

Stian Reimers

Professor of Psychology and Behavioural Science

City St George's, University of London | stian.reimers@citystgeorges.ac.uk | reimers.co.uk

ORCID 0000-0002-9497-0942 | [Google Scholar](#) | Rhind Building, St John Street, London EC1V 0HB, UK

Profile

Professor of Psychology and Behavioural Science with 25 years of postdoctoral experience spanning judgement and decision making, behavioural economics, forecasting, misinformation and web-based research methods. Author of more than 50 academic outputs with over 4,000 Google Scholar citations. Current work combines research and teaching with school- and institution-wide leadership in digital education, responsible AI policy and the development of practical AI-enabled learning tools.

Academic appointments

2022-present	Professor of Psychology and Behavioural Science. City St George's, University of London
2018-2022	Reader in Psychology. City, University of London
2013-2018	Senior Lecturer in Psychology. City, University of London
2010-2013	Lecturer in Psychology. City, University of London
2007-2010	Postdoctoral Research Fellow. Centre for Economic Learning and Social Evolution, University College London
2005-2007	Postdoctoral Research Fellow. Department of Psychology, University College London; judgemental forecasting and risk communication projects
2002-2005	Postdoctoral Research Fellow. Department of Psychology, University of Warwick; financial e-advice and HSBC Bank Fellowship projects

Education and qualifications

2015	MA Academic Practice, Distinction. City, University of London
2009	BA English Literature, First Class Honours. Birkbeck, University of London
2002	MSc Science Communication, Distinction. Imperial College London
2001	PhD Experimental Psychology. University of Cambridge; thesis: Representations of phonology in spoken language comprehension and production
1997	BA Natural Sciences (Biological), 2:1. University of Cambridge

Research

Research interests

- Judgement and decision making, including risky, intertemporal and financial choice; heuristics, biases and contextual influences on preference.
- Judgemental forecasting and information presentation, including the effects of graph format on quantitative forecasts.
- The continued influence of misinformation, explanatory correction and reasoning from corrected information.
- Research methodology, especially web- and mobile-based cognitive testing, response-time measurement and large-scale online studies.
- Digital and AI-enabled education, assessment design, roleplay and simulation in health sciences education.

Selected research contributions

- Early pioneer of online cognitive research and response-time measurement; led and supported BBC-linked studies involving more than half a million participants, including a 255,000-participant study of sex and gender differences in cognition.
- Developed and evaluated novel digital research methods using smartphones, browser-based tasks and game peripherals; three years as Associate Editor of Behavior Research Methods, handling more than 120 submissions.
- Current collaborator on the ESRC-funded Born in Covid Year - Core Lockdown Effects (BICYCLE) study, contributing browser-based child-friendly executive-function tasks and the remote data-collection infrastructure.

Research grants and major funded collaborations

2026	City St George's Pump Priming Fund, CHAT-AI: Conversational Help using AI for Therapy in Aphasia, £15,000. Co-Investigator; PI Hannah Thompson
2024-2027	ESRC, Born in Covid Year - Core Lockdown Effects (BICYCLE), £797,000. Co-Investigator; PIs Lucy Henry and Nikki Botting

2020-2022

Australian Research Council, Eyes on the prize: Investigating attentional economics, US\$267,000. Co-Investigator; PI Mike Le Pelley

Publications

Reverse chronological order. Persistent links are included for recent outputs; a complete live record is available via ORCID and Google Scholar.

