



Joshua John Clarkson, Ph.D.

Arthur Beerman Professor of Marketing
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professional experience.

- Full Professor of Marketing, University of Cincinnati (2020 – present)
- Associate Professor of Marketing, University of Cincinnati (2018 – 2020)
- Assistant Professor of Marketing, University of Cincinnati (2012 – 2018)

education.

- Ph.D., 2012, Marketing, University of Florida
- Ph.D., 2009, Psychology, Indiana University
- M.A., 2003, Psychology, University of North Florida
- B.A., 2001, Psychology, University of North Florida

research interests.

- Attitudes & Persuasion
- Social Influence
- Self-Control

publications.

books.

- Clarkson, J.J. (2021). *Mastering Self-Control*. New York: Cambridge University Press.
- Hirt, E.R., Clarkson, J.J., & Jia, L. (Eds.) (2016). *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.

peer-reviewed papers.

- Li, T., Parker, J., & Clarkson, J.J. (forthcoming). Degree of group consensus shapes perceived power structures and decision-process evaluations of groups. *Group Processes & Intergroup Relations*.
- Buechner, B.M., Clarkson, J.J., Otto, A.S., & Ainsworth, G. (2022). Political ideology and cultural consumption: The role of cognitive flexibility in shaping liberal and conservative preferences for global-local experiences. *Journal of the Association for Consumer Research*, 7 (3), 266-275.

- Otto, A.S., Clarkson, J.J., & Martin, N.S. (2022). Working hard to take the easy way out: How the need for cognitive closure shapes strategic effort investment to ease future decision making. *Journal of Consumer Psychology*, 32 (2), 350-356.
- Rahinel, R., Ottos, A.S, Grossman, D., & Clarkson, J.J. (2021). Exposure to brands makes preferential decisions easier. *Journal of Consumer Research*, 48(4), 541-61.
- Dugan, R. G., Clarkson, J.J., & Beck, J. (2021). When cause-related marketing backfires: Understanding the differential effects of one-for-one promotions for hedonic and utilitarian experiences. *Journal of Consumer Psychology*, 31(3), 532-550.
- Buechner, B.M., Clarkson, J.J., Otto, A.S., Hirt, E.R., & Ho, C.M. (2021). Political ideology and executive functioning: The effect of conservatism and liberalism on cognitive flexibility and working memory performance. *Social Psychological and Personality Science*, 12(2), 237-247.
- Clarkson, J.J., Dugan, R.G., Crolic, C., & Rahniel, R. (2020). Influencing those who influence us: The role of expertise in the emergence of minority influence. *Journal of Experimental Social Psychology*, 89, 103976.
- Otto, A.S., Davis, B., Wakefield, K., Clarkson, J.J., & Inman, J. (2020). Consumer strategies to improve the efficacy of posted calorie information: How provincial norms nudge consumers to healthier consumption. *Journal of Consumer Affairs*, 54(1), 311-341.
- Wright, S., Clarkson, J.J., & Kardes, F.R. (2018). Circumventing resistance to novel information: Piquing curiosity through strategic information revelation. *Journal of Experimental Social Psychology*, 76, 81-87.
- Clarkson, J.J., Smith, E.R., Tormala, Z.L., & Dugan, R.D. (2017). Group identification as a means of attitude restoration. *Journal of Experimental Social Psychology*, 68, 139-145.
- Clarkson, J.N., Schaffer, S.D., & Clarkson, J.J. (2017). The effect of an interprofessional heart failure education program on hospital readmissions. *Journal for Healthcare Quality*, 39, 78-84.
- Roberts, M.R., Clarkson, J.J., Cummings, E.L.T., & Ragsdale, C.M. (2017). Facilitating emotional regulation: The interactive impact of resource availability and reward processing. *Journal of Experimental Social Psychology*, 69, 65-70.
- Clarkson, J.J., Otto, A.S., Hirt, E.R., & Egan, P.M. (2016). The malleable efficacy of willpower theories. *Personality and Social Psychology Bulletin*, 42, 1490-1504.
- Otto, A.S., Clarkson, J.J., & Kardes, F.R. (2016). Decision sidestepping: How the motivation for closure prompts individuals to bypass decision-making. *Journal of Personality and Social Psychology*, 111, 1-16.
- Rahinel, R., Amaral, N., Clarkson, J.J., & Kay, A.C. (2016). On incidental catalysts of elaboration: Reminders of environmental structure promote effortful thought. *Journal of Experimental Social Psychology*, 64, 1-7.
- Clarkson, J.J., Chambers, J.R., Hirt, E.R., Otto, A.S., Kardes, F.R., & Leone, C. (2015). The self-control consequences of political ideology. *Proceedings of the National Academy of Sciences*, 112, 8250-8253
- Petrocelli, J.V., Williams, S.A., & Clarkson, J.J. (2015). The bigger they come, the harder they fall: The paradoxical effect of regulatory depletion on attitude change. *Journal of Experimental Social Psychology*, 58, 82-94.
- Egan, P.M., Clarkson, J.J., & Hirt, E.R. (2015). Revisiting the restorative effects of positive mood: An expectancy-based approach to self-control restoration. *Journal of Experimental Social Psychology*, 57, 87-99.
- Clarkson, J.J., Janiszewski, C., & Cinelli, M.D. (2013). The desire for consumption knowledge. *Journal of Consumer Research*, 39(6), 1313-1329.
- Clarkson, J.J., Valente, M.J., Leone, C., & Tormala, Z.L. (2013). Motivated reflection on attitude-inconsistent information: An exploration of the role of fear of invalidity in self-persuasion. *Personality and Social Psychology Bulletin*, 29, 1559-1570.
- Clarkson, J.J., Tormala, Z.L., Rucker, D.D., & Dugan, R.G. (2013). The malleable influence of social consensus on attitude certainty. *Journal of Experimental Social Psychology*, 49, 1019-1022.
- Petrocelli, J.V., Clarkson, J.J., Whitmire, M.B., & Moon, P.E. (2013). When $ab \neq c - c'$: Published errors in the reports of single mediator models. *Behavior Research Methods*, 45, 595-601.
- Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2011). Cognitive and affective matching effects in persuasion: An amplification perspective. *Personality and Social Psychology Bulletin*, 37, 1415-1427.
- Tormala, Z.L., Clarkson, J.J., & Henderson, M.D. (2011). Does fast or slow evaluation foster greater certainty? *Personality and Social Psychology Bulletin*, 37, 422-434.
- Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2011). The impact of illusory fatigue on executive control: Do perceptions of depletion impair working memory capacity? *Social Psychological and Personality Science*, 2, 229-238.

