

# DEREK D. RUCKER

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Kellogg School of Management  
Northwestern University  
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## ACADEMIC POSITIONS

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Associate Professor of Marketing (with tenure), Kellogg School of Management, Northwestern University, September 2009-present

Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, September 2006 – August 2009

Donald P. Jacobs Scholar in Marketing, Kellogg School of Management, Northwestern University, July 2005 – August 2006

## EDUCATION

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Ph.D. 2005, The Ohio State University (Psychology)

- Emphasis in Social; Minors in Quantitative and Applied Psychology

M.A. 2000, The Ohio State University (Psychology)

B.A. 1998, University of California, Santa Cruz (Psychology)

## ACADEMIC HONORS AND AWARDS

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2008-2011 L.G. Lavengood Outstanding Professor Award Finalist, Kellogg School of Management

2011 Park Outstanding Contribution to JCP Award, Runner-Up

2011 Fellow, Society of Experimental Social Psychology

2010-2012 Richard M. Clewett Professorship in Marketing

2009 Marketing Science Institute (MSI) Young Scholar

2006-2007 Kraft Research Professorship Chair, Kellogg School of Management

2005 Advertising Educator Foundation Visiting Professor Fellowship

2004 Ohio State University Baumgardner Award

2004 "Factor Analysis at 100" Conference Travel Award

2003-2004 Distinguished University Fellowship, Ohio State University

2003 Society for Consumer Psychology Dissertation Proposal Award, Runner-Up

2003 Ohio State University Student Professional Development Award

2003 Best Paper Prize from the American Political Science Association Section on Elections, Public Opinion, and Voting Behavior

2002-2003 Ohio State University Social Behavioral Interest Group Colloquium Chair

2001 Yin and Yang of Social Cognition Conference Travel Award

2001 SPSP Student Publication Award for article published in PSPB, Honorable Mention

2001 Society for Personality and Social Psychology Student (SPSP) Travel Award  
2000-2003 NIMH Individual National Research Service Award Grant  
1999-2000 NIMH Pre-Doctoral Traineeship  
1999 National Science Foundation Fellowship, Honorable Mention  
1998-1999 Distinguished University Fellowship, Ohio State University  
1998 State University of New York Award for Best National Undergraduate Research Paper in Political Psychology  
1998 Honors in the Major (Psychology), University of California, Santa Cruz  
1998 Highest Honors in the Major (Psychology), University of California, Santa Cruz  
1998 College Honors, University of California Santa Cruz  
1995-1998 University of California, Santa Cruz University Merit Scholarship  
1995-1998 University of California, California State Grant Recipient  
1995-1998 University of California Meyer Scholarship Recipient

## SELECTED MEDIA MENTIONS

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How firms should fight rumors, February 10<sup>th</sup>, 2011, *The Economist*.

Social Science Palooza, December 6<sup>th</sup>, 2010, *The New York Times*.

Stingy Princes, Generous Paupers, October 20<sup>th</sup>, 2010, *Wall Street Journal- Real Time Economics*.

Something for the Weekend, May 28<sup>th</sup>, 2010, *Financial Times*.

The Sweet Payoff, February 8<sup>th</sup>, 2009, *The New York Times*.

Power premium, October, 2008, *The Atlantic*.

Study links debt to self-esteem, August 1, 2008, *New York Daily News*.

Facts & Arguments: Social Studies, July 17<sup>th</sup>, 2008, *Globe and Mail*.

Surprising Insights from the Social Sciences, Why poor people spend beyond their means, July 13, 2008, *Boston Globe*.

Feel Powerless? Buy Something, July 2, 2008, *ABCNews.com*.

Sense of powerlessness can trigger shopping spree: Study. June 29, 2008, *Economic Times*.

The Psychology of Hypocrisy, September 17<sup>th</sup>, 2007, *Time Magazine*.

Personality Predicts Politics, September 22<sup>nd</sup>, 2004, *Nature*.

## JOURNAL ARTICLES

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\*Articles may be requested via email by specifying accompanying number

1. Rucker, Derek D., Adam D. Galinsky, and David Dubois (forthcoming). Power and Consumer Behavior: How Power Shapes Who and What Consumers Value. *Journal of Consumer Psychology*.
2. Dubois, David, Derek D. Rucker, Adam D. Galinsky (forthcoming), "Super Size Me: Product Size as a Signal of Status," *Journal of Consumer Research*.
3. Clarkson, Joshua J., Zakary L. Tormala, and Derek D. Rucker (forthcoming), "Cognitive and Affective Matching Effects in Persuasion: An Amplification Perspective," *Personality and Social Psychology Bulletin*.
4. Dubois, David, Derek D. Rucker, and Zakary L. Tormala (forthcoming), "From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications," *Journal of Marketing Research*.
5. Inesi, Ena, Simona Botti, David Dubois, Derek D. Rucker, and Adam D. Galinsky (2011), "Power and Choice: Their Dynamic Interplay in Quenching the Thirst for Personal Control," *Psychological Science*.
6. Rucker, Derek, D., Kristopher J. Preacher, Zakary L. Tormala, and Richard E. Petty (2011), "Mediation Analysis in Social Psychology: Current Practices and New Recommendations," *Social and Personality Psychology Compass*, 1-12.
7. Rucker, Derek, D., David Dubois, and Adam D. Galinsky (2011), "Generous Paupers and Stingy Princes: Power Drives Consumer Spending on Self and Others," *Journal of Consumer Research*, 37 (April).
8. Gal, David, and Derek D. Rucker (2011). Answering the Unasked Question: Response Substitution in Consumer Surveys, *Journal of Marketing Research*, 48(February), 185-195.
9. Gal, David and Derek D. Rucker (2010), "When in Doubt, Shout! Paradoxical Influences of Doubt on Proselytizing," *Psychological Science*, 21(October), 1701-1707.  
\*Both authors contributed equally to this research and authorship is alphabetical.
10. Labroo, Aparna A., and Derek D. Rucker (2010). The Orientation-Matching Hypothesis: An Emotion Specificity Approach to Affect Regulation, *Journal of Marketing Research*, 47 (October), 955-966.  
\*Both authors contributed equally to this research and authorship is alphabetical.
11. Dubois, David, Derek D. Rucker, Adam D. Galinsky (2010). The Accentuation Bias: Money Literally Looms Larger (and Sometimes Smaller) to the Powerless, *Social Psychological and Personality Science*, 3 (July), 199-205.

