

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 - present

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
BA, *Psychology*, May 2012

RESEARCH INTERESTS

Judgment and Decision Making; Morality and Consumption; Preference for Natural;
Health and Well-Being

PEER-REVIEWED PUBLICATIONS (* = joint first author)

Scott, Sydney E. and Elanor F. Williams (2023), “In Goal Pursuit, I Think Flexibility Is the Best Choice for Me but Not for You,” *Journal of Marketing Research*, 60 (5), 1008-26.

Scott, Sydney E.* and Justin F. Landy* (2023), ““Good People Don’t Need Medication”: How Moral Character Beliefs Affect Medical Decision Making,” *Organizational Behavior and Human Decision Processes*, 175, 104225.

Scott, Sydney E., Paul Rozin, and Deborah A. Small (2020), “Consumers Prefer “Natural” More for Preventatives Than for Curatives,” *Journal of Consumer Research*, 47 (3), 454-71.

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

Fernbach, Philip M., Nicholas 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 D. Wirz, Dominique Brossard, and Paul Rozin (2018), “An Overview of Attitudes Toward Genetically Engineered Food,” *Annual Review of Nutrition*, 38, 459-79.

Inbar, Yoel and **Sydney E. Scott** (2018), “People Respond to GM Food with Disgust More than Fear: Comment on Royzman, Cusimano and Leeman (2017),” *Judgment and Decision Making*, 13 (6), 636-38. (commentary)

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, and 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 (+ = Ph.D. student collaborator)

Gershon, Rachel, Alicea Lieberman, and **Sydney E. Scott**, “Consumers Believe Legal Products Are Less Effective Than Illegal Products,” invited for 3rd round review at *Journal of Marketing Research*.

Kim⁺, Michelle Y., Tianqi Chen⁺, Rachel Gershon, **Sydney E. Scott**, Daniella Kupor, and Remi Trudel, “Less is More (Natural): The Effect of Ingredient Quantity Framing on Consumer Preferences and Naturalness Perceptions,” invited revision at *Journal of Marketing Research*.

Rozin, Paul, Richard Chen, **Sydney E. Scott**, and Corey Cusimano, “Americans Believe in the Benevolence of Nature, and This Belief is Not Lower in People Who Have Experienced Natural Disasters,” invited for 3rd round review at *Judgment and Decision Making*.

WORKING PAPERS (+ = Ph.D. student collaborator)

Goksel, Selin⁺, **Sydney E. Scott**, and Jonathan Z. Berman, “Communication Preferences in Medical Decision Making: Embarrassment Decreases Preferences for Sociable Doctor-Patient Interactions”

Inbar, Yoel, **Sydney E. Scott**, and Paul Rozin “Moral Opposition to Genetically Engineered Food in the United States, France, and Germany”

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

SELECT RESEARCH IN PROGRESS (+ = Ph.D. student collaborator)

“The Wanting Crime” (with Tianjiao Yu⁺ and Cynthia Cryder)

“The Psychology of Sustainability and (Not) Buying” (with Gabriela Padua⁺)

“Beliefs About the Interdependence of Virtues” (with Benjamin Hardin⁺ and Jessie Sun)

HONORS AND AWARDS

2023 *Marketing Science Institute 2023 Young Scholar*

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

- 2023 12th Triennial Invitational Choice Symposium
- 2023 Boston University, Marketing Camp
- 2023 University of Illinois Chicago, Department of Marketing
- 2023 Colorado Winter Conference on Marketing and Cognition
- 2022 USC, Marketing Department
- 2022 Marketing Science Institute: The Perils of GMO Labelling Webinar
Invited panelist [[recording](#)]
- 2022 Cornell Young Scholars Research Camp, Marketing Area
- 2022 Data Colada Seminar Series [[recording](#)]
- 2022 University of Delaware, Marketing Department
- 2022 Institute of Food Technologists, Annual Event
One of 47 featured speakers, event of 16,000 attendees [[news article](#)]
- 2021 London Business School, Marketing Department
- 2021 Fall Decision Making Symposium
- 2020 University of California Los Angeles, Marketing Area
- 2020 University of Chicago, Marketing Department
- 2019 Summer Decision Making Symposium
- 2019 Stand Up Science: St. Louis, Helium Comedy Club
Two scientists and two comedians talk [[stand up science webpage](#)]
- 2019 University of Toronto, Rotman School of Management, Marketing Area
- 2018 Winter Decision Making Symposium
- 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 (Only lists talks where I was the presenter)

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

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

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

TEACHING

Marketing Research (BSBA), Spring 2018 - present
Marketing Research I (MBA), Spring 2020 - present
Advanced Marketing Research (MBA), Spring 2021 - present

DISSERTATION COMMITTEE MEMBER

Alexander Park, 2023 (Placement: Kelley School of Business, Indiana University - Indianapolis)
Tianjiao (April) Yu, 2022 (Placement: Xiamen University)
Brittney Stephenson, 2018 (Placement: College of Business, Pacific University)