

Toby Prike – toby.prike@adelaide.edu.au

I am interested in why we believe the things we do and the impacts of those beliefs. I am primarily a cognitive psychologist, but also extensively incorporate social psychology and individual differences research within my work. My primary research interests focus on the impact of misinformation and non-evidence-based beliefs (e.g., conspiracy theories, paranormal beliefs, science denial), with an emphasis on strategies that can be used to try and reduce their influence and negative impacts. I also maintain a broader set of research interests across the domains of migration, metacognition, reasoning, and cognitive bias.

EMPLOYMENT

- 2024 – Present Lecturer**
School of Psychology, Adelaide University/University of Adelaide
- 2021 – 2024 Research Associate**
School of Psychological Science, University of Western Australia
- 2018 – 2021 Research Fellow**
Department of Social Statistics and Demography, University of Southampton

EDUCATION

- 2014 – 2018 Doctor of Philosophy (Psychology)**
Flinders University (Supervised by Dr. Michelle M. Arnold and Dr. Paul Williamson)
- 2013 Bachelor of Psychological Science (Honours) *First Class***
Flinders University (Supervised by Dr. Michelle M. Arnold)
- 2010 – 2012 Bachelor of Psychological Science**
University of South Australia

GRANTS, HONOURS, AND AWARDS

- 2025 Early Grant Development Award (\$10,000) – Misinformation exposure and societal perceptions: Impacts on institutional trust, perceptions of moral decline, and affective polarization – Natasha van Antwerpen, Toby Prike, Carolyn Semmler, Rachel Searston, Rachel Stephens, & Keith Ransom**
- 2024 Early Grant Development Award (\$9,800) – Misinformation exposure and societal perceptions: Impacts on institutional trust, perceptions of moral decline, and affective polarization – Toby Prike, Natasha van Antwerpen, Rachel Stephens, Keith Ransom, Carolyn Semmler, & Rachel Searston**
- 2022 WA Defence Science Centre Collaborative Research Grant (\$150,000) – Psychologically informed mathematical modelling of misinformation spreading – Mengbin Ye, Nicolas Fay, Ullrich K. H. Ecker, Toby Prike, & Martin Wood**
- 2022 University of Western Australia Research Collaboration Award (\$19,944) – Learning to tell fact from fiction: Applying theories of learning and memory to design effective misinformation interventions – Toby Prike, Ullrich K. H. Ecker, Philip A. Higham, & Jakub Bijak**
- 2022 ANU National Security College Futures Hub & Defence Science and Technology Group Technology Surprise Forum Grant (\$10,000) – The misinformation threat and the role of emerging social media environments – Mengbin Ye, Nicolas Fay, Ullrich K. H. Ecker, & Toby Prike**
- 2017 Australian Government Research Training Program Scholarship (\$26,682 per annum)**
- 2017 School of Psychology PhD Publications Award, Flinders University (\$300)**
- 2014 – 2016 Australian Postgraduate Award (\$25,849 per annum)**
- 2013 Chancellor's Letter of Commendation, Flinders University**
- 2011, 2012 University Merit Award, University of South Australia**

TEACHING AND SUPERVISION

- 2024, 2025 Curriculum Development, University of Adelaide/Adelaide University**
Involved in curriculum development, recording of concept videos, and design of learning activities
Advanced Individual Behaviour and Cognition: **course lead**, applied memory, reasoning
Understanding Individual Behaviour and Cognition: memory
Insights into Individual Behaviour and Cognition: decision making and reasoning
Psychology for Social Contexts: persuasion and social influence
Psychology for Global Challenges: misinformation
Advanced Research Methods: reproducibility crisis, open science, credibility revolution

- 2024 – 2026 Course Coordinator – Research Methods, Design, and Analysis, University of Adelaide/Adelaide University
- 2026 Module Lead & Tutor – Introductory Psychology Research Methods, Adelaide University
- 2025 – Present PhD Primary Supervisor – Rituparna Mukherjee, Adelaide University
- 2024 – 2026 PhD Co-Supervisor – Henry Struwicke, Flinders University
- 2024 – 2026 Honours Supervisor – Adelaide University (7 students primary)
- 2024, 2025 Lecturer – Doing Research in Psychology, University of Adelaide
- 2022, 2023 Honours Supervisor – University of Western Australia (2 students primary; 4 as co-supervisor)
- 2018 Topic Coordinator – Psychology of Surviving and Thriving, Flinders University
- 2015 – 2018 Tutoring – Research Methods 2, Flinders University
- 2017 Tutoring and Marking – Psychology of Surviving and Thriving, Flinders University
- 2014 – 2017 Marking – Research Methods 2, Flinders University
- 2015 – 2016 Tutoring – Human Development, Flinders University

