

JACOB D. TEENY

EDUCATION

**Ph.D., Social Psychology, 2019
(expected)**

Minor: Consumer Behavior
The Ohio State University,
Columbus, OH


M.A., Social Psychology, 2015

The Ohio State University,
Columbus, OH


B.S. Psychology & Philosophy

Summa Cum Laude
Santa Clara University,
Santa Clara, CA

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 Columbus, OH 43210
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 <https://EverydayPsych.com>

JDT

RESEARCH INTERESTS

Word of Mouth, Self-Persuasion, Morality, Decision Framing

PUBLICATIONS

Teeny, Jacob D. and Richard E. Petty (2018), "The Role of Perceived Attitudinal Bases on Spontaneous and Requested Advocacy," *Journal of Experimental Social Psychology*, 76 (May), 175-85. doi.org/10.1016/j.jesp.2018.02.003

Zunick, Peter, **Jacob D. Teeny**, and Russell Fazio (2017), "Are Some Attitudes More Self-Defining Than Others? Assessing Self-Related Attitude Functions and Their Consequences," *Personality and Social Psychology Bulletin*, 43(8), 1136-49. doi.org/10.1177/0146167217705121

Petty, Richard E., Pablo Briñol, **Jacob D. Teeny**, and Javier Horajo (2017), "The Elaboration Likelihood Model: Implications for Exercising, Dieting, and Doping," in *Persuasion and Communication in Sport and Physical Activity*, ed. James Dimmock and Ben Jackson, Wolverhampton, UK: Routledge.

Teeny, Jacob D., Pablo Briñol, and Richard E. Petty (2016), "The Elaboration Likelihood Model: Understanding Consumer Attitude Change," in *International Handbook of Consumer Psychology*, ed. C. Jansson-Boyd and M. Zawisza, Cambridge: Cambridge University Press.

MANSUCRIPTS UNDER REVIEW

Teeny, Jacob D., Xiaoyan Deng, and H. Rao Unnava, "The 'Buzz' Behind the Buzz Matters: Tense and Energetic Arousal as Separate Motivations for Word of Mouth," under review at the *Journal for Consumer Psychology*.

Luttrell, Andrew, **Jacob D. Teeny**, and Richard E. Petty, "Morality Matters in the Marketplace: The Influence of Morally Based Attitudes on Consumer Purchase Intentions," under review at the *Journal for Consumer Psychology*.

Luttrell, Andrew and **Jacob D. Teeny**, "Consumers' Willingness to Engage in Ethical Gift-Giving," under review at the *Journal for Consumer Psychology*

Wallace, Laura, Kathleen Patton, Andrew Luttrell, Vanessa Sawicki, Lee Fabrigar, **Jacob D. Teeny**, Tara MacDonald, Richard E. Petty, and Duane T. Wegener, "Ambivalence Attenuates the Relation Between Knowledge and Attitude-Behavior Consistency," under review at *Personality and Social Psychology Bulletin*.

MANSUCRIPTS IN PREPARATION

Teeny, Jacob D. and Richard E. Petty, *An Attitude Strength Approach to Positive and Negative Word of Mouth for Hedonic and Utilitarian Products*.

Rovenpor, Daniel, **Jacob D. Teeny**, and Richard E. Petty, *Preference Framing in the Marketplace: A Decision Based on Opposition Results in Greater Willingness to Pay*.

Teeny, Jacob D., Pablo Briñol, and Richard E. Petty, *How Do Our Motivations to Persuade Others Affect Subsequent Self-Persuasion? Selfish Versus Otherish Motives on Thought Reliance*.

Teeny, Jacob D., Abdelrahman Fawezy, Jarroth Lanzalota, and Richard E. Petty, *The Inferences Made for Others' Moral Attitudes: Certainty, Extremity, and the Difficulty to Change*.

Teeny, Jacob D. and Richard E. Petty, *Do Opposers Make Sorer Losers? Preference Framing on Expectations for and Reactions to Dichotomous Choice Outcomes*

(SELECT) ONGOING RESEARCH

The influence of pro- and anti-ethical attributes of products on consumers' willingness to engage in positive and negative word of mouth, with Daniel Zane and Andrew Luttrell

The likelihood of engaging in social versus review site word of mouth for material and experiential products, with Joseph Goodman

A mismatching effect in self-persuasion: Self-generated affective (cognitive) messages are more self-persuasive for cognitively (affectively) based attitudes, with Lucas Hinsenkamp and Richard Petty

How the mere experience of enjoyment can influence perceptions of self-expertise, with Daniel Zane, Anna Paley, and Robert Smith

The connection between sitting posture and confidence in daily life: A longitudinal application of the UPRIGHT device, with Nancy Xu and Richard Petty