Peer-reviewed journal articles

- Gil, H., Reimers, S., & Witcombe, S. (2026). AI-mediated patients as a novel learning tool for paediatric placements: a mixed methods evaluation of student experience. *Archives of Disease in Childhood*, 111(Suppl 1), A336-A337. <https://doi.org/10.1136/archdischild-2026-rcpch.449>
- Botting, N., Del Rosario, C., Flynn, J., Reimers, S., Davies, C., Gonzalez-Gomez, N., Hendry, A., Hill, E. L., McGillion, M., Moss, R., Shapiro, L., & Henry, L. A. (2026). Developmental outcomes at four-years-old in children born in the first Covid-19 lockdown in England: Preliminary findings from the Born In Covid Year - Core Lockdown Effects (BICYCLE) study. *Archives of Disease in Childhood*. <https://doi.org/10.1136/archdischild-2025-329529>
- Reimers, S. (2026). Generative AI in health sciences education and practice. Part 4: Career development. *British Journal of Cardiac Nursing*, 21(6), 1-6. <https://doi.org/10.12968/bjca.2026.0040>
- Reimers, S. (2026). Generative AI in health sciences education and practice. Part 3: Supporting written communication. *British Journal of Cardiac Nursing*, 21(4), 1-6. <https://doi.org/10.12968/bjca.2026.0024>
- Reimers, S. (2026). Generative AI in health sciences education and practice. Part 2: Supporting thinking and decision-making. *British Journal of Cardiac Nursing*, 21(2), 1-6. <https://doi.org/10.12968/bjca.2026.0008>
- Reimers, S. (2026). Generative AI in health sciences education and practice. Part 1: Chatbots and simulation. *British Journal of Cardiac Nursing*, 21(1), 1-6. <https://doi.org/10.12968/bjca.2025.0058>
- Hagger-Johnson, G., Reimers, S., Greenwood, D. C., Gow, A. J., & Cade, J. E. (2025). Health literacy in relation to web-based measurement of cognitive function in the home: UK Women's Cohort Study. *BMJ Open*, 15(3), e092528. <https://doi.org/10.1136/bmjopen-2024-092528>
- Moss, B., Henry, L., Davies, C., Del Rosario, C., Gonzalez-Gomez, N., Hendry, A., Hill, E. L., McGillion, M., Prior, E., Reimers, S., Shapiro, L., Van Blankenstein, E., & Botting, N. (2025). 'I just had to park up at the hospital and leave her': Retrospective interview study of pregnancy, birth and parenting during the Covid-19 pandemic restrictions. *Journal of Family and Child Health*, 2(1), 186-195. <https://doi.org/10.12968/jfch.2025.2.1.20>
- Reimers, S., & Harvey, N. (2024). Bars, lines and points: The effect of graph format on judgmental forecasting. *International Journal of Forecasting*, 40(1), 44-61. <https://doi.org/10.1016/j.ijforecast.2022.11.003>
- Connor Desai, S., & Reimers, S. (2023). Does explaining the origins of misinformation improve the effectiveness of a given correction? *Memory & Cognition*, 51(2), 422-436. <https://doi.org/10.3758/s13421-022-01354-7>
- LaPlume, A. A., Reimers, S., & Wiseheart, M. (2022). Component processes in task switching: Cue switch costs are dependent on a mixed block of trials. *Journal of Cognitive Psychology*, 34(7), 879-892. <https://doi.org/10.1080/20445911.2022.2089153>
- Connor Desai, S. & 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., & 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. (2015). On the origin of utility, weighting, and discounting functions: How they get their shapes and how to change their shapes. *Management Science*, 61(3), 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(2), 589-607.
- Reimers, S., & Harvey, N. (2011). Sensitivity to autocorrelation in judgmental time series forecasting. *International Journal of Forecasting*, 27(4), 1196-1214.
- Ungemach, C., Stewart, N., & Reimers, S. (2011). How incidental values from the environment affect decisions about money, risk, and delay. *Psychological Science*, 22(2), 253-260.
- 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).
- 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(5), 511-515.
- 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(1), 138-161.
- Le Pelley, M. E., Turnbull, M. N., Reimers, S. J., & Knipe, R. L. (2010). Learned predictiveness effects following single-cue training in humans. *Learning and Behavior*, 38(2), 126-144.
- Reimers, S. (2009). A paycheck half-empty or half-full? Framing, fairness and progressive taxation. *Judgment and Decision Making*, 4(6), 461-466.

- 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 behaviour. *Personality and Individual Differences*, 47(8), 973-978.
- Reimers, S., & Stewart, N. (2009). Using SMS text messaging for teaching and data collection in the behavioural sciences. *Behavior Research Methods*, 41(3), 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(3), 501-516.
- 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(4), 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(3), 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.
- Reimers, S. (2007). The BBC internet study: General methodology. *Archives of Sexual Behavior*, 36, 147-161.
- 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.
- 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.
- 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(2), 177-189.
- Reimers, S., & Maylor, E. A. (2006). Gender effects on reaction time variability and trial-to-trial performance: reply to Deary and Der (2005). *Aging, Neuropsychology, and Cognition*, 13(3-4), 479-489.
- Reimers, S., & Maylor, E. A. (2005). Task switching across the life span: effects of age on general and specific switch costs. *Developmental Psychology*, 41(4), 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(1), 23-46.
- Wills, A. J., Reimers, S., Stewart, N., Suret, M., & McLaren, I. P. L. (2000). Tests of the ratio rule in categorization. *The Quarterly Journal of Experimental Psychology Section A*, 53(4), 983-1011.