12. Wan, Echo Wen, Derek D. Rucker, Zakary L. Tormala, and Joshua J. Clarkson (2010). The Effects of Regulatory Depletion on Attitude Certainty, *Journal of Marketing Research*, 47 (June), 531-541.
13. Wichman, Aaron L., Pablo Briñol, Richard E. Petty, Derek D. Rucker, Zakary L. Tormala, and Gifford Weary (2010), "Doubting One's Doubt: A Formula for Confidence?," *Journal of Experimental Social Psychology*, 46 (March), 350-355.
14. Rucker, Derek D., and Adam D. Galinsky (2009), "Conspicuous Consumption versus Utilitarian Ideals: How Different Levels of Power Shape Consumption," *Journal of Experimental Social Psychology*, 45 (May), 549-555.
15. Tormala, Zakary L., Victoria DeSensi, Joshua Clarkson, and Derek D. Rucker (2009), "Beyond Attitude Consensus: The Social Context of Persuasion and Resistance," *Journal of Experimental Social Psychology*, 45 (January), 149-154.
16. Clarkson, Joshua, Zakary L. Tormala, and Derek D. Rucker (2008), "A New Look at the Consequences of Attitude Certainty: The Amplification Hypothesis," *Journal of Personality and Social Psychology*, 95 (October), 810-825.
17. Rucker, Derek D., and Adam D. Galinsky (2008), "Desire to Acquire: Powerlessness and Compensatory Consumption," *Journal of Consumer Research*, 35 (August), 257-267.
18. Rucker, Derek D., Richard E. Petty, and Pablo Briñol (2008), "What's in a Frame Anyway?: A Meta-cognitive Analysis of One Versus Two Sided Message Framing on Attitude Certainty," *Journal of Consumer Psychology*, 18 (April), 137-139.  
\* Recipient of Runner-Up for Park Outstanding Contribution to JCP Award
19. Tormala, Zakary L., Derek D. Rucker, and Charles R. Seger (2008), "When increased confidence yields increased thought. A confidence-matching hypothesis," *Journal of Experimental Social Psychology*, 44 (January) 141-147.
20. Briñol, Pablo, Richard E. Petty, Carmen Valle, Derek D. Rucker, and Alberto Becerra (2007). "The Effects of Message Recipients' Power Before and After Persuasion: A Self-Validation Analysis," *Journal of Personality and Social Psychology*, 93, 1040-1053.
21. Petrocelli, John, Zakary L. Tormala, and Derek D. Rucker (2007), "Unpacking Attitude Certainty: Attitude Clarity and Attitude Correctness," *Journal of Personality and Social Psychology*, 92 (January) 30-41.
22. Preacher, Kristopher J., Derek D. Rucker, and Andrew Hayes, (2007), "Addressing Moderated Mediation Hypotheses: Theory, Methods, and Prescriptions," *Multivariate Behavioral Research*, 42, 185-227.
23. Tormala, Zakary L., and Derek D. Rucker (2007), "Attitude Certainty: A Review of Past Findings and Emerging Perspectives," *Social and Personality Psychology Compass*, 1, 469-492. *\*invited article*

24. Bizer, George Y., Zakary L. Tormala, Derek D. Rucker, and Richard E. Petty (2006), "Memory-Based Versus On-Line Processing: Implications for Attitude Strength," *Journal of Experimental Social Psychology*, 42 (September), 646-653.
25. Briñol, Pablo, Richard E. Petty, and Derek D. Rucker, (2006), "Emotional Intelligence," *Psicothema*, 18, 26-33. *\*invited article*.
26. Rucker, Derek D., and Richard E. Petty (2006), "Increasing effectiveness of communications to consumers: Recommendations based on the Elaboration Likelihood and attitude certainty perspectives," *Journal of Public Policy and Marketing*, 25 (1), 39-52. *\*invited article*.
27. Barden, Jamie, Derek D. Rucker, and Richard D. Petty (2005), "Saying one thing and doing another: Examining the impact of event order on hypocrisy judgments of others," *Personality and Social Psychology Bulletin*, 31 (November), 1463-1474.
28. Preacher, Kristopher J., Derek D. Rucker, Robert C. MacCallum, and Al Nicewander (2005), "Use of the extreme groups approach: A critical reexamination and new recommendations," *Psychological Methods*, 10 (June), 178-192.  
\*Reprinted in: Vogt, W. Paul, Editor (2008). *Selecting Research Methods*. London, England: SAGE Publications.
29. Bizer, George Y., Jon A. Krosnick, Allison L. Holbrook, S. Christian Wheeler, Derek D. Rucker, and Richard E. Petty (2004), "Impact of Personality on Cognitive, Behavioral, and Affective Political Processes: The Effects of Need to Evaluate," *Journal of Personality*, 72, 995-1027.
30. DeSteno, David, Richard E. Petty, Derek D. Rucker, Duane T. Wegener, and Julia Braverman (2004), "Discrete Emotions and Persuasion: The Role of Emotion-Induced Expectancies," *Journal of Personality and Social Psychology*, 86 (January), 43-56.
31. Rucker, Derek D., and Richard E. Petty (2004), "When Resistance is Futile: Consequences of Failed Counterarguing for Attitude Certainty," *Journal of Personality and Social Psychology*, 86 (February), 219-235.
32. Rucker, Derek D., and Richard E. Petty (2004), "An Emotion Specificity Approach to Consumer Decision Making," *Motivation and Emotion*, 28, 3-21. *\*invited article*
33. Rucker, Derek D., Mark Polifroni, Philip E. Tetlock, and Amanda A. Scott (2004), "On the Assignment of Punishment: The Impact of General-Societal Threat and the Moderating Role of Severity," *Personality and Social Psychology Bulletin*, 30 (June), 673-684.
34. Rucker, Derek D., and Richard E. Petty (2003), "Effects of Accusations on the Accuser: The Moderating Role of Accuser Culpability," *Personality and Social Psychology Bulletin*, 29 (October), 1259-1271.
35. MacCallum, Robert C., Shaobo Zhang, Kristopher J. Preacher, and Derek D. Rucker (2002), "On the Practice of Dichotomization of Quantitative Variables," *Psychological Methods*, 7 (March), 19-40.