DISSERTATION

Title: Getting Your Voters to Recruit More Voters: Understanding Attitude Attributions and Inferences as They Relate to Political Word of Mouth

Chair: Dr. Richard Petty

Committee Members: Duane Wegener, Russell Fazio, Graduate School Appointment

Proposal Approved: February 26, 2017

Word of mouth (i.e., the informal discussion and or advocacy of goods/services between consumers; WOM) is one of the most consequential determinants of a company's success. Although this same social behavior is equally capable of determining a *political candidate's* success, less marketing research has examined when and why people engage in it (i.e., the antecedents to voters' attempts to convince other voters to support their candidate). In my dissertation, I examine how voters' attributions for their peers' attitude bases (i.e., the grounds for which their candidate evaluations stem, namely, moral and/or affective vs. practical and/or cognitive grounds) influence the likelihood voters advocate their stance to their peers. First, I demonstrate that when a WOM source believes the potential target of their WOM has a moral/affective (vs. a practical/cognitive) based attitude, the WOM source is unlikely to engage in political advocacy with this individual. That is, after controlling for numerous factors, attributing moral/affective bases to another's attitude leads to the consistent and detrimental inference that the WOM target "won't listen to or consider" the WOM source's arguments—reducing WOM likelihood. Next, I demonstrate two moderators for whether voters make these problematic attributions: the simple valence of the other's stance (i.e., counter-attitudinal stances automatically receive greater moral/emotional attributions) and the channel through which the dialogue would take place (i.e., online communicators, versus in person, receive greater moral/affective attributions). Finally, I examine ways that politicians can help prevent their voter base from making these inferences that reduce WOM likelihood. Ironically, by getting WOM sources to focus on how *they themselves* will hear out or consider the other person's arguments, it in turn increases expectations that the WOM target will do the same. Thus, through greater anticipation the WOM target will genuinely listen to their arguments, it increases the WOM source's willingness to initiate communication—even if the WOM source still attributes moral/affective bases to the other's stance.

HONORS AND AWARDS

Lead Graduate Teaching Associate, The Ohio State University, 2018

Awarded to the most outstanding graduate teaching associate in social psychology

SPSP Graduate Travel Award, The Society for Personality and Social Psychology, 2018

Colloquium Co-Chair Fellowship, The Ohio State University, 2017

Awarded to the most advanced student in regard to research, service, and teaching

1st Place Winner, Business – Invitational Hayes Research Forum, The Ohio State University, 2017

Fellowship, Summer Institute of Social and Personality Psychology, 2017

Recipient of distinguished two-week fellowship to attend an intensive training course on employing social psychological interventions in the field

3rd Place Winner, Psychology – Spring Graduate Student Research Forum, The Ohio State University, 2016

1st Place Winner, Business – Invitational Hayes Research Forum, The Ohio State University, 2016

Honorable Mention, Social and Behavioral Sciences – Invitational Hayes Research Forum, The Ohio State University, 2015

Presidential University Fellowship, The Ohio State University, 2013

Psychology Academic Excellence Award, Santa Clara University, 2012

Philosophy Department's Sourisseau Award, Santa Clara University, 2012

Awarded to the senior philosophy major with the most outstanding work and contribution to the department

Hackworth Fellowship for Applied Ethics, Santa Clara University, 2011

Awarded funding for a yearlong project to actively bring ethics to the college campus

CONFERENCE PRESENTATIONS

(* denotes presenter)

Luttrell, A., **Jacob D. Teeny**,* and Richard E. Petty, "Morality Matters in the Marketplace: The Influence of Morally Based Attitudes on Consumer Purchase Intentions," Presentation accepted at 2018 Association for Consumer Research, Dallas, TX.

Teeny, Jacob D.,* Jaroth Lanzalotta, Abdelrahman Fawezy, and Richard Petty, "Others' Moral Attitudes Seem Too Hard to Change: The Perceived Attitude Strength of Moral Opinions," Talk presented at 2018 Ohio State Symposium on Cognitive and Metacognitive Processes in Attitude Formation, Change, and Strength, Columbus, OH.

Teeny, Jacob D.,* Xiaoyan Deng, and H. Rao Unnava, "Explaining Arousal's Influence on Word of Mouth: The Motivations Elicited by Energetic and Tense Arousal," Talk presented at 2018 Attitudes and Social Influence pre-conference, The Society for Personality and Social Psychology, Atlanta, GA.

Teeny, Jacob D.* and Richard E. Petty, "Do Opposers Make Sorer Losers? Valence Framing on Reactions to a Preferred Candidate's Loss," Talk presented at 2018 Midwestern Psychological Association, Chicago, IL.

