

# Aviva Philipp-Muller

Beedie School of Business  
Simon Fraser University  
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## ACADEMIC POSITIONS

Assistant Professor, Marketing, Beedie School of Business, 2022-present  
Simon Fraser University

## EDUCATION

### **Ph.D., Social Psychology, 2022**

The Ohio State University, Columbus, OH

*Committee: Duane T. Wegener (Chair), Richard E. Petty, Russell H. Fazio, Rebecca Walker Reczek*

### **M.A., Social Psychology, 2018**

The Ohio State University, Columbus, OH

### **B.Sc., Psychology and Drama, 2016**

The University of Toronto, Toronto, ON

## RESEARCH INTERESTS

Sustainability Marketing, Prosocial Behaviour, Attitudes and Persuasion, Marketing of Science and Technology,

## ARTICLES IN REFERRED JOURNALS

Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration (forthcoming). Reproducibility in Management Science. *Management Science*.

*Note: Member of the Management Science Reproducibility Collaboration*

**Philipp-Muller, Aviva**, John P. Costello, and Rebecca Walker Reczek (2023), "Get Your Science Out of Here: When Does Invoking Science in the Marketing of Consumer Products Backfire?," *Journal of Consumer Research*, 49 (May), 721-40.

- Selected Media Coverage: [The Wall Street Journal](#), [US News and World Report](#), [The Conversation](#)

**Philipp-Muller, Aviva**, Spike WS Lee, and Richard E. Petty (2022), "Why Are People Antiscience, and What Can We Do about It?," *Proceedings of the National Academy of Sciences*, 119 (May), e2120755119.

- Selected Media Coverage: [National Post](#), [WebMD](#), [The Conversation](#), [Inside Higher Ed](#)

**Philipp-Muller, Aviva**, Jacob D. Teeny, and Richard E. Petty (2021), "Do Consumers Care About Morality?: A Review of How Attitude Moralization Matters in the Marketplace", *Consumer Psychology Review*, 5 (October), 107-124.

Susmann, Mark W., Mengran Xu, Jason K. Clark, Laura E. Wallace, Kevin L. Blankenship, **Aviva Philipp-Muller**, Andrew L. Luttrell, Duane T. Wegener, and Richard E. Petty (2021), "Persuasion Amidst a Pandemic: Insights from the Elaboration Likelihood Model," *European Review of Social Psychology*, <https://doi.org/10.1080/10463283.2021.1964744>

**Philipp-Muller, Aviva**, Laura E. Wallace, Vanessa Sawicki, Kathleen M. Patton, and Duane T. Wegener (2020), "Understanding When Similarity-Induced Affective Attraction Predicts Willingness to Affiliate: An Attitude Strength Perspective," *Frontiers in Psychology*, 11 (August). <https://doi.org/10.3389/fpsyg.2020.01919>

**Philipp-Muller, Aviva**, Laura E. Wallace, and Duane T. Wegener (2020), "Where Does Moral Conviction Fit?: A Factor Analytic Approach Examining Antecedents to Attitude Strength," *Journal of Experimental Social Psychology*, 86 (January), 97-109.

Luttrell, Andrew, **Aviva Philipp-Muller**, and Richard E. Petty (2019), "Challenging Moral Attitudes with Moral Messages," *Psychological Science*, 30 (July), 1136-1150.

- Selected Media Coverage: [The Wall Street Journal](#)

Stevenson, Ryan A., **Aviva Philipp-Muller**, Naomi Hazlett, Ze Y. Wang, Jessica Luk, Jong Lee, Karen R. Black et al. (2019), "Conjunctive Visual Processing Appears Abnormal in Autism," *Frontiers in Psychology*, 9 (January). <https://doi.org/10.3389/fpsyg.2018.02668>

**Philipp-Muller, Aviva** and Geoff MacDonald (2017), "Avoidant Individuals May Have Muted Responses to Social Warmth After All: An Attempted Replication of MacDonald and Borsook (2010)," *Journal of Experimental Social Psychology*, 70 (May), 272-280.

Black, Karen R., Ryan A. Stevenson, Magali Segers, Busiswe L. Ncube, Sol Z. Sun, **Aviva Philipp-Muller**, James M. Bebko, Morgan D. Barense, and Susanne Ferber (2017), "Linking Anxiety and Insistence on Sameness in Autistic Children: The Role of Sensory Hypersensitivity," *Journal of Autism and Developmental Disorders*, 47 (May), 2459-2470.

