	Trumbull Richter Summer Fellowship (\$1,000)

Popular Press Articles & Media

Mosleh, M. & **Martel, C.** (2025, March). Why social media is the new frontier for misinformation, and what we can do about it. *The Oxford Internet Institute Podcast*. [[Link](#)].

Martel, C. (2025, February). Fact-checker warnings are surprisingly effective even for skeptics. *Character & Context – Society for Personality and Social Psychology*. [[Link](#)].

Rand, D. G. & **Martel, C.** (2025, January). We need content moderation: Meta is out of step with public opinion. *The Hill*. [[Link](#)].

Martel, C. (2021, March). Believing false news: A crime of passion? *Character & Context – Society for Personality and Social Psychology*. [[Link](#)].

Pennycook, G., **Martel, C.**, & Rand, D. G. (2019, September). Knowing how fake news preys on your emotions can help you spot it. *Canadian Broadcasting Corporation (CBC)*. [[Link](#)].

Presentations & Panels

Informing and empowering consumers against misinformation (2026, January). Presentation at *Connect with Carey Faculty*, Johns Hopkins Carey Business School (virtual). [[Link](#)].

Political motives help rather than hinder crowdsourced fact-checking (2025, December). Presentation at the *Directions of Polarization, Social Norms, and Trust in Societies Workshop*, MIT, Cambridge, MA, USA.

Perceived legitimacy of layperson and expert content moderators (2025, October). Presentation at the *Association for Consumer Research (ACR) Conference*, Washington D.C., USA.

Perceived legitimacy of layperson and expert content moderators (2025, September). Presentation at *The Trust and Safety Research Conference*, Stanford University, Stanford, CA, USA.

How to best incorporate social media channels into a communications strategy (2025, July). Pre-recorded interview for panel discussion at the *Conference of Court Public Information Officers* (virtual).

Harnessing partisan motives to combat misinformation (2025, June). Presentation at the *Inform Society for Marketing Science (ISMS) Marketing Science Conference*, Washington, D.C., USA.

Harnessing partisan motives to combat misinformation (2025, May). Presentation at the *Association for Psychological Science (APS) Annual Convention*, Washington, D.C., USA.

Harnessing partisan motives to combat misinformation (2025, March). Presentation at the *MIT Sloan Doctoral Research Forum*, Cambridge, MA, USA. [[Link](#)].

Examining individual- and item-level heterogeneity of fact-checker warning label and implied truth effects (2025, March). Presentation at the *Society for Consumer Psychology Annual Conference*, Las Vegas, NV, USA.

Perceived legitimacy of layperson and expert content moderators (2024, October). Presentation at the *Conference on Digital Experimentation (CODE) @ MIT*.

Psychological underpinnings of partisan bias in tie formation on social media (2024, July). Presentation at the *10th International Conference on Computational Social Science (IC2S2)*, Philadelphia, PA, USA.

Harnessing partisan motives to solve the misinformation problem (2024, June). Presentation at the *ACM Collective Intelligence Conference Series*, Boston, MA, USA.

Understanding Americans' perceived legitimacy of harmful misinformation moderation by expert and layperson juries. (2024, June). Presentation at the *Technology, Data, and Policy Conference*, Cambridge, MA, USA.

Fact-checker warning labels are effective even for those who distrust fact-checkers. (2024, May). Presentation at the *MIT Initiative on the Digital Economy Annual Conference* (virtual). [[Link](#)].

A perfect storm: Defining MDM and exploring the risk factors that lead to its spread among Latinos. (2024, May). Panel Discussion at the *Defiende La Verdad Summit for Latino/Hispanic Media Professionals*, National Association of Latino Elected and Appointed Officials Educational Fund, Washington, D.C., USA.

Psychological underpinnings of partisan bias in tie formation on social media. (2023, November). Presentation at the *Conference on Digital Experimentation (CODE) @ MIT*.

Harnessing polarization to combat misinformation. (2023, October). Presentation at the *Association for Consumer Research (ACR) Conference*, Seattle, WA, USA.

Technology and fraud: Stopping scams in a digital world. (2023, October). Panel Discussion at the *Commodity Future Trading Commission's (CFTC) Office of Technology Innovation*, World Investor Week (virtual).

Counter-partisanship drastically increases user blocking rates in a Twitter field experiment. (2022, October). Presentation at the *Conference on Digital Experimentation (CODE) @ MIT*.

