

# Jacob D. Teeny

Department of Psychology  
The Ohio State University  
1827 Neil Ave. Mall  
Columbus, OH 43210

Office: Lazenby Hall 121s  
Email: [teeny.1@osu.edu](mailto:teeny.1@osu.edu)  
Phone: (503) 312-8543  
Website: <https://everydaypsych.com>

## EDUCATION

**Ph.D., Social Psychology, 2020** (Expected)

*Minor: Consumer Behavior*

The Ohio State University, Columbus, OH

**B.S., Psychology and Philosophy, *summa cum laude*, 2012**

Santa Clara University, Santa Clara, CA

## DISSERTATION

**Title:** Getting Your Voters to Recruit for You: The Influence of Attitude Attributions and Inferences on Political Word of Mouth

**Chair:** Richard Petty

**Committee Members:** Russel Fazio, Duane Wegener

**Proposal Defended:** April 27, 2018

## RESEARCH INTERESTS

Word of Mouth, Consumer Metacognition, Prosocial & Ethical Consumerism, Persuasion

## ARTICLES IN REFERRED JOURNALS

**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

## MANUSCRIPTS IN THE REVIEW PROCESS

**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," revising for second round review, the *Journal of Consumer Psychology*.

Wallace, Laura, Kathleen Patton, Andrew Luttrell, Vanessa Sawicki, Lee Fabrigar, **Jacob D. Teeny**, Tara MacDonald, Richard E. Petty, and Duane T. Wegener, “Perceived Knowledge Moderates the Relation between Subjective Ambivalence and the ‘Impact’ of Attitudes: An Attitude Strength Perspective,” revising for second round review at the *Personality and Social Psychology Bulletin*.

**Teeny, Jacob D.**, Daniel Zane, Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” under first round review, the *Journal of Consumer Research*

- AMA 2019 Job Talk Paper (an abstract is provided at the end of this CV)

**Teeny, Jacob D.**, Pablo Briñol, and Richard E. Petty, “Selfish versus Otherish Motives on Attempting to Persuade Others: Invalid Motives Reduce Metacognitive Thought Reliance,” under first round review, the *Journal of Personality and Social Psychology*.

#### MANUSCRIPTS IN PREPARATION

**Teeny, Jacob D.** and Richard E. Petty, *Positive and Negative Word of Mouth for Hedonic and Utilitarian Products: Focusing on Oneself Versus Focusing on the Product*. [four studies]

**Teeny, Jacob D.** and Richard E. Petty, *Do Opposers Make Sorer Consumers? Valence Framing on Expectations for and Reactions to Non-Preferred Outcomes*. [five studies]

Rovenpor, Daniel, **Jacob D. Teeny**, and Richard E. Petty, *Paying More to Satisfy Opposition-Based Versus Support-Based Preferences: New Consequences of and Processes Underlying the Valence-Framing Effect* [three studies]

Luttrell, Andrew, **Jacob D. Teeny**, and Richard E. Petty, *When Morality Matters in the Marketplace: The Influence of Moral Metacognition on Consumer Purchasing* [seven studies]

Luttrell, Andrew and **Jacob D. Teeny**, *Giving Good: Consumers’ Willingness to Engage in Ethical Gift-Giving* [six studies]

#### BOOK CHAPTERS

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

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| <b>HONORS AND AWARDS</b> |
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Teaching Excellence Commendation, 2019

- *Awarded for exceptional use of evidence-based practices in teaching and supporting the growth and development of other instructors*

Decisions Sciences Collaborative Research Support Award

- *Awarded \$2,700 for research examining the connection between enjoyment and expertise*

Lead Graduate Teaching Associate, The Ohio State University, 2018

- *Awarded to the most excellent graduate teaching associate in social psychology; entails overseeing instructors, maintaining courses, and leading a summer term practicum*

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 outstanding senior student in social psychology in regard to research, service, and teaching*

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

- *Awarded by a panel of business faculty judges comparing my research presentation to that of nine other invited contenders*

Fellowship, Summer Institute of Social and Personality Psychology, 2017

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

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

- *Awarded by a panel of psychology faculty judges comparing my research presentation to that of seven other Masters theses in psychology*

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

- *Awarded by a panel of business faculty judges comparing my research presentation to that of nine other invited contenders*

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

- *Awarded based on a panel of arts and sciences faculty judges comparing my research presentation to that of nine other invited contenders*

Distinguished University Fellowship, The Ohio State University, 2013

- *Awarded based on exceptional status as an incoming graduate student; provides both a full fellowship for one's first year as well as a dissertation year*

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 contributions*

Hackworth Fellowship for Applied Ethics, Santa Clara University, 2011

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

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| <b>SELECT CONFERENCE PRESENTATIONS</b> |
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(\* denotes presenter)

