JACOB D. TEENY

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I am fascinated by how to change people's opinions and beliefs, and I study it through a mix of experiments and real-world data. But even the most compelling messages don't move everyone, so I focus on how matching appeals to the person or their context can maximize social influence.

EDUCATION

2020 **Ph.D. and M.A., Social Psychology**
The Ohio State University · Minor: Consumer Behavior · Adviser: Dr. Richard Petty

2012 **B.S., Psychology and Philosophy**
Santa Clara University · Summa Cum Laude · Honors College

ACADEMIC POSITIONS AND AFFILIATIONS

2025 – **Associate Professor of Marketing**
Kellogg School of Management, Northwestern University

2020 – 25 **Assistant Professor of Marketing**
Kellogg School of Management, Northwestern University

2020 – 21 **Donald P. Jacobs Scholar of Marketing**
Kellogg School of Management, Northwestern University

2023 – ***Founding Member, Advertising Technology Lab***
Kellogg School of Management × Meta

2025 – ***Founding Faculty Affiliate, Center for Enlightened Disagreement***
Northwestern University

AWARDS

2026 **40 Under 40 Best MBA Professors, Poets and Quants**
Global list recognizing "the most talented young professors currently teaching in MBA programs around the world," selected from 1,500+ nominations

2026 **Rising Star Award, Association for Psychological Science**
"Recognizes [early career, post-PhD] researchers whose innovative work has already advanced the field and signals great potential for their continued contributions."

2024 **Sid Levy Teaching Award, Kellogg School of Management**
"Awarded by Department and Program Chairs for teaching excellence in elective classes."

2023 **Special Competitions on Replications (TESS)**
Competitively selected, peer-reviewed experiment funded by NSF and fielded on a nationally representative sample via NORC's AmeriSpeak Panel.

BOOKS

2025 Petty, Richard E., Andrew L. Luttrell, and **Jacob D. Teeny** (2025) *The Handbook of Personalized Persuasion: Theory and Application*, UK: Taylor & Francis.

CHAPTERS IN EDITED VOLUMES

2026 **Jacob D. Teeny** and Richard E. Petty (2026), "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.

2025 **Jacob D. Teeny** (2025), "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.

2025 Luttrell, Andrew L., **Jacob D. Teeny**, and Richard E. Petty (2025), "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: Routledge.

2025 **Jacob D. Teeny**, Andrew L. Luttrell, and Richard E. Petty (2025), "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: Routledge.

2017 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.

2016 **Jacob D. Teeny**, 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

Notation: * = graduate student collaborator † = co-first author

2026 **Teeny, Jacob D.**, Andrew Luttrell, Dongchan Lee* (2026), "The "synthetic validity" problem in AI-generated research [Perspective]," *Proceedings of the National Academy of Sciences.* doi.org/10.1073/pnas.2603289123

2026 Rovenpor, Daniel, **Jacob D. Teeny**, and Richard E. Petty (in press), "When and Why Opposition (vs. Support) Framing Increases Choice Confidence and Willingness to Pay," *Decision.*

2026 **Teeny**, **Jacob D.,** Daniel Zane, Anna Paley, and Robert Smith (conditionally accepted), "The Enjoy-Able Effect: Consumer Enjoyment Inflates Self-Evaluations of Ability," *Journal of Marketing Research.*

2026 Brady, William J., Abdo Elnakouri, Ashar Fatmi, Eli Finkel, Joshua Conrad Jackson, Nour Kteily, Victoria Parker, Curtis Puryear, Trevor Spelman*, **Jacob D. Teeny**, and Mark Torres (2026), "Redesigning Algorithms to Intervene on Social Norm Misperceptions During a National Election," *Nature.* doi.org/10.1038/s41586-026-10536-1

2026 **Teeny**, **Jacob D.,** Kimberly Klugescheid,* Johannes Luther,* and Sandra Matz (2026), "The Promise of Generative AI for Personalized Persuasion," *Current Directions in Psychological Science.* doi.org/10.1177/096372142614248

