

Jonah Berger

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Academic Positions

<i>The Wharton School, University of Pennsylvania</i>	
Associate Professor of Marketing (with tenure)	May 2013 –
James G. Campbell, Jr. Assistant Professor of Marketing	July 2010— May 2013
Assistant Professor of Marketing	July 2007 – June 2010
<i>Cornell NYC Tech, Cornell University</i>	
Visiting Professor of Marketing	July 2014— June 2015
<i>Fuqua School of Business, Duke University</i>	
Visiting Associate Professor of Marketing	July 2013 – Dec 2013

Education

Ph.D., Marketing, Stanford University, Graduate School of Business, 2007
B.A., Human Judgment and Decision Making (with Distinction), Stanford University, 2002

Honors and Awards

Sheth Foundation Award, best article published in the *Journal of Marketing* that has made long-term contributions to the field of marketing, 2025
ISSEP General Best Paper Award, 2025
3rd most cited author in top marketing journals in 2024, SMU Analysis
Hunt/Maynard Award Finalist, most significant contribution to marketing theory and thought, *Journal of Marketing*, 2024
Sage 10-Year Impact Award (1 of the 3 most cited articles in all Sage journals in 2012), 2023
Most cited Journal of Marketing article, 2022
Berry-AMA Book Prize Finalist for Best Book in Marketing, 2022
MSI Scholar, 2020
AMA-Sheth Foundation Doctoral Consortium Fellow, 2019, 2020, 2021, 2022
Wharton Teaching Excellence Award 2019, 2020, 2021, 2022, 2023
William F. O'Dell Award, Journal of Marketing Research, 2017
Top 10 Most Productive Researchers in Marketing, AMA DocSig 2013-
Outstanding Reviewer Award, *Journal of Consumer Research* 2015-2016
Best 2012 Article Finalist, *Journal of Consumer Research*, 2015
Top 30 Leaders in Business, American Management Association, 2015
Emerald Citations of Excellence, article published in 2012, 2015
Berry-AMA Book Prize for Best Book in Marketing, 2014
Most Creative People in Business, Fast Company, 2013
Paul Green Award, *Journal of Marketing Research*, Finalist 2013
Early Career Award, *Association for Consumer Research*, 2013
Early Career Award, *Society for Consumer Psychology*, 2012
Dean's Research Grant, The Wharton School, 2012
Outstanding Reviewer Award, *Journal of Consumer Research* 2010-2011
Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2010-2011
"Iron Prof" Award for "awesome faculty research," The Wharton School, 2011

MBA Teaching Commitment and Curricular Innovation Award, The Wharton School, 2011
Dean's Research Grant, The Wharton School, 2011
Young Scholars Program, Marketing Science Institute, 2011
Alex Panos Research Grant, The Wharton School, 2011
Journal of Consumer Research Best 2007 Article Award Finalist, 2010
James G. Campbell, Jr. Memorial Term Professorship, 2010
Dean's Research Grant, The Wharton School, 2010
AMA-Sheth Foundation Doctoral Consortium Fellow, 2006
Society for Consumer Psychology, Best Student Paper Award (Honorable Mention), 2006
Management Science Institute/JCP Research Competition (Honorable Mention), 2004
Jaedeke Scholar, Stanford Graduate School of Business, 2003

