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SYDNEY E. SCOTT

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ACADEMIC EMPLOYMENT

Olin Business School, Washington University in St. Louis, St. Louis, MO
Assistant Professor of Marketing, September 2017

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA
Ph.D., *Joint in Marketing and Psychology*, May 2017

University of Pennsylvania, Philadelphia, PA
MA, *Psychology*, May 2013

University of Pennsylvania, Philadelphia, PA
BA, *Psychology*, May 2012

RESEARCH INTERESTS

Judgment and Decision Making; Morality and Consumption; Preference for Naturalness;
Health Decision Making

PEER-REVIEWED PUBLICATIONS

Scott, Sydney E., and Elanor F. Williams, "In Goal Pursuit, Flexibility is the Best Choice for Me, but Not for You" conditionally accepted at *Journal of Marketing Research*.

Scott, Sydney E., Paul Rozin, and Deborah A. Small (2020), "Consumers Prefer "Natural" More for Preventatives Than for Curatives," *Journal of Consumer Research*, 47 (October), 454-71.

Scott, Sydney E. and Paul Rozin (2020), "Actually, Natural is Neutral," *Nature Human Behaviour*, 4, 989-90.

Fernbach, Philip M., Nicolas Light, **Sydney E. Scott**, Yoel Inbar, and Paul Rozin (2019), “Extreme Opponents of Genetically Modified Foods Know the Least, but Think They Know the Most.” *Nature Human Behaviour*, 3, 251-6.

- Web of Science “*Highly Cited Paper*”: top 1% of Psychiatry/Psychology articles of similar age
- Selected Press: [National Public Radio](#), [The New York Times](#), [The Guardian](#)

Scott, Sydney E., Yoel Inbar, Christopher Wirtz, Dominique Brossard, and Paul Rozin. (2018), “An Overview of Attitudes Toward Genetically Engineered Food.” *Annual Review of Nutrition*, 38, 459-79.

Scott, Sydney E. and Paul Rozin (2017), “Are Additives Unnatural? Generality and Mechanisms of Additivity Dominance,” *Judgment and Decision Making*, 12(6), 572-83.

Scott, Sydney E., Yoel Inbar, and Paul Rozin (2016), “Evidence for Absolute Moral Opposition to Genetically Modified Food in the United States,” *Perspectives on Psychological Science*, 11 (3), 315-24.

- See also commentary and response in same issue
- Selected Press: [BloombergView/National Post](#), [The New Yorker](#)

McGraw, A. Peter, Derick F. Davis, **Sydney E. Scott**, and Philip E. Tetlock (2016), “The Price of Not Putting a Price on Love,” *Judgment and Decision Making*, 11 (1), 40-7.

Baron, Jonathan, **Sydney Scott**, Katrina Fincher, and S. Emlen Metz (2015), “Why Does the Cognitive Reflection Test (Sometimes) Predict Utilitarian Moral Judgment (and Other Things)?” *Journal of Applied Research in Memory and Cognition*, 4 (3), 265-84.

Rozin, Paul, **Sydney E. Scott**, Hana F. Zickgraf, Flora Ahn, & Hong Jiang (2014), “Asymmetrical Social Mach Bands: Exaggeration of Social Identities on the More Esteemed Side of Group Borders,” *Psychological Science*, 25 (10), 1955-59.

Mellers, Barbara, Lyle Ungar, Jonathan Baron, Jaime Ramos, Burcu Gurcay, Katrina Fincher, **Sydney E. Scott**, Don Moore, Pavel Atanasov, Samuel A. Swift, Terry Murray, Eric Stone, and Philip E. Tetlock (2014), “Psychological Strategies for Winning a Geopolitical Forecasting Tournament,” *Psychological Science*, 25 (5), 1106-15.

Tetlock, Philip E., S. Emlen Metz, **Sydney E. Scott**, and Peter Suedfeld (2014), “Integrative Complexity Coding Raises Integratively Complex Issues,” *Political Psychology*, 35 (5), 625-34.

Rozin, Paul, **Sydney Scott**, Megan Dingley, Joanna K. Urbanek, Hong Jiang, and Mark Kaltenbach (2011), “Nudge to Nobesity I: Minor Changes in Accessibility Decrease Food Intake,” *Judgment and Decision Making*, 6 (4), 323-32.

REVISE AND RESUBMIT

Scott, Sydney E.*, and Justin F. Landy*, “Good People Don’t Need Medication: How Moral Character Beliefs Affect Medical Decision Making,” under invited 2nd round review at *Organizational Behavior and Human Decision Processes*.

* = Joint first authorship

Gershon, Rachel, Alicea Lieberman, and **Sydney E. Scott**, “Consumers Believe Illegal Products Are More Effective Than Legal Products,” invited revision at *Journal of Marketing Research*.

Rozin, Paul, Richard Chen, **Sydney E. Scott**, and Corey Cusimano, “Belief in the Benevolence of Nature Is Not Affected by Experiencing Natural Disasters,” invited revision at *Judgment and Decision Making*.