Peer-reviewed book chapters

- Reimers, S., & Myers, L. (2024). Using generative AI agents for scalable roleplay activities in the health sciences. In S. Beckingham, J. Lawrence, S. Powell, & P. Hartley (Eds.), *Using generative AI effectively in higher education: Sustainable and ethical practices for learning, teaching, and assessment* (pp. 82-86). Routledge. <https://doi.org/10.4324/9781003482918-12>
- Pleasence, P., Balmer, N.J. and Reimers, S. (2010) Horses for Courses? Advice Seeking and the Stratification of Legal Services, in *The Future of Legal Services, Emerging Thinking*, London: Legal Service Board.
- Reimers, S. (2009). The BBC Internet Study: General Methodology, in Hansen, A (Ed.), *Mass Communication Research Methods* (pp. 402-416), Thousand Oaks, CA: Sage.
- Maylor, E. A., & Reimers, S. (2007). Cognitive aging research using the Internet: Four case studies. In A. Garriga-Trillo (Ed.), *Converging research on predictors of cognitive impairment and neurodegenerative diseases* (pp. 29-41). Madrid: Publidisa.

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*. Madison, WI: Cognitive Science Society, 1542-1547.
- 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(1), 45-53.
- Chamorro-Premuzic, T., Furnham, A., & Reimers, S. (2007). The ARTistic Personality. *The Psychologist*, 20, 84-87.
- Reimers, S., & Reimers, S. (2003). Testosterone: men, biology and therapy. *Context*, 69.

Teaching and doctoral supervision

Current and recent teaching

- Module leader, Decision Making and Behavioural Economics (BSc Psychology); responsibility for teaching, assessment and marking.
- Module leader or joint module leader, Cognitive Psychology and Decision Making (MSc Behavioural Economics).

- Teaching on the Psychology of Creativity and Innovation at Bayes Business School, and contributions to social psychology, interprofessional learning, financial journalism, sustainability and climate change.
- Designed applied assessments and large-group learning activities including AI roleplays, educational escape rooms and multi-room interprofessional learning activities.
- Module evaluations have been consistently strong; PS3003 Decision Making and Behavioural Economics received the highest evaluation scores on the BSc Psychology programme.

Doctoral supervision

Current	Mark Pittaccio, PhD. A study of the personality, wellbeing, cognitive reflection and engagement orientation of UK regulated financial advisers and their associations with performance
Current	Jeong Su Lee, PhD. Design and evaluation of an artificial-intelligence-powered virtual-reality home assessment learning programme delivered through non-immersive and fully immersive formats
2024	Teresa Roth, PhD. A study of factors affecting consumer preferences for innovative and sustainable technologies
2021	Eli Leistad, PhD. Mental representations and processes in intertemporal choice
2018	Saoirse Connor Desai, PhD. (Dis)continuing the continued influence effect of misinformation
2018	Alida Acosta, PhD. Other-regarding preferences and the decision behaviour of autistic people in the ultimatum game

Academic leadership

2022-present	Academic Director for Digital Education and Innovation. School of Health and Medical Sciences; school-wide remit across digital capability, AI adaptation and educational innovation for over 1,000 staff and 10,000 students
Present	Co-chair, University AI Education Committee. Development of policy and guidance on permitted AI use, declarations, assessment design, chatbots and educational innovation
2023-present	Member, University Shadow Leadership Board. Review of strategic papers across education, research, finance, facilities and HR; occasional representation at Senior Leadership Team meetings
2020-2022	Education Lead and departmental lead for transition to online teaching. Led and supported policy, practice and staff development during the move to online education
2019-2020	Deputy Programme Director, BSc Psychology. Programme of approximately 700 students
2013-2018	Deputy Head of Department. Including substantial periods as de facto Head of Department

Selected leadership projects

- Led a review of 650 assessments for vulnerability to generative AI and developed a school permitted-use statement later adapted for university-wide implementation.
- Designed and delivered cross-school AI and assessment development for around 200 staff, including hands-on assessment-redesign sessions and departmental awaydays.
- Commissioned, developed or supervised bespoke educational tools including AI patient and client roleplays for optometry, speech and language therapy, psychology, medicine and law.
- Co-developed large-scale interprofessional learning activities for health students and organised institution-wide showcases of educational innovation.

