

# **DEREK D. RUCKER**

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Northwestern University  
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## **ACADEMIC POSITIONS**

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Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing, Northwestern University, September 2013-Present

Professor of Marketing, Kellogg School of Management, Northwestern University, September 2013-Present

Associate Professor of Marketing (with tenure), Kellogg School of Management, Northwestern University, September 2009-August 2013

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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2012-2013 Journal of Consumer Research, Outstanding Review Award

2013 Faculty Impact Award, Kellogg School of Management

2013 Early Career Contribution Award, Society for Consumer Psychology

2011 Park Outstanding Contribution to Journal of Consumer Psychology Award, Runner-Up

2011 Fellow, Society of Experimental Social Psychology

2008-2012 L.G. Lavengood Outstanding Professor Award Finalist, Kellogg School of Management

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 Highest Honors in the Major (Psychology), University of California, Santa Cruz  
1998 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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A New Linkage Offers Possibilities in the Anti-Obesity Campaign, November 3rd 2011, *The New York Times*

Control Freaks: You’re Perfect Just The Way You Are, April 27<sup>th</sup>, 2011, *Forbes*

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 8th, 2009, *The New York Times*.

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

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

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

The Psychology of Hypocrisy, September 17th, 2007, *Time Magazine*.

Personality Predicts Politics, September 22nd, 2004, *Nature*.

## JOURNAL ARTICLES

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

1. Barden, Jamie, Derek D. Rucker, Richard E. Petty, Kimberly Rios (forthcoming), “Order of Actions Mitigates Hypocrisy Judgments for Ingroup More than Outgroup Members,” *Group Processes and Intergroup Relations*.
2. Clarkson, Joshua J., Zakary L. Tormala, Derek D. Rucker, and Riley G. Dugan (forthcoming), “Malleable Influence of Social Consensus on Attitude Certainty,” *Journal of Experimental Social Psychology*.
3. Kupor, Daniella, Zakary L. Tormala, Michael Norton, Derek D. Rucker (forthcoming), “Thought Calibration: How Thinking Just the Right Amount Increases One’s Influence and Appeal,” *Social Psychological and Personality Science*.
4. Rucker, Derek D., Zakary L. Tormala, Richard E. Petty, and Pablo Briñol (forthcoming), “Consumer Conviction and Commitment: An Appraisal-Based Framework for Attitude Certainty,” *Journal of Consumer Psychology*. \*Review Article
5. Shoots-Reinhard, B., Richard E. Petty, Kenneth G. DeMarree, K., and Derek D. Rucker (forthcoming). Personality certainty and politics: Increasing the predictive utility of personality inventories. *Political Psychology*.
6. Shoots-Reinhard, Derek D. Rucker, Richard E. Petty, and Richard J. Shakarchi (forthcoming), “Not All Contrast Effects are Created Equal: Extent of Processing Affects Contrast Strength,” *Journal of Applied Social Psychology*.
7. Lammers, Joris, David Dubois, Derek D. Rucker, and Adam D. Galinsky (2013), “Power gets the job: Priming power improves interview outcomes,” *Journal of Experimental Social Psychology*, 49 (July), 776–779.
8. Wan, Echo Wen and Derek D. Rucker (2013), “Confidence and Construal Framing: When Confidence Increases versus Decreases Information Processing,” *Journal of Consumer Research* 39 (February), 977-992.
9. De Angelis, Matteo, Andrea Bonezzi, Alessandro Peluso, Derek D. Rucker and Michele Costabile (2012), “On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission,” *Journal of Marketing Research*, 49 (December), 551-563.
10. DeMarree, Kenneth G., Chris Loersch, Pablo Briñol, Richard E. Petty, B. Keith Payne, and Derek D. Rucker (2012), “From Primed Construct to Motivated Behavior: Validation Processes in Goal Pursuit,” *Personality and Social Psychology Bulletin*, 38(December) 1659-70.
11. Galinsky Adam D., Jennifer Whitson, Li Huang, and Derek D. Rucker (2012), “Not so Fluid and not so Meaningful: Towards an Appreciation of Content-Specific Compensation,” *Psychological Inquiry*, 23, 339–345.

