

JACKIE SILVERMAN

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ACADEMIC POSITIONS

Associate Professor of Marketing (without tenure), 2025 – Present

Owen Graduate School of Management, Vanderbilt University, Nashville, TN

Assistant Professor of Marketing, 2019 – 2025

Lerner College of Business, University of Delaware, Newark, DE

Visiting Scholar, Fall 2022

Olin School of Business, Washington University in St. Louis, St. Louis, MO

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

Ph.D., *Marketing*. May 2019. *Advisor*: Deborah Small

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

Judgment & Decision Making, Consumer Behavior, Behavioral Tracking, Technology, Repeated Behavior, Streaks, Motivation, Consumer Well-Being, Forecasting

PUBLICATIONS (*equal authorship; #field partner)

De La Rosa, Wendy, Jackie Silverman, Abigail Sussman, Gwen Rino[#], Vince Dorie[#], Maximilian Hell[#], Eric Giannella[#], and Lisa Dillman[#] (2025). "Using Expenditure Reframes to Increase Interest in Claiming Government Benefits." *Journal of Marketing*.

Mehr, Katie, Jackie Silverman, Marissa Sharif, Alixandra Barasch, and Katherine Milkman (2025). "The Motivating Power of Streaks: Increasing Persistence Is as Easy as 1, 2, 3." *Organizational Behavior and Human Decision Processes*, 187, 104391.

Silverman, Jackie* and Uri Barnea* (2024). "The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions." *Management Science*, 70(12), 8541-8555.

Silverman, Jackie and Alixandra Barasch (2023). "On or Off Track: How (Broken) Streaks Affect Consumer Decisions." *Journal of Consumer Research*, 49(6), 1095-1117.

- *Ferber Award Honorable Mention*

Silverman, Jackie, Alixandra Barasch, and Deborah Small (2023). “Hot Streak! Inferences and Predictions about Goal Adherence.” *Organizational Behavior and Human Decision Processes*, 179, 104281.

Silver, Ike* and Jackie Silverman* (2022). “Doing Good for (Maybe) Nothing: How Reward Uncertainty Shapes Observer Responses to Prosocial Behavior.” *Organizational Behavior and Human Decision Processes*, 168, 104113.

Silverman, Jackie, Alixandra Barasch, Kristin Diehl, and Gal Zauberman (2022). “Harder Than You Think: Misconceptions about Logging Food with Photos versus Text.” *Journal of the Association for Consumer Research*, 7(4), 419-428.

Barasch, Alixandra*, Kristin Diehl*, Jackie Silverman*, and Gal Zauberman* (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.

- *Lead Article*

WORKING PAPERS & SELECT IN-PROGRESS WORK (*equal authorship; #field partner)

Silverman, Jackie, Jordan Etkin, and Shalena Srna. “Time Limits as Reference Points: When Setting a Time Limit Increases Time Spent Online.” *Invited revision at Journal of Marketing*.

Barnea, Uri*, Alice Moon*, and Jackie Silverman*. “How Rank Position and List Length Shape People’s Evaluations.” *Invited revision at Organizational Behavior and Human Decision Processes*.

Melnikoff, David and Jackie Silverman. “The Computational Basis of Streakification: How Pursuing Streaks Boosts Engagement and Performance.” *Invited revision at Journal of Personality and Social Psychology*.

Hillegass, Kathryn, Jackie Silverman, Rachel Gershon, Frederik Riedel#, David Grüning#, and Donatus Wolf#. “A Field Experiment on How Tracking Consumer Streaks Affects Social Media Use.” *Working paper*.

Silverman, Jackie, Alixandra Barasch, and Christophe Lembregts. “Since When? How Communicating Product Ownership Influences Perceptions and Behavior.” *In progress*.

Dagogo-Jack, Tari, Krissa Nakos, and Jackie Silverman. “Asymmetric Extrapolation of Improving and Declining Trends.” *In progress*.

De La Rosa, Wendy, Ron Berman, Christophe Van den Bulte, ... Jackie Silverman, et al. [33 authors]. “Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale A/B/n Field Experiments Among Lower Income People.” *Invited revision to Marketing Science*.

OTHER ARTICLES & MEDIA MENTIONS

Silverman, Jackie, Jordan Etkin, and Shalena Srna (November 2024). “Can Time Limits Increase Time Spent?” *Marketing Science Institute Working Paper Series*.

