

Matthew D. Rocklage

Personal Information

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www.lexicalsuite.com

Professional Appointments

Northeastern University, D'Amore-McKim School of Business, Boston, MA, 2022 – Present
Assistant Professor of Marketing

University of Massachusetts – Boston, College of Management, Boston, MA, 2019 – 2022
Assistant Professor of Marketing

Northeastern University, D'Amore-McKim School of Business, Boston, MA, 2018 – 2019
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

2024	Copeland Best Paper Award, D'Amore-McKim School of Business, Northeastern University
2023 – 2028	Thomas E. Moore Faculty Fellowship, D'Amore-McKim School of Business, Northeastern University

2023	Invited Workshop Leader – Language and Big Data, Summer Institute for Social and Personality Psychology, Society for Personality and Social Psychology
2021	Attitudes and Social Influence Early Career Award, Society for Personality and Social Psychology
2021	Fellow, Society of Experimental Social Psychology (SESP)
2021	Donald Shephard Award for Distinguished Research, College of Management, University of Massachusetts
2020	Endowed Faculty Career Development Award, University of Massachusetts
2017	Student Publication Award for best paper in 2016, Society for Personality and Social Psychology
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, Department of Psychology, Ohio State University
2014	Certificate of Teaching, Department of Psychology, Ohio State University
2014	Travel Award, Society for Personality and Social Psychology
2013	Summer Institute of Social and Personality Psychology, UC Davis
2010 – 2014	Graduate Student Travel Award, Department of Psychology, Ohio State University
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
- Text analysis
- Sentiment analysis
- Attitude emotionality
- Attitude certainty
- Valence asymmetries/biases

Publications

* Denotes equal contribution.

Underlined names indicate student or postdoctoral collaborator.

Knight, Samsun, Matthew D. Rocklage, and Yakov Bart (accepted), “Narrative Reversals and Story Success,” *Science Advances*.

Rocklage, Matthew D., Sharlene He, Derek D. Rucker, and Loran F. Nordgren (2023), “Beyond Sentiment: The Value and Measurement of Consumer Certainty in Language,” *Journal of Marketing Research*, 60 (5), 870–888.

- Software available at www.lexicalsuite.com
- Copeland Best Paper Award, DMSB, Northeastern University

Berger, Jonah, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah Moore, Gideon Nave, Christopher Olivola, and **Matthew D. Rocklage** (2022), “Wisdom from Words: Marketing Insights from Text,” *Marketing Letters*, 33, 365–377.

Berger, Jonah, **Matthew D. Rocklage**, and Grant Packard (2022), “Expression Modalities: How Speaking Versus Writing Shapes Word of Mouth,” *Journal of Consumer Research*, 49 (3), 389–408.

- Designated as “Editor’s Choice”

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (2021), “Emotionally Numb: Expertise Dulls Consumer Experience,” *Journal of Consumer Research*, 48 (3), 355–73.

- Lead article and designated as “Editor’s Choice”

Rocklage, Matthew D., Derek D. Rucker, and Loran F. Nordgren (2021), “Mass-Scale Emotionality Reveals Human Behaviour and Marketplace Success,” *Nature Human Behaviour*, 5 (10), 1323–29.

***Rocklage, Matthew D.** and ***Andrew Luttrell** (2021), “Attitudes Based on Feelings: Fixed or Fleeting?,” *Psychological Science*, 32 (3), 364–80.

Rocklage, Matthew D. and Russell H. Fazio (2020), “The Enhancing Versus Backfiring Effects of Positive Emotion in Consumer Reviews,” *Journal of Marketing Research*, 57 (2), 332–52.

***Kteily, Nour, *Matthew D. Rocklage, Kaylene McClanahan,** and Arnold K. Ho (2019), “Political Ideology Shapes the Amplification of the Accomplishments of Disadvantaged vs. Advantaged Group Members,” *Proceedings of the National Academy of Sciences*, 116 (5), 1559–68.

