

# Matthew D. Rocklage

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## Personal Information

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Kellogg School of Management  
Northwestern University  
2211 Campus Drive  
Evanston, IL 60208

[matthew.rocklage@kellogg.northwestern.edu](mailto:matthew.rocklage@kellogg.northwestern.edu)  
[www.mattrocklage.com](http://www.mattrocklage.com)

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## Education & Training

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Northwestern University, Kellogg School of Management, Evanston, IL, 2015 – Current  
Postdoctoral Researcher in Marketing

Ohio State University, Columbus, OH, 2009 – 2015  
Ph.D., Social Psychology with a Quantitative Analysis minor

Ohio State University, Columbus, OH, 2009 – 2011  
M.A., Social Psychology with a Quantitative Analysis minor

St. Olaf College, Northfield, MN, 2004 – 2008, magna cum laude  
B.A., Psychology, with distinction, and History

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## Honors & Awards

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2017	SPSP Student Publication Award for best paper in 2016
2010 – 2014	National Science Foundation (NSF), Graduate Research Fellowship
2014	Brock Award for Outstanding Graduate Achievement, Ohio State University, Department of Psychology
2014	Certificate of Teaching, Ohio State University, Department of Psychology
2014	Society for Personality and Social Psychology travel award
2013	Summer Institute of Social and Personality Psychology, UC Davis

2010 – 2014	Graduate Student Travel Award, Ohio State University, Department of Psychology
2009, 2015	College of Social and Behavioral Sciences Fellowship, Ohio State University
2009, 2015	Distinguished University Fellowship, Ohio State University Graduate School
2004 – 2008	Presidential Scholarship, St. Olaf College

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## Research Interests

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| <ul style="list-style-type: none"> <li>• Attitudes and social cognition</li> <li>• Social influence and persuasion</li> <li>• Valence biases</li> </ul> | <ul style="list-style-type: none"> <li>• Attitude emotionality</li> <li>• Word of mouth</li> <li>• Text analysis</li> </ul> |
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## Publications

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**Rocklage, Matthew D.**, Derek D. Rucker, and Loran F. Nordgren (in press), “The Evaluative Lexicon 2.0: The Measurement of Emotionality, Extremity, and Valence in Language,” *Behavior Research Methods*.

**Rocklage, Matthew D.**, Evava S. Pietri, and Russell H. Fazio (in press), “The Weighting of Positive vs. Negative Valence and its Impact on Friend Making,” *Journal of Experimental Social Psychology*.

**Rocklage, Matthew D.** and Russell H. Fazio (2016), “On the Dominance of Attitude Emotionality,” *Personality and Social Psychology Bulletin*, 42, 259–70.

- Awarded SPSP Student Publication Award for best paper in 2016 across PSPB, PSPR, and SPPS
- Coverage at [Psychology Today](#)

**Rocklage, Matthew D.** and Russell H. Fazio (2015), “The Evaluative Lexicon: Adjective Use as a Means of Assessing and Distinguishing Attitude Valence, Extremity, and Emotionality,” *Journal of Experimental Social Psychology*, 56, 214–27.

Fazio, Russell H., Evava S. Pietri, **Matthew D. Rocklage**, and Natalie J. Shook (2015), “Positive versus Negative Valence: Asymmetries in Attitude Formation and Generalization as Fundamental Individual Differences,” in *Advances in Experimental Social Psychology*, J. M. Olson and M. P. Zanna, eds., San Diego, CA: Elsevier, 97–146.

**Rocklage, Matthew D.** and Russell H. Fazio (2014), “Individual Differences in Valence Weighting: When, How, and Why They Matter,” *Journal of Experimental Social Psychology*, 50, 144–57.

**Rocklage, Matthew**, W. Todd Maddox, Logan T. Trujillo, and David M. Schnyer (2010), “Individual Differences to Sleep Deprivation Vulnerability and the Neural Connection with Task Strategy, Metacognition, Visual Spatial Attention, and White Matter Differences,” in *Neurocognitive and Physiological Factors During High-Tempo Operations*, S. Kornguth, R. Steinberg, & M. D. Matthews, eds., Burlington, VT: Ashgate Publishing Company, 75–93.

