

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., M.A., 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

Teeny, Jacob D., and Richard E. Petty (2022), “Attributions of Emotion and Reduced Attitude Openness Prevent People from Engaging Others with Opposing Views,” *Journal of Experimental Social Psychology*.

- Media Coverage: *SPSP Character & Context*; *You're Not So Smart Podcast*; *TEDx: Evanston*

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/arcp.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: *Business Insider, Ideas for Leaders, Kellogg Insight*
- Awards: *JCP Top Cited Article 2020-2021, JCP Top 10 Downloaded Article 2020-2021*

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

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

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 second round review, *Journal of Marketing*

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

Teeny, Jacob D., and Richard E. Petty, “Why Do Some Consumers React More Negatively than Others to Disappointing Outcomes? Evidence for the Opposer’s Loss Effect,” revising for second round review, the *Journal of Marketing Research*

Teeny, Jacob D., Daniel Zane, Anna Paley, and Robert Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” invited resubmission, the *Journal of Personality and Social Psychology*

Siev, Joseph and **Jacob D. Teeny**, “Personal Misconduct Elicits Harsher Professional Consequences for Artists (vs. Scientists): A Moral Decoupling Process,” under first round review, *Psychological Science*

Myaeng, Seo Young and **Jacob D. Teeny**, “Word-of-Mouth Marketing Can Be Suboptimal for Promoting Luxury Products: Diminished Feelings of Uniqueness Lower Luxury Product Attitudes,” under first round review, the *Journal of Consumer Research*.

MANUSCRIPTS IN PREPARATION

Teeny, Jacob D., Richard E. Petty, and Pablo Briñol, *Selfishly Motivated Persuaders Exhibit Impaired Reliance on Their Argument Confidence* [seven studies]

Andrew Luttrell, **Jacob D. Teeny**, and Seo Young Myaeng, *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., Richard E. Petty, and Lucas D. Hinsenkamp, *Mismatched Arguments Are More Persuasive in Self-Persuasion: A Reversal of Classic Matching Effects*. [five 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., “New Perspectives on Consumer Enjoyment: Consequences for Self and Other Perceived Expertise,” Talk presented May 2022, *Stanford Graduate School of Business Seminar Series*, Paolo Alto, CA

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 1st 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 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.

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 each)

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 Myaeng (doctoral student research advisor), 2020 – Present
Jin Cho (undergraduate research advisor), 2017 – Present
Ben Obringer (undergraduate research advisor), 2019 – 2022
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
American Psychologist
International Journal of Research in Marketing
Cerebral Cortex
Social Psychological and Personality Science
Frontiers in Psychology
British Journal of Social Psychology
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 Get 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 – 2021)

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

Science News Explores – Persuasion can be used to change hearts and minds

The Daily Northwestern – ‘Serving salads in style’: Sweetgreen joins other plant-forward restaurants in Evanston

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, 2nd Place (2015)