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SYDNEY E. SCOTT

University of Pennsylvania
Solomon Laboratories
3720 Walnut Street, Room D7
Philadelphia, PA 19104

Mobile: (310) 780-1699
sydscott@sas.upenn.edu
sydneyscott.nfshost.com

EDUCATION

University of Pennsylvania, Philadelphia, PA

Ph.D., *Joint in Marketing and Psychology*, May 2017 (Expected)

Co-Advisors: Paul Rozin, Deborah Small

Other Dissertation Committee Members: Robert Meyer, Rom Schrift, Philip Tetlock

University of Pennsylvania, Philadelphia, PA

MA, *Psychology*, May 2013

University of Pennsylvania, Philadelphia, PA

BA, Summa Cum Laude, in *Psychology*, May 2012

RESEARCH INTERESTS

Preference for Natural Products

Morality and Consumption

Judgment and Decision Making

PUBLICATIONS AND PAPER UNDER REVIEW

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

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), 315-324.

- 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), 40-47.

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), 265-284.

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), 1955-1959.

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), 1106-1115.

Tetlock, Philip E., S. Emlen Metz, **Sydney E. Scott**, and Peter Suedfeld (2014), "Integrative Complexity Coding Raises Integratively Complex Issues," *Political Psychology*, 35 (5), 625-634.

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), 323-332.

SELECTED RESEARCH IN PROGRESS

Scott, Sydney E. and Deborah A. Small, "In Nature We Trust: Natural Products Are Perceived as Trustworthy and More Preferred in Absence of Other Trustworthiness Indicators"

Scott, Sydney E., Yoel Inbar, and Paul Rozin, "Cross-Cultural Opposition to Genetically Modified Crops"

Scott, Sydney E. and Paul Rozin, "The Nature of Natural" (invited in *Current Directions in Psychological Science*)

GRANTS, AWARDS, AND HONORS

Judith & William Bollinger Fellowship (2016, for one student engaged in interdisciplinary research between Wharton and another school in the University)

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

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

Travel Award Recipient, JDM Preconference at SPSP (2015)

Phi Beta Kappa

University Scholar

Benjamin Franklin Scholar

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

University Scholars Research Funding (2011, \$3,000)

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

Penn Undergraduate Research Mentoring Summer Grant (2010, \$3,500)

Short Term Educational Experiences for Research Grant (2009, \$2,500)

PROFESSIONAL PRESENTATIONS

Scott, S. E., Inbar, Y., & Rozin, P. (2015). *Disgust-based moralization of genetic modification technology*. Poster presented at the Judgment and Decision Making Preconference, SPSP, Long Beach.

Scott, S. E., Inbar, Y., & Rozin, P. (2014). *Disgust-based moralization of genetic modification technology*. Poster presented at the Society for Judgment and Decision Making Annual Meeting, Long Beach.

Scott, S. E., Rohrbaugh, N., Baron, J., Metz, S. E., Hou, Y. (2014). *Group actively open-minded thinking (GAOT): Examining search and inference behaviors in groups in a geopolitical forecasting tournament*. Paper presented at the Behavioral Decision Research in Management Conference, London, UK.

Scott, S., Rohrbaugh, N., Metz, S. E., Mellers, B., Tetlock, P., & Schwartz, H.A. (2013). *Aleatory vs. epistemic representations of uncertainty*. Poster presented at the Society for Judgment and Decision Making Annual Meeting, Toronto.

Scott, S., Fincher, K., Tetlock, P., & Mellers, B. (2012). *Patter patterns: When talking helps forecasting accuracy and when it doesn't*. Poster presented at the Society for Judgment and Decision Making Annual Meeting, Minneapolis, MN.

TEACHING EXPERIENCE

Guest lecturer in multiple courses in Psychology and Marketing
 Teaching Assistant, Behavioral Economics, Spring 2014, Spring 2015, Spring 2016
 Teaching Assistant, Perception, Fall 2013
 Teaching Assistant, Social Psychology, Fall 2014
 Teaching Assistant, Introduction to Psychology, Fall 2015

RELEVANT COURSEWORK

Information Processing Perspectives on Consumer Behavior (Patti Williams)
 Judgment and Decision Making Perspectives on Consumer Behavior (Gal Zauberman)
 Research Methods in Marketing (Wes Hutchinson)
 Empirical Models in Marketing (Eric Bradlow)
 Measurement and Data Analysis in Marketing (Christophe van den Bulte)
 Managerial Economics (Gilles Duranton)
 Judgment and Decisions (Jonathan Baron)
 Social Psychology (Geoffrey Goodwin)
 Regression and Analysis of Variance (Eli Tsukayama)
 Applied Regression and Analysis of Variance (Paul R. Rosenbaum)
 Introduction to Nonparametric Methods and Log-linear Models (Paul R. Rosenbaum)

SELECTED PAPER ABSTRACTS

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

Consumers value “naturalness” in some contexts more than others. For example, genetically engineered foods and vaccines are avoided in part due to their perceived unnaturalness, but genetically engineered insulin and synthetic antibiotics are widely accepted. We propose a systematic explanation for variation in the preference for naturalness. Across multiple product categories, we find that natural is more strongly preferred when it is used to prevent a problem than when it is used to cure a problem. This increased preference for natural occurs because natural is perceived as safer and less potent, and when preventing, consumers prefer safer, less potent alternatives. Consistent with this explanation, when natural alternatives are viewed as *more* risky and *more* potent, then natural alternatives are more preferred for curing than for preventing. This research sheds light on when the marketing of “natural” can be most appealing to consumers.