- Teeny, Jacob D.,** Daniel Zane,\* Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” Talk accepted at 2019 *Association for Consumer Research*, Atlanta, GA.
- Teeny, Jacob D.,\*** Xiaoyan Deng, and Rao Unnava, “The ‘Buzz’ Behind the Buzz Matters: Tense and Energetic Arousal as Separate Motivations for Word of Mouth,” Talk accepted at 2019 *Association for Consumer Research*, Atlanta, GA.
- Zane, Daniel, **Jacob D. Teeny,** Anna Paley,\* and Robert Smith, “Enjoyment Makes an Expert: The Impact of Enjoyment on Self-Perceptions of Expertise,” Talk presented at 2019 *Society for Consumer Psychology*, Savannah, GA.
- Rovenpor, Daniel, **Jacob D. Teeny,\*** and Richard E. Petty, “Attitudinal Valence Framing on Choice Confidence and Willingness to Pay,” Poster presented at 2019 *Society for Consumer Psychology*, Savannah, GA.
- Luttrell, Andrew, **Jacob D. Teeny,\*** and Richard E. Petty, “Morality Matters in the Marketplace: The Influence of Morally Based Attitudes on Consumer Purchase Intentions,” Talk presented 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.,\*** 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 Invitational Research Forum*, Columbus, OH. [awarded 1<sup>st</sup> place]
- 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 1<sup>st</sup> place]

**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.\***, Andrew Luttrell, and Richard E. Petty, “Believe What I Believe!: Correctness and Clarity As Two Paths to Proselytism,” Talk presented at the 2014 *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, Social and Nonprofit Marketing, Marketing Analytics, Principles of Marketing, Marketing Research

### TEACHING EXPERIENCE

Introduction to Social Psychology and Writing (undergraduate), The Ohio State University  
Spring 2019; Overall Rating: 4.8/5.0

Social Psychology Pedagogy Course (graduate), The Ohio State University  
Summer 2018; Overall Rating: 4.8/5.0

Introduction to Social Psychology and Writing (undergraduate), The Ohio State University  
Spring 2017; Overall Rating: 4.6/5.0

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; Classroom Instructor

### STUDENT ADVISING

Jin Cho (undergraduate research advisor), 2017 – 2019

Kevin Tran (undergraduate research advisor), 2017 – 2019

Alex Kudart (undergraduate research advisor), 2017 – 2019

*Accepted at the Fisher College of Business, Masters Program, I-O Psychology*

Abdelrahman Fawzy (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*

### ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
The Society for Personality and Social Psychology (SPSP)

### UNIVERSITY SERVICE

*Ohio State University*  
In-House Speaker Chair (2018 – Present)  
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 ENGAGEMENT

*[Everyday] Psych•o•philosophy* (2012 – Present)  
Weekly blog that communicates marketing and social psychological research to lay audiences, explaining and applying studies and theories to understanding (and improving) everyday life; website generates over 2,000 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

*Lifevise: 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 2<sup>nd</sup> 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 GRADUATE COURSEWORK**

**Marketing**

- Consumer Behavior I
- Consumer Behavior II
- Marketing Principles (observed)

H. Rao Unnava, Patricia West  
Rebecca Walker Reczek  
Joe Goodman

**Psychology**

- Social Motivation
- Social Cognition
- Attitudes and Persuasion
- Advanced Topics in Attitudes and Persuasion

Kentaro Fujita  
Russell Fazio  
Duane Wegener  
Duane Wegener

**Methods**

- Research Methods in Social Psychology
- Statistical Methods in Psychology I
- Statistical Methods in Psychology II
- Mediation and Moderation Analysis
- Covariance Structure Models

Richard Petty  
Duane Wegener  
Paul De Boeck  
Andrew Hayes  
Robert Cudeck



**REFERENCES****Richard E. Petty**

*Distinguished Professor of Psychology*  
Department of Psychology  
The Ohio State University  
Columbus, OH 43210  
Tel: (614) 292-1640  
[petty.1@osu.edu](mailto:petty.1@osu.edu)

**Duane T. Wegener**

*Distinguished Professor of Psychology*  
Department of Psychology  
The Ohio State University  
Columbus, OH 43210  
Tel: (614) 292-1866  
[wegener.1@osu.edu](mailto:wegener.1@osu.edu)

**Pablo Briñol**

*Distinguished Professor of Psychology*  
Department of Psychology  
Universidad Autónoma de Madrid  
Madrid, Spain 28049  
Tel: (34) 91-497-3299  
[pablo.brinnol@uam.es](mailto:pablo.brinnol@uam.es)

**Russell Fazio**

*Harold E. Burt Professor of Psychology*  
Department of Psychology  
The Ohio State University  
Columbus, OH 43210  
Tel: (614) 688-5408  
[fazio.11@osu.edu](mailto:fazio.11@osu.edu)

**Xiaoyan Deng**

*Associate Professor of Marketing*  
Fisher College of Business  
The Ohio State University  
Columbus, OH 43210  
Tel: (614) 292-5183  
[deng.84@osu.edu](mailto:deng.84@osu.edu)

**Robert Smith**

*Associate Professor of Marketing*  
Fisher College of Business  
The Ohio State University  
Columbus, OH 43210  
Tel: (303) 520-3279  
[smith.9990@osu.edu](mailto:smith.9990@osu.edu)