2025 Luttrell, Andrew and **Jacob D. Teeny** (accepted in principle, 2025), "Effects of Morally Reframed Arguments on Environmental Attitudes: A Message Sampling Design," *Nature: Human Behavior.*

2025 Reich, Taly† and **Jacob D. Teeny**† (2025), "Does Artificial Intelligence Cause Artificial Confidence? Generative AI as an Emerging Social Referent," *Journal of Personality and Social Psychology.* doi:10.1037/pspa0000450

2025 **Teeny, Jacob D.** and Richard E. Petty (2025), "Reactions to Undesired Outcomes: Evidence for the Opposer's Loss Effect," *Journal of Personality and Social Psychology.* doi:10.1037/pspa0000436
Media: Northwestern Now; PsyPost; Character & Context

2024 **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.* doi:10.1073/pnas.241800512

2024 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.* doi:10.1177/00222429241257913
Media: Entrepreneur; Nudge; AMA; Kellogg Insight; Ragan; WEF; América Economía; Exame; Alaxon; Forbes India; Strategic Intelligence Forum

2024 Matz, Sandra C., **Jacob D. Teeny**, Sumer Vaid*, Heinrich Peters*, Gabriella M. Harari, and Moran Cerf (2024), "The Potential of Generative AI for Personalized Persuasion at Scale," *Scientific Reports.* doi:10.1038/s41598-024-53755-0
Awards: Scientific Reports Top 100 of 2024 (Journal & Psychology)
Op-Ed: "The Dangers of AI Personalization," TIME (Luttrell & Teeny 2025)

2023 Siev, Joseph* and **Jacob D. Teeny** (2023), "Personal Misconduct Elicits Harsher Professional Consequences for Artists (vs. Scientists): A Moral Decoupling Process," *Psychological Science.* doi:10.1177/09567976231214739
Media: Serious Inquiries Only; Kellogg Insight; SPSP Character and Context
Reproducibility: reproduced by The Institute for Replication

2023 **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.* doi:10.1177/01461672231177
Media: SmartBrief on Leadership; Kellogg Insight; SPSP Character and Context

2022 **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. doi.org/10.1016/j.jesp.2022.104373
Media: You Are Not So Smart Podcast; The Insightful Leader; TEDx Evanston; SPSP Character & Context

2022 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). doi.org/10.1002/arcp.1072
Awards: Wiley Top Downloaded Article 2022

2021 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. doi.org/10.1521/soco.2021.39.3.328
Media: Kellogg Insight

2021 **Teeny, Jacob D.** Joseph Siev*, Pablo Briñol, and Richard E. Petty (2021), "A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion," *Journal of Consumer Psychology*. 31 (2), 382–414. doi.org/10.1002/jcpy.1198
Media: Business Insider; Ideas for Leaders; Kellogg Insight
Awards: JCP Top Cited 2020–2021; JCP Top 10 Downloaded 2020–2021

2020 **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. doi.org/10.1002/jcpy.1151

2019 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 the 'Impact' of Attitudes: An Attitudes Strength Perspective," *Personality and Social Psychology Bulletin*. doi.org/10.1177/0146167219873492

2018 **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

2017 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 UNDER PEER REVIEW

See notation legend above.

R&R Siev, Joseph and **Jacob D. Teeny**, "The Assassination Paradox: Why Violent Attacks against Elected Leaders Do Not Uniformly Increase Political Conflict," invited resubmission, *Journal of Personality and Social Psychology*.

R&R Reich, Taly and **Jacob D. Teeny**, "Timing Is Everything: Why Deployment Sequence Determines Consumer Acceptance of AI in Healthcare," revising for second round review, *Journal of Consumer Research.*

R&R Fulmer, Alexander, Taly Reich, Sam Maglio, and **Jacob D. Teeny**, "Counting Failures, Discounting Successes: Asymmetry in Evaluator Perceptions," invited resubmission, *Journal of Personality and Social Psychology*.

