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### EDUCATION

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**The Wharton School, University of Pennsylvania**, Philadelphia, PA

Ph.D., *Marketing*. May 2019 (Expected).

- Dissertation: “Consumer Streaks” - see Appendix for Overview
- Committee: Deborah Small (Chair), Rom Y. Schrift, Marissa Sharif, and Gal Zauberan

**Northwestern University**, Evanston, IL

Certification for Secondary Science Education. June 2012.

**University of Michigan**, Ann Arbor, MI

B.S. with Highest Honors, *Economics and Environmental Science*. May 2011.

### RESEARCH INTERESTS

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Consumer Behavior, Judgment and Decision Making, Motivation, Prosocial Behavior, Memory

### PUBLICATIONS AND WORKING PAPERS – see Appendix for Abstracts

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Barasch, Alixandra, Kristin Diehl, **Jackie Silverman**, and Gal Zauberan (2017). “Photographic Memory: The Effects of Volitional Photo Taking on Memory for Visual and Auditory Aspects of an Experience.” *Psychological Science*, 28(8), 1056-1066.

(Order of authorship is alphabetical and all authors contributed equally)

- Lead article
- Selected Press: NY Times, Wired, New York Magazine, Big Think, Marketing Science Institute Reports, Inverse, CBC Radio, The Cut, Science Daily, Digital Trends

**Silverman, Jackie** and Alixandra Barasch. “Off Track: How Highlighting Streaks Affects Future Behavior.” *Invited for second round review at the Journal of Consumer Research*. Dissertation Essay 1.

**Silverman, Jackie**, Alixandra Barasch, and Deborah Small. “Hot Streak! Consumer Predictions and Inferences about Sticking to Long-Term Goals.” Dissertation Essay 2.

## RESEARCH IN PROGRESS

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“Doing Good for Nothing: Motive Inferences from Probabilistic Profits of Prosociality,” with Ike Silver.

“How Incentivizing Streaks Affects Long-Term Gym Attendance,” with Alixandra Barasch, Katie Mehr, Katherine Milkman, and Marissa Sharif.

“Temporal Framing of Streaks and User Engagement,” with Paulo Albuquerque, Alixandra Barasch, and Klaus Wertenbroch.

“How Recording Food Choices through Text and Photos Affects Diet Adherence,” with Alixandra Barasch, Kristin Diehl, Elina Hur, and Gal Zauberman.

## AWARDS, HONORS & GRANTS

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- AMA-Sheth Foundation Doctoral Consortium Fellow, 2018
- Mack Institute Research Fellowship, The Wharton School, 2018
- Ph.D. Research Fellowship, Jay H. Baker Retailing Center, The Wharton School, 2016 and 2017
- GAPSA Travel Grant Award, University of Pennsylvania, 2016 and 2017
- Doctoral Program Travel Award, The Wharton School, 2015 – 2017
- Russell Ackoff Research Fellowship, Risk Management and Decision Processes Center, The Wharton School, 2014
- Phi Beta Kappa, 2011
- Lyle E. Craine Undergraduate Award, University of Michigan, 2011
- James B. Angell Honors Scholar, University of Michigan, 2007 – 2010
- Carey A. and Jeannine Boukai Memorial Scholarship, University of Michigan, 2009
- William J. Branstrom Freshman Prize, University of Michigan, 2008

## CHAired SYMPOSIA

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Silverman, Jackie. “Motivated Persistence and Avoidance,” *Society for Consumer Psychology*, Dallas, TX, February 2018.

Silverman, Jackie. “Plugged In: How Consumers Choose and Use Technology,” *Association for Consumer Research*, Berlin, Germany, October 2016.

Silverman, Jackie. "The Malleable Past: The Formation and Function of Memory for Experiences," *Association for Consumer Research*, New Orleans, LA, October 2015.

**CONFERENCE PRESENTATIONS** (\*Denotes presenting author)

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Silverman, Jackie\* and Alixandra Barasch (presentation). "Off Track: How Broken Streaks Decrease the Likelihood of Continued Behavior," *Society for Consumer Psychology*, Dallas, TX, February 2018.