12. Kim, Soo, and Derek D. Rucker (2012), "Bracing for the Psychological Storm: Proactive versus Reactive Compensatory Consumption," *Journal of Consumer Research*, 39 (December), 815-830.
13. Mazzocco, Phillip J., Derek D. Rucker, Adam D. Galinsky, and Eric T. Anderson (2012), "Actual and Vicarious Group Membership Impacts Consumers' Desire for Status," *Journal of Consumer Psychology*, 22 (October), 520-528.
14. Dubois, David, Derek D. Rucker, Adam D. Galinsky (2012), "Super Size Me: Product Size as a Signal of Status," *Journal of Consumer Research*, 38 (April), 1047-1062.  
\*Finalist for 2013 Prix de la Recherche Académique en Management
15. Rucker, Derek D., Adam D. Galinsky, and David Dubois (2012), "Power and Consumer Behavior: How Power Shapes Who and What Consumers Value," *Journal of Consumer Psychology*, 22, 352-368. \*Review Article
16. Clarkson, Joshua J., Zakary L. Tormala, and Derek D. Rucker (2011), "Cognitive and Affective Matching Effects in Persuasion: An Amplification Perspective," *Personality and Social Psychology Bulletin*, 37 (November), 1415-1427.
17. Dubois, David, Derek D. Rucker, and Zakary L. Tormala (2011), "From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications," *Journal of Marketing Research*, (December), 1020-1032.
18. 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*, 22 (August), 1042-1048.
19. 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.
20. 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), 1015-1029.
21. Gal, David, and Derek D. Rucker (2011). Answering the Unasked Question: Response Substitution in Consumer Surveys, *Journal of Marketing Research*, 48(February), 185-195.
22. 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.
23. 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.

24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. Rucker, Derek D., and Adam D. Galinsky (2008), "Desire to Acquire: Powerlessness and Compensatory Consumption," *Journal of Consumer Research*, 35 (August), 257-267.
31. 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
32. 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.
33. 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.
34. 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.
35. Preacher, Kristopher J., Derek D. Rucker, and Andrew Hayes, (2007), "Addressing Moderated Mediation Hypotheses: Theory, Methods, and Prescriptions," *Multivariate Behavioral Research*, 42, 185-227.

36. 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*
37. 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.
38. Briñol, Pablo, Richard E. Petty, and Derek D. Rucker, (2006), "Emotional Intelligence," *Psicothema*, 18, 26-33. *\*invited article*.
39. 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*.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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.
45. Rucker, Derek D., and Richard E. Petty (2004), "An Emotion Specificity Approach to Consumer Decision Making," *Motivation and Emotion*, 28, 3-21. *\*invited article*
46. 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.
47. 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.

48. 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.
49. 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
50. 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

51. Norton, Michael I, Derek D. Rucker, and Cait Lamberton (Forthcoming). *Cambridge Handbook of Consumer Psychology*. Cambridge MA: Cambridge Press.
52. Rucker, Derek D., and Adam D. Galinsky (Forthcoming). "Power and Consumer Behavior," In Michael I. Norton, Derek D. Rucker, and Cait Lamberton (Editors), *Cambridge Handbook of Consumer Psychology*. Cambridge MA: Cambridge Press.
53. Rucker, Derek D., Richard E. Petty, and Pablo Briñol (Forthcoming). Social Psychological Foundations of Social Marketing. In David Stewart (Editor), *Handbook of Persuasion Social Marketing*. Preager Greenwood Publishers.
54. Galinsky, Adam D., Derek D. Rucker, D. D., and Joe C. Magee (2013). Power: Past findings, present considerations, and future directions. In J. Simpson (Assoc. Ed.), M. Mikulincer, & P. Shaver (Eds.), *APA Handbook of Personality and Social Psychology, Vol. 3: Interpersonal relationships*. Washington, DC: American Psychological Association.
55. Rucker, Derek D. and Adam D. Galinsky (2013), "Compensatory Consumption," In Russell Belk and Ayalla Ruvio (Editors), *The Routledge Companion to Identity and Consumption*, Routledge, 207-215.
56. Rucker, Derek D. (2012), "Advertising Strategy: Consumer Mindsets and Message Alignment," In Venky Shankar and Gregory Carpenter (Editors), *Handbook of Marketing Strategy*, Massachusetts: Edward Elgar Publishing.
57. Rucker, Derek D., and Zakary L. Tormala (2012), "Metacognitive Theory in Consumer Research," In Pablo Brinol and Ken DeMarree (Editors), *Frontiers in Psychology: Social Metacognition*, New York, NY: Psychology Press.
58. 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.