R&R **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.*

R&R Reich, Taly† and **Jacob D. Teeny**†, "Evaluative Certainty in Consumption: A Comparative Analysis of Love and Hate," revising for second round review, *Journal of Marketing.*

R&R Luttrell, Andrew, Aviva Philipp-Muller, and **Jacob D. Teeny**, "The Tendency to Moralize: A Dispositional Component to Attitude Moralization," revising for second round review, *European Journal of Social Psychology*.

review Lee, Dongchan* and **Jacob D. Teeny**, "How Do Consumers Respond to the Use of Generative AI in Advertising?" under first round review, *Journal of Consumer Psychology*

MANUSCRIPTS IN PREPARATION

Papers below have complete data and are being drafted for submission.

2 studies	Luttrell, Andrew† and **Jacob D. Teeny**†, *Which Topics Produce the Most Division on Social Media? Testing the Generalizability of the Agreement Effect with a Robust Topic Sampling Design.*
5 studies	**Teeny, Jacob D.** and Joseph Siev, *Devaluation by Association: Corporate Donor Political Ideology Reduces Subsequent Individual Giving*
5 studies	Philipp-Muller, Aviva† and **Jacob D. Teeny**†, *We Both Know I'm Trying to Sell You Something: Meta-Aware Ad Disclosures as a Novel Persuasion Tactic.*
7 studies	McCoy, Aja D.*, **Jacob D. Teeny**, and Ike Silver, *Social Perceptions of Those Purchasing Secondhand Luxury: Implications for Warmth and Status.*
6 studies	Myaeng, Seo Young, **Jacob D. Teeny**, and Aja McCoy*, *The 'Unique' Challenge of Positive Consumer Reviews for Luxury Goods*
5 studies	Lee, Dongchan* and **Jacob D. Teeny**, *The Utilitarian Advantage in Luxury Word-of-Mouth.*
database	Luttrell, Andrew† and **Jacob D. Teeny**†, *The Database of Attitude Objects (DAO): An Open Access Resource for Normed Objects, People, Groups, and Ideas.*
8 studies	Myaeng, Seo Young and **Jacob D. Teeny**, *What's Mine Makes Me an Expert: Psychological Ownership Increases Advice-Giving by Inflating Subjective Expertise.*
4 studies	**Jacob D. Teeny**, Aja D. McCoy*, Richard E. Petty, and Pablo Briñol, *Acting for Selfish Motives Impairs Use of Metacognition.*

SELECT WORK IN PROGRESS

Early-stage projects with data collection ongoing or in design.

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

INVITED PRESENTATIONS

2026	**"Gamification for Stakeholder Decision-Making and Engagement"** Choice Symposium
2026	**"The Enjoy-Able Effect: Enjoyment Inflates Self-evaluations of Ability"** Speaker Series, Fuqua School of Business, Duke University
2025	**"Positive Online Reviews Have Diminished Influence on Consumers' Interest in Premium Goods"** Invited Special Session, Association for Consumer Research, Washington D.C.
2024	**"The Unexplored Consequences of Consumer Enjoyment"** Speaker Series, John Chambers College of Business and Economics, West Virginia University
2023	**"Emerging Threats to Democracy"** Invited Round Table, Association for Consumer Research, Seattle, WA
2023	**"What Your and My Enjoyment Says About Our Abilities in Those Domains"** Speaker Series, School of Management, Fudan University

2023 **"Directing Political Word of Mouth toward Receptive Targets: Effects of Perceived Knowledge and Inferred Openness"**
Invited Special Session, Society for Consumer Psychology, Puerto Rico

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

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

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

ORGANIZED SPEAKER SERIES

2025 **Working Papers Session,** Society for Consumer Psychology

2023–25 **Attitudes and Social Influence Preconference,** SPSP

2023–24 **Marketing Research Camp,** Kellogg School of Management

2021–23 **Behavioral Brownbag,** Kellogg School of Management

2021 **Seminar Speaker Series,** Kellogg School of Management

TEACHING EXPERIENCE

2021 – **Advertising Strategy (MBA)**
Kellogg School of Management, Northwestern University

