

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

BOOKS

Petty, Richard E., Andrew L. Luttrell, **Jacob D. Teeny** (forthcoming, 2024) *The Handbook of Personalized Persuasion: Theory and Application*, UK: Taylor Francis/Routledge.

CHAPTERS IN EDITED VOLUMES

Teeny, Jacob D. (forthcoming, 2024), “Understanding Effective Consumer Advertising and Word of Mouth through Personalized Persuasion,” in *The Handbook of Personalized Persuasion: Theory and Application*, ed. Richard E. Petty, Andrew L. Luttrell, and Jacob D. Teeny, UK: Routledge.

Teeny, Jacob D., Andrew L. Luttrell, and Richard E. Petty (forthcoming, 2024), “The Landscape of Personalized Persuasion for Theory and Practice,” in *The Handbook of Personalized Persuasion: Theory and Application*, ed. Richard E. Petty, Andrew L. Luttrell, and Jacob D. Teeny, UK: Routledge

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.

ARTICLES IN PEER-REVIEWED JOURNALS

(* denotes graduate student collaborator)

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

Matz, Sandra C., **Jacob D. Teeny**, Sumer Vaid,* Heinrich Peters,* Gabriellea M. Harari, and Moran Cerf (2024), “The Potential of Generative AI for Personalized Persuasion at Scale,” *Scientific Reports*. <https://doi.org/10.1038/s41598-024-53755-0>

Siev, Joseph* and **Jacob D. Teeny** (2023), “Personal Misconduct Elicits Harsher Professional Consequences for Artists (vs. Scientists): A Moral Decoupling Process,” *Psychological Science*. <https://doi.org/10.1177/09567976231214739>

- Media Coverage: *Serious Inquiries Only*; *Kellogg Insight*; *SPSP Character and Context*

Teeny, Jacob D., Jaroth Lanzalotta,* and Richard E. Petty (2023), “Understanding the Magnitude of Hypocrisy in Moral Contradictions: The Role of Surprise at Violating Strong Attitudes,” *Personality and Social Psychology Bulletin*.

<https://doi.org/10.1177/01461672231177>

- Media Coverage: *SmartBrief on Leadership*; *Kellogg Insight*; *SPSP Character and Context*

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*. 102 (September), 104373.

<https://doi.org/10.1016/j.jesp.2022.104373>

- Media Coverage: *You’re Not So Smart Podcast*; *The Insightful Leader Podcast*; *TEDx: Evanston*; *SPSP Character & Context*

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>

- Awards: *Wiley Top Downloaded Article 2022*

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*. <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. <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. <https://doi.org/10.1177/0146167217705121>

MANUSCRIPTS UNDER PEER REVIEW

(* denotes graduate student collaborator)

Myaeng, Seo Young* and **Jacob D. Teeny**, “The ‘Unique’ Challenging of Promoting Luxury Purchases with Word of Mouth,” invited resubmission, *Journal of Marketing*

Teeny, Jacob D., Nancy Xu, Pablo Briñol, and Richard E. Petty, “Sitting Upright as a Subjective Well-being Intervention: A Randomized Controlled Trial of Prestige-Based Embodiment Effects,” under first round review, invited resubmission, *Social Psychological and Personality Science*

Teeny, Jacob D., and Richard E. Petty, “Negative Reactions to Undesired Outcomes: Evidence for the Opposer’s Loss Effect,” under first round review, the *Journal of Personality and Social Psychology*

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

Brady, William J., Abdo Elnakouri, Ashar Fatmi, Eli Finkel, Joshua Conrad Jackson, Nour Kteily, Victoria Parker, Curtis Puryear, Trevor Spelman*, **Jacob Teeny**, and Mark Torres, “Does Algorithmic Amplification Cause People to Misperceive Norms During a National Election?,” under first round review, *Nature*.

