

Matthew D. Rocklage

Personal Information

D'Amore-McKim School of Business
Northeastern University
360 Huntington Avenue
Boston, MA 02115

m.rocklage@northeastern.edu
www.mattrocklage.com
www.evaluativelexicon.com

Professional Appointments

Northeastern University, D'Amore-McKim School of Business, Boston, MA, 2018 – Current
Visiting Assistant Professor of Marketing

Northwestern University, Kellogg School of Management, Evanston, IL, 2015 – 2018
Postdoctoral Fellow in Marketing

Education

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

Honors & Awards

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| 2017 | SPSP Student Publication Award for best paper in 2016 |
| 2017 | Postdoctoral Professional Development Travel Award, Northwestern University |
| 2010 – 2014 | National Science Foundation (NSF), Graduate Fellowship (\$120,000) |
| 2014 | Brock Award for Outstanding Graduate Achievement, Ohio State University, Department of Psychology |

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| 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 |

Research Interests

- Attitudes
- Social influence and persuasion
- Word of mouth
- Valence asymmetries/biases
- Attitude emotionality
- Text analysis
- Big data

Research Topics: Text Analysis, Big Data, and Emotionality

Publications

*Kteily, Nour, ***Matthew D. Rocklage**, Kaylene McClanahan, and Arnold K. Ho (in press), "Political Ideology Shapes the Amplification of the Accomplishments of Disadvantaged vs. Advantaged Group Members," *Proceedings of the National Academy of Sciences*.

- First two authors contributed equally

Rocklage, Matthew D. and Derek D. Rucker (forthcoming), "An Overview and Tutorial on Text Analysis in Consumer Research," *Handbook of Research Methods in Consumer Psychology*. F. Kardes, P. Herr, & N. Schwarz, eds.

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (2018), "Persuasion, Emotion, and Language: The Intent to Persuade Transforms Language via Emotionality," *Psychological Science*, 29 (5), 749–60.

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (2018), "The Evaluative Lexicon 2.0: The Measurement of Emotionality, Extremity, and Valence in Language," *Behavior Research Methods*, 50 (4), 1327-44.

- Software available at www.evaluativelexicon.com

Rocklage, Matthew D. and Russell H. Fazio (2018), "Attitude Accessibility as a Function of Emotionality," *Personality and Social Psychology Bulletin*, 44 (4), 508–20.

Rocklage, Matthew D. and Russell H. Fazio (2016), "On the Dominance of Attitude Emotionality," *Personality and Social Psychology Bulletin*, 42 (2), 259–70.

- Awarded SPSP Student Publication Award for best paper in 2016 across PSPB, PSPR, and SPPS

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 (January), 214–27.

Manuscripts Under Review and in Revision

Rocklage, Matthew D. and Russell H. Fazio (revise & resubmit, 3rd round), "The Enhancing vs. Backfiring Effects of Emotionality in Consumer Reviews," *Journal of Marketing Research*.

Manuscripts in Preparation

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (in preparation), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," *To be submitted to the Proceedings of the National Academy of Sciences*.

***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*.

- First two authors contributed equally

***Rocklage, Matthew D.** and *Andrew L. Luttrell (in preparation), "Using Attitude Emotionality Toward Brands, Gifts, and Restaurants to Predict Long-Lasting Attitudes." *To be submitted to Psychological Science*.

- Authors contributed equally

Selected Research in Progress

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (in preparation), "The Numbness of Expertise: How Consumer Expertise Decreases Emotionality." *Targeting the Journal of Consumer Research*.

He, Sharlene, **Matthew D. Rocklage**, and Derek D. Rucker (in preparation), "Measuring Consumer Certainty via Text." *Targeting the Journal of Consumer Research*.

Research Topic: Valence Asymmetries/Biases

Publications

Rocklage, Matthew D., Evava S. Pietri, and Russell H. Fazio (2017), "The Weighting of Positive vs. Negative Valence and its Impact on Friend Making," *Journal of Experimental Social Psychology*, 73 (November), 65–75.

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 (January), 144–57.