Rocklage, Matthew D. and Derek D. Rucker (2019), “Text Analysis in Consumer Research: An Overview and Tutorial,” *Handbook of Research Methods in Consumer Psychology*. F. Kardes, P. Herr, & N. Schwarz, eds., New York, NY: Routledge, 385–402.

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

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 SPSS

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.

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.

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.

Manuscripts Under Review and in Revision

Rocklage, Matthew D., Jonah Berger, and Reihane Boghrati (under review), "The Trajectory of Confidence: Experience, Certainty, and Consumer Choice."

Cascio Rizzo, Giovanni Luca, Jonah Berger, and **Matthew D. Rocklage** (under review), "Speaking, Writing, and the Expression of Certainty."

Gamez-Djokic, Monica, Marlon Mooijman, **Matthew D. Rocklage**, and Maryam Kouchaki (under review), "Shaping the Conversation: How Liberals but not Conservatives Police the Moral Language of Their Causes."

***Rocklage, Matthew D.**, *Geoffrey R. O. Durso, Baldwin M. Way, and Andrew Luttrell (invited resubmission), "Acetaminophen Attenuates the Influence of Attitude Emotionality: Causal Evidence for the Emotionality Advantage," *Journal of Personality and Social Psychology*.

Selected Research in Progress

Rocklage, Matthew D., Jesse D'Agostino, and Derek D. Rucker, "Emotionality Profiles and Politics: Real-World Brand Controversies and Brand Defenders." *Targeting the Journal of Marketing*.

Rocklage, Matthew D., Samsun Knight, and Yakov Bart, "Emotion Arcs: The Collective Stories We Tell About Our Products, and Their Impact." *Targeting the Journal of Marketing Research*.

Rocklage, Matthew D., Ian D. Roberts, and Stephanie M. Smith, "A Novel Measure of Brand Emotion Using Drift Diffusion Modeling." *Targeting the Journal of Consumer Research*.

Rocklage, Matthew D., Ian D. Roberts, and Stephanie M. Smith, "Emotion Drives Evidence Accumulation." *Targeting the Journal of Consumer Research*.

Jonas P. Schöne, **Matthew D. Rocklage**, Brian Parkinson, and Amit Goldenberg, "Sequential Sampling from Social Media Feeds Leads to Overestimation of the Average Emotional Intensity." *Targeting Psychological Science*.

Akshina Banerjee, **Matthew D. Rocklage**, Mohsen Mosleh, and David Rand, "Assertive and Inaccurate: How Misinformation Tweets Gain Traction Through Confidence." *Targeting Proceedings of the National Academy of Sciences*.

Chaired Symposia

Rocklage, Matthew D. and Jonah Berger (2023, October), "How Confidence Shapes Language and Behavior," Symposium chaired at the Association for Consumer Research Conference, Seattle, Washington.

Rocklage, Matthew D. and Shiri Melumad (2022, October), "Decoding the Language of Success," Symposium chaired at the Association for Consumer Research Conference, Denver, Colorado.

Rocklage, Matthew D. and Nailya Ordabayeva (2021, October), "Understanding Our Divisions: Politics' Effect on Marketplace Dynamics," Symposium chaired at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. and Andrew Luttrell (2021, February), "Moral Support and Outrage: The Social Dynamics of Divisive Issues," Symposium chaired at the Society for Personality and Social Psychology Conference (Virtual).

Rocklage, Matthew D. and Jonah Berger (2020, October), "New Approaches in Text Analytics," Symposium chaired at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. and Jonah Berger (2019, October), "The Emotional Consumer: Insights from Big Data," Symposium chaired at the Association for Consumer Research Conference, Atlanta, Georgia.

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

Invited Talks

2022	Miami University, Department of Psychology
2022	Society for Affective Science, Positive Emotions Preconference Invited Featured Speaker
2020	St. Olaf College, Department of Psychology, Psychology Club Invited Speaker
2020	Language Lab Seminar, Virtual Seminar Organized by Jonah Berger and Grant Packard

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
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

Conference Presentations

Schöne, Jonas P., Brian Parkinson, **Matthew D. Rocklage**, and Amit Goldenberg (2024, March), “The Feed-effect: Overestimation of Emotions in the Aggregation of Content in Social Media Feeds,” Presented at the Society for Affective Science Conference, New Orleans, Louisiana.