Teeny, Jacob D.,* "The Not So Scarlet A: Using Self-Persuasion to Reduce the Stigma Surrounding Academic Success," Talk presented at the 2017 Intervention Colloquium at the Summer Institute for Social and Personality Psychology, Los Angeles, CA.

Teeny, Jacob D.,* Pablo Briñol and Richard E. Petty, "Selfish Versus Altruistic Goals Influence Thought Use in Self-Persuasion," Talk presented at the 2017 Midwestern Psychological Association, Chicago, IL.

- Teeny, Jacob D.,*** Xiaoyan Deng and H. Rao Unnava, "The Buzz Behind the 'Buzz' Matters: Energetic and Tense Arousal as Two Routes to Word of Mouth," Talk presented at the 2017 Hayes Graduate Research Forum, Columbus, OH. [awarded 1st place]
- Teeny, Jacob D.,*** Xiaoyan Deng, and Hanumantha R. Unnava, "Energetic and Tense Arousal as Separate Predictors of Positive and Negative Word of Mouth," Talk presented at the 2016 Attitudes Cavalcade Conference, Columbus, OH.
- Teeny, Jacob D.,*** "What Gets People to Actively Convince You of Their Beliefs?" Talk presented at the 2016 Three Minute Thesis Competition, Columbus, OH
- Teeny, Jacob D.*** and Richard E. Petty, "Advocating Hedonic versus Utilitarian Objects after Positive and Negative Experiences," Talk presented at the 2016 Midwestern Psychological Association, Chicago, IL.
- Teeny, Jacob D.*** and Richard E. Petty, "Engaging in Word of Mouth After Positive and Negative Experiences: Product Type on WOM Likelihood," Talk presented at the 2016 Business section of the Hayes Invitational Research Forum, Columbus, OH. [awarded 1st place]
- Teeny, Jacob D.*** and Richard E. Petty, "Perceived Affect and Cognitive Attitude Bases on Proactive and Reactive Advocacy," Talk presented at the 2016 Spring Graduate Student Research Forum, Columbus, OH [awarded 3rd place]
- Teeny, Jacob D.*** and Richard E. Petty, "Proactive and Reactive Advocacy: The Attitudinal Properties That Lead to Persuasion Attempts," Talk presented at the 2015 Midwestern Psychological Association Conference, Chicago, IL.
- Teeny, Jacob D.*** and Richard E. Petty, "When Do People Try to Convince You of Their Beliefs?: The Differential Effects of Affect and Cognition on Two Types of Advocacy," Talk presented at the 2015 Social and Behavioral Sciences section at the Invitational Hayes Research Forum, Columbus, OH. [awarded honorable mention]
- Teeny, Jacob D.*** and Richard E. Petty, "Getting a Grasp on Advocacy: Some First Steps Toward Understanding When Sources Try to Convince Others," Talk presented at the 2015 Attitudes Cavalcade Conference, Columbus, OH
- Teeny, Jacob D.,*** Andrew Luttrell, and Richard E. Petty, "Believe What I Believe!: Correctness and Clarity As Two Paths to Proselytism," Talk presented at the 2015 Attitudes and Social Influence Conference, Catalina Island, CA.
- Zigterman, Jesse.,* **Jacob D. Teeny,*** Katherine Bercovitz,* and Patricia Simone, "The effects of distributed practice on older and younger adults," Talk presented at the 2012 Western Psychological Association, Burlingame, CA

TEACHING INTERESTS

Consumer Behavior, Advertising and Promotions, Digital Marketing, Price Psychology, Marketing Analytics, Principles of Marketing, Marketing Strategies

TEACHING EXPERIENCE

Social Psychology Pedagogy Course (graduate), The Ohio State University
Summer 2018; Overall Rating: --

Introduction to Social Psychology and Writing (undergraduate), The Ohio State University
Spring 2017; Overall Rating: 4.6/5.0¹

Introduction to Social Psychology and Writing (undergraduate), The Ohio State University
Fall 2015; Overall Rating: 5.0/5.0