PUBLISHED JOURNAL ARTICLES

- Prike, T., Bijak, J., & Higham, P. A. (2026). Eliciting utility functions for international migration decisions. *Population, Space and Place*, 32(4), e70283. <https://doi.org/10.1002/psp.70283>
- Spearing, E. R., Fiori, R., Newman, E., Prike, T., & Ecker, U. K. (2026). Reducing the belief-boosting impact of misleading graphs with inoculation. *Journal of Applied Research in Memory and Cognition*. <https://psycnet.apa.org/record/2027-51052-001>
- Georgiou, N., Balzan, R. P., Butler, L., van Antwerpen, N., Prike, T., & Delfabbro, P. (2025). Effectiveness of the Scientific Reasoning Intervention on reducing online conspiracy beliefs and misinformation engagement: A study using the (Mis)Information Game. *Applied Cognitive Psychology*, 39(4), e70069. <https://doi.org/10.1002/acp.70069>
- Prike, T., Baker, J., & Ecker, U. K. H. (2025). Fact-checking election-campaign misinformation: Impacts on noncommitted voters' feelings and behavior. *Political Psychology*, 46(5), 1081–1100. <https://doi.org/10.1111/pops.13059>
- Spearing, E. R., Gile, C. I., Fogwill, A. L., Prike, T., Swire-Thompson, B., Lewandowsky, S., & Ecker, U. K. H. (2025). Countering AI-generated misinformation with pre-emptive source discreditation and debunking. *Royal Society Open Science*, 12(6), 242148. <https://doi.org/10.1098/rsos.242148>
- Bijak, J., Modirrousta-Galian, A., Higham, P., Prike, T., Hinsch, M., & Nurse, S. (2024). Investigating immersion and migration decisions for agent-based modelling: A cautionary tale [version 3]. *Open Research Europe*, 3(34). <https://doi.org/10.12688/openreseurope.15581.3>
- Butler, L. H., Lamont, P., Wan, D. L. Y., Prike, T., Nasim, M., Walker, B., Fay, N., & Ecker, U. K. H. (2024). The (Mis)Information Game: A social media simulator. *Behavior Research Methods*, 56(3), 2376–2397. <https://doi.org/10.3758/s13428-023-02153-x>
- Butler, L. H., Prike, T., & Ecker, U. K. H. (2024). Nudge-based misinformation interventions are effective in information environments with low misinformation prevalence. *Scientific Reports*, 14(1), 11495. <https://doi.org/10.1038/s41598-024-62286-7>
- Ecker, U. K. H., Prike, T., Paver, A. B., Scott, R. J., & Swire-Thompson, B. (2024). Don't believe them! Reducing misinformation influence through source discreditation. *Cognitive Research: Principles and Implications*, 9(1), 52. <https://doi.org/10.1186/s41235-024-00581-7>
- Modirrousta-Galian, A., Prike, T., Higham, P., Hinsch, M., Nurse, S., Belabbas, S., & Bijak, J. (2024). Exploring the potential of using a text-based game to inform simulation models of risky migration decisions. *Simulation & Gaming*. <https://doi.org/10.1177/10468781241242925>
- Prike, T., Butler, L. H., & Ecker, U. K. H. (2024). Source-credibility information and social norms improve truth discernment and reduce engagement with misinformation online. *Scientific Reports*, 14(1), 6900. <https://doi.org/10.1038/s41598-024-57560-7>
- Prike, T., Holloway, J., & Ecker, U. K. H. (2024). Intellectual humility is associated with greater misinformation discernment and metacognitive insight but not response bias. *Advances in Psychology*, 2, e020433. <https://doi.org/10.56296/aip00025>
- Wilsdorf, P., Reinhardt, O., Prike, T., Hinsch, M., Bijak, J., & Uhrmacher, A. M. (2024). Simulation studies of social systems: Telling the story based on provenance patterns. *Royal Society Open Science*, 11(8), 240258. <https://doi.org/10.1098/rsos.240258>