- Clarkson, J.J., Tormala, Z.L., & Leone, C. (2011). A self-validation perspective on the mere thought effect. *Journal of Experimental Social Psychology, 47*, 449-454.
- Petrocelli, J.V., Clarkson, J.J., Tormala, Z.L., & Hendrix, K.S. (2010). Perceiving stability as a means to attitude certainty: The role of implicit theories of attitudes. *Journal of Experimental Social Psychology, 46*, 874-883.
- Wan, E.W., Rucker, D.D., Tormala, Z.L., & Clarkson, J.J. (2010). The effect of regulatory depletion on attitude certainty. *Journal of Marketing Research, 47*, 531-541.
- Clarkson, J.J., Hirt, E.R., Jia, L., & Alexander, M.B. (2010). When perception is more than reality: The effect of perceived versus actual resource depletion on self-regulatory behavior. *Journal of Personality and Social Psychology, 98*, 29-46.
- Clarkson, J.J., Tormala, Z.L., DeSensi, V.D., & Wheeler, S.C. (2009). Does attitude certainty beget self-certainty? *Journal of Experimental Social Psychology, 45*, 436-439.
- Tormala, Z.L., DeSensi, V.D., Clarkson, J.J., & Rucker, D.D. (2009). Beyond attitude consensus: The social context of persuasion and resistance. *Journal of Experimental Social Psychology, 45*, 149-154.
- Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2008). A new look at the consequences of attitude certainty: The amplification hypothesis. *Journal of Personality and Social Psychology, 95*, 810-825.
- Tormala, Z.L., & Clarkson, J.J. (2008). Source trustworthiness and information processing in multiple persuasive message situations: A contextual analysis. *Social Cognition, 26*, 357-367.
- Tormala, Z.L., & Clarkson, J.J. (2007). Assimilation and contrast in persuasion: The effects of source credibility in multiple message situations. *Personality and Social Psychology Bulletin, 33*, 560-571.
- Tormala, Z.L., Clarkson, J.J., & Petty, R.E. (2006). Resisting persuasion by the skin of one's teeth: The hidden success of resisted persuasive messages. *Journal of Personality and Social Psychology, 91*, 423-435.

invited book chapters.