59. Sternthal, Brian, and Derek D. Rucker (2011), Acton, MA: *Advertising Strategy*, Copley Custom Textbooks.
60. Rucker, Derek D. and Brian Sternthal (2009), "Advertising Strategy." In Alice M. Tybout and Bobby Calder (Editors), *Kellogg on Marketing*, 209-231.
61. 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.
62. 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.
63. 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
64. 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.
65. 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.
66. Petty, Richard E., David D. DeSteno, and Derek D. Rucker (2001), "The Role of Affect in Attitude Change," 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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Rucker, Derek D. and Tim Calkins (2013). Super Bowl advertising's new game. *Forbes*, (January 23<sup>rd</sup>).  
\**Authorship is reverse alphabetical, both authors contributed equally*

Dubois, David and Derek D. Rucker (2011), "How To Stop Rumors Before They Ruin Your Brand," *Forbes* (September 16<sup>th</sup>). \**Authorship is alphabetical, both authors contributed equally*

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, Ratappol, 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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Lee, Kelly (Kiyeeon), Selin A. Malkoc, Derek D. Rucker (2013, October). *Loosing vs. Gaining Control: Enhancing Feelings of Control Reduces Present Bias*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago, Illinois.

Denton, Esta and Derek D. Rucker (2013, October). *Mental Stealing Effects on Purchase Decisions for Others*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago, Illinois.

Peluso, Alessandro, Andrea Bonezzi, Matteo De Angelis, and Derek D. Rucker (2013, October). *The Selfish Side of Sharing: Effects of Need for Control on Advice Giving*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago, Illinois.

Hu, Miao and Derek D. Rucker (2013, October). *What Makes a Luxury Brand: The Effect of Competence and Warmth Cues on Luxury Perception*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago, Illinois.

Hu, Miao Derek D. Rucker, and Jie Chen (2013, October). *Cultured Materialism: The Culturally Bound Link Between Materialism and Subjective Well-Being*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago, Illinois.

Dugan, Riley.G., Joshua J. Clarkson, Zakary L. Tormala, & Derek D. Rucker (2013, October). *The Malleable Role of Social Consensus in Pursuit of Belonging and Uniqueness*. Paper Presentation at the annual meeting for the Society for Marketing Advances; Hilton Head, S.C.

De Angelis, Matteo, Andrea Bonezzi, Alessandro Maria Peluso, Derek D. Rucker, and Michele Costabile (2012, February). *On Braggarts and Gossips: Why Consumers Generate Positive but Transmit Negative Word-of-Mouth*. Presented at the annual meeting for the Society for Consumer Psychology, Las Vegas, NV.

Denton, Esta B., David Dubois, and Derek D. Rucker (2012, February). *Super-Size Me: Product Size As a Signal of Status*. Presented at the annual meeting for the Society for Consumer Psychology, Las Vegas, NV.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2012, February). *How Communicator Power Produces Warm versus Competent Appeals*. Presented at the annual meeting for the Society for Consumer Psychology, Las Vegas, NV.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2012, February). *Super-Size Me: Product Size As a Signal of Status*. Presented at the annual meeting for the Society for Consumer Psychology, Las Vegas, NV.

Hu, Miao, Derek D. Rucker, and Adam D. Galinsky (2012, February). *Experience versus Expectations of Power: A Recipe for Altering the Effects of Power on Consumer Behavior*. Presented at the annual meeting for the Society for Consumer Psychology, Las Vegas, NV.

Clarkson, Joshua J., Zakary L. Tormala, and Derek D. Rucker (2012). *Validating the optimal self: Attitude consensus and uniqueness as facilitators of identification motives*. Poster to be presented at the annual conference of the Society for Personality and Social Psychologists, San Diego, California.

De Angelis, Matteo, Andrea Bonezzi, Alessandro Peluso, Derek D. Rucker and Michele Costabile (2011, October). *On Braggarts and Gossips: Why Consumers Generate Positive But Transmit Negative Word of Mouth*. Presented at the annual meeting for the Association for Consumer Research, St. Louis, MO.

Dubois, David, Derek D. Rucker, and Adam D. Galinsky (2011, October). *Using Communicator Power to Foster Warmth or Competence*. Presented at the annual meeting for the Association for Consumer Research, St. Louis, MO.