MANUSCRIPTS IN PREPARATION & WORKS IN PROGRESS

(* denotes graduate student collaborator)

Myaeng, Seo Young* and **Jacob D. Teeny**, *Mere Feelings of Ownership Inflate Subjective Expertise and One's Propensity to Give Advice* [eight studies]

Teeny, Jacob D. and Joseph Siev, *When and How Identical CSR Initiatives are Devalued Between Brands* [five studies]

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

Teeny, Jacob D., Andrew Luttrell, and Seo Young Myaeng,* *What Makes a Thoughtful Gift?* [six studies]

Luttrell, Andrew and **Jacob D. Teeny**, *The Database of Attitude Objects (DAO): An Open Access Tool for Enhancing Scientific Generalizability* [three studies]

Ladanyi, Jesse,* **Jacob D. Teeny**, and Russell Fazio, *Self-Defining Attitudes Bias Memory of One's Own Behavior* [work in progress]

(SELECT) INVITED TALKS & CONFERENCE PRESENTATIONS

Teeny, Jacob D. “The Unexplored Consequences of Consumer Enjoyment,” Talk presented March, 2024, John Chambers College of Business and Economics, West Virginia University.

Norbert Schwarz, Gita Johar, Zakary Tormala, Nailya Ordabayeva, Wendy Wood, **Jacob Teeny**, Kate White, Brent McFerran, Selin Malkoc, Ellie Kyung, Stephanie Chen, *Invited Round Table* on “Emerging Threats to Democracy,” Oct. 2023, *Association for Consumer Research*, Seattle, WA.

Teeny, Jacob D. “What Your and My Enjoyment Says About Our Abilities in Those Domains,” Talk given June, 2023, School of Management, Fudan University.

Teeny, Jacob D. and Jin Cho, “Directing Political Word of Mouth toward Receptive Targets: Effects of Perceived Knowledge and Inferred Openness,” Talk presented March 2023, *Special Session (Receptiveness: Antecedents and Consequences)*, *the Society for Consumer Psychology*, San Juan, Puerto Rico.

Teeny, Jacob D. and Richard E. Petty, “Ascribing Affective Attitude Bases Forestalls Political Word of Mouth: An Inference-Making Process Through Perceived Openness,” Talk presented Oct. 2022, *Special Session (Receptiveness: Antecedents and Consequences)*, *Association for Consumer Research*, Denver, CO.

Siev, Joseph and **Jacob D. Teeny**, “The Art-Science Effect on Consumer Cancel Culture,” Talk Presented March 2021, *the Society for Consumer Psychology*, Virtual.

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 Jan. 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 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.**, “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.

ORGANIZED SPEAKER SERIES

Kellogg Marketing, Research Camp (2023)
Attitudes & Social Influence SPSP Preconference (2022 – Present)
Kellogg Marketing, Behavioral Brownbag (2021 – 2023)
Kellogg Marketing, Seminar Series (2021)

TEACHING EXPERIENCE

Advertising Strategy (MBA), Kellogg School of Management, Northwestern University
Winter 2024 (two sections; overall instructor avg. 5.77/6)
Winter 2023 (two sections; overall instructor avg 5.73/6)
Fall 2022 (one section; overall instructor avg 5.71/6)
Winter 2022 (two sections; overall instructor avg 5.63/6)
Winter 2021 (two sections, *COVID virtual*; overall instructor avg 4.86/6)

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

Dongchan Lee (doctoral student research advisor), 2023 – Present
Aja McCoy (doctoral student research advisor), 2022 – Present
Seo Young Myaeng (doctoral student research advisor), 2020 – Present
Jin Cho (undergraduate research advisor), 2017 – 2023
Accepted at Cleveland State University: Master's Program, Clinical Psychology
Ben Obringer (undergraduate research advisor), 2019 – 2022
Accepted at Miami University, Osteopathic Medical School
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: Master's 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 REVIEW SERVICE FOR ACADEMIC JOURNALS

Journal of Consumer Research
*Organizational and Behavior and Human
 Decision Processes*
Marketing Letters
Journal of Experimental Psychology: Applied
Journal of Experimental Social Psychology
Scientific Reports
Journal of Public Policy & Marketing
American Psychologist
Cerebral Cortex

Political Psychology
Social Psychological and Personality Science
Journal of Association of Consumer Research
Frontiers in Psychology
British Journal of Social Psychology
Environmental Communications
Social Influence
Social Psychology
Journal of Social Psychology
International Journal of Research in Marketing

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
 The Scientific Formula for Good Storytelling

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 Speaking Appearances

Serious Inquiries Only – Artists Punished More Than Scientists for Same Misconduct
The Insightful Leader – Bipartisan Dialogues in Business
TEDx Evanston – That Open Secret About Political Polarization
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

Chapter in Psychology NOBA Collection: “States of Consciousness” <http://noba.to/xj2cbhek>

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)