36. Rucker, Derek D., and Anthony R. Pratkanis (2001), "Projection as an Interpersonal Influence Tactic: The Effects of the Pot Calling the Kettle Black," *Personality and Social Psychology Bulletin*, 27 (November), 1494-1507.

\*Society for Personality and Social Psychology Best Student Paper Award Finalist

37. DeSteno, David D., Richard E. Petty, Duane T. Wegener, and Derek D. Rucker (2000), "Beyond Valence in the Perception of Likelihood: The Role of Emotion Specificity," *Journal of Personality and Social Psychology*, 78 (March), 397-416.

## BOOKS AND CHAPTERS

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\*Chapters may be requested via email by specifying accompanying number

38. Rucker, Derek D. and Adam D. Galinsky (forthcoming), "Compensatory Consumption," In Russell Belk and Ayalla Ruvio (Editors), *Identity and Consumption*, Routledge.
39. Galinsky, Adam D., Derek D. Rucker, and Joe Magee (forthcoming), "Power." In Jack Dovidio and Jeffery Simpson, *Volume 2: Interpersonal Relationships and Group Processes, APA Handbook of Personality and Social Psychology*.
40. Rucker, Derek D. (forthcoming), "Advertising Strategy: Consumer Mindsets and Message Alignment," In Venky Shankar and Gregory Carpenter (Editors), *Marketing Strategy Handbook*.
41. Rucker, Derek D., and Zakary L. Tormala (forthcoming), "Metacognitive Theory in Consumer Research," In Pablo Brinol and Ken DeMarree (Editors), *Frontiers in Psychology: Social Metacognition*.
42. Rucker, Derek D., Pablo Briñol, and Richard E. Petty (2011), "Metacognition: Methods to Assess Primary from Secondary Cognition," In Karl C. Klauer, Andreas Voss, & Christoph Stahl (Editors), *Handbook of Cognitive Methods in Social Psychology* (pp. 236-264). New York: Guilford Press.
43. Sternthal, Brian, and Derek D. Rucker (2011), Acton, MA: *Advertising Strategy*, Copley Custom Textbooks.
44. Rucker, Derek D. and Brian Sternthal (2009), "Advertising Strategy." In Alice M. Tybout and Bobby Calder (Editors), *Kellogg on Marketing*, 209-231.
45. Rucker, Derek D., Richard E. Petty, Joseph R. Priester (2007), "Understanding advertising effectiveness from a psychological perspective: The importance of attitudes and attitude strength." In Gerard J. Tellis and Tim Ambler (Editors), *The Handbook of Advertising* (pp. 71-88). Thousand Oaks, CA: Sage.
46. Mazzocco, Philip J., Derek D. Rucker, and Timothy C. Brock, (2005), "Assessing Advertising Effects: The Importance of Matching Measurement and Goals," *Applying Social Cognition to Consumer-Focused Strategy*, eds. Kardes, Frank. R., Herr, Paul. M., and Nantel, Jacques. Mahwah, NJ: Lawrence Erlbaum Associates.

47. Briñol, Pablo, Derek D. Rucker, Zakary L. Tormala, and Richard E. Petty (2004), "Individual Differences in Resistance to Persuasion: The Role of Beliefs and Meta-Beliefs," In E.S. Knowles & J.A. Linn (Eds.), *Resistance and Persuasion* (pp. 83-104). Mahwah NJ: Erlbaum
48. Petty, Richard E., Zakary L. Tormala, and Derek D. Rucker (2004), "Resistance to Persuasion: An Attitude Strength Perspective," In J. T. Jost, M. R. Banaji, & D. A. Prentice (Eds.) *Perspectivism in Social Psychology: The Yin and Yang of Scientific Progress* (pp. 37-51). Washington, D.C.: American Psychological Association.
49. Petty, Richard E., Derek D. Rucker, George Y. Bizer, and John T. Cacioppo (2004), "The Elaboration Likelihood Model of Persuasion," In J. S. Seiter & G. H. Gass (Eds.), *Perspectives on Persuasion, Social Influence and Compliance Gaining* (pp. 65-89). Boston: Allyn & Bacon.
50. Petty, Richard E., David D. DeSteno, and Derek D. Rucker (2001), "The Role of Affect in Attitude Change," In J. P. Forgas (Ed.), In J. P., Forgas (Ed), *Handbook of Affect and Social Cognition* (pp. 212-233). Hillsdale, NJ: Erlbaum.

