

Jacob D. Teeny

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ACADEMIC POSITIONS

Assistant Professor of Marketing

Kellogg School of Management, Northwestern University, 2020

Donald P. Jacobs Scholar of Marketing

Kellogg School of Management, Northwestern University, 2020

EDUCATION

Ph.D., Social Psychology, 2020

Minor: Consumer Behavior

Adviser: Dr. Richard Petty

The Ohio State University, Columbus, OH

M.A. Social Psychology, 2015

The Ohio State University, Columbus, OH

B.S., Psychology and Philosophy, 2012

Summa Cum Laude

Honors College, Santa Clara University, Santa Clara, CA

RESEARCH INTERESTS

Word of Mouth, Consumer Metacognition, Persuasion, Lay Theories, Ethical Consumerism

ARTICLES IN REFERRED JOURNALS

Luttrell, Andrew, **Jacob D. Teeny**, and Richard E. Petty (in press), "Morality Matters in the Marketplace: The Role of Moral Metacognition on Consumer Purchasing," *Social Cognition*.

Teeny, Jacob D., Joseph Siev, Pablo Briñol, Richard E. Petty (in press), "A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion," the *Journal of Consumer Psychology*.

Teeny, Jacob D., Xiaoyan Deng, and H. Rao Unnava (2020), “The ‘Buzz’ Behind the Buzz Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth,” *Journal of Consumer Psychology*. 30 (3), 429-46. <https://doi.org/10.1002/jcpsy.1151>

Wallace, Laura, Kathleen Patton, Andrew Luttrell, Vanessa Sawicki, Lee Fabrigar, **Jacob D. Teeny**, Tara MacDonald, Richard E. Petty, and Duane T. Wegener (2019), “Perceived Knowledge Moderates the Relation between Subjective Ambivalence and the ‘Impact’ of Attitudes: An Attitude Strength Perspective,” *Personality and Social Psychology Bulletin*. doi.org/10.1177/0146167219873492

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., Daniel Zane, Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” revising for second round review, the *Journal of Consumer Research*

Rovenpor, D., **Jacob D. Teeny**, and Richard E. Petty, “Paying More to Satisfy Opposition (vs. Support) Based Preferences: Examining the Consequences of and Processes Underlying the Valence-Framing Effect,” first round of review, *Social Psychological and Personality Science*

MANUSCRIPTS IN PREPARATION

Teeny, Jacob D., Pablo Briñol, and Richard E. Petty, *Selfish versus Otherish Motives When Persuading Others: Invalid Motives Reduce Metacognitive Reliance*. [seven studies]

Teeny, Jacob D. and Richard E. Petty, *Who Gets More Upset After a Loss? Attitude Framing on Reactions Toward Undesired Outcomes*. [eight studies]

Teeny, Jacob D. and Richard E. Petty, *The Perception of Others’ Attitude Bases and Position as Antecedents to Inferences about Their Open-mindedness: Consequences for Advocacy* [eight studies]

Teeny, Jacob D., Jaroth Lanzalotta, and Richard E. Petty, *The Role of Inferring Resistance to Change for Moral Attitudes: Reduced Advocacy and Greater Hypocrisy* [seven studies]

Luttrell, Andrew and **Jacob D. Teeny**, *What Constitutes a Thoughtful Gift? Effort, Personal Specificity, and Their Relationship to Ethical Gift-Giving* [six studies]

Teeny, Jacob D., Nancy Xu, Pablo Briñol, and Richard E. Petty, *Sitting UPRIGHT Can Increase Your Confidence: Longitudinal Posture Training on Self-Confidence* [two studies]

Teeny, Jacob D., Lucas D. Hinsenkamp, and Richard E. Petty, *Mismatched Arguments Are More Persuasive in Self-Persuasion: A Reversal of Classic Matching Effects*. [five studies]

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]

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

Biswas-Diener, Robert and **Jacob D. Teeny** (2015), “States of Consciousness,” in *Introduction to Psychology NOBA Collection*, ed. E. Diener and R. W. Diener, Creative Commons Attribution, <http://noba.to/xj2cbhek>

HONORS AND AWARDS

Richard M. Clewett Research Chair, 2020

- *Awarded \$20,000 for research activities and pursuits*

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, 2019

- *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*

SELECT CONFERENCE PRESENTATIONS

(* denotes presenter)

Teeny, Jacob D. * Pablo Briñol, and Richard E. Petty, “Selfish (vs. Otherish) Persuaders Exhibit Reduced Metacognitive Processing,” Talk presented at 2020 *Society for Consumer Psychology*, Huntington Beach, CA.

Teeny, Jacob D. * Daniel Zane, Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” Talk presented 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 presented 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 1st 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 1st 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 EXPERIENCE

Introduction to Social Psychology and Writing (undergraduate), The Ohio State University
 Spring 2019; Overall Rating: 4.8/5.0
 Spring 2017: Overall Rating: 4.6/5.0
 Fall 2015: Overall Rating: 5.0/5.0

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

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

Gallagher Learning Institute (2009 – 2010) Personal Tutor; Classroom Instructor

STUDENT ADVISING

Kelly Frank (undergraduate research advisor), 2019 – 2020

Ben Obringer (undergraduate research advisor), 2019 – 2020

Jin Cho (undergraduate research advisor), 2017 – 2020

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 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*

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

The Society for Personality and Social Psychology (SPSP)

UNIVERSITY SERVICE

Northwestern University

Speaker Series Coordinator (2020 – 2021)

Ohio State University

In-House Speaker Chair (2018 – 2020)

President, Group for Attitudes and Persuasion (2017 – 2019)

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

Psychology Today: A Difference of Opinion (2019 – Present)

Co-author of an invited blog on the widely popular site, PsychologyToday.com (it estimates over 30 million views each month). Bi-monthly articles are written with co-author Dr. Andrew Luttrell on historical and emerging research on attitudes and persuasion—specifically, on attitudes that are hard to change and what can be done to influence them

ACI Scholarly Blog Index (2018 – Present)

Under strict editorial review, my blog, *[Everyday] Psych•o•philosophy*, 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 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.

Lifevise: 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 Ariely), 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

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