- Clarkson, J.J., Beck, J.T., Otto, A.S., & Dugan, R.G. (2019). Methods of Public Influence. In F.R. Kardes, P.M. Herr, & N. Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*. New York: Routledge.
- Clarkson, J.J., Otto, A.S., Hassey, R.V., & Hirt, E.R. (2016). Perceived mental fatigue and self-control. In E.R. Hirt, J.J. Clarkson, & L. Jia (Eds.), *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.
- Hirt, E.R., Clarkson, J.J., Egan, P.M., & Eyink, J.R. (2016). Restoration effects following depletion: Adventures in the uncanny resilience of man. In E.R. Hirt, J.J. Clarkson, & L. Jia (Eds.), *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.
- Hirt, E.R., & Clarkson, J.J. (2010). The psychology of fandom: Understanding the etiology, motives, and implications of fandom. In L.R. Kahle & A. Close (Eds.), *Consumer Behavior Knowledge for Effective Sports Marketing* (pp. 59-85). New York: Routledge.

research awards.

- 2022 to present – Arthur Beerman Professorship Chair, *University of Cincinnati*
- 2022 – Research Excellence Award, Lindner College of Business, *University of Cincinnati*
- 2018 – Inducted Fellow, *Midwestern Psychological Association*
- 2017 – Dean's Award for Faculty Excellence, *University of Cincinnati*
- 2017 – Early Career Award in Attitudes and Social Influence, *Society for Personality and Social Psychology*
- 2016 – Emerging Scholar Award for Research Excellence, Lindner College of Business, *University of Cincinnati*
- 2015 – Inducted Fellow, *Society for Experimental Social Psychology*
- 2012 – Irving J. Saltzman Award for Graduate Excellence, *Indiana University*
- 2004 – Outstanding Graduate Student in Psychology, *University of North Florida*

research fellowships.

- 2019 – Visiting Scholar, *Stanford University GBS*
- 2017 – The Isaac Manasseh Meyer Research Fellowship, *National University of Singapore*
- 2016/2017 – Summer Research Fellowship, Lindner College of Business, *University of Cincinnati*
- 2016 – Research Fellowship, *Universidade de Lisboa*

grants.

- 2022 – Knowledge Structures. *University of Cincinnati Faculty Development Grant*
- 2019 – Motivated knowledge acquisition. *University of Cincinnati Faculty Development Grant*
- 2019 – Argument order effects. *University of Cincinnati Faculty Development Grant*
- 2018 – The downsides of self-control. *University of Cincinnati Faculty Development Grant*
- 2017 – The mental benefits of physical exertion: How athletic performance enhances academic success. *American Athletic Conference Research Grant*

select media coverage.

Advertising Age, American Thinker, Bloomberg.com, Business Standard, Cincinnati Business Courier, Discover Magazine, Dr. Oz, ESPN, LA Times, London Times, New Scientist, Science Daily, The Examiner, The Huffington Post, Washington Post, Yahoo News

presentations.

invited presentations.

Baylor University, DePauw University, HEC Paris, Indiana University, Miami University, National University of Singapore, Northwestern University, Ohio State University, Ohio State University Newark, Oxford University, Purdue University, Stanford University GSB, University of Central Florida, University of Chicago-Illinois, University of Florida, University of Lisbon, University of Louisville, University of Melbourne, University of Minnesota, University of North Florida, University of Oregon, Wake Forest University

conference presentations.