Barnea, Uri and Jackie Silverman (March 2024). “Bracketology: What the Data Say about Why People Love an Underdog.” *The Hill*.

Goncalves, Juliana Silva, Michal Maimaran, Rachel Schiera, Michael Sell, Jackie Silverman, and Brittany Shoots-Reinhard (2024). “Challenges and Opportunities of Technology for Decision Making and Decision Education.” *Alliance for Decision Education White Paper*.

Barasch, Alixandra and Jackie Silverman (June 2022). “Consumer Streaks are Motivating – The Key is Keeping Them Alive,” *INSEAD Knowledge*.

Selected press coverage: Choiceology with Katy Milkman, *Washington Post*, *Psychology Today*, *New York Times*, *HBR Research Roundup*, *Yahoo! News*, *WebMD*, *The Cut*, *TES Magazine*, *UDaily*, *Wired*, *Marketing Science Institute Reports*, *Big Think*, *Canvas8*, *Forbes India*, *Inverse*, *CBC Radio*, *Science Daily*, *Scholastic Choices*, *Digital Trends*, *Yale Insights*, *WDEL Radio*.

INVITED TALKS

2024-2025: Vanderbilt University, University of California Berkeley

2023-2024: University of Chicago

2022-2023: Drexel University; Duke University; Indiana University; International News Media Association masterclass; Reichman University (formerly IDC Herzliya); University of Alberta; University of Illinois at Chicago; University of Illinois Urbana-Champaign; University of Maryland; Washington University in St. Louis

2021-2022: Cornell University (Johnson); University of Michigan

2018-2019: ESADE; HEC Paris; INSEAD (Singapore); Johns Hopkins University; Oklahoma State University; University of Delaware

CONFERENCE PRESENTATIONS & SESSIONS (*presenting author)

The Computational Basis of Streakification: How Pursuing Streaks Boosts Engagement and Performance

- **Association for Consumer Research*, Washington, D.C., Oct. 2025
- *Society for Judgment and Decision Making*, New York City, NY, Nov. 2024

A Field Experiment on How Tracking Consumer Streaks Affects Social Media Use

- *Society for Judgment and Decision Making*, Poster, New York City, NY, Nov. 2024
- *Association for Consumer Research*, Paris, France, Sept. 2024

Since When? How Communicating Product Ownership Influences Perceptions and Behavior

- **Association for Consumer Research, Paris, France, Sept. 2024*

Time Limits as Reference Points: When Setting a Time Limit Increases Time Spent Online

- **Association for Consumer Research, Paris, France, Sept. 2024*
- **Behavioral Decision Research in Management, Chicago, IL, June 2024*
- *Society for Judgment and Decision Making, Virtual, Feb. 2022*
- *Society for Consumer Psychology, Virtual, March 2021*

Using Expenditure Reframes to Increase Interest in Claiming Government Benefits

- *Association for Consumer Research, Paris, France, Sept. 2024*

How Rank Position and List Length Shape People's Evaluations

- **Society for Consumer Psychology, Nashville, TN, March 2024*
- *Association for Consumer Research (Euro), Amsterdam, The Netherlands, July 2023*
- **Association for Consumer Research, Denver, CO, Oct. 2022*

The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions

- **Association for Consumer Research (Euro), Amsterdam, The Netherlands, July 2023*
- *Society for Judgment and Decision Making, Virtual, Feb. 2022*
- **Association for Consumer Research, Virtual, Oct. 2020*

Harder Than You Think: Misconceptions about Logging Food with Photos versus Text

- **Journal of the Association of Consumer Research Webinar, Virtual, Oct. 2022*

Hot Streak! Predictions and Inferences about Goal Adherence

- **Association for Consumer Research, Virtual, Oct. 2021*
- **Society for Consumer Psychology, Savannah, GA, Feb. 2019*

The Motivating Power of Streaks: Increasing Persistence Is as Easy as 1, 2, 3

- *Society for Judgment and Decision Making, Virtual, Dec. 2020*
- *Association for Consumer Research, Virtual, Oct. 2020*
- *Society for Consumer Psychology, Huntington Beach, CA, March 2020*
- *Society for Judgment and Decision Making, Poster, Montreal, Canada, Nov. 2019*
 - *Best Student Poster Award, Honorable Mention*