**Rocklage, Matthew**, Victoria Williams, Jennifer Pacheco, and David M. Schnyer (2009), “White Matter Differences Predict Cognitive Vulnerability to Sleep Deprivation,” *Sleep*, 32 (8), 1100–1103.

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### **Manuscripts Under Review and in Revision**

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**Rocklage, Matthew D.**, Derek D. Rucker, and Loran F. Nordgren (under 2<sup>nd</sup> round review), “Persuasion, Emotion, and Language: The Intent to Persuade Transforms Language via Emotionality.” *Psychological Science*.

**Rocklage, Matthew D.** and Russell H. Fazio (under review), “The Phenomenal Disjunction: Emotionality for Ourselves versus Others.” *Journal of Consumer Research*.

**Rocklage, Matthew D.** and Russell H. Fazio (revise & resubmit), “Attitude Accessibility as a Function of Emotionality,” *Personality and Social Psychology Bulletin*.

Heylen, Joke, **Matthew D. Rocklage**, Russell H. Fazio, Michael W. Vasey, Rudi De Raedt, and Guy Bosmans (under review), “From Trust in Caregivers’ Support to Exploration: The Role of Openness to Negative Affect and Self-Regulation,” *European Journal of Social Psychology*.

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### **Manuscripts in Preparation**

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**Rocklage, Matthew D.** (in preparation), “Text Analysis and Consumer Behavior.” *Invited chapter for the Handbook of Research Methods in Consumer Psychology*. F. Kardes, P. Herr, & N. Schwarz, eds.

\***Rocklage, Matthew D.**, \*Geoffrey R. O. Durso, Baldwin M. Way, and Andrew L. Luttrell (in preparation), “The Signal Value of Emotionality in Attitudes and Behavior: A Pharmacological Approach.” *To be submitted to the Journal of Personality and Social Psychology*.

\*Kteily, Nour, \***Matthew D. Rocklage**, and Kaylene McClanahan (in preparation), “Political Ideology and the Real-World Promotion of Minorities on Social Media: The Case of the Gold Medal Olympians.” *To be submitted to Proceedings of the National Academy of Sciences.*

\* Denotes equal contribution

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### **Selected Research in Progress**

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**Rocklage, Matthew D.**, Derek D. Rucker, and Loran F. Nordgren (in preparation), “The Super Bowl of Ads: Using Twitter to Predict the Success of Advertisements in the Super Bowl.”

**Rocklage, Matthew D.** and Andrew L. Luttrell (in preparation), “An Attitude Strength Perspective on Gift Giving: Predicting Cherished Gifts.”

**Rocklage, Matthew D.** and Andrew L. Luttrell (in preparation), “Predicting Brand Stability Over Time: An Emotionality Perspective.”

**Rocklage, Matthew D.** and Russell H. Fazio (in preparation), “Reward Sensitivity, Gambling, and the Weighting of Valenced Information in Attitude Formation.”

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### **Conference Presentations**

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**Rocklage, Matthew D.** (2017, October), “The Intent to Persuade: Spontaneous Emotionality In Word-of-Mouth Communications,” Talk to be presented at the Association for Consumer Research Conference, San Diego, California.

**Rocklage, Matthew D.** (2017, July), “How Individuals Persuade Others: Persuasive Appeals in Everyday Communications,” Talk presented at the European Association of Social Psychology Conference, Granada, Spain.

**Rocklage, Matthew D.** (2017, January), “The Intent to Persuade: Emotional versus Cognitive Appeals in Everyday Communications,” Talk presented at the Society for Personality and Social Psychology Conference, San Antonio, Texas.

**Rocklage, Matthew D.** (2017, January), “The Evaluative Lexicon: Capturing Attitude Valence, Extremity, and Emotionality ‘In the Wild,’” Talk presented at the Society for Personality and Social Psychology Conference, San Antonio, Texas.

**Rocklage, Matthew D.** (2016, July), "The Evaluative Lexicon: Assessing Individuals' Attitudes Through Adjective Use," Talk presented at the European Association of Social Psychology Conference on Attitudes, Cologne, Germany.

**Rocklage, Matthew D.**, Evava S. Pietri, and Russell H. Fazio (2016, January), "Recalibrating Rejection-Sensitive Individuals' Weighting of Positives vs. Negatives Produces Growth in Friendship Networks," Presented at the Society for Personality and Social Psychology Conference, San Diego, California.