Why do people believe lies? A view from the behavioral sciences. (2022, April). Panel Discussion at the *BOOM TruthSeekers Conference* (virtual).

Does distrust in fact-checkers actually undermine the effect of fact-checks? (2022, February). Presentation at *The Society for Judgment and Decision Making Annual Conference* (virtual).

Does distrust in fact-checkers actually undermine the effect of fact-checks? (2021, November). Presentation at *Tufts T-Tripods Workshop on Understanding Misinformation and Disinformation*, Tufts University (virtual).

Does distrust in fact-checkers actually undermine the effect of fact-checks? (2021, November). Presentation at *The Gruter Institute for Law and Behavioral Research Conference*, Palisades Tahoe, CA, USA.

Misinformation & alternative facts: What can we do about it? (2021, March). Presentation at the *Free Flow Forum, North Hill Retirement Community*, Needham, MA, USA.

Reliance on emotion promotes belief in fake news. (2019, November). Presentation at the *Trumbull Mellon Forum*, Trumbull College, Yale University.

Invited Presentations

University of Maryland, Behavioral Group Seminar (April 2026)
Talk: *The cognitive impact of AI-generated videos*

Yale University, Yale Institute for Foundations of Data Science (FDS) (October 2025)
Talk: *Political motives help rather than hinder crowdsourced fact-checking*
[New Directions in Social Algorithms Research Workshop]

University of Oxford, Oxford Internet Institute (January 2025)
Talk: *Harnessing partisan motives to combat misinformation* [[Link](#)].

Northwestern University, Kellogg School of Management (October 2024)
Talk: *Harnessing partisan motives to combat misinformation*

University of Pennsylvania, The Wharton School (October 2024)
Talk: *Harnessing partisan motives to combat misinformation*

Johns Hopkins University, Carey Business School (October 2024)
Talk: *Harnessing partisan motives to combat misinformation*

Invited Classroom Guest Lectures

Misinformation: Cognitive underpinnings, solutions, & challenges (2026, April). Guest lecture at *Howard University* (Washington D.C.)

Misinformation: Why we believe it and what we can do about it (2024, October). Guest lecture at *Santa Monica College* (virtual).

Protecting consumers: Scams, fraud, & dark patterns (2023, November). Guest lecture at *MIT Sloan* (Cambridge, MA).

Can crowds help solve the misinformation problem? (2023, October). Guest lecture at *BI Norwegian Business School* (virtual).

Posters

- Martel, C.**, Mosleh, M., Eckles, D., Yang, Q., Zaman, T., & Rand, D. G. (2024, November). *Shared partisanship drives political assortment on Twitter*. Poster at The Society for Judgment and Decision Making Annual Conference, New York, New York, USA.
- Martel, C.**, Mosleh, M., Eckles, D., Yang, Q., Zaman, T., & Rand, D. G. (2023, December). *Shared partisanship drives political assortment on Twitter*. Poster at the Polarization Workshop 2023, Cambridge, MA, USA.
- Martel, C.** & Rand, D. G. (2023, November). *Replicability and heterogeneity of the implied truth effect*. Poster at The Society for Judgment and Decision Making Annual Conference, San Francisco, California, USA.
- Martel, C.** & Rand, D. G. (2023, February). *Are fact-checks effective even for those who distrust fact-checkers?* Poster at the Society for Personality and Social Psychology (SPSP) Annual Convention, Atlanta, Georgia, USA.
- Martel, C.**, Druckman, J. N., & Rand, D. G. (2022, November). *Misinformation can undermine prosocial behavior in a public goods game*. Poster at The Society for Judgment and Decision Making Annual Conference, San Diego, California, USA.
- Martel, C.***, Allen, J.*, & Rand, D. G. (2022, October). *Harnessing political polarization to solve the misinformation problem*. Poster at the Conference on Digital Experimentation (CODE) @ MIT.
- Martel, C.** & Rand, D. G. (2022, June). *Does distrust in fact-checkers actually undermine the effect of fact-checks?* Poster at The Summer Institute on Bounded Rationality, Max Planck Institute for Human Development, Berlin, Germany.
- Martel, C.** & Rand, D. G. (2021, November). *Does distrust in fact-checkers actually undermine the effect of fact-checks?* Poster at the Conference on Digital Experimentation (CODE) @ MIT.
- Martel, C.** (2021, August). *Watching the Birdwatchers: Examining the helpfulness of crowdsourced fact-checking on Twitter*. Poster at the 4th Annual Conference on Politics and Computational Social Science (PaCSS). [[Link](#)].
- Martel, C.**, Pennycook, G., & Rand, D. G. (2020, December). *Reliance on emotion promotes belief in fake news*. Poster at The Society for Judgment and Decision Making Annual Conference. [[Link](#)].
- Mosleh, M.*, **Martel, C.***, Eckles, D., & Rand, D. G. (2020, December). *Social corrections across party lines in a Twitter field experiment*. Poster at The Society for Judgment and Decision Making Annual Conference. [[Link](#)].
- Mosleh, M.*, **Martel, C.***, Eckles, D., & Rand, D. G. (2020, November). *Social corrections across party lines in a Twitter field experiment*. Poster at the Conference on Digital Experimentation (CODE) @ MIT.