- Greene, C. M., de Saint Laurent, C., Murphy, G., **Prike, T.**, Hegarty, K., & Ecker, U. K. H. (2023). Best practices for ethical conduct of misinformation research: A scoping review and critical commentary. *European Psychologist*, 28(3), 139–150. <https://doi.org/10.1027/1016-9040/a000491>
- Prike, T.**, Blackley, P., Swire-Thompson, B., & Ecker, U. K. H. (2023). Examining the replicability of backfire effects after standalone corrections. *Cognitive Research: Principles and Implications*, 8(1), 39. <https://doi.org/10.1186/s41235-023-00492-z>
- Prike, T.**, & Ecker, U. K. H. (2023). Effective correction of misinformation. *Current Opinion in Psychology*, 54, 101712. <https://doi.org/10.1016/j.copsyc.2023.101712>
- Prike, T.**, Reason, R., Ecker, U. K. H., Swire-Thompson, B., & Lewandowsky, S. (2023). Would I lie to you? Party affiliation is more important than Brexit in processing political misinformation. *Royal Society Open Science*, 10(2), 220508. <https://doi.org/10.1098/rsos.220508>
- Prike, T.**, Bijak, J., Higham, P. A., & Hilton, J. (2022). How safe is this trip? Judging personal safety in a pandemic based on information from different sources. *Journal of Experimental Psychology: Applied*, 28, 509–524. <https://doi.org/10.1037/xap0000415>
- Czaika, M., Bijak, J., & **Prike, T.** (2021). Migration decision-making and its key dimensions. *The ANNALS of the American Academy of Political and Social Science*, 697(1), 15–31. <https://doi.org/10.1177/00027162211052233>
- Prike, T.**, Arnold, M. M., & Williamson, P. (2020). The relationship between anomalistic belief, misperception of chance and the base rate fallacy. *Thinking & Reasoning*, 26(3), 447–477. <https://doi.org/10.1080/13546783.2019.1653371>
- Prike, T.**, Arnold, M. M., & Williamson, P. (2018). The relationship between anomalistic belief and biases of evidence integration and jumping to conclusions. *Acta Psychologica*, 190, 217–227. <https://doi.org/10.1016/j.actpsy.2018.08.006>
- Prike, T.**, Arnold, M. M., & Williamson, P. (2017). Psychics, aliens, or experience? Using the Anomalistic Belief Scale to examine the relationship between type of belief and probabilistic reasoning. *Consciousness and Cognition*, 53, 151–164. <https://doi.org/10.1016/j.concog.2017.06.003>
- Arnold, M. M., Chisholm, L. M., & **Prike, T.** (2016). No pain no gain: The positive impact of punishment on the strategic regulation of accuracy. *Memory*, 24(2), 146–153. <https://doi.org/10.1080/09658211.2014.990982>
- Arnold, M. M., & **Prike, T.** (2015). Comparative difficulty and the strategic regulation of accuracy: The impact of test-list context on monitoring and meta-metacognition. *Acta Psychologica*, 157, 155–163. <https://doi.org/10.1016/j.actpsy.2015.02.018>

SUBMITTED MANUSCRIPTS & PREPRINTS

- D'Aloia, T. E., van Antwerpen, N., & **Prike, T.** (2026). *Understanding misinformation exposure: Effects on societal attitudes, trust in institutions, perceptions of morality, and affective polarisation*. PsyArXiv. https://osf.io/preprints/psyarxiv/qdjts_v1/
- Prike, T.**, Walker, B., Fay, N., Perfors, A., Kashima, Y., & Ecker, U. K. H. (2026). *Misinformation spread in transmission chains*. PsyArXiv. https://osf.io/preprints/psyarxiv/u2fa5_v1/
- Fay, N., Walker, B., **Prike, T.**, Ecker, U. K. H., Butler, L., Howe, P., & Ye, M. (2025). *How might a dislike option affect how people evaluate and engage with online content?* PsyArXiv. https://doi.org/10.31234/osf.io/eszkq_v1
- Georgiou, N., Thompson, M., Bagorio, A., van Antwerpen, N., **Prike, T.**, & Balzan, R. (2025). *Caught in the feed: Elevated engagement with dietary misinformation among those at risk for disordered eating*. [Manuscript submitted for publication].
- McIlhiney, P., **Prike, T.**, & Ecker, U. K. H. (2025). *The influence of age on the effectiveness of misinformation retractions* PsyArXiv. https://doi.org/10.31234/osf.io/rh6vf_v2
- Tay, L., Platow, M., Spears, R., Reynolds, K., Ecker, U., & **Prike, T.** (2025). *Broadening misinformation research: The roles of evidence retrievability and epistemic bridging*. OSF. https://doi.org/10.31234/osf.io/jvs9u_v1
- van Antwerpen, N., Makhlof, L., & **Prike, T.** (2025). *Corrections of scientific misinformation are impacted by source traits and more effective when labelled as a fact-check*. OSF. https://doi.org/10.31219/osf.io/c89fy_v1
- van Antwerpen, N., **Prike, T.**, Summerell, E., Stephens, R. G., & Moeck, E. (2025). *Attitudes to democracy, information sources, and self-reported misinformation exposure in a federal election: An Australian experience sampling study*. PsyArXiv. https://doi.org/10.31234/osf.io/vmt4c_v1