Publications

1. Rocklage, Matt and Jonah Berger (2025), "The Trajectory of Confidence: Experience, Certainty, and Consumer Choice," *Conditionally Accepted, Journal of Marketing Research*.
2. "Casting a Wider Net," *forthcoming, Current Directions in Psychological Science*.
3. Berger, Jonah (2025), "What Gets Shared and Why? Interpersonal Communication and Word of Mouth," *Annual Review of Psychology*.
4. Packard, Grant, Yang Li, and Jonah Berger (2024), "When Language Matters," *Journal of Consumer Research*, 51(3), 634-653.
5. Packard, Grant, and Jonah Berger (2024), "The Emergence and Evolution of Consumer Language Research," *Journal of Consumer Research*, 51(1), 42-51.
6. Berger, Jonah, and Olivier Toubia (2024), "The Topography of Thought," *Proceedings of the National Academy of Sciences Nexus*, 3(5), 163.
 - Featured in *Nature*
7. Weingarten, Evan, and Jonah Berger (2024), "Discussing Proximal Pasts and Far Futures," *Journal of Consumer Psychology*, 34(1), 6-17.
 - Lead article
8. Oba, Demi and Jonah Berger (2024), "How Communication Mediums Shape the Message," *Journal of Consumer Psychology*, 34(3), 406-424.
9. Packard, Grant, Jonah Berger, and Reihane Boghrati (2023) "How Verb Tense Shapes Persuasion," *Journal of Consumer Research*, 50(3), 645-660.
 - Featured in HBR's IdeaWatch
10. Cascio-Rizzo, Giovanni Luca, Jonah Berger, Rumen Pozharliev, and Matteo De Angelis (2023), "How Sensory Language Shapes Consumer Responses to Influencer-Sponsored Content," *Journal of Consumer Research*, 50(4), 810-825.
 - Featured in HBR's IdeaWatch
11. Berger, Jonah, Wendy Moe, and David Schweidel (2023), "What Holds Attention? Linguistic Drivers of Engagement," *Journal of Marketing*, 87(5), 793-809.
 - Hunt/Maynard Award Finalist, Journal of Marketing 2024

12. Boghrati, Reihane, Jonah Berger, and Grant Packard (2023), "Style, Content, and the Success of Ideas," Journal of Consumer Psychology, 33(4), 688-700.
13. Packard, Grant, Sarah G. Moore, and Jonah Berger (2023), "Consumer Insights from Text Analysis," Journal of Consumer Psychology, 33(4), 615-620.
14. Boghrati, Reihane and Jonah Berger, (2023) "Quantifying Cultural Change: Gender Bias in Music", Journal of Experimental Psychology: General, 152(9), 2591-2602.
15. Packard, Grant and Jonah Berger (2023), "Wisdom from Words: The Psychology of Consumer Language," Consumer Psychology Review, 6(1), 3-16.
 - Lead Article
16. Berger, Jonah, Joshua Conrad Jackson, and Ceren Kolsarici (2023), "Catalyzing Social Change: Does Concentration Encourage Action?" PLOS ONE, 17(12), E0277934.
17. Berger, Jonah and Grant Packard (2023), "Using Language to Improve Health," Journal of Service Research.
18. Rogers, Benjamin A., Herrison Chicas, John Michael Kelly, Emily Kubin, Michael S. Christian, Frank J. Kachanoff, Jonah Berger, Curtis Puryear, Dan P. McAdams, Kurt Gray (2023), "Seeing Your Life Story as a Hero's Journey Increases Meaning in Life," Journal of Personality and Social Psychology, 125(4), 752-778.
 - ISSEP General Best Paper Award
19. Berger, Jonah (2023), "Machines, Psychology, and Hypothesis Generation: Comment on "Banker, Chatterjee, Mishra, and Mishra (2024)," American Psychologist.
20. Berger, Jonah, Matt Rocklage, and Grant Packard (2022) "Expression Modalities: How Speaking Versus Writing Shapes Word of Mouth," Journal of Consumer Research, 49(3), 389-408.
 - Editor's choice
21. Berger, Jonah and Grant Packard (2022) "Using Language to Understand People and Culture," American Psychologist, 77(4), 525-537.
22. Laurino Dos Santos, Henrique and Jonah Berger (2022), "The Speed of Stories: Semantic Progression and Narrative Success," Journal of Experimental Psychology: General, 151 (8), 1833-1842.
 - Authors contributed equally
23. Berger, Jonah, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah Moore, Gideon Nave, Christopher Olivola, Matthew Rocklage (2022) "Marketing Insights from Text," Marketing Letters, 33, 365-377.
24. Madan, Shilpa, Gita Venkataramani Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy J. Liu, John G. Lynch, Jr., Nina Mazar, Nicole Mead, Vikas Mittal, Christine Moorman, Michael I. Norton, John Roberts, Dilip Soman, Madhu Viswanathan, Katherine White (2002), "Reaching for Rigor and Relevance: Better Marketing Research for a Better World," Marketing Letters, 34, 1-12.