- Han, H., & Clarkson, J.J. (2022). Ideological differences in identity-reinforcing response in the face of the identity threat. Presentation at the annual meeting of the Association of Consumer Research.
- Barchetti, A., Clarkson, J.J., & Otto, A.S. (2022). The efficacy of pain promotion: How need for closure shapes positive and negative inferences of pain in self-improvement products. Presentation at the annual meeting of the Association of Consumer Research.
- Lee, Y., Barchetti, A., Clarkson, J.J., Buechner, B., & Otto, A.S. (2022). Experiencing culture shock: How political ideology shapes consumer openness to cultural immersion. Presentation at the annual meeting of the Association of Consumer Research.
- Barchetti, A., Clarkson, J.J., & Otto, A.S. (2022). Need for cognitive closure and pain promotion in self-improvement products. Presentation at the annual meeting of the Midwestern Psychological Association.
- Barchetti, A., Clarkson, J.J., & Otto, A.S. (2022). The efficacy of pain promotion: How need for closure shapes positive and negative influences of pain in self-improvement products. Presentation at the annual meeting of the Society for Consumer Psychology.
- Crolic, C.S., Clarkson, J.J., & Otto, A.S. (2022). Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth or depth. Presentation at the Society for Consumer Psychology Boutique Conference on Consumption Experience.
- Buechner, B.M., Clarkson, J.J., & Otto, A.S. (2022). Political ideology and cultural consumption. Presentation at the Society for Consumer Psychology Boutique Conference on Consumption Experience.
- Buechner, B.M., Clarkson, J.J., Otto, A.S., & Ainsworth, G. (2021). Culture comforts: The cognitive effects of political ideology on cultural consumption. Presentation at the annual meeting of the Association for Consumer Research.
- Barchetti, A., Clarkson, J.J., & Otto, A.S. (2021). Simulating self-improvement: Need for Cognitive Closure shapes preference for process- and outcome-focused products. Presentation at the annual meeting of the Association for Consumer Research.

- Buechner, B.M., Clarkson, J.J., & Tormala, Z.L. (2021). Cognitive and affective (mis)matching effects in persuasion. Presentation at the annual meeting of the Midwestern Psychological Association.
- Ainsworth, G., Buechner, B.M., & Clarkson, J.J. (2021). Culture-comforts: The cognitive effects of political ideology on motivated cultural learning. Presentation at the annual meeting of the Society for Consumer Psychology.
- Buechner, B.M., Clarkson, J.J., & Otto, A.S. (2020). I just can't quit you: When good habits undermine self-control. Presentation at the annual meeting of the Association for Consumer Research.
- Buechner, B.M., Clarkson, J.J., Otto, A.S., Hirt, E.R., & Ho, C.M. (2020). May I have your attention please? The impact of political ideology on tasks of stable versus varying attentional demands. Presentation at the annual meeting of the Association for Consumer Research.
- Buechner, B.M., Clarkson, J.J., Otto, A.S., Hirt, E.R. & Ho, C.M. (2020). May I have your attention please? The impact of political ideology on tasks of stable versus varying attentional demands. Presentation at the annual meeting of the Society for Consumer Psychology.
- Clarkson, J.J., & Otto, A.S. (2019). Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth and depth. Presentation at the annual meeting of the Association for Consumer Research.
- Ho, C.M., Grossman, D.M., Salerno, A., & Clarkson, J.J., (2019). Today is just not my day: Bad luck's effect on goal pursuit. Presentation at the annual meeting of the Association for Consumer Research.
- Buechner, B.M., Grossman, D.M., & Clarkson, J.J. (2019). OK Google, I'll take it from here: The influence of artificial intelligence on consumer information search. Presentation at the annual meeting of the Association for Consumer Research.
- Buechner, B.M., Clarkson, J.J., & Otto, A.S. (2019). The downside to self-control success. Presentation at the annual meeting of the Association for Consumer Research.
- Charlton, A., Beck, J.T., & Clarkson, J.J. (2019). Living on the edge? Political extremeness and normalizing consumption. Presentation at the annual meeting of the Association for Consumer Research.
- Hirt, E.R., Sherman, J., Clarkson, J.J., & Eyink, J.R. (2019). You dug your own grave: Belief in free will drives conservatives' internal attributions of victims of misfortune. Presentation at the annual Society for Experimental Social Psychology.
- Hussein, M., Huang, S-C, & Clarkson, J.J. (2019). Seeking help from experts for addiction and stress: The importance of relatability. Presentation at the Society for Consumer Psychology boutique conference on Addiction and Maladaptive Consumption.
- Clarkson, J.J., Cooke, A.D.J., & Martin, N.S. (2019). When expectations backfire: How argument order expectancies influence advertisement efficacy. Presentation at the annual meeting of the Society for Consumer Psychology.
- Otto, A.S., Clarkson, J.J., & Martin, N.S. (2019). Working hard to take the easy way out: The role of need for closure in the emergence of epistemic delayed gratification. Presentation at the annual meeting of the Society for Consumer Psychology.
- Otto, A.S., Clarkson, J.J., & Martin, N.S. (2018). Working hard to take the easy way out. Presentation at the annual summer conference of the Society for Consumer Psychology.
- Clarkson, J.J., Buechner, B.B., Otto, A.S., & Hirt, E.R. (2018). The mental benefits of physical exertion: How athletic performance enhances academic success. Presentation at the annual American Athletic Research Consortium.
- Buechner, B.M., Clarkson, JJ, & Machleit, K.A. (2018). Differentiating between updating and inhibitory processes. Presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Hirt, E.R., and Otto, A.S. (2018). Spotlighting self-regulatory needs: How expectations shape restoration through resource re-allocation. Presentation at the Vice and Virtue conference of the Society for Consumer Psychologists.
- Sherman, J., Eyink, J., Hirt, E.R., & Clarkson, J.J. (2018). "You chose poorly": Freewill beliefs mediate the relationship between conservatism and internal attributions of those in need. Presentation at the annual conference of the Society for Personality and Social Psychology.
- Clarkson, J.J., Otto, A.S., and Martin, N.S. (2017). Working hard to take the easy way out: The importance of permanency in attaining closure. Presentation at the annual conference of the Society for Southeastern Social Psychologists.