## MANUSCRIPTS UNDER REVIEW

Siev, Joseph **Aviva Philipp-Muller**, Geoffrey R. O. Durso, Duane T. Wegener, “Social Evaluation of People Expressing Ambivalence about Polarizing Political Issues,” revising for 3<sup>rd</sup> round review at *Journal of Experimental Social Psychology*.

**Philipp-Muller, Aviva**, Duane T. Wegener, Curtis Haugtvedt, Laura E. Wallace, “I’m Not Like Other Attitude Strength Properties”: Embeddedness and Consistency as a Framework for Understanding which Attitude Properties Lead to Preference Enactment Versus Shaping the Environment”, invited for re-submission to *Journal of Personality and Social Psychology*.

**Philipp-Muller, Aviva** and John P. Costello, “I’ll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products,” under 1<sup>st</sup> round review at *Journal of Consumer Research*.

## MANUSCRIPTS IN PREPARATION

**Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists," in preparation for submission to *Journal of Consumer Research*.

**Philipp-Muller, Aviva** and Grant Donnelly. “Nobody Buys the Vacuum on the Wedding Registry: When Do Consumers Prefer to Give Hedonic versus Utilitarian Gifts?,” in preparation for submission to *Journal of Consumer Research*.

Luttrell, Andrew, **Aviva Philipp-Muller**, Richard E. Petty, "Dispositional Moralizing and Openness to Moral Arguments,” in preparation for submission to *Journal of Personality and Social Psychology*.

## FUNDING

Social Sciences and Humanities Research Council Explore Grant (SSHRC Small), 2023, \$6,900  
Social Sciences and Humanities Research Council Insight Development Grant (Under review; \$75,000)

Social Sciences and Humanities Research Council Partnership (Under review, \$2.5 million)

## HONORS AND AWARDS

Emerging Thought Leader Newsmaker of the Year, Simon Fraser University, 2023

Emerging Thought Leader, Simon Fraser University, 2023

Early Career Award for Excellence in Teaching Nomination, Simon Fraser University, 2024 (under review)

Distinguished University Fellowship, The Ohio State University, 2016, 2021

Colloquium Co-Chair Fellowship, The Ohio State University, 2020-2021

Leadership Excellence Commendation, The Ohio State University, 2020

Ray Travel Award for Service and Scholarship, The Ohio State University, 2020

Fellowship, Summer Institute of Social and Personality Psychology, 2019

1st Place, Business – Invitational Hayes Research Forum, The Ohio State University, 2019

Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 2018-Present

Research Experience Program Fellow, The Ohio State University, 2018

Graduate Research Fellowship Program Honorable Mention National Science Foundation, 2017

SPSP Graduate Travel Award, The Society for Personality and Social Psychology, 2016

Fellowship, York University Centre for Vision Research Summer School, 2015

### GRANTS

Social Sciences and Humanities Research Council – Small Research Grant (\$6,950)	2023-2025
New Faculty Start-Up Grant (\$15,000)	2022-2027
Beedie School of Business Dean’s Research Grant (\$45,000)	2022-2027

### CONFERENCE PRESENTATIONS

(\* denotes presenter)

- \***Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, “Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists,” presented in a symposium (Chairs: Aviva Philipp-Muller and Joseph Siev) at 2023 *Association for Consumer Research*, Seattle, WA.
- \***Philipp-Muller, Aviva** and John P. Costello “I’ll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products,” presented in a symposium at 2023 *Association for Consumer Research*, Seattle, WA.
- \***Philipp-Muller, Aviva** and Grant Donnelly “Nobody Buys the Vacuum on the Wedding Registry: When Do Consumers Prefer to Give Hedonic versus Utilitarian Gifts?,” presented in a symposium at 2023 *Association for Consumer Research*, Seattle, WA.
- \***Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, “Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists,” presented at 2023 *Marketing and Public Policy Conference*, Arlington, VA.
- \***Philipp-Muller, Aviva** and John P. Costello “I’ll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products,” poster presented at 2023 *Marketing and Public Policy Conference*, Arlington, VA.

