

Jacob D. Teeny

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ACADEMIC POSITIONS

Associate Professor of Marketing

Kellogg School of Management, Northwestern University, 2024 – Present

Assistant Professor of Marketing

Kellogg School of Management, Northwestern University, 2020 – 2024

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, and **Jacob D. Teeny** (in press) *The Handbook of Personalized Persuasion: Theory and Application*, UK: Taylor & Francis.
<https://www.routledge.com/The-Handbook-of-Personalized-Persuasion-Theory-and-Application/Petty-Luttrell-Teeny/p/book/9781032461953>

CHAPTERS IN EDITED VOLUMES

Teeny, Jacob D. and Richard E. Petty (forthcoming, 2025), “From Advertisements to Word of Mouth: Understanding the Elaboration Likelihood Model in Consumer-Directed Persuasion,” in *The Handbook of Social Psychology and Consumer Behaviour*, ed. Eric R. Spangenberg and Katie Spangenberg, UK: Edward Elgar Publishing.

Teeny, Jacob D. (in press), “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: Taylor & Francis.

Luttrell, Andrew L., **Jacob D. Teeny**, and Richard E. Petty (in press), “An Introduction to Personalized Persuasion” in *The Handbook of Personalized Persuasion: Theory and Application*, ed. Richard E. Petty, Andrew L. Luttrell, and Jacob D. Teeny, UK: Taylor & Francis.

Teeny, Jacob D., Andrew L. Luttrell, and Richard E. Petty (in press), “The Present and Future Landscape of Personalized Persuasion,” in *The Handbook of Personalized Persuasion: Theory and Application*, ed. Richard E. Petty, Andrew L. Luttrell, and Jacob D. Teeny, UK: Taylor & Francis.

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)

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 (accepted in principle), “Redesigning Algorithms to Intervene on Social Norm Misperceptions During a National Election,” *Nature*.

Teeny, Jacob D., and Richard E. Petty (2025), “Reactions to Undesired Outcomes: Evidence for the Opposer’s Loss Effect,” the *Journal of Personality and Social Psychology*.
<https://doi.org/10.1037/pspa0000436>

Teeny, Jacob D. and Sandra C. Matz (2024), “We Need to Understand ‘When’ Not ‘If’ Generative AI Can Enhance Personalized Persuasion [Commentary],” *Proceedings of the National Academy of Sciences*. <https://doi.org/10.1073/pnas.241800512>

Paley, Anna, Robert W. Smith, **Jacob D. Teeny**, and Daniel Zane (2024), “Production Enjoyment Asymmetrically Impacts Buyers’ Willingness to Pay and Sellers’ Willingness to Charge,” *Journal of Marketing*. <https://doi.org/10.1177/00222429241257913>

- Media Coverage: *Entrepreneur*; *Nudge*; *American Marketing Association*; *Kellogg Insight*; *Ragan*; *World Economic Forum*; *Strategic Intelligence Forum*; *América Economía (South America)*; *Exame (Brazil)*, *Alaxon (Israel)*; *Forbes India*

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*
- Reproducibility: Data analysis and findings reproduced by *The Institute for Replication*

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 Are 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)

Luttrell, Andrew and **Jacob D. Teeny**, “Effects of Morally Reframed Arguments on Environmental Attitudes: A Message Sampling Design,” under second round review, *Nature: Human Behavior*

Taly, Reich and **Jacob D. Teeny** [shared first author], “Does Artificial Intelligence Cause Artificial Confidence? Generative AI as a New Source for Social Comparison Theory,” under second 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,” revising for second round review, *Journal of Marketing Research*

Rovenpor, Daniel, **Jacob D. Teeny**, and Richard E. Petty, “When and Why Opposition (vs. Support) Framing Increases Choice Confidence and Willingness to Pay,” revising for second round review, *Journal of Behavioral Decision Making*

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,” invited resubmission, *Social Psychological and Personality Science*

Myaeng, Seo Young* and **Jacob D. Teeny**, The ‘Unique’ Challenge of Promoting Luxury with Word of Mouth Recommendations, under first round review, *Journal of Marketing Research*

MANUSCRIPTS IN PREPARATION

(* denotes graduate student collaborator)

Siev, Joseph and **Jacob D. Teeny**, *The Assassination Paradox: Why Violent Attacks against Elected Leaders Do Not Uniformly Increase Political Conflict* [four studies]

Lee, Dongchan* and **Jacob D. Teeny**, *Consumers’ Reactions to AI in Advertising: Creative versus Analytic AI Applications Affect Brand Attitudes* [seven studies]

Luttrell, Andrew and **Jacob D. Teeny**, *The Generalizability of the Agreement Effect: A Topic Sampling Approach to Understanding Interpersonal Impressions* [three studies]