## **ADDITIONAL PUBLICATIONS AND CONFERENCE PROCEEDINGS**

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- Gal, David and Derek D. Rucker (2010), "A Quick Fix for Faulty Surveys," *Advertising Age* (July 27<sup>th</sup>). \*Authorship is alphabetical, both authors contributed equally
- Calkins, Tim and Derek D. Rucker (2010), "Why Issue-Based Advertising is Like Walking a Minefield," *Advertising Age* (February 8<sup>th</sup>). \*Authorship is alphabetical, both authors contributed equally
- Rucker, Derek D. (2009), "Best Time to Advertise? When Consumers Are Too Tired for Anything Else," *Advertising Age* (October 12<sup>th</sup>).
- Dubois, David, Derek D. Rucker, and Richard E. Petty (forthcoming), "Internal versus External Informational Sources," *Causes and Consequences for Attitude Certainty and Attitude-Behavior Consistency*, *Advances in Consumer Research*, 37.
- Rucker, Derek D. (2009), "Compensatory Consumption: How Threat Directs Consumers' Product Preferences," *Advances in Consumer Research*, 36, 131-134.
- Rucker, Derek D. (2009), "Lifestyles of the Powerless and Powerful: Compensatory and Non-compensatory Consumption," *Advances in Consumer Research*, 36, 133-134
- Rucker, Derek D., and David Dubois (2009), "The Failure to Transmit Certainty: Causes, Consequences, and Remedies," *Advances in Consumer Research*, 36, 69-70.
- Wen Wan, Echo, Derek D. Rucker, Zakary L. Tormala, and Joshua J. Clarkson (2009), "Feeling Fatigued Leads to Feeling Certain: Regulatory Resource Depletion and Attitude Certainty," *Advances in Consumer Research*, 36, 133-134

Dubois, David, Derek D. Rucker, and Miguel Brendl (2009), “The Tortoise and the Hare: Exploring Consumers’ Preference for Progress Representation in Terms of Velocity or Distance,” *Advances in Consumer Psychology*.

Dubois, David, Derek D. Rucker, Zakary L. Tormala (2009), “The Loss of Certainty in Consumer Communications: Causes, Consequences, and Potential Remedies,” *Advances in Consumer Psychology*.

Calkins, Tim and Derek D. Rucker (2009), “Does a \$3M Super Bowl Ad Make Sense in a Recession,” *Advertising Age* (January 12<sup>th</sup>). \*Authorship is alphabetical, both authors contributed equally

Galinsky, Adam D. and Derek D. Rucker (2008), “Powerless Consumers Spend More” *Advertising Age* (September 22<sup>nd</sup>). \*Authorship is alphabetical, both authors contributed equally

Calkins, Tim and Derek D. Rucker (2008), “Don’t Overemphasize ROI as Single Measure of Success,” *Advertising Age* (February 4<sup>th</sup>). \*Authorship is alphabetical, both authors contributed equally

Rucker, Derek D. (2008), “The Role of Power in Consumer Behavior: New Perspectives and Insights,” *Advances in Consumer Research*. 35, 194-197.

Rucker, Derek D. (2008), “The Role of Power in Consumer Spending,” *Advances in Consumer Research*. 35, 194-195.

Briñol, Pablo, Derek D. Rucker, Richard E. Petty, Carmen Valle, Alberto Becerra (2007), “The Role of Power in Consumer Persuasion,” *Advances in Consumer Research*, 34, 324-325.

Rucker, Derek D. (2007), “Anticipatory attitude change,” *Encyclopedia of Social Psychology*, eds. Baumeister, Roy and Kathleen Vohs, Thousand Oaks, CA: Sage Publications.

Rucker, Derek D., and Richard E. Petty (2004), “When counterarguing fails: Effects on attitude strength,” *Advances in Consumer Research*, 31, 80-81.

Teratanavat, Ratapoll, Derek D. Rucker, Curtis P. Haugtvedt, and Neal H. Hooker (2003), “Functional food labels: Experimental evidence of the role of claims and endorsements,” *Journal of Nutrition*, 133(November), 3868S.

Preacher, Kristopher J., and Derek D. Rucker (2002), “Dumbing it Down: The Dangers of Appealing to the Lowest Common Denominator,” *Dialogue*, 17, 26-27.

## **PRESENTATIONS**

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Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2011, February). *The Psychology of Powerlessness and Preferences: Consequences for Consumers’ Choices within a Hierarchy*. Presented at the annual meeting for the Society for Consumer Psychology, Atlanta, GA.

Rucker, Derek D., David Dubois, and Adam D. Galinsky (2011, February). *Power and Persuasion: The Interplay of Communicator and Audience Power*. Presented at the annual meeting for the Society for Consumer Psychology, Atlanta, GA.

Petty, Richard E., Derek D. Rucker, and Pablo Briñol (2011, January). *Mere Perceptions of Informativeness Influence Judgemental Confidence and Behavior*. Presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Shoots-Reinhard, Richard Petty, Kenneth DeMarree, and Derek D. Rucker (2011, January). *Personality Certainty. Stability of Need for Cognition*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Philip J. Mazzocco, Derek D. Rucker, Adam D. Galinsky, and Eric T. Anderson (2011, January). *When Identifying with Black Puts You in the Red: Racial Identification and Vicarious Conspicuous Consumption*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Clarkson, Joshua, Zakary Tormala, and Derek D. Rucker (2010, October). *Building Attitude Certainty to Promote Attitude Change*. Presented at the annual meeting for the Association for Consumer Research, Jacksonville, FL.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2010, October). *Power and Spending on Oneself versus Others: From Psychological to Economic Value*. Presented at the annual meeting for the Association for Consumer Research, Jacksonville, FL.