- \***Philipp-Muller, Aviva** and Xiaoyan Deng, "Sometimes More is More: Maximalist Design Signals Brand Effort," Presented at 2023 *Society for Consumer Psychology*, San Juan, PR.
- \***Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Interest in Scientifically-Formulated Products," Presented at 2023 *Society for Personality and Social Psychology*, Atlanta, GA.
- \***Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Interest in Scientifically-Formulated Products," Poster presented at 2022 *Marketing and Public Policy Conference*, Austin, TX.
- \***Philipp-Muller, Aviva**, John Costello, and Rebecca Walker Reczek, "Get Your Science Out of Here: When Does Invoking Science in the Marketing of Consumer Products Backfire?," Presented at 2022 *Society for Consumer Psychology Conference*, Virtual.
- Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Interest in Scientifically-Formulated Products," Presented at 2022 *Society for Consumer Psychology Conference*, Virtual.
- \***Philipp-Muller, Aviva**, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Interest in Scientifically-Formulated Products," Poster presented at 2022 *Society for Personality and Social Psychology Conference*, Virtual.
- \***Philipp-Muller, Aviva**, John Costello, and Rebecca Walker Reczek, "Get Your Science Out of Here: When Do Scientific Marketing Appeals Backfire?," Presented at 2021 *Marketing and Public Policy Conference*, Virtual.
- \***Philipp-Muller, Aviva**, John Costello, and Rebecca Walker Reczek, "Get Your Science Out of Here: When Do Scientific Marketing Appeals Backfire?," Poster presented at 2021 *Society for Consumer Psychology*, Virtual.
- \*Luttrell, Andrew, **Aviva Philipp-Muller**, and Richard E. Petty, "Dispositional Moralizing and Openness to Moral Arguments," Presented at 2021 *Society for Personality and Social Psychology*, Virtual.
- \***Philipp-Muller, Aviva**, John Costello, and Rebecca Walker Reczek, "Get Your Science Out of My Yogurt: The Negative Impact of Invoking Science in Promotions for Hedonic Products," Poster presented at 2020 *Society for Consumer Psychology*, Huntington Beach, CA.
- \*Mathew, Jordan, **Aviva Philipp-Muller**, and Duane T. Wegener, "Why Corporate Mantras

Don't Work (and How We Can Make Them Better)," Poster presented at 2020 *Denman Undergraduate Research Forum*, Columbus, OH.

- \*Luttrell, Andy, **Aviva Philipp-Muller**, and Richard E. Petty, "Challenging Moral Attitudes with Moral Messages," Presented at the 2020 *Society for Personality and Social Psychology*, New Orleans, LA.
- \***Philipp-Muller, Aviva**, Joe Siev, and Richard E. Petty, "How to Mobilize the Ambivalent...Against You," Poster presented at 2020 *Society for Personality and Social Psychology*, New Orleans, LA.
- \***Philipp-Muller, Aviva**, Joe Siev, and Richard E. Petty, "When Politicized Ad Campaigns Backfire," Poster presented at 2019 *Association for Consumer Research*, Atlanta, GA.
- \***Philipp-Muller, Aviva**, Duane T. Wegener, and Richard E. Petty, "A New Measure of the Moral Basis of Attitudes: Introducing a Structural Moral Basis Measure," Presented at 2019 *Midwestern Psychological Association*, Chicago, IL.
- \***Philipp-Muller, Aviva**, Andy Luttrell, and Richard E. Petty, "Persuading the Moral Consumer: Matching Messages to Attitude Basis," Poster presented at 2018 *Association for Consumer Research*, Dallas, TX.
- \***Philipp-Muller, Aviva**, Laura E. Wallace, and Duane T. Wegener, "Unique Effects of Moral Conviction and Traditional Strength-Related Properties of Attitudes," Presented at 2018 *Midwestern Psychological Association*, Chicago, IL.
- \***Philipp-Muller, Aviva**, Laura E. Wallace, and Duane T. Wegener, "Moral and Value Bases Are Distinct from Traditional Dimensions of Attitude Strength," Poster presented at 2018 *Society for Personality and Social Psychology*, Atlanta, GA.

#### INVITED TALKS

"Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists", presented as a 2023 Colloquium in the Mind and Body Lab at Rotman School of Management at the University of Toronto

"I'll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products" presented as a 2023 Colloquium at the Ohio State University.

"Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists", presented as a 2023 Colloquium at Sauder School of Business at the University of British Columbia, Vancouver, BC.

"Under the Influence of Science: Brilliance and Backfires in Consumer Marketing", Panelist at 2023 *Medical Media and Marketing*, New York, NY.

“Partnering on Combatting the Infodemic”, Panelist at 2022 *APEC University Leaders’ Forum*, Bangkok, Thailand/Online.

“Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists”, presented at 2022 Graduate Student Research Forum, Ohio State University, Columbus, OH.

### TEACHING EXPERIENCE

Integrated Marketing Communications, Simon Fraser University  
Fall 2022, Spring 2023, Fall 2023, Spring 2024

Average Evaluation: 4.6/5.0

Introduction to Social Psychology, The Ohio State University  
Spring 2021

Evaluation: 4.8/5.0

### STUDENT ADVISING

Dan Liu (Ph.D. student at Fudan University) 2023-present

Ali Mohammed Bolan (undergraduate research assistant) 2023

Sabrina Li (undergraduate research assistant) 2023

Sarah Thieken (honours thesis student) 2019-2022

*Accepted at the George Washington University, Masters Program, Forensic Psychology*

Jordan Mathew (honours thesis student) 2018-2020

*Accepted at the Purdue University, Doctoral Program, I-O Psychology*

Madison Quinn (undergraduate research assistant) 2018-2020

*Accepted at Kent State University, Doctoral Program, Clinical Psychology*

### PROFESSIONAL SERVICE

Reviewer, *Journal of Consumer Research*

Reviewer, *Management Science*

Reviewer, *Journal of Business Ethics*

Reviewer, *Journal of Retailing and Consumer Services*

Reviewer, *Personality and Social Psychology Bulletin*

Reviewer, *Journal of Personality and Social Psychology*

Reviewer, *American Marketing Association- Consumer Behavior Special Interest Group Conference*

Reviewer, *Society for Consumer Psychology Conference Submissions*

Reviewer, *Association for Consumer Research Conference Submissions*

Reviewer, *Marketing Science Institute Clayton Dissertation Award*

Reviewer, *American Marketing Association, Hugh G. Wales Outstanding Faculty Advisor Awards*

Reviewer, *American Marketing Association*, Student Marketer of the Year Awards

## ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
American Marketing Association (AMA)  
The Society for Personality and Social Psychology (SPSP)

## UNIVERSITY SERVICE

*Simon Fraser University*

Colloquium Chair (2023-2024)

- organized the seminar series for 2023/2024
- Brought 7 speakers to share their research with the marketing area and Beedie School of Business to foster collaborations and knowledge mobilization

Service Awards Committee (2023-2024)

*The Ohio State University*

President, Social Behavior Interest Group (2020 – 2022)

Colloquium Co-Chair (2020 – 2021)

Treasurer, Group for Attitudes and Persuasion (2019 – 2021)

Vice-President, Group for Attitudes and Persuasion (2017 – 2019)

Chair, Prospective Graduate Student Recruitment (2017 – 2019)

Food and Drinks Management, Social Behavior Interest Group (2016 – 2017)

## INDUSTRY EXPERIENCE

Behavioral Science Consultant, Catalyst Behavioral Sciences, Miami, FL, 2019-2021

Aviva Philipp-Muller Consulting, Burnaby, BC, 2022-present

## POPULAR PRESS PUBLICATIONS

**Philipp-Muller, Aviva** and Andrew Luttrell (November 2022). How Companies Can Counter Consumers' Moral Convictions. [\*The Wall Street Journal\*](#).

**Philipp-Muller, Aviva**, Spike WS Lee, and Richard E. Petty. (July 14 2022). Understanding Why People Reject Science Could Lead to Solutions for Rebuilding Trust. [\*The Conversation\*](#).

Reczek, Rebecca Walker, **Aviva Philipp-Muller**, and John Costello (May 12 2022). Using 'Science' to Market Cookies and Other Products Meant for Pleasure Backfires with Consumers [\*The Conversation\*](#).



