

CHRISTOS CHARALAMBOUS

ONISILOS MSCA COFUND FELLOW



Πανεπιστήμιο Κύπρου
University of Cyprus



ONISILOS



Dr. Charalambous's ONISILOS project, titled "The Role of Social Norm Learning in the Public Response to Collective Risks: The Case Study of Misinformation Spreading," investigates how social norms emerge, evolve, and influence individual behavior in the context of collective risks such as misinformation outbreaks, climate crises, or epidemic threats.

Dr. Christos Charalambous is a Postdoctoral Researcher at the Department of Economics, University of Cyprus, working within the Laboratory for Experimental Economics (LExEcon) under the supervision of Prof. Nikolaos Tsakas. He holds a PhD in Physics (Cum Laude) from ICFO - The Institute of Photonic Sciences (Spain), an MSc in Physics from ETH Zurich, and an MSci in Theoretical Physics from Imperial College London. His interdisciplinary background spans complex systems, computational social science, and behavioral modeling, with publications in *Chaos, Solitons & Fractals*, *Frontiers in Complex Systems*, *Scientific Reports*, and *Physical Review E*. He has previously held postdoctoral positions at IFISC (Spain) and the Università di Milano Bicocca (Italy), and has collaborated with international teams across Europe and Latin America.

Dr. Charalambous's ONISILOS project, titled "The Role of Social Norm Learning in the Public Response to Collective Risks: The Case Study of Misinformation Spreading," investigates how social norms emerge, evolve, and influence individual behavior in the context of collective risks such as misinformation outbreaks, climate crises, or epidemic threats. Drawing from physics of complex systems, behavioral economics, and social psychology, the project develops a unified agent-based modeling framework that couples information diffusion with the cognitive and normative dynamics guiding human decision-making. The research is structured around three main objectives: Developing a behavioral information-spreading model with social norm learning, integrating descriptive and injunctive norms into the agents' decision-making process. Testing model predictions through laboratory experiments at the LExEcon Lab, where economic incentives will reproduce the social pressures and coordination challenges faced in real collective-risk scenarios.

Designing policy interventions—such as normative nudges, peer feedback, or media campaigns—to mitigate misinformation and promote responsible behavior. Through this approach, the project aims to uncover the mechanisms that sustain cooperation and trust during crises, identify tipping points in collective behavioral change, and provide evidence-based guidance for public communication strategies.

At the University of Cyprus, Prof. Nikolaos Tsakas, Associate Professor of Economics and Co-Director of LExEcon, provides expertise in microeconomic theory, networks, and experimental economics, complementing Dr. Charalambous's modeling and computational background. Together with collaborators such as Prof. Charis Psaltis (Social Psychology, UCY), the team brings a uniquely interdisciplinary perspective bridging theory, simulation, and experiment. The ONISILOS fellowship will produce both theoretical and applied outcomes: a new class of behavioral models integrating social norm learning, validated through controlled experiments; policy insights for managing collective-risk communication; and an open-source simulation library for researchers and public agencies. Ultimately, the project seeks to contribute to Europe's capacity for evidence-based crisis governance, aligning with the Horizon Europe priorities on resilience, misinformation, and behavioral insights for policy.