

Jonah Berger

The Wharton School • University of Pennsylvania
jberger@wharton.upenn.edu

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

MSI Scholar, 2020
AMA-Sheth Foundation Doctoral Consortium Fellow, 2019, 2020
Wharton Teaching Excellence Award 2019, 2020
William F. O’Dell Award, *Journal of Marketing Research*, 2017
Top 5 Most Productive Researchers in Marketing, AMA DocSig 2017-
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
Top 5 Most Productive Researchers in Marketing 2009-13, AMA DocSig 2013
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. Toubia, Olivier, Jonah Berger, and Josh Eliashberg (2021), “Quantifying the Shape of Stories Predicts Their Success,” *forthcoming*, Proceedings of the National Academy of Sciences.
 - First two authors contributed equally
2. Berger, Jonah and Grant Packard “Using Language to Understand People and Culture” *forthcoming*, American Psychologist.
3. Berger, Jonah, Yoon Duk Kim, and Robert Meyer (2021) “What makes Content Engaging? How Emotional Dynamics Shape Success,” *forthcoming*, Journal of Consumer Research.
4. Packard, Grant and Jonah Berger (2021) “How Concrete Language Shapes Customer Satisfaction,” Journal of Consumer Research, 47(5), 787-806.
5. 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.
6. Jacqueline Rifkin and Jonah Berger (2021), “How Nonconsumption Can Turn Ordinary Items into Perceived Treasures” Journal of the Association of Consumer Research.
7. 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.
8. Packard, Grant and Jonah Berger (2020) “Thinking of You: How Second Person Pronouns Shape Cultural Success,” Psychological Science, 31(4), 397-407.
9. Bellezza, Silvia and Jonah Berger (2020), “Trickle-Round Signals: When Low Status Becomes High,” Journal of Consumer Research.
10. 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 (January).
11. Van Zant, Alex and Jonah Berger (2019) “How the Voice Persuades,” Journal of Personality and Social Psychology.
12. Berger, Jonah and Grant Packard (2018), “Are Atypical Things More Popular?” Psychological Science, 29(7), 1178-1184.
13. Gullo, Kelley, Jonah Berger, Jordan Etkin, and Bryan Bollinger (2018), “Does Time of Day Affect Variety Seeking?” Journal of Consumer Research
14. Berger, Jonah and Alixandra Barasch (2018) “A Candid Advantage? The Social Benefits of Candid Photos,” Social Psychological and Personality Science, 9(8), 1010-1016.

15. Buechel, Eva and Jonah Berger (2018), "Microblogging and the Value of Undirected Communication" Journal of Consumer Psychology, 28(1), 40-55.
16. Grant Packard and Jonah Berger (2017), "How Language Shapes Word of Mouth's Impact," Journal of Marketing Research, 54(4), 572-588.
17. Aner Sela, Jonah Berger, and Joshua Kim (2017) "How Self-Control Shapes the Meaning of Choice" Journal of Consumer Research.
18. Weingarten, Evan and Jonah Berger (2017) "Fired Up for the Future: How Time Shapes Sharing," Journal of Consumer Research, 44(2), 432-447.
19. Akpınar, Ezgi and Jonah Berger (2017), "Valuable Virality," Journal of Marketing Research, 54(2), 318-330.
20. Berger, Jonah (2016), "Does Presentation Order Impact Choice After Delay?" Topics in Cognitive Science, 8(3), 670-684.
21. Chen, Zoey and Jonah Berger (2016) "How Content Acquisition Method Affects Word of Mouth," Journal of Consumer Research, 43(1), 86-102.
22. 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).
23. 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.
24. 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.
25. 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.
26. Berger, Jonah (2014) "Word-of-Mouth and Interpersonal Communication: A Review and Directions for Future Research" Journal of Consumer Psychology, 24(4), 586-607.
27. Barasch, Alix and Jonah Berger (2014) "Broadcasting and Narrowcasting: How Audience Size Impacts What People Share," Journal of Marketing Research, 51(3), 286-299.
28. 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.
29. 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.
30. Berger, Jonah (2014), "Beyond Viral: Interpersonal Communication in the Internet Age," Psychological Inquiry, 24, 293-296.

31. 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.
32. Chen, Zoey and Jonah Berger (2013), "When, Why, and How Controversy Causes Conversation," Journal of Consumer Research, 40(3), 580-593.
33. Sela, Aner and Jonah Berger (2012) "How Attribute Quantity Influences Option Choice," Journal of Marketing Research, December, 942-953.
34. McShane, Blakely, Eric T. Bradlow, and Jonah Berger (2012), "Visual Influence and Social Groups" Journal of Marketing Research, December, 854-871.
35. 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.
36. 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.
37. Berger, Jonah and Katy Milkman (2012), "What Makes Online Content Viral?" Journal of Marketing Research, 49 (2), 192-205.
 - **William F. O'Dell Award, Journal of Marketing Research, 2017**
 - **Paul Green Award Finalist, Journal of Marketing Research, 2013**
 - **Emerald Citations of Excellence, 2015**
38. 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**
39. Berger, Jonah and Eric Schwartz (2011), "What Drives Immediate and Ongoing Word of Mouth?" Journal of Marketing Research, October, 869-880.
40. Berger, Jonah and Baba Shiv (2011), "Food, Sex, and the Hunger for Distinction." Journal of Consumer Psychology, 21, 464-472.
41. Berger, Jonah (2011), "Arousal Increases Social Transmission of Information," Psychological Science, 22(7), 891-893.
42. Berger, Jonah and Devin Pope (2011), "Can Losing Lead to Winning?" Management Science, 57(5), 817-827.
43. Berger, Jonah and Morgan Ward, (2010) "Subtle Signals of Inconspicuous Consumption," Journal of Consumer Research, 37(4), 555-569. (Lead Article)
44. 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.
45. Berger, Jonah and Gael Le Mens (2009), "Key Considerations in Studying Cultural Abandonment Using Baby Names," Proceedings of the National Academy of Sciences.
46. 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.