- Clarkson, J.J., Hirt, E.R., and Otto, A.S. (2017). Spotlighting self-regulatory needs: How expectations shape restoration through resource re-allocation. Presentation at the annual conference of the Society for Experimental Social Psychologists.
- Otto, A.S., Davis, B., Wakefield, K., & Clarkson, J.J. (2017). Improving the efficacy of posted calorie information through the strategic use of provincial norms. Presentation at the annual conference of the Association for Consumer Research.
- Otto, A.S., Clarkson, J.J., & Rahinel, R. (2017). The drain of affective decisions. Presentation at the annual conference of the Association for Consumer Research.
- Clarkson, J.J., Beck, J.T., & Murphy, M.C. (2017). When variety isn't life's spice: The impact of implicit self-theories and preference forecasting on anticipated consumption variety. Presentation at the annual meeting of the Association for Consumer Research
- Kellaris, J., Dugan R.G., Clarkson, J.J., & Sweeney, R. (2017) How verbing weirds the sell: Noun-verb reversal in sales rhetoric. Presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association.
- Dugan, R.G., Clarkson, J.J., & Beck, J. (2017) The role of identification needs in shaping the efficacy of the one for one promotional model. Presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association.
- Otto, A.S., & Clarkson, J.J. (2017). Working hard to take the easy way out. Presentation at the annual meeting of the Midwestern Psychological Association.
- Ho, M.S., & Clarkson, J.J. (2017). How incidental luck impacts goal pursuit. Presentation at the annual meeting of the Midwestern Psychological Association.
- Buechner, B.M., Clarkson, J.J., Ho, M.S., Otto, A.S., & Hirt, E.R. (2017). Optimizing self-control as a function of political ideology. Presentation at the annual meeting of the Midwestern Psychological Association.
- Werg, R., Kardes, F.R., & Clarkson, J.J. (2017). How aging beliefs heighten sensitivity to unknowns for older individuals. Presentation at the annual meeting of the Midwestern Psychological Association.
- Otto, A.S., Davis, B., Wakefield, K., & Clarkson, J.J. (2017). Improving the efficacy of posted calorie information through the strategic use of provincial norms. Presentation at the annual winter meeting of the American Marketing Association.
- Clarkson, J.J., Otto, A.S., & Murphy, M.C. (2017). Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth and depth. Presentation at the annual meeting of the Society for Personality and Social Psychology.
- Clarkson, J.J. (2017). Influencing those who influence us. Invited presentation by the Attitudes and Social Influence Group of the annual meeting of the Society for Personality and Social Psychology.
- Otto, A.S., Clarkson, J.J., & Rahinel, R. (2017). The drain of affective decisions. Presentation at the annual meeting of the Society for Personality and Social Psychology.
- Dugan, R., Clarkson, J.J., & Crolic, C.S. (2017). The role of expertise in the emergence of minority influence. Presentation at the annual meeting of the Society for Personality and Social Psychology.
- Otto, A.S., Clarkson, J.J., & Rahinel, R. (2016). The drain of affective decisions. Presentation at the annual meeting of the Society for Judgment and Decision-Making.
- Clarkson, J.J. (2016). How implicit self-theories shape variety-seeking. Paper presentation at the annual meeting of the Ohio State Attitude Cavalcade.
- Otto, A.S., & Clarkson, J.J. (2016). The drain of emotional decisions. Paper presentation at the annual meeting of the Midwestern Psychological Association.
- Ho, C.M., & Clarkson, J.J. (2016). The unexpected upside of sub-goal failure. Paper presentation at the annual meeting of the Midwestern Psychological Association.
- Hirt, E.R., Jia, L., & Clarkson, J.J. (2016). Red light, green light: Depletion as a cue for adaptive self-regulation. Paper presentation at the annual meeting of the Midwestern Psychological Association.
- Clarkson, J.J., & Dugan, R. (2016). The role of expertise in the emergence of minority influence. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Clarkson, J.J., Chambers, J.R., Hirt, E.R., & Otto, A.S. (2016). Self-control consequences of political ideology. Paper presentation at the annual meeting of the Society for Personality and Social Psychology.
- Clarkson, J.J., (2016). Innovation through deviation: The role of expertise in the emergence of minority influence. Presentation at the *University of Cincinnati Marketing Research Camp*