25. Toubia, Olivier, Jonah Berger, and Josh Eliashberg (2021), “Quantifying the Shape of Stories Predicts Their Success,” Proceedings of the National Academy of Sciences, 118(26).
 - First two authors contributed equally
26. Berger, Jonah, Yoon Duk Kim, and Robert Meyer (2021) “What makes Content Engaging? How Emotional Dynamics Shape Success,” Journal of Consumer Research, 48(2), 235-250.
27. Packard, Grant and Jonah Berger (2021) “How Concrete Language Shapes Customer Satisfaction,” Journal of Consumer Research, 47(5), 787-806.
28. Rifkin, Jacqueline, Katherine Crain, and Jonah Berger (2021), “Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving,” Journal of Marketing, 85(3), 204-219.
29. Jacqueline Rifkin and Jonah Berger (2021), “How Nonconsumption Can Turn Ordinary Items into Perceived Treasures” Journal of the Association of Consumer Research, 6(3), 350-361.
30. McDuff, Daniel and Jonah Berger (2021), “Why Do Some Advertisements Get Shared More than Others? Quantifying Facial Expressions to Gain New Insights,” Journal of Advertising Research, 60(4), 370-380.
31. Packard, Grant and Jonah Berger (2020) “Thinking of You: How Second Person Pronouns Shape Cultural Success,” Psychological Science, 31(4), 397-407.
32. Bellezza, Silvia and Jonah Berger (2020), “Trickle-Round Signals: When Low Status Is Mixed with High,” Journal of Consumer Research, 47(1), 100-127.
33. Berger, Jonah, Ashlee Humphreys, Stephen Ludwig, Wendy Moe, Oded Netzer, and David Schweidel (2020), “Uniting the Tribes: Using Text for Marketing Insight,” Journal of Marketing, 84(1), 1-25
 - Most cited Journal of Marketing article in 2022
 - Sheth Foundation Award, *Journal of Marketing* article that has made the biggest long-term contribution to the field of marketing
34. Van Zant, Alex and Jonah Berger (2019) “How the Voice Persuades,” Journal of Personality and Social Psychology, 118(4), 661-682.
35. Berger, Jonah and Grant Packard (2018), “Are Atypical Things More Popular?” Psychological Science, 29(7), 1178-1184.
36. Gullo, Kelley, Jonah Berger, Jordan Etkin, and Bryan Bollinger (2018), “Does Time of Day Affect Variety Seeking?” Journal of Consumer Research, 46(1), 20-35.
37. Berger, Jonah and Alixandra Barasch (2018) “A Candid Advantage? The Social Benefits of Candid Photos,” Social Psychological and Personality Science, 9(8), 1010-1016.
38. Buechel, Eva and Jonah Berger (2018), “Microblogging and the Value of Undirected Communication” Journal of Consumer Psychology, 28(1), 40-55.
39. Packard, Grant and Jonah Berger (2017), “How Language Shapes Word of Mouth’s Impact,” Journal of Marketing Research, 54(4), 572-588.

