

# Jacob D. Teeny

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## ACADEMIC POSITIONS

### Assistant Professor of Marketing

Kellogg School of Management, Northwestern University, 2020 – Present

### Donald P. Jacobs Scholar of Marketing

Kellogg School of Management, Northwestern University, 2020 – 2021

## EDUCATION

### Ph.D., Social Psychology, 2020

*Minor:* Consumer Behavior

*Adviser:* Dr. Richard Petty

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, Persuasion, Consumer Metacognition, Lay Theories, Ethical Consumerism

## ARTICLES IN PEER-REVIEWED JOURNALS

Philipp-Muller, Aviva, **Jacob D. Teeny**, and Richard E. Petty (2022), “Do Consumers Care About Morality?: A Review and Framework for Understanding Morality’s Marketplace Influence,” *Consumer Psychology Review*. 5 (1). <https://doi.org/10.1002/arcv.1072>

Luttrell, Andrew, **Jacob D. Teeny**, and Richard E. Petty (2021), “Morality Matters in the Marketplace: The Role of Moral Metacognition on Consumer Purchasing,” *Social Cognition*. 39 (3), 328-51. <https://doi.org/10.1521/soco.2021.39.3.328>

- Media Coverage: *Kellogg Insight*

**Teeny, Jacob D.**, Joseph Siev, Pablo Briñol, Richard E. Petty (2021), “A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion,” the *Journal of Consumer Psychology*. 31 (2), 382-414. <https://doi.org/10.1002/jcpy.1198>

- Media Coverage: *Kellogg Insight*, *Ideas for Leaders*, *Business Insider*

**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/jcpy.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](https://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](https://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](https://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,” under third round review, the *Journal of Consumer Research*

**Teeny, Jacob D.**, and Richard E. Petty, “Why Do Some People React More Negatively to Losing than Others? The Effect of Support-Oppose Framing on Reactions to Undesired Outcomes,” invited resubmission, the *Journal of Personality and Social Psychology*

**Teeny, Jacob D.**, and Richard E. Petty, “The Perception of Others’ Attitude Bases and Position as Antecedents of Inferred Open-mindedness: Consequences for Attitudinal Advocacy,” under first round review, *Journal of Experimental Social Psychology*

**Teeny, Jacob D.**, Jaroth Lanzalotta, and Richard E. Petty, “Understanding Judgements of Hypocrisy for Contradicting Moral Attitudes: Social Inferences Following Perceptions of Attitude Strength,” under first round review, *Journal of Experimental Social Psychology*

**Teeny, Jacob D.**, Pablo Briñol, and Richard E. Petty, “Acting for Selfish Motives Impairs Metacognitive Processing,” under first round review, *Journal of Experimental Psychology: General*

Paley, Anna, Robert W. Smith, **Jacob D. Teeny**, and Daniel Zane, “Production Enjoyment Asymmetrically Impacts Buyers’ Willingness to Pay and Sellers’ Willingness to Charge,” under first round review, *Journal of Marketing*

**MANUSCRIPTS IN PREPARATION**

- 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]
- Siev, Joseph and **Jacob D. Teeny**, *Perceiving Public Figures' Work as an Art (vs. a Science) Increases Consumer Boycotting* [six 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.**, 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 Horcajo (2017), "The Elaboration Likelihood Model: Changing Attitudes Toward Exercising and Beyond," in *Persuasion and Communication in Sport, Exercise, and Physical Activity*, ed. James Dimmock, Ben Jackson, and Josh Compton, Wolverhampton, UK: Routledge.
- Teeny, Jacob D.**, Pablo Briñol, and Richard E. Petty (2016), "The Elaboration Likelihood Model: Understanding Consumer Attitude Change," in *Routledge International Handbook of Consumer Psychology*, ed. C. Jansson-Boyd and M. Zawisza, Abingdon, UK: Routledge.
- 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>

**(SELECT) INVITED TALKS & CONFERENCE PRESENTATIONS**

(\* denotes presenter)

- Teeny, Jacob D.**,\* and Richard E. Petty, "The Perception of Others' Attitude Bases and Position as Antecedents of Inferred Open-mindedness: Consequences for Attitudinal Advocacy," Talk presented at 2021 *Northwestern University's Psychology Department Speaker Series*, Evanston, IL.
- Teeny, Jacob D.**,\* and Richard E. Petty, "Who Gets More Upset After a Loss? Attitude Framing on Reactions Toward Undesired Outcomes," Talk presented at 2020 *Kellogg's Consumer Behavioral Speaker Series*, Evanston, IL.
- 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.
- 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 Fawez, 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.,\*** “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, “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

## HONORS AND AWARDS

### Faculty

Co-Organizer of the Attitudes & Social Influence SPSP Preconference (2023-2025)

Richard M. Clewett Research Chair, 2020

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

### Doctoral Program

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*

### **Undergraduate**

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*

## **TEACHING EXPERIENCE**

*Advertising Strategy* (MBA), Kellogg School of Management, Northwestern University  
Winter 2021, 2022 (two sections)

*Best Practices in Pedagogy Course* (graduate), The Ohio State University: Summer 2018

*Introduction to Social Psychology and Writing* (undergraduate), The Ohio State University:

Fall 2015, Spring 2017, Spring 2019

Daybreak Youth Services (2012 – 2013) Personal Tutor; Classroom Aide  
Gallagher Learning Institute (2009 – 2010) Personal Tutor; Classroom Instructor

### STUDENT ADVISING

Seo Young (doctoral student research advisor), 2020 – Present  
Ben Obringer (undergraduate research advisor), 2019 – Present  
Jin Cho (undergraduate research advisor), 2017 – Present  
Kelly Frank (undergraduate research advisor), 2019 – 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

### PEER REVIEWS FOR ACADEMIC JOURNALS

*Organizational and Behavior and Human Decision Processes*  
*Marketing Letters*  
*Journal of Experimental Psychology: Applied*  
*Journal of Public Policy & Marketing*  
*Cerebral Cortex*  
*Social Psychological and Personality Science*  
*Environmental Communications*  
*Social Influence*  
*Social Psychology*  
*Journal of Social Psychology*

### ACADEMIC AFFILIATIONS

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

### INDUSTRY PRESENTATIONS

Emotional Intelligence: What It Is and How to Have It  
They Can't Help But Respond: Persuasion Science on Calls-to-Action

### PUBLIC ENGAGEMENT

*Everyday Psych* (2012 – Present)

Personal 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 5,000 visitors monthly; listed on the ACI Scholarly index (which provides access to high quality blogs by researchers and academics)

*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

**Podcast and Radio Appearances**

*Water Cooler Podcast* – Misinformation and Online Privacy

*Opinion Science* – Word of Mouth Psychology

*Water Cooler Podcast* – Persuading Anti-Maskers

*The Lisa Show* – How to Be the Best Gift Giver

*Talking to Teens* – The Science of Persuading Teenagers

**Public Press Articles**

*Business Insider* - Personalized marketing can be ineffective and creepy. Here are 3 research-backed tips to get it right for your business

*Lifevise* – Resisting Persuasion

*Trial by Science* - How to Win Over Jurors: Secrets from the Science of Attraction

*Noba* – The Fear of Looking Stupid in Class

**Online Courses**

*Highbrow*: The Psychology of Persuasion

*Highbrow*: Attraction Science

*Lifevise*: The Science of Friendship

**Film**

*Noba* “*Teaching Psychology*” – Paths to Persuasion; Award Recipient, 2<sup>nd</sup> Place (2015)