*Society for Personality and Social Psychology Membership Newsletter* (2018)

- Regularly contributed articles discussing research and professional development topics to the social and personality psychology community

*eDaily Intern, Society for Personality and Social Psychology* (2018)

- Wrote blog posts that communicated social and personality psychology concepts to a broad, non-academic audience

**Philipp-Muller, Aviva** (February 2015) Why Does Anyone Love Men Who Won't Love Back? [\*Psychology Today\*](#).

### RELEVANT MEDIA EXPOSURE

Mei, Sherry (July 2023). Aspartame Findings Shouldn't Change Aspartame Consumption: B.C. Experts. [\*Black Press Media\*](#).

Ali, Amir (November 2023). "I Deserve a Little Treat": Getting Taylor Swift Tickets While Dealing with Affordability Woes. [\*Daily Hive\*](#).

Crowther, Hunter (November 2023). FOMO, Black Friday and Cyber Monday Frenzy: What Experts Say About the Psychology of Holiday Shopping. [\*Torstar Media\*](#).

B.C. Marks 3 Years since COVID-19 Declared Pandemic (March, 2023). [\*Global TV\*](#).

Twitter Now "X": What it Means for the Future (July, 2023). *CTV News*.

### RELEVANT GRADUATE COURSEWORK

#### Marketing

- |  |                       |
|--|-----------------------|
| • Consumer Behavior (Information Processing)       | Rebecca Walker Reczek |
| • Consumer Behavior (Judgment and Decision Making) | Selin Malkoc          |
| • Marketing Principles (observed)                  | Claire Adams          |
| • Consumer Behavior MBA (observed)                 | Rebecca Walker Reczek |

#### Psychology

- |  |                  |
|--|------------------|
| • Social Motivation                                | Kentaro Fujita   |
| • Social Cognition                                 | Russell H. Fazio |
| • Attitudes and Persuasion                         | Duane T. Wegener |
| • Advanced Topics in Self-Regulation               | Kentaro Fujita   |
| • Advanced Topics in Valence Asymmetries           | Russell H. Fazio |
| • Advanced Topics in Social Cognitive Neuroscience | Dylan Wagner     |

#### Methods

- |   |                  |
|---|------------------|
| • Research Methods in Social Psychology | Richard E. Petty |
| • Statistical Methods in Psychology I   | Andrew F. Hayes  |

- Statistical Methods in Psychology II
- Mediation and Moderation Analysis
- Professional Issues in Academia

Andrew F. Hayes  
 Andrew F. Hayes  
 Steven Spencer

### **Pedagogy**

Teaching of Psychology Seminar

Melissa Beers

## REFERENCES

### **Rebecca Walker Reczek**

*Berry Chair of New Technologies in Marketing*

Fisher College of Business  
 The Ohio State University  
 Columbus, OH 43210  
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 Simon Fraser University  
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### **Duane T. Wegener**

*Distinguished Professor of Psychology*  
 Department of Psychology  
 The Ohio State University  
[wegener.1@osu.edu](mailto:wegener.1@osu.edu)

### **Grant Donnelly**

*Assistant Professor of Marketing*  
 Fisher College of Business  
 The Ohio State University  
[donnelly.177@osu.edu](mailto:donnelly.177@osu.edu)

### **Richard E. Petty**

*Distinguished Professor of Psychology*  
 Department of Psychology  
 The Ohio State University  
[petty.1@osu.edu](mailto:petty.1@osu.edu)

### **Jesse Walker**

*Assistant Professor of Marketing*  
 Fisher College of Business  
 The Ohio State University  
[walker.2320@osu.edu](mailto:walker.2320@osu.edu)

### **Russell H. Fazio**

*Distinguished Professor of Psychology*  
 Department of Psychology  
 The Ohio State University  
[fazio.11@osu.edu](mailto:fazio.11@osu.edu)

### **Jacob D. Teeny**

*Donald P. Jacobs Scholar of Marketing*  
 Kellogg School of Management  
 Northwestern University  
[jacob.teeny@kellogg.northwestern.edu](mailto:jacob.teeny@kellogg.northwestern.edu)

### **Brent McFerran**

*W. J. Van Dusen Professor of Marketing*

## APPENDIX: SELECT ABSTRACTS

**Philipp-Muller, Aviva, Jesse Walker, and Rebecca Walker Reczek, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Support for Scientists," in preparation for submission to *Journal of Consumer Research*.**