Doing Good for (Maybe) Nothing: How Reward Uncertainty Shapes Observer Responses to Prosocial Behavior

- **Association for Consumer Research, Virtual, Oct. 2020*
- **Society for Consumer Psychology, Savannah, GA, Feb. 2019*
- *Society for Judgment and Decision Making, Poster, New Orleans, LA, Nov. 2018*
 - *Best Student Poster Award, 2nd place*
- **Moral Psychology Research Group 32nd Conference, Philadelphia, PA, Oct. 2018*

On or Off Track: How (Broken) Streaks Affect Consumer Decisions

- **Society for Consumer Psychology*, Dallas, TX, Feb. 2018
- **Wharton-INSEAD Doctoral Consortium*, Singapore, Dec. 2016
- **Association for Consumer Research*, Berlin, Germany, Oct. 2016

Photographic Memory: The Effects of Volitional Photo Taking on Memory for Visual and Auditory Aspects of an Experience

- **Society for Consumer Psychology*, St. Pete Beach, FL, Feb. 2016
- **Association for Consumer Research*, New Orleans, LA, Oct. 2015

Conferences & Symposiums

- Chaired seven special sessions at ACR or SCP conferences
- *Participant*: "The Impact of Repetition," 12th Triennial Choice Symposium, 2023
- *Participant*: IDEA Conference, 2024

TEACHING EXPERIENCE

Owen Graduate School of Management, Vanderbilt University, Nashville TN

- *Professor*
Marketing Management (Core): Mod II 2025

Lerner College of Business, University of Delaware, Newark, DE

- *Professor*
Introduction to Marketing: Spring 2022, Spring 2023, Spring 2024
Marketing Analytics: Spring 2020, Fall 2020, Winter (half-term) 2021

The Wharton School, University of Pennsylvania, Philadelphia, PA

- *Graduate Teaching Assistant*
Marketing for Social Impact: Fall 2015, Fall 2017
- *Guest Lecturer*
Undergraduate Research Methods: Fall 2017, Fall 2018, Spring 2019
Leadership in the Business World Intensive Summer Program: 2016, 2017, 2018

Kellogg School of Management, Northwestern University, Evanston, IL

- *Teaching Assistant*
Negotiations: Fall 2013, Winter 2014, Spring 2014

El Cuarto Año Alternative School, Youth Connection Charter Schools, Chicago, IL

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

AWARDS, HONORS & GRANTS

- Lerner College Outstanding Junior Faculty Award, 2024
- Lerner Research Grant, 2024
- Ferber Award Honorable Mention, 2023
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2018

- Mack Institute Research Fellowship, The Wharton School, 2018
- PhD Research Fellowship, Jay Baker Retailing Center, The Wharton School, 2016 & 2017
- GAPSA Travel Award, University of Pennsylvania, 2016 & 2017
- Doctoral Program Travel Award, The Wharton School, 2015 – 2017
- Russell Ackoff Research Fellowship, The Wharton School, 2014
- Phi Beta Kappa, University of Michigan, 2011
- James B. Angell Scholar, University of Michigan, 2007-2011
- Lyle E. Craine Undergraduate Award, University of Michigan, 2011
- Carey A. and Jeannine Boukai Memorial Scholarship, University of Michigan, 2009
- William J. Branstrom Freshman Prize, University of Michigan, 2008

SERVICE

Conference / Award Reviewer

Association for Consumer Research; Society for Judgment and Decision Making; Society for Consumer Psychology; European Association for Consumer Research; APA Technology, Mind, and Society; MSI Alden G. Clayton Dissertation Proposal Award

Journal Reviewer (ad hoc)

Journal of Consumer Research; Journal of Marketing; Journal of Marketing Research; Journal of the Association of Consumer Research; International Journal of Research in Marketing; Management Science; Memory and Cognition; Memory; Organizational Behavior and Human Decision Processes; Scientific Reports

Service to the University of Delaware

- Recruiting Committee Co-Chair (Tenure-Track Marketing), Fall 2024
- Business Administration Behavioral Lab Coordinator, 2023-2024
- Lerner Marketing Loop Committee Member, 2024
- UD Welcome Weekend Presenter, 2023, 2024
- Assessment of Learning Survey Ad Hoc Committee Member, 2022
- UD Marketing Camp Organizer, 2022
- Founder/Organizer of the UD Marketing Area Virtual Seminar, 2020-2022