Kim, Soo, and Derek D. Rucker (2011, October). *Salting the Sidewalk In Case the Snowstorm Hits: Consumption as a Buffer against the Potential for Threat*. Presented at the annual meeting for the Association for Consumer Research, St. Louis, MO.

Rucker, Derek D., David Dubois, and Adam D. Galinsky (2011, October). *Powerlessness and Consumption: The Shaping of Who and What We Value*. Presented at the annual meeting for the Association for Consumer Research, St. Louis, MO.

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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Chinese University of Hong Kong, Marketing Department (2013)

University of Manitoba, Marketing Department (2013)

University of Alberta, Marketing Department (2013)

University of Michigan, Marketing Department (2013)

HEC Paris, Marketing Department (2012)

The Ohio State University, Marketing Department (2012)

Georgetown University, Marketing Department (2012)

University of Illinois, Urbana-Champaign, Marketing Department Stellner Speaker (2011)

Northwestern University, Marketing Camp (2011)

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)  
The Ohio State University, Psychology Department (2010)  
The 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)  
Northwestern University, Marketing Camp (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

*Case Development*

2011: “The Laughing Cow,” Bel Brands

2011: “Old Spice Glacial Falls,” Old Spice

2013: “Old Spice SLAMM,” Old Spice

## PROFESSIONAL SERVICE

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### *Conference Organization*

2012 Co-organizer of the Power, Status, and Influence Biennial Conference  
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*

2013 Association for Consumer Research Doctoral Consortium Co-Chair  
2013 Society for Consumer Psychology Program Committee Member  
2012 Society for Consumer Psychology Program Committee Member, Florence, Italy  
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*

2012-Present *Journal of Consumer Research*  
2012-Present *Journal of Experimental Social Psychology*  
2012-Present *Frontiers in Emotion Science*  
2010-Present *Journal of Consumer Psychology*

### *Ad Hoc Reviewer*

|                                                |                                                        |
|------------------------------------------------|--------------------------------------------------------|
| Administrative Science Quarterly               | Journal of Personality and Social Psychology           |
| American Journal of Media Psychology           | Journal of Public Policy and Marketing                 |
| Applied Cognitive Psychology                   | Marketing Letters                                      |
| Basic and Applied Social Psychology            | Media Psychology                                       |
| Communication Theory                           | Multivariate Behavioral Research                       |
| Emotion                                        | National Science Foundation                            |
| European Journal of Social Psychology          | Organizational and Behavioral Human Decision Processes |
| Israel Science Foundation                      | Personality and Social Psychology Bulletin             |
| International Journal of Research in Marketing | 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                  |                                                        |

## DEPARTMENT AND SCHOOL SERVICE

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

2012 Kellogg Day at Kellogg Speaker  
2012 Kellogg Alumni Academic Program Speaker  
2012 Kellogg Marketing Conference, Faculty Presenter  
2011 Kellogg Committee on Classroom Technology  
2011 Kellogg Prospective Student, Presenter  
2011 Kellogg CIM Committee Chair  
2010 Kellogg Marketing Majors, Presenter  
2010 Kellogg Marketing Conference, Panel Moderator  
2009-2011 Kellogg Marketing Strategy Competition Presenter  
2009 Kellogg Marketing Strategy Competition Judge  
2009 Kellogg Presenter for Advertising Primer  
2009 Kellogg Marketing Conference, Panel Moderator  
2008 Presenter, Kellogg Ph.D. Orientation to Research  
2008-2012 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  
2007 Kellogg Presenter for International Student Immersion  
2007-2008 Day at Kellogg Faculty Presenter

### *Marketing Department, Northwestern University*

2009-2010 Marketing the Marketing Department Committee Member  
2007-2008 Seminar Series Coordinator  
2005-2009 Faculty 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 of Experimental Social Psychology     |
| American Psychological Society     | Society for Personality and Social Psychology |
| Association for Consumer Research  |                                               |

## INDUSTRY ACKNOWLEDGMENTS AND TALKS

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Hearst Institute, New York, NY (2011)  
40 Business Professors Under 40, QuantsandPoets.com (2010)

Kellogg Marketing Conference, Chicago, IL, Alumni Speaker (2010)

Gravity Tank, Chicago, IL (2009)

Burke Marketing Group (2007)

Leo Burnett, Chicago, IL (2005)

## **OUTSIDE ACTIVITIES**

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I have consulted or given talks on marketing and brand strategy for Dannon, McDonalds, Toyota, and Xincus.