Silverman, Jackie\* and Alixandra Barasch (presentation). "How Breaking a Streak Influences Future Tracking Behavior," *Wharton-INSEAD Doctoral Consortium*, Singapore, December 2016.

Silverman, Jackie\*, Alixandra Barasch, and Deborah Small (poster). "Hot Streak! Consumer Inferences from Streaks of Virtuous Choices," *Society for Judgment and Decision Making*, Vancouver, Canada, November 2017.

Silverman, Jackie\*, Alixandra Barasch, and Deborah Small (poster). "Hot Streak! Consumer Inferences from Streaks of Virtuous Choices," *Association for Consumer Research*, San Diego, CA, October 2017.

Silverman, Jackie\* and Alixandra Barasch (presentation). "How Breaking a Streak Influences Future Tracking Behavior," *Association for Consumer Research*, Berlin, Germany, October 2016.

Barasch, Alixandra, Kristin Diehl, Jackie Silverman\*, and Gal Zauberan (presentation). "Photographic Memory: The Effects of Photo-taking on Memory for Visual and Auditory Information," *Society for Consumer Psychology*, St. Pete's Beach, FL, February 2016.

Barasch, Alixandra, Kristin Diehl, Jackie Silverman\*, and Gal Zauberan (presentation). "Photographic Memory: The Effects of Photo-taking on Memory for Auditory and Visual Information," *Association for Consumer Research*, New Orleans, LA, October 2015.

**TEACHING EXPERIENCE**

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The Wharton School, University of Pennsylvania, Philadelphia, PA

- Guest Lecturer  
Undergraduate Research Methods Seminar, Professor Catherine Schrand, Fall 2017
- Graduate Teaching Assistant, Marketing  
Marketing for Social Impact, Professor Deborah Small, Fall 2015 and Fall 2017

- Marketing Module Lecturer  
Leadership in the Business World Intensive Summer Program, Summer 2016 and Summer 2017

Kellogg School of Management, Northwestern University, Evanston, IL

- Teaching Assistant, Management  
Negotiations, Professor Lisa Shu, Fall 2013  
Negotiations, Professor Tiffany Brannon, Spring 2014

Youth Connection Charter Schools, Chicago, IL

- High School Teacher, 2011 – 2013  
Courses taught: Biology, Environmental Science, and Science Research

## SERVICE

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- Ad Hoc Reviewer, *Society for Consumer Psychology* Conference, 2017
- Member/Organizer, Decision Processes Ph.D. and Postdoc Journal Club, 2014 – 2018

## AFFILIATIONS

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- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)

## PREVIOUS EMPLOYMENT

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Kellogg School of Management, Northwestern University, Evanston, IL

- Research and Teaching Assistant, Management Department. 2013 – 2014

Youth Connections Charter School, Chicago, IL

- High School Science Teacher. 2011 – 2013

Chicago Arts Partnership in Education, Chicago, IL

- Educator, Afterschool Arts Program. 2012 – 2013

**RELEVANT COURSEWORK**

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**Marketing and Consumer Psychology**

- Consumer Judgment and Decision Making I Gal Zauberan
- Consumer Judgment and Decision Making II Deborah Small
- Consumer Behavior I Patti Williams
- Consumer Behavior II Americus Reed
- Economic Models in Marketing Jagmohan Raju
- Empirical Models in Marketing Eric T. Bradlow
- Decision Processes: Judgment and Decision Making Uri Simonsohn
- Judgment and Decision Making in Psychology Barbara Mellers

**Research and Quantitative Methods**

- Research Methods in Marketing J. Wesley Hutchinson
- Measurement & Data Analysis Christophe Van den Bulte
- Field Study Methods Katherine L. Milkman
- Applied Regression and ANOVA Paul R. Rosenbaum
- Nonparametric and Loglinear Models Paul R. Rosenbaum
- Research Methods (Audited) Uri Simonsohn