40. Sela, Aner Jonah Berger, and Joshua Kim (2017) "How Self-Control Shapes the Meaning of Choice" Journal of Consumer Research, 44(4), 724-737.
41. Weingarten, Evan and Jonah Berger (2017) "Fired Up for the Future: How Time Shapes Sharing," Journal of Consumer Research, 44(2), 432-447.
42. Akpınar, Ezgi and Jonah Berger (2017), "Valuable Virality," Journal of Marketing Research, 54(2), 318-330.
43. Berger, Jonah (2016), "Does Presentation Order Impact Choice After Delay?" Topics in Cognitive Science, 8(3), 670-684.
44. Chen, Zoey and Jonah Berger (2016) "How Content Acquisition Method Affects Word of Mouth," Journal of Consumer Research, 43(1), 86-102.
45. Park, Minsu, Mor Naaman, and Jonah Berger (2016) A Data-driven Study of View Duration on YouTube, 10th International AAAI Conference on Weblogs and Social Media (ICWSM).
46. Gregory Park, Andrew Schwartz, Margaret Kern, Maarten Sap, Evan Weingarten, Johannes Eichstaedt, Jonah Berger, David Stillwell, Michal Kosinski, Lyle Ungar, and Martin Seligman (2016) "Living in the Past, Present, and Future: Measuring Temporal Orientation with Language," Journal of Personality, 85(2), 270-280.
47. Akpınar, Ezgi and Jonah Berger (2015), "Drivers of Cultural Success: The Case of Sensory Metaphors," Journal of Personality and Social Psychology, 109 (1), 20-34.
48. Schwartz, H. Andrew, Park, G., Sap, M., Weingarten, E., Eichstaedt, J., Kern, M., Stillwell, D., Kosinski, M., Berger, J., Seligman, M., & Ungar, L. (2015). Extracting Human Temporal Orientation from Facebook Language. NAACL-2015: Conference of the North American Chapter of the Association for Computational Linguistics.
49. Berger, Jonah (2014) "Word-of-Mouth and Interpersonal Communication: A Review and Directions for Future Research" Journal of Consumer Psychology, 24(4), 586-607.
50. Barasch, Alix and Jonah Berger (2014) "Broadcasting and Narrowcasting: How Audience Size Impacts What People Share," Journal of Marketing Research, 51(3), 286-299.
51. Bhattacharjee, Amit, Jonah Berger and Geeta Menon (2014), "When Identity Marketing Backfires: Consumer Agency in Identity Expression," Journal of Consumer Research, 41(2), 294-309.
52. Milkman, Katherine and Jonah Berger (2014), "The Science of Sharing and the Sharing of Science" Proceedings of the National Academy of Sciences, 111(4), 13642-13649.
53. Berger, Jonah (2014), "Beyond Viral: Interpersonal Communication in the Internet Age," Psychological Inquiry, 24, 293-296.
54. Berger, Jonah and Raghuram Iyengar (2013), "Communication Channels and Word of Mouth: How the Medium Shapes the Message," Journal of Consumer Research, 40(3), 567-579.
55. Chen, Zoey and Jonah Berger (2013), "When, Why, and How Controversy Causes Conversation," Journal of Consumer Research, 40(3), 580-593.

56. Sela, Aner and Jonah Berger (2012) “How Attribute Quantity Influences Option Choice,” Journal of Marketing Research, December, 942-953.
57. McShane, Blakely, Eric T. Bradlow, and Jonah Berger (2012), “Visual Influence and Social Groups” Journal of Marketing Research, December, 854-871.
58. Berger, Jonah, Eric Bradlow, Alex Braunstein, and Yao Zhang (2012), “From Karen to Katie: Using Baby names to Study Cultural Evolution” Psychological Science, 23 (10), 1067-1073.
59. Chan, Cindy, Jonah Berger, and Leaf Van Boven (2012), “Identifiable but not Identical: Combining Social Identity and Uniqueness Motives in Choice” Journal of Consumer Research, 39(3), 561-573.
60. Berger, Jonah and Katy Milkman (2012), “What Makes Online Content Viral?” Journal of Marketing Research, 49 (2), 192-205.
 - **Sage 10-Year Impact Award (3 most cited articles in all Sage journals in 2012), 2023**
 - **William F. O’Dell Award, Journal of Marketing Research, 2017**
 - **Paul Green Award Finalist, Journal of Marketing Research, 2013**
 - **Emerald Citations of Excellence, 2015**
61. Sela, Aner and Jonah Berger (2012), “Decision Quicksand: How Trivial Choice Suck Us In” Journal of Consumer Research, 39(2), 360-370.
 - **Best 2012 Article Finalist, Journal of Consumer Research**
62. Berger, Jonah and Eric Schwartz (2011), “What Drives Immediate and Ongoing Word of Mouth?” Journal of Marketing Research, October, 869-880.
63. Berger, Jonah and Baba Shiv (2011), “Food, Sex, and the Hunger for Distinction.” Journal of Consumer Psychology, 21, 464-472.
64. Berger, Jonah (2011), “Arousal Increases Social Transmission of Information,” Psychological Science, 22(7), 891-893.
65. Berger, Jonah and Devin Pope (2011), “Can Losing Lead to Winning?” Management Science, 57(5), 817-827.
66. Berger, Jonah and Morgan Ward, (2010) “Subtle Signals of Inconspicuous Consumption,” Journal of Consumer Research, 37(4), 555-569. (Lead Article)
67. Berger, Jonah, Alan T. Sorensen, and Scott J. Rasmussen (2010), “Positive Effects of Negative Publicity: When Negative Reviews Increase Sales,” Marketing Science, 29(5), 815-827.
68. Berger, Jonah and Gael Le Mens (2009), “Key Considerations in Studying Cultural Abandonment Using Baby Names,” Proceedings of the National Academy of Sciences.
69. Berger, Jonah and Gael Le Mens (2009), “How Adoption Speed Affects the Abandonment of Cultural Tastes,” Proceedings of the National Academy of Sciences, 106, 8146-8150.
70. Sela, Aner, Jonah Berger, and Wendy Liu (2009), “Variety, Virtue, and Vice: How Assortment Size Influences Option Choice,” Journal of Consumer Research, 35(3), 941-951.