Labroo, Aparna A. and Derek D. Rucker (2010, October). *Focused on a Feeling or the Cause? The Regulation of Anxiety*. Presented at the annual meeting for the Association for Consumer Research, Jacksonville, FL.

Philip J. Mazzocco, Derek D. Rucker, Adam D. Galinsky, and Eric T. Anderson (2011, January). *When Identifying with Black Puts You in the Red: Racial Identification and Vicarious Conspicuous Consumption*. Poster session to be presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2010, February). *The Accentual Bias: Money Literally Looms Larger to the Powerless*. Presented at the annual meeting for the Society for Consumer Psychology, St. Petersburg, FL.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2010, February). *Power and Spending on Oneself versus Others: From Psychological to Economic Value*. Presented at the annual meeting for the Society for Consumer Psychology, St. Petersburg, FL.

Labroo, Aparna, Derek D. Rucker (2010, February). *Focused on a Feeling or the Cause? The Regulation of Anxiety*. Presented at the annual meeting for the Society for Consumer Psychology, St. Petersburg, FL.

Galinsky, Adam D., Derek D. Rucker, and David Dubois (2010, January). *From Lacking Power to Compensatory Consumption*. Presented at the annual meeting for the Society for Personality and Social Psychology, Las Vegas, NV.

Dubois, David, Derek D. Rucker, and Richard E. Petty (2009, October). *Internal versus External Informational Sources. Causes and Consequences for Attitude Certainty and Attitude-Behavior Consistency*. Presented at the annual meeting for the Association for Consumer Research, Pittsburgh, PA.

Galinsky, Adam, D., Derek D. Rucker, and Jennifer A. Whiston (2009, May). *Lacking Power and Control: Compensatory Consumption and Compensatory Pattern Perception*. Presented at the annual meeting for the American Psychological Society, San Francisco, CA.

Dubois, David, Derek D. Rucker, and Miguel Brendl (2009, February). *The Tortoise and the Hare: Exploring Consumers' Preference for Progress Representation in Terms of Velocity or Distance*. Presented at the annual meeting of the Society for Consumer Psychology, San Diego, CA.

Dubois, David, Derek D. Rucker, and Zakary L. Tormala (2009, February). *The Loss of Certainty in Consumer Communications: Causes, Consequences, and Potential Remedies*. Presented at the annual meeting of the Society for Consumer Psychology, San Diego, CA.

Barden, J., Rucker, D. D., Petty, R. E., & Morrison, K. R. (2009, February). *Ambiguous actions foster moral double standards: Social group matching biases judgments of hypocrisy in others*. Poster presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.

Shoots-Reinhard, Derek D. Rucker, and Richard E. Petty (2009, February). *Effortful versus Non-Effortful Contrast: Effects on Attitude Strength*. Poster presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.

Rucker, Derek D., David Dubois (2008, October). *The Failure to Transmit Certainty: Causes, Consequences, and Remedies*. Presented at the annual meeting of the Association for Consumer Research, San Francisco, California.

Rucker, Derek D., Adam D. Galinsky (2008, October). *Lifestyles of the Powerless and the Powerful*. Presented at the annual meeting of the Association for Consumer Research, San Francisco, California.

Wan, Echo Wen, Derek D. Rucker, Zakary L. Tormala, Joshua J. Clarkson (2008, October). *Feeling Fatigued Leads to Feeling Certain: Regulatory Resource Depletion and Attitude Certainty*. Presented at the annual meeting of the Association for Consumer Research, San Francisco, California.

Dubois, David, Derek D. Rucker, Zakary L. Tormala (2008, May). *Lost in Transmission? Exploring the Communication of Attitude Certainty*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

Hong, Jiewen, and Derek D. Rucker (2008, February). *The Effects of Mixed Emotions on Persuasion: The Role of Affective versus Cognitive Mindsets*. Presented at the annual meeting of the Society for Consumer Psychology, New Orleans, Louisiana.

- Clarkson, Joshua J., Zakary L. Tormala, & Derek D. Rucker (2008, February). *What does it really mean to be certain of an attitude? An Amplification Hypothesis*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Albuquerque, NM.
- Preacher, K. J., Derek D. Rucker, Zakary L. Tormala, & Richard E. Petty (2008, February). *Traditional Mediation Analysis Reconsidered: Issues of Partial versus Full Mediation*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Albuquerque, NM.
- Shoots-Reinhard, B. L., Richard E. Petty, & Derek D. Rucker (2008, February). *Not all contrast effects are created equal: The effect of on-line versus memory-based processing on the strength of contrastive judgments*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Albuquerque, NM.
- Rucker, Derek D., Labroo, Aparna (2007, October). *Noticing Change in Our World: The Role of Emotions in Stimulus Discrimination*. Presented at the annual meeting of the Association for Consumer Research, Memphis, Tennessee.
- Briñol, Pablo, Richard E. Petty, and Derek D. Rucker (2007, October). *The Interactive Link Between Emotion and Cognition: A Self-Validation Approach*. Presented at the annual meeting of the Society of Experimental Social Psychology, Chicago, Illinois.
- Briñol, Pablo, Derek D. Rucker, Richard E. Petty, (2007, October). *Metacognition and Emotion: The Dynamics of Emotions and Confidence*. Presented at the annual meeting of the Association for Consumer Research, Memphis, Tennessee.
- Rucker, Derek D., Adam D. Galinsky (2007, October). *The Role of Power in Consumer Behavior: Power and Compensatory Behavior*. Presented at the annual meeting of the Association for Consumer Research, Memphis, Tennessee.
- Valle, Carmen, Pablo Briñol, Richard E. Petty, Derek D. Rucker (September, 2007). *The effects of power in persuasion: A self-validation analysis*. Presented at the BPS Social Psychology Section Conference. Canterbury, UK.
- Labroo, Aparna, and Derek D. Rucker (2007, February). *At the Intersection of Negative and Positive Emotions: Implications of Goal Matching for Emotional Benefits. Emotional Judgments*. Presented at the annual meeting of the Society for Consumer Psychology, Las Vegas, Nevada.
- Bizer, George, Y., Jon A. Krosnick, Alyson L. Holbrook, S. Christian Wheeler, Derek D. Rucker, & Richard E. Petty. (2007, January). *The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Memphis, Tennessee.
- Rucker, Derek D. (2007, January). *In Pursuit of Understanding Attitude Certainty: Past Findings, Present Research, and Future Possibilities*. Paper presented at the Society for Personality and Social Psychology Annual Attitudes Pre-conference, Memphis, Tennessee. *\*invited talk*
- Rucker, Derek D., Pablo Briñol, and Richard E. Petty, (2007, February). *The Role of Ease in Consumers' Emotional Judgments: Individual and Situational Effects*. Presented at the annual meeting of the Society for Consumer Psychology, Las Vegas, Nevada.