Martel, C., Weinberg-Wolf, H., Dohmann, J., Chen, K. Y., & Chang, S. W. C. (2020, July). *Text mining and topic modeling uncovers uncertainty in serotonin receptor functions*. Poster at the 6th Annual International Conference on Computational Social Science (IC2S2), Boston, MA (virtual).

Teaching Experience

Spring 2026	Marketing Research (BU.410.601). [Instructor]. MS in Marketing Class, Johns Hopkins Carey Business School. Student overall teaching quality ratings: mean 4.4/5.0, median 5.0/5.0
Fall 2023	Consumer Behavior (15.847). [Teaching Assistant]. MBA Class, MIT Sloan. Student overall ratings: mean 6.6/7.0, median 7.0/7.0
	Design and Analysis of Experiments (15.838). [Teaching Assistant]. Graduate Student Seminar, MIT Sloan. Student overall ratings: mean 7.0/7.0, median 7.0/7.0
Spring 2023	Consumer Behavior (15.847). [Teaching Assistant]. MBA Class, MIT Sloan. Student overall ratings: mean 6.5/7.0, median 7.0/7.0
March 2021	False News: Why People Believe It, and How to Catch Online Lies. [Co-teacher]. 7-8 th Grade Class, MIT Spark. Student overall ratings: mean 5.0/5.0, median 5.0/5.0

Service & Affiliate Roles

<i>Affiliations</i>	Faculty Affiliate, Technology and Society Initiative, Johns Hopkins Carey Business School (Fall 2025-present)
	Committee Member, Tooling Research Committee [Link], Trust and Safety Foundation (Fall 2025-present)
<i>Professional</i>	Seminar Co-coordinator, Marketing, Johns Hopkins Carey Business School (Fall 2025-present)
<i>Ad-hoc Reviewing</i>	General Science: <i>PNAS Nexus; Scientific Reports; Nature Communications; Nature Human Behaviour; Proceedings of the National Academy of Sciences</i>
	Marketing & Management: <i>Journal of Public Policy & Marketing; Management Science</i>
	Psychology, Cognitive Science, & Computational Social Science:

Psychophysiology; Personality and Individual Differences; Current Psychology; Social Psychology and Personality Science; Cognitive, Affective, and Behavioral Neuroscience; American Psychologist; Journal of Experimental Psychology: Applied; Cognitive Research: Principles and Implications; ACM Transactions on Applied Perception; Perspectives on Psychological Science; International Conference on Computational Social Science; Journal of Experimental Psychology: General

Human-Computer Interaction, Information Systems, Internet Research:

ACM Transactions on the Web; Journal of Medical Internet Research; Computers in Human Behavior; Information, Communication and Society; International Journal of Information Technology & Decision Making; Proceedings of the CHI Conference on Human Factors in Computing Systems; Journal of Quantitative Description: Digital Media; ACM Collective Intelligence Conference Proceedings; Technology, Mind, and Behavior

Political Science:

The International Journal of Press/Politics; Time-Sharing Experiments for the Social Sciences; Political Behavior; Behavioral Science & Policy; The Journal of Politics; British Journal of Political Science; Perspectives on Politics

Economics:

Journal of Economic Behavior and Organization

Misinformation:

HKS Misinformation Review; Journal of Online Trust and Safety

Skills

Programming

R, Python, Java, SPSS

Musical

Clarinet, Bass Clarinet, Saxophone, Piano, Electronic Keyboard