71. Berger, Jonah and Chip Heath (2008) “Who Drives Divergence? Identity Signaling, Outgroup Dissimilarity, and the Abandonment of Cultural Tastes,” Journal of Personality and Social Psychology, 95(3), 593-607.
72. Berger, Jonah and Lindsay Rand (2008), “Shifting Signals to Help Health: Using Identity Signaling to Reduce Risky Health Behaviors,” Journal of Consumer Research, 35(2), 509-518.
73. Berger, Jonah, Marc Meredith, and S. Christian Wheeler (2008), “Contextual Priming: Where People Vote Affects How They Vote,” Proceedings of the National Academy of Sciences, 105 (26), 8846-8849.
 - **Featured in *Nature* (2008). 453, 1197.**
74. Berger, Jonah and Gráinne M. Fitzsimons (2008), “Dogs on the Street, Pumas on Your Feet: How Cues in the Environment Influence Product Evaluation and Choice,” Journal of Marketing Research, 45(1), 1-14. (Lead Article)
75. Wheeler, S. Christian and Jonah Berger (2007), “When the Same Prime Leads to Different Effects,” Journal of Consumer Research, 34(3), 357-368.
76. Berger, Jonah and Chip Heath (2007), “Where Consumers Diverge from Others: Identity-Signaling and Product Domains,” Journal of Consumer Research, 34(2), 121-134. (Lead Article)
 - **Best 2007 Article Finalist, *Journal of Consumer Research***
 - **3rd highest cited JCR paper, 2011-2014**
77. Berger, Jonah, Michaela Draganska, and Itamar Simonson (2007), “The Influence of Product Variety on Brand Perceptions and Choice,” Marketing Science, 26, 460-472. (Lead Article)
78. Pronin, Emily, Jonah Berger, and Sarah Molouki (2007), “Alone in a Crowd of Sheep: Asymmetric Perceptions of Conformity and Their Roots in an Introspection Illusion,” Journal of Personality and Social Psychology, 92(4), 585-595.
 - **Featured in Editor's Choice section of *Science* (2007). 316, 1814.**
79. Heath, Chip, Ben Ho, and Jonah Berger (2006), “Focal Points in Coordinated Divergence,” Journal of Economic Psychology, 27(5), 635-647.
80. Berger, Jonah and Chip Heath (2005), “Idea Habitats: How the Prevalence of Environmental Cues Influences the Success of Ideas,” Cognitive Science, 29, 195-221. (Lead Article)