Briñol, Pablo, Richard E. Petty, and Derek D. Rucker (2006, October). *Explicit and Implicit Beliefs About Persuasion and Resistance to Change*. Presented at the annual meeting of the Society of Experimental Social Psychology, Philadelphia, Pennsylvania.

Briñol, Pablo, Derek D. Rucker, Richard E. Petty, Carmen Valle, and Alberto Becerra (2006, October). *The Role of Power in Consumer Persuasion*. Presented at the annual meeting of the Association for Consumer Research, Orlando, Florida.

Rucker, Derek D., Pablo Briñol, and Richard E. Petty, (2006, October). *The Role of Ease in Consumers' Emotional Judgments*. Presented at the annual meeting of the Association for Consumer Research, Orlando, Florida.

Shoots-Reinhard, Brittany L., Kenneth G. DeMarree, Derek D. Rucker, & Richard E. Petty (2006, May). *Personality Certainty: Increasing the predictive utility of personality scales*. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

Rucker, Derek D. (2006, May). *When are Attitudes Held with Certainty? Understanding and Mapping Antecedents of Attitude Certainty*. Presented at the annual meeting for the Midwestern Psychological Association, Chicago, Illinois. *\*invited talk*

Rucker, Derek D. (2006, April). *The Role of Attitude Certainty in Persuasion: Antecedents and Consequences*. Present at the annual meeting for Social Psychologists of Chicago, Chicago, Illinois.

Rucker, Derek. D and Richard E. Petty (2006, February). *The Influence of Source Expertise on Attitude Certainty: A Look at a New Role of Source Expertise in Persuasion*. Presented at the annual meeting of the Society of Personality and Social Psychology, Palm Springs, California.

Briñol, Pablo, Richard E. Petty, Ken DeMarree, and Derek D. Rucker (2006, February). *Overt Behavior and Attitude Change: A Multiple Roles Analyses*. Presented at the annual meeting of the Society of Personality and Social Psychology, Palm Springs, California.

Preacher, Kristopher J., Derek D. Rucker, and Andrew F. Hayes (2006, February). *Demystifying Moderated Mediation: A Unified Framework for Investigating Conditional Mediation Effects in Psychological Research*. Presented at the annual meeting of the Society of Personality and Social Psychology, Palm Springs, California.

Briñol, Pablo, Richard E. Petty, Carmen Valle, Antonio Becerra, and Derek D. Rucker (2005, October). *Power and confidence: Implications for attitude change*. Presented at the annual meeting of the Society for Experimental Social Psychology. San Diego, CA.

Briñol, Pablo, Richard E. Petty, and Derek D. Rucker (2005, July). *Persuasion as something good or bad*. Paper presented at the annual meeting of the International Cultic Studies Association, Madrid, Spain.

Rucker, Derek. D and Richard E. Petty (2005, May). *Dual Process Models of Persuasion*. Paper presented at the Journal of Public Policy and Marketing Conference on Helping Consumers Help Themselves, Durham, NC. *\*invited talk*

Rucker, Derek. D and Richard E. Petty (2005, May). *Effects of Considering One Versus Two Sided Messages on Attitude Certainty*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois. *\*invited talk*

Rucker, Derek. D and Richard E. Petty (2005, February). *Pseudo-Two-Sided Advertisements as Devices for Increasing Attitude Certainty: A Metacognitive Perspective*. Presented at the annual meeting of the Society of Consumer Psychology, St. Petes, Florida.

Preacher, Kristopher and Rucker, Derek. D (2005, February). *Probing Significant Interaction Effects in Path Analysis*. Presented at the annual meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana.

Rucker, Derek. D and Richard E. Petty (2005, February). *The Effects of One-Sided Versus Pseudo-Two-Sided Messages on Attitude Certainty: A Metacognitive Analysis*. Presented at the annual meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana.

Bizer, George Y., Zakary L. Tormala, Derek D. Rucker and Richard E. Petty (2005, February). *On-Line Versus Memory-Based Processing: Implications for Attitude Strength*. Presented at the annual meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana.

Teratanavat, Ratapol P., Neal H. Hooker, Curtis P. Haugtvedt, and Derek D. Rucker (2004, August). *Consumer Understanding and Use of Health Information on Product Labels: Marketing Implications for Functional Food*. Paper presented at Food Safety and Nutrition Track, AAEA annual meeting, Denver, CO.

Barden, Jamie, Derek D. Rucker, and Richard E. Petty (2004, January). *Hypocrisy of others: Why is Saying One Thing and Doing Another More Hypocritical*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, Texas.