47. 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.
48. 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.
49. 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.
50. 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.**
51. 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)
52. Wheeler, S. Christian and Jonah Berger (2007), "When the Same Prime Leads to Different Effects," Journal of Consumer Research, 34(3), 357-368.
53. 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**
54. 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)
55. 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.**
56. Heath, Chip, Ben Ho, and Jonah Berger (2006), "Focal Points in Coordinated Divergence," Journal of Economic Psychology, 27(5), 635-647.
57. 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

58. Berger, Jonah (2020), *The Catalyst: How to Change Anyone's Mind*, Simon & Schuster.
 - **New York Times and Wall Street Journal Bestseller**
59. Berger, Jonah (2016), *Invisible Influence: The Hidden Forces that Shape Behavior*, Simon & Schuster.
 - **New York Times Bestseller**
60. 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**
- **Half a million copies in print in over 35 languages**

61. Buechel, Eva C. and Jonah Berger (2015), “Motivations for Consumers Engaging with Social Media,” Consumer Psychology in a Social Media World.
62. Berger, Jonah (2015), “Word of Mouth and Interpersonal Communication,” Cambridge Handbook of Consumer Psychology
63. Berger, Jonah (2012), “Crafting Contagious,” Google Think Quarterly. August, 60-61.
64. Berger, Jonah (2012), “Bad Reviews Can Boost Sales. Here’s Why,” Harvard Business Review. March 28.
65. Berger, Jonah (2011), “Social Contagion and Word-of-Mouth,” in *Consumer Insights: Findings from Behavioral Research*, Ed Joseph Alba, Marketing Science Institute.
66. Berger, Jonah (2011), “If You Want to Win, Tell Your Team It’s Losing (a Little),” Harvard Business Review. October.
67. 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.
68. 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

69. Berger, Jonah, Wendy Moe, and David Schweidel, “Linguistic Drivers of Content Consumption,” *Under 2nd Review*
70. Expression Modalities: How Speaking Versus Writing Shapes What Consumers Say, and Its Impact *Under Revision*
71. Pacing and Audience Response: Using Deep Learning to Analyze Narratives.” *Under Revision*.
72. Weingarten, Evan, and Jonah Berger “Near Past, Distant Future” *Under Revision*.
73. Boghrati, Reihane and Jonah Berger, “Misogyny in Music.” *Under Review*
74. Style, Content, and the Success of Ideas, *Under Review*
75. Li, Yang, Grant Packard, and Jonah Berger, “Conversational Dynamics: *When Does Employee Language Matter?*” *Under Review*.
76. Boghrati, Reihane and Jonah Berger, “What Drives Longer Conversations?”
77. Concentration and Action

78. The Persuasive Present
79. Communication and Content Production: A Comprehensive Framework
80. The Power of Pausing
81. Fast, Nate and Jonah Berger, “Message Splitting: Using Self-Relevant Material to Increase Prosocial Behavior”.
82. Disposal in Response to Social Rejection
83. Sela, Aner and Jonah Berger, “On Culture and Metacognition”
84. Aner Sela, Jonah Berger, and Gia Nardini “How Tradeoffs Shrink Attribute Hierarchy”
85. Iyengar, Raghu and Jonah Berger, “How the Quantity and Timing of Social Influence Impact Product Adoption”
86. Stephen, Andrew and Jonah Berger, “Creating Contagious: How Social Networks and Item Characteristics Combine to Spur Ongoing Consumption and Drive Social Epidemics.”
87. Berger, Jonah, Ben Ho, and Yogesh Joshi, “Identity Signaling with Social Capital: A Model of Symbolic Consumption.”
88. Berger, Jonah, “When Does Social Influence Attract versus Repel? Identity-Signaling, Conformity, and Divergence.”
89. Dover, Yaniv, Jonah Berger, Jacob Goldenberg, and Daniel Shapira, “Using the Internet to Spot Secrets.”

Select Research in Progress

- Selecting Topics in Advance
- Emotional Arcs and Movie Success
- Trajectories within Narratives
- Productive Leisure
- Sharing through text and photos

Service

- Wharton Digital Press Faculty Advisory Board
- University of Pennsylvania Faculty Senate Executive Committee October 2018-
- MBA Executive Committee, The Wharton School, July 2017-present
- Undergraduate Marketing Coordinator, The Wharton School, July 2016-present
- Co-Founder, Technology and Behavioral Science Initiative, The Wharton School, 2015-present
- 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

Associate Editor, *Journal of Marketing*, June 2018 -
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*
Guest Editor, *Journal of Marketing*

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

Program Committees: *Association for Consumer Research* (2009, 2011, 2013, 2014, 2020
Knowledge Forum Chair), *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*

Dissertation Committees

Ezgi Akpınar (co-advisor) winner, 2014 McKinsey Dissertation Award
Zoey Chen (committee member)
Cindy Chan (committee member)
Amit Bhattacharjee (committee member)
Nicole Verrochi (committee member)