Books, Chapters, and Other Publications

81. Berger, Jonah (2023), *Magic Words: What to Say to Get Your Way*, Harper Collins.
 - **New York Times and Wall Street Journal Bestseller**
82. Berger, Jonah (2020), *The Catalyst: How to Change Anyone's Mind*, Simon & Schuster.
 - **New York Times and Wall Street Journal Bestseller**
 - Berry-AMA Book Prize Finalist for Best Book in Marketing, 2022
83. Berger, Jonah (2016), *Invisible Influence: The Hidden Forces that Shape Behavior*, Simon & Schuster.
 - **New York Times and Wall Street Journal Bestseller**
84. Berger, Jonah (2013), *Contagious: Why Things Catch On*, Simon & Schuster.

- **New York Times, Wall Street Journal Bestseller, Amazon Best Business Book of 2013, AMA-Berry Book Prize for Best Book in Marketing 2014**
 - **Millions of copies in print in over 35 languages**
85. Berger, Jonah (2021), “Want Your Ad to Go Viral? Activate These Emotions,” Harvard Business Review. February 4
86. Berger, Jonah (2020), “How to Persuade People to Change Their Behavior,” Harvard Business Review. April 20
87. Berger, Jonah (2016), “The Goldilocks Theory of Product Success,” Harvard Business Review. July 7
88. Buechel, Eva C. and Jonah Berger (2015), “Motivations for Consumers Engaging with Social Media,” Consumer Psychology in a Social Media World.
89. Berger, Jonah (2015), “Word of Mouth and Interpersonal Communication,” Cambridge Handbook of Consumer Psychology
90. Berger, Jonah (2012), “Crafting Contagious,” Google Think Quarterly. August, 60-61.
91. Berger, Jonah (2012), “Bad Reviews Can Boost Sales. Here’s Why,” Harvard Business Review. March 28.
92. Berger, Jonah (2011), “Social Contagion and Word-of-Mouth,” in *Consumer Insights: Findings from Behavioral Research*, Ed Joseph Alba, Marketing Science Institute.
93. Berger, Jonah (2011), “If You Want to Win, Tell Your Team It’s Losing (a Little),” Harvard Business Review. October.
94. Rand, Lindsay and Jonah Berger (2010) “Using Identity Signaling to Improve Public Health” in *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, Eds. Rajeev Batra, Punam Anand Keller, and Victor J. Strecher, M. E. Sharpe.
95. Berger, Jonah (2008) “Identity-Signaling, Social Influence, and Social Contagion,” in *Peer Influence Processes among Youth*, Eds. Mitch Prinstein and Ken Dodge, Guilford Press.

Working Papers

96. Van Zant, Alex, Jonah Berger, Grant Packard, and Harry Wang, “The Power of Pausing,” *Under 3rd Review*.
97. Cascio-Rizzo, Giovanni Luca, Jonah Berger, and Mi Zhou, “How Hand Movements Shape Communication’s Impact,” *Under 3rd Review*.
98. A Machine Learning Approach to examine Originality of user-generated Content from TikTok. *Under 2nd Revision*.
- Best in track paper, Big Data, Analytics, AI & Machine Learning track, Winter AMA
99. Oba, Demi and Jonah Berger, How Hedges Impact Persuasion, *Under Revision*.
100. Boghrati, Reihane and Jonah Berger, “What Drives Longer Conversations?” *Under Revision*.