Daybreak Youth Services (2012 – 2013) Personal Tutor; Classroom Aide

Gallagher Learning Institute (2009 – 2010) Personal Tutor

STUDENT ADVISING

Jin Cho (undergraduate research advisor), 2017 – 2018

Kevin Tran (undergraduate research advisor), 2017 – 2018

Alex Kudart (undergraduate research advisor), 2017 – 2018

Abdelrahman Fawezy (undergraduate research advisor), 2016 – 2018

Scott Bison (undergraduate research advisor), 2015 – 2016

Ellie Montenegro (undergraduate research advisor), 2014 – 2016

Allison Kearney (undergraduate research advisor), 2014 – 2015

Natalie Ellison (undergraduate research advisor), 2014 – 2015

PROFESSIONAL SERVICE

Reviewer, *Social Influence*

Ad-Hoc Reviewer, *Journal of Personality and Social Psychology*

Ad-Hoc Reviewer, *Journal of Experimental Social Psychology*

Ad-Hoc Reviewer, *Political Psychology*

Ad-Hoc Reviewer, *Cognitive Science*

UNIVERSITY SERVICE

Ohio State University

In-House Speaker Chair (2018 – Present)

¹ Removing the single outlier brings the average to 4.9/5.0

President, Group for Attitudes and Persuasion (2017 – Present)
Colloquium Co-Chair (2017 – 2018)
Treasurer, Group for Attitudes and Persuasion (2016 – 2017)
Publicity Chairperson, Social Behavior Interest Group (2015 – 2017)
Vice President, Group for Attitudes and Persuasion (2015 – 2016)
Coordinator, Prospective Graduate Student Recruitment (2014 – 2016)
Food and Drinks Management, Social Behavior Interest Group (2013 – 2015)

PUBLIC OUTREACH

[Everyday] Psych•o•philosophy (2012 – Present)

Weekly blog that communicates social psychological and marketing research to lay audiences, encouraging them to introspect on this knowledge and apply it to their everyday life; website generates over 1,000 visitors monthly

ACI Scholarly Blog Index (2018 – Present)

Under strict editorial review, my blog was indexed on The ACI Scholarly Blog website service, which provides access to high quality blog articles written by researchers and academic organizations across a wide variety of disciplines.

The Science of Persuading Teenagers (2017)

In this two-part podcast, I'm interviewed by the website, "Talking to Teens," where I discuss some fundamental aspects of persuasion and how they can be applied to things like convincing teenagers to clean their rooms, be honest with their parents, and more.

Lifewise: Resisting Persuasion (2017)

This brief article discusses some easy "tricks" to help resist being persuaded by others. An audio recording was made of this article and is free to download on the hosting site

Trial by Science -- How to Win Over Jurors: Secrets from the Science of Attraction (2016)

Featured alongside some of the world's most prominent psychologists (e.g., Daniel Kahneman, Robert Cialdini, Dan Airely), my article and interview applies the science of attraction (particularly, the psychological phenomenon of similarity) to lawyers, witnesses, and clients, and how this knowledge can influence courtroom verdicts

Highbrow: The Psychology of Persuasion (2016)

Wrote and published a 10-day course for lay audiences on the empirical research of the psychology of persuasion. Over 14k people have signed up for this course, meaning over 113k emails with my content have been distributed

Highbrow: Attraction Science (2016)

Wrote and published a 10-day course for lay audiences on the empirical research of the psychology of love and attraction; this course has become one of the most popular courses on the entire site

Lifewise: The Science of Friendship (2016)

Wrote and published an 8-day course for lay audiences on the empirical research of the psychology of friendships. Lifevise is a site that provides expert advice on a variety of topics in everyday life

States of Consciousness: Noba's Introduction to Psychology (2016)

Co-wrote a module (i.e., condensed textbook chapter) that is used in introductory psychology classrooms across the country to teach about different states of consciousness

Noba "Teaching Psychology" Film Award Recipient (2015)

Won 2nd place in an international film competition for a short film that communicates the psychology of persuasion to undergraduate students

The Fear of Looking Stupid in Class (2015)

Essay published on the national psychology website, *Noba*, that uses psychological research to help students feel less afraid to speak up in class

RELEVANT COURSEWORK

Marketing

- Consumer Behavior H. Rao Unnava, Patricia West
- Marketing Strategies (observed) Joe Goodman

Psychology

- Social Motivation Kentaro Fujita
- Social Cognition Russell Fazio
- Attitudes and Persuasion Duane Wegener
- Advanced Topics in Attitudes and Persuasion Duane Wegener

Methods

- Research Methods in Social Psychology Richard Petty
- Statistical Methods in Psychology I Duane Wegener
- Statistical Methods in Psychology II Paul De Boeck
- Mediation and Moderation Analysis Andrew Hayes
- Covariance Structure Models Robert Cudeck

REFERENCES

Richard E. Petty

Distinguished Professor of Psychology

Department of Psychology

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H. Rao Unnava

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Graduate School of Management

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Pablo Briñol

Distinguished Professor of Psychology

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Xiaoyan Deng

Associate Professor of Marketing

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Duane T. Wegener

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Joseph K. Goodman

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Russell Fazio

Harold E. Burt Professor of Psychology

Department of Psychology

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