Academic service, reviewing and external examining

2025-2026	Expert subject specialist, King's College London. Periodic reviews of BSc Psychology and Neuroscience and Psychology programmes
2020-2024	External Examiner, BSc Psychology. King's College London
2018-2021	External Examiner, Behavioural Science. Warwick Business School undergraduate, MBA and PhD taught provision
2017-2020	Associate Editor, Behavior Research Methods. Action editor for more than 120 submissions
2014-present	Editorial Board Member. Journal of Behavioural Decision Making
2011-present	Doctoral thesis examiner. Examiner for 14 doctoral theses at City, Warwick, UCL, Lancaster and Glasgow, among other institutions

- Grant reviewer for UKRI/Research Councils UK (around six applications a year as of 2026), the Leverhulme Trust, US National Science Foundation and US-Israel Binational Science Foundation, as well as university internal review processes.
- Regular peer reviewer for leading psychology and behavioural-science journals, including Psychological Review and Psychological Science.
- Invited seminars including Oxford, Warwick, Stirling, Westminster, Canterbury Christ Church, UCL and UNSW Sydney.

Awards, honours and professional memberships

2026	Graduate Futures Award commendation. Sustainability and Climate Change module
2024	University Staff Excellence Award for Teaching
2021	Senior Fellow. Higher Education Academy
2020	Fellow. Psychonomic Society; elected on the basis of research record
2019	Runner-up. School Learning and Teaching Awards
2017	Decision Analysis Society Publication Award. Joint winner, best paper published in Management Science in 2015
2017	Guardian University Awards runner-up. Teaching Excellence category, for Quodl
2016	Vice-Chancellor's Award for Teaching

Recent invited talks, keynotes and conference contributions

Jun 2026	Building better AI chatbots for roleplays and other inclusive student experiences. Workshop, Learning at City St George's Conference
May 2026	How can psychological research inform AI-supported decision-making in healthcare and beyond?. Research talk, Applications of Decision Research, University of Leeds
Jul 2025	Building AI chatbots for roleplays, student support, and more. Workshop, Learning at City St George's Conference
Jun 2025	Conducting developmental research online: Some examples and options. Workshop, NeuroDevelopmental Annual Seminar, London
Jun 2025	AI-assisted learning: Pedagogical opportunities in the age of ChatGPT. Invited keynote, Tavistock and Portman NHS Foundation Trust Teaching and Learning Day
Apr 2025	Using generative AI in roleplays to build clinical and communication skills. Plenary presentation, UK Council for Clinical Communication Conference
Jun 2024	Using generative AI in roleplays and other simulations. Conference paper, Learning at City Conference
May 2024	Collaborative escape challenges to model co-operative learning. Presentation, Escape Rooms in Education Showcase, Heriot-Watt University
Apr 2022	Customer experiences of using public transport. Presentation to Intelligent Transport on behalf of Worldline UK

Digital education, applied work and public engagement

Digital tools and capabilities

- Founder and developer of Roleplay Studio, enabling academics to create AI-mediated patient and client simulations for health sciences and law; used with over 2,000 students.
- Creator of Quodl, a gamified learning and retrieval-practice platform used with approximately 2,500 students; runner-up in the 2017 Guardian University Awards.
- Practical development experience in JavaScript, HTML/CSS, PHP, MySQL and R, with additional work in Unreal Engine, AWS, local language models, Blender, Arduino, video and audio production. Extensive GenAI experience.

Selected consultancy, speaking and training

2025	Money and the Mind. Training for the Money Guiders England Network and Crosslight Advice
2026	Zeller UK Payment Report. Expert commentary on payment friction, the cognitive load of paying and customer loyalty
2024	Liberty Specialty Markets. Training on heuristics and biases in insurance
2019-2023	The Guardian. Repeated three-hour masterclasses on financial decision making, delivered in person and online
2021-2022	Worldline UK. Research on public-transport experiences, ticketing and barriers to re-engagement
2018	Google. Keynote to 350 finance-sector delegates at Finance@Google, Dublin
2017	District Councils' Network. Keynote on understanding decision making

Media, advisory and governance

- Researcher and scientific adviser for BBC television projects; contributor to BBC Radio 4 programmes including The Psychology of Money, The Human Zoo, The Philosopher's Arms and All in the Mind.
- Expert commentary for public and professional reports on payment friction, customer communications, cognitive bias, audit and professional scepticism.
- Trustee, Quaker Social Action; Expert Contributor, Fairness Foundation.