Research Topic: Neuroscience

Publications

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), 1100–3.

Chaired Symposia

Rocklage, Matthew D. and Jonah Berger (2018, October), "Linguistic Insights from Big Data," Symposium chaired at the Association for Consumer Research Conference, Dallas, Texas.

Conference Presentations

Rocklage, Matthew D. (2019, May), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," Talk to be presented at the Customer Insights Conference, Yale School of Management, New Haven, Connecticut.

Rocklage, Matthew D. (2019, February), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," Talk to be presented at the Society for Consumer Psychology Conference, Savannah, Georgia.

Rocklage, Matthew D. (2019, February), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Real-World Behavior," Talk presented at the Society for Personality and Social Psychology Conference, Portland, Oregon.

Rocklage, Matthew D. (2019, January), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," Talk presented at the Behavioral Insights from Text Conference, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania.

Rocklage, Matthew D. (2018, October), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," Talk presented at the Association for Consumer Research Conference, Dallas, Texas

Rocklage, Matthew D. (2018, February), "The Intent to Persuade: Spontaneous Emotionality in Word-of-Mouth Communications," Talk presented at the Society for Consumer Psychology Conference, Dallas, Texas.

Rocklage, Matthew D. (2018, February), "The Evaluative Lexicon: Capturing Attitude Valence, Extremity, and Emotionality 'In the Wild,'" Talk presented at the Society for Personality and Social Psychology Conference, Atlanta, Georgia.

Rocklage, Matthew D. (2017, October), "The Intent to Persuade: Spontaneous Emotionality In Word-of-Mouth Communications," Talk 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.

Invited Talks

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| 2019 | Society for Personality and Social Psychology, Attitudes and Social Influence Preconference Featured Speaker |
| 2019 | St. Olaf College, Department of Psychology, Gordon Allport Invited Speaker |
| 2018 | MIT, Sloan School of Management – Marketing |
| 2018 | Northeastern University, D'Amore-McKim School of Business – Marketing |

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| 2018 | University of Massachusetts – Boston, College of Management – Marketing |
| 2018 | Northeastern University, Department of Psychology |
| 2018 | ShanghaiTech University, School of Entrepreneurship and Management, Shanghai, China |
| 2017 | UCLA, Anderson School of Management – Marketing |
| 2017 | University of Toronto, Rotman School of Management – Marketing |
| 2017 | University of Bath, United Kingdom in affiliation with the John Templeton Foundation |
| 2016 | University of Minnesota, Carlson School of Management – Marketing |
| 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 – Marketing |
| 2015 | University of Cincinnati, Carl H. Lindner College of Business – Marketing |
| 2014 | University of Texas at Austin, Department of Psychology |
| 2013 | Oberlin College, Department of Psychology |

Teaching Experience

Introduction to Marketing (MKTG 2201), Northeastern University
Student evaluations (Fall 2018): 4.8, 4.9, and 4.8 out of 5.0

Introduction to Social Psychology, Intensive Writing (PSYCH 2367), Ohio State University
Student evaluations (Spring 2013): 4.6 out of 5.0

Introduction to Social Psychology (PSYCH 3325), Ohio State University
Student evaluations (Fall 2012): 4.8 out of 5.0

Investigative Explorations in Psychology (PSYCH 390), St. Olaf College

Workshops Offered

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

Professional Memberships

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

Academic Activities & Service

Ad hoc reviewer: *Journal of Experimental Psychology: General, Journal of Interactive Marketing, 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*

Quantitative Skills

- Linear, logistical, and multinomial 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)

Computer Skills

- Python / R / SPSS / SAS / 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)

References

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

Dr. Russell H. Fazio

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

Dr. Loran F. Nordgren

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

Dr. Jonah Berger

Associate Professor of Marketing
The Wharton School
University of Pennsylvania
3730 Walnut Street, Philadelphia, PA 19104
(215) 898-8249
jberger@wharton.upenn.edu

Dr. Richard E. Petty

Professor of Psychology
Ohio State University
1835 Neil Avenue, Columbus, OH 43210
(614) 292-3038
petty.1@osu.edu