Mazzocco, Philip J., Derek D. Rucker, and Timothy C. Brock (2004, May). *Assessing Advertising Effectiveness: Still 'Not Recall'*. Presented at the annual Advertising and Consumer Psychology Conference of the Society of Consumer Psychology, Montreal, Canada.

Rucker, Derek. D (2004, February). *It's the type of thought that counts: Consequences of Biased Versus Objective Processing for Attitude Certainty*. Presented at the annual meeting of the Society of Consumer Psychology, San Francisco, California. *\*invited talk*

Preacher, Kristopher J., and Derek D. Rucker (2004, January). *Moderation of Form vs. Degree: A Neglected Distinction*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, Texas.

Rucker, Derek. D., Richard E. Petty, and Richard J. Shakarchi (2004, January). *Not all contrast effects are created equal: The Effect of Context Order on Target Attitude Certainty and Behavioral Intent*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, Texas.

Rucker, Derek. D., and Richard E. Petty (2003, October). *When Counterarguing Fails:*

*Effects of Failed Counterarguing on Attitude Strength.* Presented at the annual meeting of the Association for Consumer Research, Toronto, Canada.

Teratanavat, Ratapol, Neal H. Hooker, Derek D. Rucker, and Curtis P. Haugtvedt (2003, July). *Effects of Health Information on Product Labels: consumer Attitudes and Buying Intention for Functional Foods.* Poster presented at IFT meeting, Chicago.

Teratanavat, Ratapol, Derek D. Rucker, Curtis P. Haugtvedt, and Neal H. Hooker (2003, July). *Functional food labels: Experimental evidence of the role of diet and health knowledge.* Poster presented at American Institute for Cancer Research/ World Cancer Research Foundation International Research conference on Food, Nutrition, and Cancer. Washington, D. C.

Haugtvedt, Curtis. P., and Derek D. Rucker (2003, June). *Brand Name and Elaboration.* Presented at the Midwest marketing camp, Columbus, Ohio.

Rucker, Derek. D., and Richard E. Petty (2003, May). *When Persuasion is Futile: Implications for Attitude Strength.* Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

Rucker, Derek. D., and Richard E. Petty (2003, February). *When Persuasion is Futile: Implications of Biased Versus Objective Processing for Attitude Strength.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles, California.

Preacher, Kristopher J., and Derek D. Rucker (2003, February). *On the Use and Misuse of Extreme Group Analysis.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, Texas.

Rucker, Derek. D., and Richard E. Petty (2003, February). *When Resistance is Futile: Implications of Failed Counterarguing on Attitude Certainty.* Presented at the annual meeting of the Society of Consumer Psychology, New Orleans, Louisiana.

Rucker, Derek. D., and Richard E. Petty (2002, May). *When Resistance is Futile: Implications for Attitude Strength.* Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

Briñol, Pablo, Derek D. Rucker, Zakary L. Tormala, and Richard E. Petty (2002, April). *Individual Differences in Resistance to Persuasion: Outcomes and Mechanisms.* Paper presented at the Arkansas Symposium on Resistance and Persuasion, Fayetteville, AR. *\*invited talk*

Polifroni, Mark, Derek D. Rucker, and Philip E. Tetlock (2002, February). *Threats to Social Order and the Intuitive Prosecutor.* Poster presented at the 3rd Annual Meeting of the Society for Personality and Social Psychology, Savannah, GA.

Preacher, Kristopher J., Derek D. Rucker, and Robert C. MacCallum (2002, February). *On the Practice of Dichotomization of Quantitative Variables.* Poster presented at the 3rd Annual Meeting of the Society for Personality and Social Psychology, Savannah, GA.

Rucker, Derek D., and Richard E. Petty (2002, February). *When Resistance is Futile: Implications for Attitude Strength*. Poster presented at the 3rd Annual Meeting of the Society for Personality and Social Psychology, Savannah, GA.

Bizer, George Y., Jon A. Krosnick, Allison L. Holbrook, Richard E. Petty, Derek D. Rucker, and S. Christian Wheeler (2002). *The Impact of Personality on Electoral Behavior and Cognition: A Study of Need for Cognition and Need to Evaluate*. Paper presented at the American Political Science Association annual meeting, Boston, Massachusetts.

Petty, Richard E., Zakary L. Tormala, and Derek D. Rucker (2001, April). *An Attitude Strength Perspective on Resistance to Persuasion*. Paper presented at the Yin and Yang of Social Cognition Conference, New Haven, CT.

Rucker, Derek D., and Richard E. Petty (2001, February). *Producing Contrast with Trait Concepts: The Role of Extremity*. Poster presented at the 2nd Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Rucker, Derek D., and Richard E. Petty (2000, May). *The Role of Source Reputation on the Effects of Insinuation*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

DeSteno, David, Richard E. Petty, Duane T. Wegener, and Derek D. Rucker (2000, May). *Beyond Valence in the Perception of Likelihood: The Role of Emotion Specificity*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

DeSteno, David, Richard E. Petty, Derek D. Rucker, and Duane T. Wegener (2000, February). *Emotion Specificity in Attitude Change*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Petty, Richard E., David Desteno, Duane T. Wegener, and Derek D. Rucker (1999, October). *Emotion, Likelihood Judgments, and Persuasion. Special session: Shades of pain: Consumer Responses to Anger, Sadness, Anxiety and Fear*. Presented at the annual meeting of the Association for Consumer Research, Columbus, Ohio.

Pratkanis, Anthony R. and Derek D. Rucker (1999, April). *Liar! Liar? Whose Pants on Fire? Invited address*. Western Psychological Association, Los Angeles, CA.

