

*Last Updated August 2020*

## **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  
Co-Advisors: Paul Rozin, Deborah Small

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

**University of Pennsylvania, Philadelphia, PA**  
BA, Summa Cum Laude, in *Psychology*, May 2012

### **RESEARCH INTERESTS**

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

### **PUBLICATIONS**

**Scott, Sydney E.**, Paul Rozin, and Deborah A. Small “Consumers Prefer “Natural” More for Preventatives than for Curatives,” *Journal of Consumer Research*, forthcoming.

**Scott, Sydney E.** and Paul Rozin, “Actually, Natural is Neutral.” *Nature Human Behaviour*, forthcoming.

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.

- Selected Press: *The New York Times*, *National Public Radio*, *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*, *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 Geopolitical Forecasting Tournaments,” *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.

## SELECTED RESEARCH IN PROGRESS

**Scott, Sydney E.**, Yoel Inbar, and Paul Rozin, “In Europe and the United States, Most GE Food Opposition is Moral and Responds Specifically to Moral Countering,” revised and resubmitted to *Journal of Marketing*.

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

\* Joint first authorship

“Communication Preferences in Medical Advice Seeking” with Selin Goksel and Jonathan Z. Berman

“In Goal Pursuit, People Choose Flexibility for Themselves but Not for Others” with Elanor F. Williams

“When Do People Avoid Information about Goal Progress?” with Alexander Park and Hannah Perfecto

“The Illegal = Effective Heuristic” with Rachel Gershon and Alicea Lieberman

“Prevalence and Punitiveness” with Justin Landy and Geoffrey Goodwin

## **GRANTS, AWARDS, AND HONORS**

Judith & William Bollinger Fellowship (2016, for one student engaged in interdisciplinary research)

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

Russell Ackoff Doctoral Fellowship (2015, 2016, \$6,000 total)

Phi Beta Kappa

University Scholar

Benjamin Franklin Scholar

John P. Sabini Undergraduate Award for the Study of Emotion, Character, and Responsibility (2012)

David K. Hildebrande Award for Excellence in Statistics at Wharton (2010)

## **INVITED PRESENTATIONS**

University of California Los Angeles, Marketing Department, Spring 2020 (Postponed due to COVID-19)

University of Chicago, Marketing Department, Spring 2020

University of Toronto, Rotman School of Management, Marketing Area, Spring 2019

Yale University, Marketing Department, Spring 2018

Stanford University, Marketing Department, Fall 2016

Washington University in St. Louis, Marketing Department, Fall 2016

The Ohio State University, Department of Marketing and Logistics, Fall 2016

## PROFESSIONAL PRESENTATIONS

*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)

*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

National Science Foundation