

Aviva Philipp-Muller

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EDUCATION

Ph.D., Social Psychology, 2022

The Ohio State University, Columbus, OH

M.A., Social Psychology, 2018

The Ohio State University, Columbus, OH

B.S., Psychology and Drama, 2016

The University of Toronto, University College, Toronto, ON

RESEARCH INTERESTS

Consumer Well-Being, Lay Theories, Persuasion, Marketing of Innovations

ARTICLES IN REFERRED JOURNALS

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

- Selected Media Coverage: [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.

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 IN PREPARATION

Philipp-Muller, Aviva, Rebecca Walker Reczek, and Jesse Walker, "Two Heads Are Better than One: How Framing Scientists as Communal Improves Consumer Interest in Scientifically-Formulated Products".

Siev, Joseph **Aviva Philipp-Muller**, Geoffrey R. O. Durso, Duane T. Wegener, "Social Evaluation of People Expressing Ambivalence about Polarizing Political Issues".

Philipp-Muller, Aviva, Duane T. Wegener, Curtis Haugtvedt, "Attitude Embeddedness and Attitude Consistency: Major Factors in Conceptualizing Attitude Properties".

HONORS AND AWARDS

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

Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 2018-Present
Graduate Research Fellowship Program Honorable Mention National Science Foundation, 2017
Distinguished University Fellowship, The Ohio State University, 2016, 2021
Colloquium Co-Chair Fellowship, The Ohio State University, 2020-2021
Ray Travel Award for Service and Scholarship, 2020
Fellowship, Summer Institute of Social and Personality Psychology, 2019
Research Experience Program Fellow, The Ohio State University, 2018
Leadership Excellence Commendation, The Ohio State University, 2020
SPSP Graduate Travel Award, The Society for Personality and Social Psychology, 2016

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 Interest in Scientifically-Formulated Products,” 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,” 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," 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.

TEACHING EXPERIENCE

Integrated Marketing Communications, Simon Fraser University
Fall 2022

Introduction to Social Psychology, The Ohio State University
Spring 2021
Overall Evaluation: 4.8/5.0

TEACHING INTERESTS

Advertising and Promotions, Brand Management, Consumer Behavior, Marketing Strategy, Sustainability Marketing, Ethical Issues in Marketing

STUDENT ADVISING

Sarah Thielen (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, *Personality and Social Psychology Bulletin*

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

American Marketing Association (AMA)

- Consumer Behavior Special Interest Group
- Marketing and Society Special Interest Group
- Marketing Communications Special Interest Group
- Sustainable Marketing Special Interest Group
- British Columbia Chapter

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

The Society for Personality and Social Psychology (SPSP)

UNIVERSITY SERVICE

The Ohio State University

Colloquium Co-Chair (2020 – 2021)

President, Social Behavior Interest Group (2020 – Present)

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

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, 2019-2020

PUBLIC ENGAGEMENT

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

Psychology Today (2015)

Writer of "Why Does Anyone Love Men Who Won't Love Back?", an article that explores the media fascination with fictional characters who are insecure in relationships

POPULAR PRESS

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](#).