Winter 2026 (two sections)	**Instructor avg. 5.7 / 6.0**
Winter 2025 (three sections)	**Instructor avg. 5.8 / 6.0**
Winter 2024 (two sections)	**Instructor avg. 5.8 / 6.0**
Winter 2023 (two sections)	**Instructor avg. 5.7 / 6.0**
Fall 2022 (one section)	**Instructor avg. 5.6 / 6.0**
Winter 2022 (two sections)	**Instructor avg. 5.6 / 6.0**
Winter 2021 (two sections, COVID virtual)	**Instructor avg. 4.9 / 6.0**

2018 **Best Practices in Pedagogy Course (Graduate)**
Psychology Department, The Ohio State University

2015–19 **Introduction to Social Psychology and Writing (Undergraduate)**
Psychology Department, The Ohio State University

DOCTORAL STUDENT ADVISING

2023 – **Dongchan Lee, research advisor**

2022 – **Aja McCoy, research advisor**

2020–25 **Seo Young Myaeng, research advisor**
Post-PhD: Meta, Menlo Park

PEER REVIEW SERVICE

2025 – **Editorial Review Board:** *Journal of Experimental Social Psychology*

Ad hoc reviewer for *Journal of Personality and Social Psychology, Journal of Consumer Research, Nature, Nature: Human Behavior, Management Science, Journal for the Association of Consumer Research, Organizational Behavior and Human Decision Processes, American Psychologist, Journal of Experimental Psychology: General, Journal of Public Policy and Marketing, Political Psychology, Scientific Reports*, and 15+ additional journals.

ACADEMIC AFFILIATIONS

2014 – *Society for Personality and Social Psychology (SPSP)*

2016 – *Association for Consumer Research (ACR)*

2016 – *Society for Consumer Psychology (SCP)*

2024 – *Association for Psychological Science (APS)*

PUBLIC SCHOLARSHIP AND MEDIA

General Audience Articles

2012 – **Everyday Psych**
Personal blog translating marketing and social-psychological research for lay audiences. 5,000+ monthly visitors; FeedSpot Top 100 Psychology Blogs; ACI Scholarly index.

2019–21 **A Difference of Opinion, Psychology Today**
Co-authored with Andrew Luttrell. Bi-monthly articles on attitudes and persuasion; est. 30M+ monthly site views.

Podcast and Speaking Appearances

Lightbulb Moments — AI, Persuasion, and Emotional Intelligence · **The Brainy Business** — How Bad Ads Get Made · **Serious Inquiries Only** — Artists Punished More Than Scientists · **The Insightful Leader** — Bipartisan Dialogues in Business · **TEDx Evanston** — That Open Secret About Political Polarization · **Water Cooler Podcast** — Misinformation and Online Privacy; Persuading Anti-Maskers · **Opinion Science** — Word of Mouth Psychology · **The Lisa Show** — How to Be the Best Gift Giver · **Talking to Teens** — The Science of Persuading Teenagers

Press

TIME — The Dangers of AI Personalization · **Science News Explores** — Persuasion can be used to change hearts and minds · **Business Insider** — Personalized marketing: 3 research-backed tips · **The Daily Northwestern** — Sweetgreen and plant-forward restaurants · **Lifevise** — Resisting Persuasion · **Trial by Science** — How to Win Over Jurors · **Noba** — The Fear of Looking Stupid in Class

Online Courses and Film

NOBA Collection: "States of Consciousness" · **Highbrow**: The Psychology of Persuasion; Attraction Science · **Lifevise**: The Science of Friendship · **Noba "Teaching Psychology"**: Paths to Persuasion (Award Recipient, 2nd Place, 2015)

Industry Presentations

Your AI is Underemployed: Enhancing AI Usage Effectiveness
Emotional Intelligence
The Simple Science Behind Persuading Anyone
The Scientific Formula for Good Storytelling