BOOK CHAPTERS

- Bijak, J., Hinsch, M., Nurse, S., **Prike, T.**, & Reinhardt, O. (2022). Bayesian model-based approach: Impact on science and policy. In J. Bijak (Ed.), *Towards Bayesian model-based demography: Agency, complexity and uncertainty in migration studies* (Methodos Series). Springer. https://doi.org/10.1007/978-3-030-83039-7_9

Prike, T., Higham, P.A., & Bijak, J. (2022). The boundaries of cognition and decision-making. In J. Bijak (Ed.), *Towards Bayesian model-based demography: Agency, complexity and uncertainty in migration studies* (Methodos Series). Springer. https://doi.org/10.1007/978-3-030-83039-7_6

Prike, T. (2022). Open science, replicability, and transparency in modelling. In J. Bijak (Ed.), *Towards Bayesian model-based demography: Agency, complexity and uncertainty in migration studies* (Methodos Series). Springer. https://doi.org/10.1007/978-3-030-83039-7_10

PEER REVIEWED CONFERENCE PROCEEDINGS

Bijak, J., Higham, P. A., Hilton, J., Hinsch, M., Nurse, S., **Prike, T.**, Smith, P. W. F., Reinhardt, O., & Uhrmacher, A. M. (2020). Modelling migration: Decisions, processes and outcomes. *2020 Winter Simulation Conference (WSC)*, 2613–2624. <https://doi.org/10.1109/WSC48552.2020.9384072>

Bijak, J., Hilton, J., Hinsch, M., Lipscombe, K., Nurse, S., **Prike, T.**, Smith, P. W. F., Reinhardt, O., Uhrmacher, A. M., Higham, P. A., & Grow, A. (2021). Teaching a modeling process: Reflections from an online course. *2021 Winter Simulation Conference (WSC)*, 1–12. <https://doi.org/10.1109/WSC52266.2021.9715415>

ADMINISTRATION AND PROFESSIONAL SERVICE

2024 – Present Associate Editor, Harvard Kennedy School Misinformation Review

2024 – Present Academic Integrity Officer, University of Adelaide/Adelaide University

2015 – 2017 School of Psychology Research Committee: Student Representative, Flinders University

2017, 2018 External Moderation of Child Development in a Cultural Context, HELP University, Malaysia.

2017 Honours Proposal Committee Member

2016 Student Consultative Committee: Student Representative, Flinders University

MEDIA AND ENGAGEMENT

2023 [Psychological Interventions to Combat Misinformation](#) – Crest Security Review (with Ecker & Tay)

2023 [Managing Migration: What Can We Learn From Simulation Experiments?](#) – Policy Brief for Population Europe (with Bijak, Hinsch, Nurse, & Reinhardt)

2022 [We Know Politicians Lie – But Do We Care?](#) – The Conversation (with Ecker; 49k reads)

2022 [How Misinformation Spreads Faster Than Truth](#) – Beyond the Hall of Winthrop, UWA Alumni Podcast

2020 [Written Evidence on Immigration Enforcement](#) – Public Accounts Committee (UK Parliament, with Bijak, Hinsch, & Nurse)

REVIEWING

Grants: European Commission Horizon Europe 2022 – “Decision-making processes of (aspiring) migrants”, Israel Science Foundation 2024 – Personal Research Grants

Journals: Applied Cognitive Psychology, British Journal of Social Psychology, Cognition, Cognitive Neuropsychiatry, Cognitive Research: Principles and Implications, Communications Psychology, Computational Brain and Behavior, Demographic Research, European Journal of Social Psychology, European Psychologist, Frontiers in Psychology, Imagination, Cognition and Personality, Journal of Applied Research in Memory and Cognition, Journal of Applied Social Psychology, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Memory and Cognition, npj Complexity, Personality and Social Psychology Bulletin, PLOS One, Political Psychology, Political Science and Politics, PNAS Nexus, Psychological Bulletin and Review, Psychological Reports, Royal Society Open Science, Scientific Reports

REFEREES

Professor Peter Strelan – School of Psychology, Adelaide University
peter.strelan@adelaide.edu.au, +61 8 8313 5662

Dr. Mark Kohler – School of Psychology, Adelaide University
mark.kohler@adelaide.edu.au, +61 8 8313 8215

Professor Ullrich Ecker – School of Psychological Science, University of Western Australia
ullrich.ecker@uwa.edu.au, +61 8 6488 3257

Professor Jakub Bijak – Department of Social Statistics and Demography, University of Oxford
J.Bijak@soton.ac.uk