Luttrell, Andrew and **Jacob D. Teeny**, *The Database of Attitude Objects (DAO): An Open Access Resource for Normed Objects, People, Groups, and Ideas* [novel database]

Myaeng, Seo Young* and **Jacob D. Teeny**, *What's Mine Makes Me an Expert: Psychological Ownership Increases Advice-Giving by Inflating Subjective Expertise* [eight studies]

Teeny, Jacob D., Aja D. McCoy,* Richard E. Petty, and Pablo Briñol, *Acting for Selfish Motives Impairs Use of Metacognition* [four studies]

Teeny, Jacob D. and Joseph Siev, *Partisan Political Bias Drives Consumer Evaluations of Non-Political Corporate Social Responsibility* [five studies]

Luttrell, Andrew, Aviva Philipp-Muller, and **Jacob D. Teeny**, *A Trait Component of Attitude Moralization: Dispositional Moralizing Across Topics and its Implications* [ten studies]

WORKS IN PROGRESS

The Role of Brand Personality in Consumers' Reactions to Brand Advocacy with Joe Siev

Perceptions of Targets' Knowledge on Political Advocacy with Daniel Zane

An Ungeneralizable Agreement Bias in Online Bot Detection with Andrew Luttrell

The Dimensions of Thoughtful Gifts with Andrew Luttrell and Seo Young Myaeng*

The Biasing Effect of Self-Defining Attitudes on Memory with Jesse Ladanyi* and Russel Fazio

INVITED PRESENTATIONS

2024 "The Unexplored Consequences of Consumer Enjoyment," *John Chambers College of Business and Economics, West Virginia University*

2023 "Emerging Threats to Democracy," *Invited Round Table, Association for Consumer Research*

2023 "What Your and My Enjoyment Says About Our Abilities in Those Domains," *School of Management, Fudan University*

2023 "Directing Political Word of Mouth toward Receptive Targets: Effects of Perceived Knowledge and Inferred Openness," *Invited Special Session, Receptiveness: Antecedents and Consequences, at the Society for Consumer Psychology*

2022 "Ascribing Affective Attitude Bases Forestalls Political Word of Mouth: An Inference-Making Process Through Perceived Openness," *Invited Special Session, Receptiveness: Antecedents and Consequences, Association for Consumer Research*

2022 "New Perspectives on Consumer Enjoyment: Consequences for Self- and Other-Perceived Expertise," *Stanford Graduate School of Business Seminar Series, Stanford University*

2021 "The Perception of Others' Attitude Bases and Position as Antecedents of Inferred Open-mindedness: Consequences for Attitudinal Advocacy," *Psychology Department Speaker Series, Northwestern University*

ORGANIZED SPEAKER SERIES

Kellogg Marketing, Research Camp (2023, 2024)
 Attitudes & Social Influence SPSP Preconference (2023, 2024, 2025)
 Kellogg Marketing, Behavioral Brownbag (2021, 2022, 2023)
 Kellogg Marketing, Seminar Series (2021)

TEACHING EXPERIENCE

Advertising Strategy (MBA), Kellogg School of Management, Northwestern University
 Winter 2024 (two sections; overall instructor avg. 5.79/6)
 - *Winner of the Sid Levy Teaching award*
 Winter 2023 (two sections; overall instructor avg 5.73/6)
 Fall 2022 (one section; overall instructor avg 5.63/6)
 Winter 2022 (two sections; overall instructor avg 5.59/6)
 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

DOCTORAL 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

PEER REVIEW SERVICE FOR ACADEMIC JOURNALS

Editorial Review Board: *Journal of Experimental Social Psychology* (2025-Present)

Invited Reviewer for

<i>American Psychologist</i>	<i>Journal of Public Policy & Marketing</i>
<i>British Journal of Social Psychology</i>	<i>Journal of Social Psychology</i>
<i>Cerebral Cortex</i>	<i>Marketing Letters</i>
<i>Computers in Human Behavior</i>	<i>Nature: Human Behavior</i>
<i>Environmental Communications</i>	<i>Organizational and Behavior and Human Decision Processes</i>
<i>Frontiers in Psychology</i>	<i>PLOS ONE</i>
<i>International Journal of Research in Marketing</i>	<i>Political Psychology</i>
<i>Journal of Association of Consumer Research</i>	<i>Scientific Reports</i>
<i>Journal of Consumer Research</i>	<i>Social Influence</i>
<i>Journal of Experimental Psychology: Applied</i>	<i>Social Psychological and Personality Science</i>
<i>Journal of Experimental Psychology: General</i>	<i>Social Psychology</i>
<i>Journal of Experimental Social Psychology</i>	

ACADEMIC AFFILIATIONS

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

INDUSTRY PRESENTATIONS

Emotional Intelligence
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 a 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)