**H. Rao Unnava**

*Dean and Professor of Marketing*  
Graduate School of Management  
University of California, Davis  
Davis, CA 95616  
Tel: (530) 752-4600  
[runnava@ucdavis.edu](mailto:runnava@ucdavis.edu)

**Rebecca W. Reczek**

*Dr. H Lee "Buck" Matthews Professor of Marketing*  
Fisher College of Business  
The Ohio State University  
Columbus, OH 43210  
Tel: (614) 292-1506  
[goodman.425@osu.edu](mailto:goodman.425@osu.edu)

**APPENDIX: SELECT ABSTRACTS**

**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**

The attitudes and persuasion literature has extensively examined what makes a message influential, paying much less attention to what makes someone communicate that message in the first place (i.e., engage in attitudinal advocacy). In addressing this, the present research first makes a novel distinction regarding the type of advocacy (requested versus spontaneous). Then, we examine how one's perceived attitudinal base (affective or cognitive) influences intentions to engage in each type of advocacy. Across six studies (four correlational and two experimental, N = 1040), this research demonstrates two consistent patterns: perceiving one's attitude to be more cognitively (vs. affectively) based results in greater willingness to engage in requested advocacy, whereas perceiving one's attitude to be more affectively (vs. cognitively) based results in greater willingness to engage in spontaneous advocacy.

**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 second round review, the *Journal of Consumer Psychology*.**

This research provides a novel theoretical framework for one of the most consistent and impactful predictors of engaging in word of mouth (WOM): the consumer's psychological arousal (i.e., greater arousal leads to greater WOM; e.g., Berger, 2011). Missing from the literature on arousal and WOM is an explanation for why this association exists. In providing this account, we introduce a new, multidimensional perspective on arousal, showing how the construct's prior, unidimensional treatment concealed its mechanism. Across six studies (N = 1,307), we provide evidence for a motivational theory of the arousal-WOM relationship, highlighting the importance of the WOM's valence (positive vs. negative) as well as the consumer's salient type of arousal (energetic vs. tense; Thayer, 1989). Together, we demonstrate that consumers are motivated to engage in positive WOM to maintain or increase their energetic arousal and to engage in negative WOM to reduce or eliminate their tense arousal. These findings not only expand our understanding of the arousal-WOM relationship, but they also provide a framework for both interpreting past work and conducting future investigations into when and how consumers will engage in WOM.

**Teeny, Jacob D., Daniel Zane, Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” under first round review, the *Journal of Consumer Research***

Enjoyment is a key dimension of almost every consumer experience. Although past research has identified enjoyment as an important consequence of various aspects of consumer experiences, this research takes a novel approach by considering how enjoyment can serve as an antecedent to consumers' self-evaluations. Specifically, this research shows that greater perceptions of enjoying an activity or experience engenders inflated self-evaluations of one's domain-specific ability, which then influences consumer choice. This bias in self-evaluation is demonstrated in

eight experiments ( $N = 2,100$ ) that span over a hundred consumer domains and several operationalizations of perceived enjoyment and perceived ability. Operating through a metacognitive process, consumers draw inferences about themselves from their level of enjoyment, and these inferences are governed by a lay theory associating enjoyment and ability. Accordingly, this effect only occurs when the consumer holds the lay theory and when the diagnosticity of the lay theory is not diminished. Taken together, this work provides a new perspective on enjoyment research, identifies a novel antecedent for both metacognitive inferences and self-evaluations, and demonstrates the impact of these findings on consumer choice. Theoretical and managerial implications for these findings as they pertain to overconfidence biases, consumer welfare, gamification, and education are discussed.

**Teeny, Jacob D., Pablo Briñol, and Richard E. Petty, “Selfish versus Otherish Motives on Attempting to Persuade Others: Invalid Motives Reduce Metacognitive Thought Reliance,” under first round review, the *Journal of Personality and Social Psychology*.**

In interpersonal relationships, people regularly try to persuade others; but how do the motives underlying that persuasion influence the persuader him or herself? In research that bridges both relationship and attitude change literatures, we examine how *selfish* motives (i.e., intentions to benefit the self) versus *otherish* motives (i.e., intentions to benefit the other person; Crocker, Canevello, & Brown, 2017) can influence the persuader’s own self-persuasion. Across multiple studies and additional data sets, we demonstrate that although these motives do not engender more or less positive attitudes in the persuader following argument generation, the process by which those attitudes come about varies greatly. Although persuaders with otherish motives rely on the metacognitive evaluations of their arguments, becoming more (less) positive toward the attitude object the more (less) they perceive validity in the arguments they generate, those with selfish motives do not. Instead, selfishly motivated persuaders no longer consider the metacognitive validity of their arguments, becoming more positive toward the topic they’re arguing for even when they perceive their own arguments as relatively invalid. To explain this effect, we demonstrate process through experimental moderation, showing that participants engaging in persuasion for selfish (vs. otherish) motives tend to perceive less validity in their motive, which thereby undermines their reliance on their relevant metacognitive evaluations. These findings have significant implications for attitude miscalibration and its resultant, negative behavioral consequences.