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), 315-324.

Public opposition to genetic modification (GM) technology in the food domain is widespread (Frewer et al., 2013). In a survey of U.S. residents representative of the population on gender, age, and income, 64% opposed GM, and 71% of GM opponents (45% of the entire sample) were “absolutely” opposed—that is, they agreed that GM should be prohibited no matter the risks and benefits. “Absolutist” opponents were more disgust sensitive in general and more disgusted by the consumption of genetically modified food than were non-absolutist opponents or supporters. Furthermore, disgust predicted support for legal restrictions on genetically modified foods, even after controlling for explicit risk–benefit assessments. This research suggests that many opponents are evidence insensitive and will not be influenced by arguments about risks and benefits.

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*, 40 (11), 40-47.

We examine financial challenges of purchasing items that are readily-available yet symbolic of loving relationships. Using weddings and funerals as case studies, we find that people indirectly pay to avoid taboo monetary trade-offs. When purchasing items symbolic of love, respondents chose higher price, higher quality items over equally appealing lower price, lower quality items (Study 1), searched less for lower priced items (Study 2) and were less willing to negotiate prices (Study 3). The effect was present for experienced consumers (Study 1), affectively positive and negative events (Study 2), and more routine purchase events (Study 3). Trade-off avoidance, however, was limited to monetary trade-offs associated with loved ones. When either money or love was omitted from the decision context, people were more likely to engage in trade-off reasoning. By abandoning cost-benefit reasoning in order to avoid painful monetary trade-offs, people spend more money than if they engaged in trade-off based behaviors, such as seeking lower cost options or requesting lower prices.

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), 1955-1959.

Perceptual processes generally enhance borders, because of their high information value. Mach bands are an example in vision. In the social world, borders are also of special significance; one side of a border is generally more esteemed or valued than the other. We claim that entities (individuals, groups) that are just over the border on the positive side tend to exaggerate their membership on the positive side (asymmetrical social Mach bands). We demonstrate this by showing that (a) master's-degree universities use the word *university* to describe themselves more than major graduate universities do, (b) small international airports use the word *international* to describe themselves more than major airports do, and (c) University of Pennsylvania students, who are affiliated with a "marginal" Ivy League school, use the word *Ivy* to describe their school more than Harvard students do.

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), 1106-1115.

Five university-based research groups competed to recruit forecasters, elicit their predictions, and aggregate those predictions to assign the most accurate probabilities to events in a 2-year geopolitical forecasting tournament. Our group tested and found support for three psychological drivers of accuracy: training, teaming, and tracking. Probability training corrected cognitive biases, encouraged forecasters to use reference classes, and provided forecasters with heuristics, such as averaging when multiple estimates were available. Teaming allowed forecasters to share information and discuss the rationales behind their beliefs. Tracking placed the highest performers (top 2% from Year 1) in elite teams that worked together. Results showed that probability training, team collaboration, and tracking improved both calibration and resolution. Forecasting is often viewed as a statistical problem, but forecasts can be improved with behavioral interventions. Training, teaming, and tracking are psychological interventions that dramatically increased the accuracy of forecasts. Statistical algorithms (reported elsewhere) improved the accuracy of the aggregation. Putting both statistics and psychology to work produced the best forecasts 2 years in a row.

Baron, Jonathan, **Sydney Scott**, Katrina Fincher, and S. Emlen Metz (2014), “Why Does the Cognitive Reflection Test (Sometimes) Predict Utilitarian Moral Judgment (and Other Things)?” *Journal of Applied Research in Memory and Cognition*, 4 (3), 265-284.

The Cognitive Reflection Test (CRT) is thought to correlate with measures of utilitarian moral judgment because it measures system-2 correction of an initial intuitive response. And some theories of moral judgment hold that the same thing often happens when people arrive at utilitarian judgments. We find, however, that CRT-type items (using logic as well as arithmetic) can work just as well when they do not have obvious intuitive answers at predicting utilitarian moral judgment, assessed with self-report questionnaires as well as with hypothetical scenarios, and also at predicting a measure of actively open-minded thinking (AOT). Moreover, long response times, as well as high accuracy, also predict moral judgment and other outcomes. The CRT might thus be considered a test of reflection-impulsivity (RI). However, RI is only part of AOT, because RI is concerned only with the amount of thinking, not its direction. Tests of AOT also predict utilitarian moral judgments. Individual differences in AOT and moral judgments are both strongly (negatively) associated with belief that morality comes from God and cannot be understood through thought. The correlation of CRT and utilitarian judgment, when found, is thus likely due to the (imperfect) correlation of AOT and CRT. Intuition in these domains is thus not necessarily something that people overcome through additional thinking, but rather what they rely on when they do not think very much.

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), 322-331.

Very small but cumulated decreases in food intake may be sufficient to erase obesity over a period of years. We examine the effect of slight changes in the accessibility of different foods in a pay-by-weight-of-food salad bar in a cafeteria serving adults for the lunch period. Making a food slightly more difficult to reach (by varying its proximity by about 10 inches) or changing the serving utensil (spoon or tongs) modestly but reliably reduces intake, in the range of 8–16%. Given this effect, it is possible that making calorie-dense foods less accessible and low-calorie foods more accessible over an extended period of time would result in significant weight loss.