Rocklage, Matthew D. (2023, October), “The Trajectory of Confidence: Experience, Certainty, and Consumer Choice,” Talk presented at the Association for Consumer Research Conference, Seattle, Washington.

Rocklage, Matthew D. (2023, August), “Beyond Sentiment: The Value and Measurement of Consumer Certainty in Language,” Talk presented at the Academy of Management Conference, Boston, Massachusetts.

Knight, Samsun, **Matthew D. Rocklage**, and Yakov Bart (2023, July), "Impact of Narrative Sentiment Reversals on Story Success," Talk presented at the International Conference for Computational Social Science (IC2S2), Copenhagen, Denmark.

Schöne, Jonas P., David Bailey, **Matthew D. Rocklage**, Arvin Jagayat, and Brian Parkinson (2023, April), "Amplification in the Evaluation of Multiple Emotional Texts Over Time," Talk presented at the Society for Affective Science Conference, Long Beach, California.

Rocklage, Matthew D. (2022, October), "Beyond Sentiment: The Value and Measurement of Consumer Certainty in Language," Talk presented at the Association for Consumer Research Conference, Denver, Colorado.

Rocklage, Matthew D. (2022, March), "Emotionally Numb: Expertise Dulls Experience," Talk presented at the Society for Affective Science Conference (Virtual).

Rocklage, Matthew D. (2022, March), "Emotionally Numb: Expertise Dulls Consumer Experience," Talk presented at the Society for Consumer Psychology Conference (Virtual).

Rocklage, Matthew D. (2021, October), "When Brands Become Activists: Who Reacts and How?," Talk presented at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. (2021, October), "Expression Modalities: How Speaking and Writing Shape What Consumers Say, and Its Impact," Talk presented at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. (2021, October), "Sentiment Analysis and Beyond," Talk presented at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. (2021, February), "Contributing to Controversy: Individual Differences in Attitudes Predict Online Outrage," Talk presented at the Society for Personality and Social Psychology Conference (Virtual).

Rocklage, Matthew D. (2020, October), "The Numbness of Expertise: Emotional Trajectories in the Development of Expertise," Talk presented at the Association for Consumer Research Conference (Virtual).

Rocklage, Matthew D. (2019, October), "Introduction to Sentiment Analysis," Talk presented at the Association for Consumer Research Conference, Atlanta, Georgia.

Rocklage, Matthew D. (2019, October), "Attitudes Based on Feelings: Fixed or Fleeting?," Talk presented at the Association for Consumer Research Conference, Atlanta, Georgia.

Rocklage, Matthew D. (2019, October), "The Enhancing vs. Backfiring Effects of Emotionality in Consumer Reviews," Talk presented at the Association for Consumer Research Conference, Atlanta, Georgia.

Rocklage, Matthew D. (2019, May), "The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success," Talk 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 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.

Teaching Experience

Introduction to Marketing (MKTG 2201), Northeastern University
Average student evaluations (10 sections): 4.8 out of 5.0

Principles of Marketing (MKT 301), University of Massachusetts – Boston
Average student evaluations (10 sections): 4.7 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

2023	Language and Big Data, Summer Institute for Social and Personality Psychology, Society for Personality and Social Psychology
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

Consumer Behavior Special Interest Group
Society for Consumer Psychology
Association for Consumer Research
American Marketing Association
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: *National Science Foundation, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Journal of Interactive Marketing, Journal of Retailing, Marketing Letters, Organizational Behavior and Human Decision Processes, PLOS One, Behavior Research Methods, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, Social Psychological and Personality Science, 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, logistic, and multinomial hierarchical linear modeling (HLM) and mixed modeling
- Statistical mediation in traditional regression and HLM/mixed modeling
- 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