WORKING PAPERS

Inbar, Yoel, **Sydney E. Scott**, and Paul Rozin “Moralized Opposition to GE Food in Europe and the United States: GE opposition is more moralized (and rated as more important) in France and Germany than in the United States,” *Manuscript in preparation*.

Goksel, Selin, **Sydney E. Scott**, and Jonathan Z. Berman, “Communication Preferences in Medical Advice Seeking: Embarrassment Decreases Preferences for Sociable Interactions with Healthcare Providers,” *Manuscript in preparation*.

Scott, Sydney E., Yoel Inbar, and Paul Rozin, “What, if Anything, Changes Moral Absolutist Opposition to Genetically Engineered Food?” *Manuscript in preparation*.

Michelle Kim, Tianqi Chen, Rachel Gershon, **Sydney E. Scott**, Daniella Kupor, and Remi Trudel, “Less is More (Natural): The Effect of the Number of Ingredients on Consumer Perceptions and Preferences,” *Manuscript in preparation*.

HONORS AND AWARDS

2022 *The Cornell Saroj & Vithala Rao Young Scholar Award*

(awarded to four “rising stars” in marketing)

2016 *Judith & William Bollinger Fellowship*

(awarded to one student engaged in interdisciplinary research)

2016 *NSF Doctoral Dissertation Improvement Grant in DRMS* (\$20,696)

2015 *Russell Ackoff Doctoral Fellowship* (\$6,000 total, 2014 & 2015)

- 2012 *Phi Beta Kappa*
- 2012 *University Scholar*
- 2012 *Benjamin Franklin Scholar*
- 2012 *John P. Sabini Undergraduate Award for the Study of Emotion, Character, and Responsibility*
- 2010 *David K. Hildebrande Award for Excellence in Statistics at Wharton*

INVITED SPEAKER

- 2022 Institute of Food Technologists, Annual Event (featured speaker)
- 2022 Cornell Young Scholars Research Camp, Marketing Area
- 2022 Marketing Science Institute: The Perils of GMO Labelling Webinar ([\[link\]](#))
- 2022 Data Colada Seminar Series [\[link\]](#)
- 2022 University of Delaware, Marketing Department
- 2021 London Business School, Marketing Department
- 2020 University of California Los Angeles, Marketing Area
- 2020 University of Chicago, Marketing Department
- 2019 University of Toronto, Rotman School of Management, Marketing Area
- 2019 Stand Up Science: St. Louis, Helium Comedy Club
- 2018 Yale University, Marketing Department
- 2017 Washington University in St. Louis, Psychology Department
- 2017 The Big Natural, Annual Event of the Natural Products Association
- 2016 The Ohio State University, Department of Marketing and Logistics
- 2016 Washington University in St. Louis, Marketing Department
- 2016 Stanford University, Marketing Department

PROFESSIONAL PRESENTATIONS

In Goal Pursuit, Flexibility is the Best Choice for Me, but Not for You

- Society for Consumer Psychology, Virtual (2022)

Good People Don't Need Medication: How Moral Character Beliefs Affect Medical Decision Making

- Society for Judgment and Decision Making Conference, Montreal, Canada (2019)
- Society for Consumer Psychology, Dallas, Texas (2018)
- Association for Consumer Research Conference, San Diego, California (2017)

In Europe and the United States, Most GE Food Opposition is Moral and Responds Specifically to Moral Countering

- Association for Consumer Research Conference, Dallas, Texas (2018)

Explaining Moralized Opposition to Genetically Modified Food in the U.S. and Europe.

- Association for Consumer Research Conference, San Diego, California (2017)
- European Association of Social Psychology, Granada, Spain (2017)
- Society for Personality and Social Psychology, San Antonio, Texas (2017)

Consumers Prefer "Natural" More for Preventatives than for Curatives.

- Society for Consumer Psychology, San Francisco, CA (2017)
- Society for Judgment and Decision Making Annual Meeting, Boston, MA (2016)

Group Actively Open-Minded Thinking (GAOT): Examining Search and Inference Behaviors in Groups in a Geopolitical Forecasting Tournament.

- Behavioral Decision Research in Management Conference, London, UK (2014)

SERVICE

Ad Hoc Reviewer: Journal of Marketing Research, Journal of Consumer Research, Management Science, Psychological Science, Journal of Marketing, Organizational Behavior and Human Decision Processes, Journal of Experimental Social Psychology, Social Psychological and Personality Science, Judgment and Decision Making, Medical Decision Making, PLOS One, National Science Foundation

Olin Marketing Seminar Series Co-Organizer (with Xiang Hui, 2019-)

DISSERTATION COMMITTEE MEMBER

Alexander Park, expected 2023 (Placement: TBD)

Tianjiao (April) Yu, 2022 (Placement: Xiamen University)

Brittney Stephenson, 2018 (Placement: Pacific University)