Rucker, Derek D., and Anthony R. Pratkanis (1998, May). *Projection as an Interpersonal Influence Tactic*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.

## INVITED COLLOQUIA

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Columbia University, Marketing Camp (2011)

Hong Kong Polytechnic University, Asian Center for Brand Management (2010)

University of Hong Kong, Marketing Department (2010)

Duke University, Marketing Department (2010)

Ohio State University, Psychology Department (2010)  
Ohio State University, Mansfield, Psychology Department (2010)  
Massachusetts Institute of Technology, Marketing Department (2009)  
University of Illinois, Chicago, Psychology Department (2009)  
University of Illinois, Urbana-Champaign, Psychology Department (2009)  
University of Kansas, Psychology Department (2008)  
University of California, Berkeley, Marketing Department (2008)  
Illinois Institute of Technology, Institute of Design (2008)  
Purdue University, Psychology Department (2007)  
Burke Marketing Group (2007)  
Northwestern University, Marketing KAMP (2006)  
Indiana University, Tormalab Group (2006)  
Northwestern University, Psychology Department (2006)  
University of Chicago, Psychology Department (2006)  
Eastern Illinois University, Psychology Department (2005)  
University of Georgia, Marketing Department (2004)  
University of Maryland, Marketing Department (2004)  
University of Chicago, Marketing Department (2004)  
Stanford University, Marketing Department (2004)  
University of Minnesota, Marketing Department (2004)  
New York University, Marketing Department (2004)  
Northwestern University, Marketing Department (2004)  
Virginia Tech, Marketing Department (2004)  
University of Southern California, Marketing Department (2004)  
University of Iowa, Psychology Department (2004)  
Indiana University, Marketing Department (2003)

## **TEACHING EXPERIENCE**

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*Kellogg School of Management, Northwestern University, MBA Teaching*

2010-present: Sports Marketing

2006-present: Advertising Strategy

## **PROFESSIONAL SERVICE**

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*Conference Organization*

2010-2012 Co-organizer of the Attitudes Preconference at the Annual Meeting of SPSP

2009 Summer Institute in Social Psychology Co-coordinator

2008 Co-organizer (with Brian Sternthal) for the Kellogg Conference on Metacognition.

*Conference Committee and Reviewer Service*

2012 Society for Consumer Psychology Program Committee Member

2011 Association for Consumer Research Roundtable Co-chair  
 2010 Association for Consumer Research Proceedings Associate Editor  
 2009 Marketing Science Institute Alden G. Clayton Doctoral Dissertation Reviewer  
 2008 Association for Consumer Research Competitive Paper Reviewer  
 2008 Society for Consumer Psychology Program Committee Member  
 2007 Association for Consumer Research Program Committee Member

#### *Editorial Boards*

2010-Present *Journal of Consumer Psychology*

#### *Ad Hoc Reviewer*

Administrative Science Quarterly	Journal of Public Policy and Marketing
American Journal of Media Psychology	Media Psychology
Applied Cognitive Psychology	Multivariate Behavioral Research
Basic and Applied Social Psychology	National Science Foundation
Communication Theory	Organizational and Behavioral Human Decision
Emotion	Processes
European Journal of Social Psychology	Personality and Social Psychology Bulletin
Israel Science Foundation	Political Psychology
Journal of Advertising	Psychological Bulletin
Journal of Applied Social Psychology	Psychology and Marketing
Journal of Consumer Research	Psychological Science
Journal of Consumer Psychology	Social Influence
Journal of Experimental Social Psychology	Social Sciences and Humanities Research Council
Journal of Marketing Research	
Journal of Personality and Social Psychology	

## **DEPARTMENT AND SCHOOL SERVICE**

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### *Kellogg School of Management, Northwestern University*

2011 Kellogg CIM Committee Chair  
 2011 Kellogg Superbowl Advertising Review, Co-Instructor  
 2010 Kellogg Marketing Majors, Presenter  
 2010 Kellogg Superbowl Advertising Review, Co-Instructor  
 2010 Kellogg Marketing Conference, Panel Moderator  
 2009 Kellogg Marketing Strategy Competition Presenter  
 2009 Kellogg Marketing Strategy Competition Judge  
 2009 Kellogg Presenter for Advertising Primer  
 2009 Kellogg Superbowl Advertising Review, Co-Instructor  
 2009 Kellogg Marketing Conference, Panel Moderator  
 2008 Presenter, Kellogg Ph.D. Orientation to Research  
 2008 Kellogg Superbowl Advertising Review, Co-Instructor

2008 Kellogg Presenter for International Student Immersion  
2008 Kellogg Marketing Conference, Panel Moderator  
2008 Kellogg Marketing Club Speaker  
2008 Kellogg Latin American Business Conference, Panel Moderator  
2008 Kellogg CIM Student Competition Judge  
2008 Day at Kellogg II Faculty Presenter  
2007 Kellogg Presenter for International Student Immersion  
2007 Day at Kellogg Faculty Presenter

*Marketing Department, Northwestern University*

2009-2010 Marketing the Marketing Department Committee Member  
2007-2008 Seminar Series Coordinator  
2005-2009 Search Committee Member  
2005 Ph.D. Committee Member

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association	Society for Consumer Psychology
American Psychological Association	Society for Experimental Social Psychology
American Psychological Society	Society for Personality and Social Psychology
Association for Consumer Research	

## **INDUSTRY ACKNOWLEDGMENTS AND TALKS**

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40 Business Professors Under 40, QuantsandPoets.com (2010)  
Kellogg Marketing Conference, Chicago, IL, Alumni Speaker (2010)  
Gravity Tank, Chicago, IL (2009)  
Leo Burnett, Chicago, IL (2005)