**REFERENCES**

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Deborah Small (Dissertation advisor)  
*Laura and John J. Pomerantz Professor of Marketing*  
*Professor of Psychology*  
The Wharton School  
University of Pennsylvania  
Email: [deborahs@wharton.upenn.edu](mailto:deborahs@wharton.upenn.edu)  
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Yale School of Management  
Yale University  
Email: [gal.zauberman@yale.edu](mailto:gal.zauberman@yale.edu)  
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Alixandra Barasch  
*Assistant Professor of Marketing*  
Stern School of Business  
New York University  
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## **APPENDIX I: DISSERTATION OVERVIEW**

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### **Consumer Streaks**

Chair: Deborah Small

Committee: Rom Y. Schrift, Marissa Sharif, and Gal Zauberger

Technological advancements, like smart devices and phone apps, have allowed consumers to track their repeated behaviors, from what they eat to when they exercise. As a result, consumers are more aware than ever before of their specific patterns of past behavior. In my dissertation, I explore how these patterns – and in particular, streaks – influence behavior and prediction. My research shows that streaks carry special significance for consumers. Maintaining a streak becomes a goal in and of itself, which motivates continuation. Yet a broken streak can be particularly demotivating. Thus, consumers' awareness of their streaks can be a double-edged sword for their motivation and future behavior. Furthermore, streaks serve as a signal about commitment to a goal. Similar to research on the hot hand belief, people see a recent streak as a meaningful indicator – in this case, of the consumer's commitment to their goal.

## APPENDIX II: SELECTED RESEARCH ABSTRACTS

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### **Photographic Memory: The Effects of Volitional Photo Taking on Memory for Visual and Auditory Aspects of an Experience (*Psychological Science*, 2017)**

How does volitional photo taking affect unaided memory for visual and auditory aspects of experiences? Across one field and three lab studies, we found that, even without revisiting any photos, participants who could freely take photographs during an experience recognized more of what they saw and less of what they heard, compared with those who could not take any photographs. Further, merely taking mental photos had similar effects on memory. These results provide support for the idea that photo taking induces a shift in attention toward visual aspects and away from auditory aspects of an experience. Additional findings were in line with this mechanism: Participants with a camera had better recognition of aspects of the scene that they photographed than of aspects they did not photograph. Furthermore, participants who used a camera during their experience recognized even nonphotographed aspects better than participants without a camera did. Meta-analyses including all reported studies support these findings.

### **Off Track: How Highlighting Streaks Affects Future Behavior (working paper, invited for second round review at the *Journal of Consumer Research*)**

Technology is making it increasingly easy for consumers to track their repeated behaviors over time, leading consumers to be more aware of their streaks of behavior than ever before. But how do streaks of consecutive behaviors (and whether they are broken or remain intact) affect consumers' subsequent decisions to continue those behaviors in the future? Across seven studies, we show that broken streaks make consumers less likely to continue the behavior, even when the broken streaks are caused by external events outside of their control. This effect occurs because emphasizing streaks encourages consumers to create a goal of maintaining (or not breaking) their streaks. Consistent with this "streaks as goals" theory, making streaks more salient (e.g., through behavioral tracking or the framing of behavior) motivates people to preserve them when they remain intact, but magnifies the negative effects of broken streaks. Furthermore, we find that the effect of broken streaks on future behavior persists regardless of streak length. These findings provide insight into the trade-offs involved in motivating repeated consumption behaviors by increasing the salience of consumers' streaks.

### **Hot Streak! Consumer Predictions and Inferences about Sticking to Long-Term Goals (working paper)**

When do people make optimistic forecasts about goal-directed behavior? In five studies, we examine how predictions regarding an individual's likelihood of sticking to their goal are affected by that individual's recent pattern of behavior. Specifically, we show that even when the overall rate of behavior is identical, a recent streak of goal-consistent behavior increases the predicted likelihood that the individual will persist, compared to a variety of other patterns. This effect is due to a perceived higher level of commitment following a recent streak. In turn, people are less likely to recommend the use of a restrictive goal pursuit strategy, like a



commitment device, after a streak because they believe that it is unnecessary. The effect is attenuated in the presence of other diagnostic cues of commitment (i.e., the individual has a high base rate of goal-consistent behavior) and for predictions regarding behaviors that do not require commitment to a goal. Together, these results demonstrate the significance of streaky behavior for judgment and prediction.