There is a recent uptick in consumers eschewing scientific products (e.g., vaccines) and spreading scientific misinformation. The present work seeks to understand how perceptions of

scientists, namely, the stereotype that they are un-communal, impacts consumer support for scientific products. Across nine studies (including pre-registered and incentive compatible designs), we demonstrate that when the scientist behind the creation of a consumer product is framed as being high in communal orientation (as opposed to the un-communal stereotype), consumers see the scientist as more prosocial and therefore as trying to improve society or humanity in some way. This increased perceived prosociality leads consumer to see the scientist's output as more likely to fulfill a human need rather than simply being a tool for profit, which in turn makes consumers more interested in supporting the scientist's findings and products. We also identify several boundary conditions of this effect. First, if the scientist adopts a communal working style for the purposes of furthering his career (an antisocial motive) or to produce an antisocial product (creating sugary drinks for children), the advantage of a communal orientation is diminished. Additionally, this preference for communal orientation does not extend to all types of creators, as consumers are indifferent to the working style of artists, for whom the link from communal orientation to prosociality is less direct.

**Philipp-Muller, Aviva, John P. Costello, and Rebecca Walker Reczek (2022), "Get Your Science Out of Here: When Do Scientific Marketing Appeals Backfire?" *Journal of Consumer Research*, 49 (May), 721-40.**

In this research, we propose that although consumers view the scientific process as competent, they also perceive it as cold. Across 10 experimental studies, we demonstrate that these lay beliefs impact consumers' reactions to marketers touting the science behind their brands. Specifically, since hedonic attributes are associated with warmth, the coldness associated with science is conceptually disfluent with the anticipated warmth of hedonic products and attributes, reducing product valuation. In contrast, when products are positioned as utilitarian, invoking science in marketing appeals has a positive effect, as the perceived competence of the scientific process is more compatible with the competence associated with utilitarian products. We further demonstrate that when the necessity of science to create a hedonic product is made salient and thus more fluent, this backfire effect is attenuated. Finally, we identify three theoretically and practically relevant individual differences (endorsement of the lay belief, trust in scientists, and whether the consumer works in a STEM field) that moderate the backfire effect of pairing science with hedonically positioned products.

**Philipp-Muller, Aviva, Spike WS Lee, and Richard E. Petty (2022), "Why Are People Antiscience, and What Can We Do about It?," *Proceedings of the National Academy of Sciences*, 119 (May), e2120755119.**

From vaccination refusal to climate change denial, antiscience views are threatening humanity. When different individuals are provided with the same piece of scientific evidence, why do some accept whereas others dismiss it? Building on various emerging data and models that have explored the psychology of being antiscience, we specify four core bases of key principles driving antiscience attitudes. These principles are grounded in decades of research on attitudes, persuasion, social influence, social identity, and information processing. They apply across diverse domains of antiscience phenomena. Specifically, antiscience attitudes are more likely to emerge when a scientific message comes from sources perceived as lacking credibility;

when the recipients embrace the social membership or identity of groups with antiscience attitudes; when the scientific message itself contradicts what recipients consider true, favorable, valuable, or moral; or when there is a mismatch between the delivery of the scientific message and the epistemic style of the recipient. Politics triggers or amplifies many principles across all four bases, making it a particularly potent force in antiscience attitudes. Guided by the key principles, we describe evidence-based counteractive strategies for increasing public acceptance of science.

**Luttrell, Andrew, Aviva Philipp-Muller, and Richard E. Petty (2019), "Challenging Moral Attitudes with Moral Messages," *Psychological Science*, 30 (July), 1136-1150.**

When crafting a message, communicators may turn to moral rhetoric as a means of influencing an audience's opinion. In the present research, we tested whether the persuasiveness of explicitly moral counterattitudinal messages depends on how much people have already based their attitudes on moral considerations. A survey of the literature suggests several competing hypotheses that we tested across two studies. The results support a persuasive-matching pattern: A moral appeal was more persuasive than a nonmoral appeal to the extent that initial attitudes were based on moral concerns (i.e., attitudes were moralized), but the opposite was true when initial attitudes had less of a moral basis. Exploratory analyses also showed that these effects were mediated by valenced thoughts about the message and moderated by political orientation. These findings add new insight to literatures on both the effects of moral arguments and moralized attitudes.