**Rocklage, Matthew D.** (2015, May), "On the Utility of Attitude Emotionality," Talk presented at the Midwestern Psychological Association Conference, Chicago, Illinois.

**Rocklage, Matthew D.**, Evava S. Pietri, and Russell H. Fazio (2015, February), "Making Friends: Individual Differences in Valence Weighting Predict Friendship Development," Talk presented at the Society for Personality and Social Psychology Conference, Long Beach, California.

**Rocklage, Matthew D.** (2014, May), "Using Amazon.Com Reviews to Assess the Effects of Attitude Emotionality," Talk presented at the Midwestern Psychological Association Conference, Chicago, Illinois.

**Rocklage, Matthew D.** and Russell H. Fazio (2014, February), "How Do Individuals Resolve Ambivalence Under Time Pressure? Valence Extremity versus Emotionality." Presented at the Society for Personality and Social Psychology Conference, Austin, Texas.

**Rocklage, Matthew D.** (2013, May), "Forming and Maintaining Attitudes in a Novel Environment: Individual Differences in Valence Weighting," Talk presented at the Midwestern Psychological Association Conference, Chicago, Illinois.

**Rocklage, Matthew D.** and Russell H. Fazio (2013, January), "Differing Effects of Initial Prejudices as a Function of Individual Differences in the Weighting of Positive versus Negative," Presented at the Society for Personality and Social Psychology Conference, New Orleans, Louisiana.

**Rocklage, Matthew D.** (2012, May), "The Language of Evaluation: Assessing Individuals' Attitudes Through Adjective Use," Talk presented at the Midwestern Psychological Association Conference, Chicago, Illinois.

**Rocklage, Matthew D.** and Russell H. Fazio (2012, January), "Individual Differences in Valence Weighting: Manifest When Motivation or Opportunity to Deliberate is Low," Presented at the Society for Personality and Social Psychology Conference, San Diego, California.

**Rocklage, Matthew D.** (2011, May), “Valence Weighting Bias as an Initial Default Response,” Talk presented at the Midwestern Psychological Association Conference, Chicago, Illinois.

**Rocklage, Matthew D.** and Russell H. Fazio (2011, January), “Weighing Positive versus Negative as an Initial Default Response,” Presented at the Society for Personality and Social Psychology Conference, San Antonio, Texas.

**Rocklage, Matthew,** Victoria Williams, Jennifer Pacheco, and David M. Schnyer (2009, March), “White Matter Differences Predict Cognitive Vulnerability to Sleep Deprivation,” Presented at the Cognitive Neuroscience Society Conference, San Francisco, California.

**Rocklage, Matthew** (2008, April). “A Declaration Of Integrated Morality: Personal Projects, Values, and the Pursuit of Validity,” Presented at Minnesota Undergraduate Psychology Conference and college-wide Science Symposium, Minneapolis, Minnesota.

**Rocklage, Matthew,** Jacob Kurczek, and Clark Ohnesorge. (2008, April), “Perceptual Adaptation Aftereffects in Cross-Race Gender Identification,” Presented at Minnesota Undergraduate Psychology Conference, Midbrains Neuropsychology Conference, and college-wide Science Symposium, Minneapolis, Minnesota.

Kurczek, Jacob, **Matthew Rocklage,** and Clark Ohnesorge (2008, April), “Evaluating the Impact of Spatial Frequencies on the Perception of Gender,” Presented at Minnesota Undergraduate Psychology Conference and Midbrains Neuropsychology Conference, Minneapolis, Minnesota.

**Rocklage, Matthew,** Anna Johnson, Bethany Fiebelkorn, Nicole Gilbertson, Robin Andersen, and Bradley Wagenaar (2008, April), “Perceptions of Normative Drinking Habits: Responsible Behavior and Negative Consequences,” Presented at Minnesota Undergraduate Psychology Conference, Minneapolis, Minnesota.