101. Cascio-Rizzo, Giovanni Luca, Jonah Berger, and Matt Rocklage “Speaking, Writing, and the Expression of Certainty,” *Under Review*.
102. Sepehri, Amir, Reihane Boghrati, and Jonah Berger, “Measuring and Mitigating Bias in Machine Learning,” *Under Review*.
Winner, EMAC-Sheth Foundation Sustainability Research Competition 2022
103. Cascio-Rizzo, Giovanni Luca, and Jonah Berger, “How Speaking Rate Shapes Consumer Response,” *Under Review*.
 - Featured in *Harvard Business Review*
104. What Drives Virtual Influencer’s Impact? *Under Review*
105. Visual Similarity to the Past, *Under Review*.
106. Sepehri, Amir and Jonah Berger, “Passive Voice and Consumer Complaints,” *Under Review*.
107. Dore, Bruce and Jonah Berger, A Linguistic Signature of Sharing.
108. Sharing Comedy.
109. Cascio-Rizzo, Giovanni Luca and Jonah Berger, “Melodic Repetition Shapes Success,”
110. The Power of Preparation: Brainstorming Flexible Topics Before Conversations Begin
111. Reverse Diffusion.
112. Disposal in Response to Social Rejection
113. Aner Sela, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”
114. Iyengar, Raghu and Jonah Berger, “How the Quantity and Timing of Social Influence Impact Product Adoption”
115. Stephen, Andrew and Jonah Berger, “Creating Contagious: How Social Networks and Item Characteristics Combine to Spur Ongoing Consumption and Drive Social Epidemics.”
116. Berger, Jonah, Ben Ho, and Yogesh Joshi, “Identity Signaling with Social Capital: A Model of Symbolic Consumption.”
117. Berger, Jonah, “When Does Social Influence Attract versus Repel? Identity-Signaling, Conformity, and Divergence.”

Service

Global Youth Program Advisory Committee 2022-
MBA Curriculum Committee, 2021-
Organizer, Insights from Text Conference, 2017-
Wharton Digital Press Faculty Advisory Board
MBA Executive Committee, The Wharton School, July 2017-2020

Undergraduate Marketing Coordinator, The Wharton School, 2016-
Co-Founder, Technology and Behavioral Science Initiative, The Wharton School, 2015-
University of Pennsylvania Faculty Senate Executive Committee October 2018-2020
PhD Committee, The Wharton School, Sept 2009-July 2015
Curriculum Review Committee, The Wharton School, Sept 2015 – July 2016
MBA Class of 2014 Convocation Speaker 2012
Dean's Advisory Council, The Wharton School, Sept 2011 – July 2012
Decision Process Seminar, Co-Organizer, The Wharton School, Sept 2008 - July 2010
Course Development: MKTG 228/728 (Contagious: How Products, Ideas, and Behaviors Catch On)

Editorial Activities

Co-Editor, Special Issue of *Journal of Consumer Psychology* on Consumer Insights from Text Analysis, Oct 2023
Associate Editor, *Journal of Marketing*, June 2018 – Dec 2023
Associate Editor, *Journal of Marketing Research*, July 2012 - 2020
Associate Editor, Special Issue on Social Media, *Information Systems Research*, 2011
Guest Editor, *Proceedings of the National Academy of Sciences*, *Journal of Marketing*

Editorial Review Boards: *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Research, Marketing Science*

Program Committees: *Association for Consumer Research* (2009, 2011, 2013, 2014, 2020, 2024, 2025, Knowledge Forum Chair, 2023), *Society for Consumer Psychology* (2008, 2013, 2014, 2020)

Selected Ad-Hoc Reviewing

Journal of Personality and Social Psychology, *Journal of Experimental Social Psychology*, *Journal of Personality*, *Journal of Decision Making*, *Organizational Behavior and Human Decision Processes*, *Trends in Cognitive Science*, *Journal of Experimental Psychology: Applied*, *International Journal of Research in Marketing*, *Psychological Science*, *Personality and Social Psychology Bulletin*, *Society for Judgment and Decision Making Conference*, *PLoS ONE*, *Social and Personality Psychology Compass*, *Management Science*, *Proceedings of the National Academy of Sciences*, *Evolution and Human Behavior*, *Journal of Behavioral Decision Making*, *Advances in Complex Systems*, *Nature: Human Behavior*, *Self and Identity*

Advising

Giovanni Luca Cascio-Rizzo (co-advisor)
Demi Oba (co-advisor)
Ike Silver (committee member)
Reihane Boghrati (post doc advisor)
Ezgi Akpinar (co-advisor) winner, 2014 McKinsey Dissertation Award
Zoey Chen (committee member)
Cindy Chan (committee member)
Amit Bhattacharjee (committee member)