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### **Invited Presentations**

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2016	University of Minnesota, Carlson School of Management – Marketing Department
2016	University of Illinois at Chicago, Department of Psychology
2016	Northwestern University, Kellogg School of Management – Management & Organizations
2016	Northwestern University, Department of Psychology
2015	Northwestern University, Kellogg School of Management – Marketing
2015	Boston College, Carroll School of Management
2015	University of Cincinnati, Carl H. Lindner College of Business

2014  
2013

University of Texas at Austin, Department of Psychology  
Oberlin College, Department of Psychology

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### **Teaching Interests**

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- Consumer behavior
  - Marketing management
  - Marketing strategy
  - Advertising strategy
  - Marketing research
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### **Teaching Experience**

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#### **Courses Taught**

**Average student evaluation: 4.7/5.0**

Spring 2013	Introduction to Social Psychology, Intensive Writing (PSYCH 2367), Ohio State University
Autumn 2012	Introduction to Social Psychology (PSYCH 3325), Ohio State University
Autumn 2007	Investigative Explorations in Psychology (PSYCH 390), St. Olaf College

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### **Workshops Offered**

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2016	Introduction to “big data” and the opportunities it provides, Northwestern University
2012	Introduction to multilevel modeling, Ohio State University, Department of Psychology
2012	Introduction to diffusion tensor imaging, Ohio State University, Department of Psychology

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## Professional Memberships

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Society for Consumer Psychology  
Association for Consumer Research  
Midwestern Psychological Association  
Society for Personality and Social Psychology  
Cognitive Neuroscience Society  
Social & Affective Neuroscience Society  
Phi Kappa Phi, national graduate honors society  
Psi Chi, national psychology honors society  
Phi Alpha Theta, national history honors society

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## Academic Activities & Service

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Ad hoc reviewer: *Journal of Experimental Psychology: General*, *Marketing Letters*,  
*Personality and Social Psychology Bulletin*, *European Journal of Social Psychology*,  
*Social Cognitive & Affective Neuroscience*, *NeuroImage*  
Colloquium Chair, *Social and Behavior Interest Group*, *Ohio State University*  
Publicity Chair, *Social and Behavior Interest Group*, *Ohio State University*  
Audio-Visual Manager, *Social and Behavior Interest Group*, *Ohio State University*  
Welcome Committee, *Social and Behavior Interest Group*, *Ohio State University*  
Judge, *Psychology Undergraduate Research Colloquium*, *Ohio State University*  
Panel Member, *Graduate School Workshop for Undergraduates*, *Ohio State University*  
Psi Chi President, national psychology honors society, *St. Olaf College Chapter*  
Psi Chi President-Elect, national psychology honors society, *St. Olaf College Chapter*

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## Quantitative Skills

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- Linear and logistical hierarchical linear modeling (HLM) and mixed modeling
- Statistical mediation in traditional regression and HLM
- Exploratory and confirmatory factor analysis
- Quantitative text analysis
- Longitudinal data analysis
- Principal components analysis
- Item response theory (IRT)
- Discriminant function analysis
- Structural equation modeling (SEM)



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## Computer Skills

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- Python / SPSS / SAS / R / HLM / Systat / Stata / Excel
  - Qualtrics / MediaLab / DirectRT / Inquisit / DMDX / Visual Basic / E-Prime
  - Natural Language Toolkit (NLTK) / Linguistic Inquiry and Word Count (LIWC)
  - FSL / FreeSurfer / AFNI (neuroimaging toolkits)
  - Windows / Mac / Unix / Linux
  - Web scraping
  - Adobe Photoshop
  - Dreamweaver (webpage design)
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## References

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### **Dr. Derek D. Rucker**

Professor of Marketing  
Kellogg School of Management  
Northwestern University  
2211 Campus Drive, Evanston, IL 60208  
(847) 491-2714  
[d-rucker@kellogg.northwestern.edu](mailto:d-rucker@kellogg.northwestern.edu)

### **Dr. Loran F. Nordgren**

Associate Professor of Management & Organizations  
Kellogg School of Management  
Northwestern University  
2211 Campus Drive, Evanston, IL 60208  
(847) 491-2957  
[l-nordgren@kellogg.northwestern.edu](mailto:l-nordgren@kellogg.northwestern.edu)

### **Dr. Russell H. Fazio**

Professor of Psychology  
Ohio State University  
1835 Neil Avenue, Columbus, OH 43210  
(614) 688-5408  
[fazio.11@osu.edu](mailto:fazio.11@osu.edu)

**Dr. Richard E. Petty**

Professor of Psychology

Ohio State University

1835 Neil Avenue, Columbus, OH 43210

(614) 292-3038

[petty.1@osu.edu](mailto:petty.1@osu.edu)