- Dugan, R., Clarkson, J.J., & Schultz, C (2016). On the cutting edge: The relationship between expertise and social influence in evaluating normative and innovative opinion. Presentation at the annual meeting of the Association for Consumer Research.
- Dugan, R., Clarkson, J.J., & Beck, J. (2016). Why giving to others can both help and hinder persuasion: The influence of product type on one for one promotions. Presentation at the annual meeting of the Association for Consumer Research.
- Clarkson, J.J. (2015). Innovation through deviation: The role of expertise in the emergence of minority influence. Paper presentation at the annual meeting of the Ohio State Attitude Cavalcade.
- Rahinel, R., Otto, A.S., Clarkson, J.J., & Grossman, D. (2015). Brand exposure makes decisions easier. Paper presentation at the annual meeting of the Association for Consumer Research.
- Wright, S.A., Clarkson, J.J., & Kardes, F.R. (2015). The effects of omitting-then-revealing product attribute information: An information revelation effect. Paper presentation at the annual meeting of the Association for Consumer Research.
- Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2015). Learning to reduce uncertainty: The influence of implicit theories on need for variety. Presentation at the annual meeting of the Association for Consumer Research.
- Dugan, R.G., & Clarkson, J.J. (2015). Who deserves what?: The differential effects of the “one for one” promotional model on hedonic and utilitarian products. Paper presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association.
- Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2015). Self-improvement through diversification: The influence of implicit self-theories on consumers' variety-seeking. Paper presentation at the Association for Consumer Research Asia-Pacific Conference.
- Pogacar, R.E., Clarkson, J.J., & Murphy, M.C. (2015). Implicit theories and the desire for variety. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2015). Developing vs. maximizing expertise: The effect of information goals on knowledge preferences. Paper presentation at the annual summer meeting of the Society for Consumer Psychology.
- Otto, A.S., Clarkson, J.J., Kardes, F.R. (2015). Why we defer to others: Choice delegation as a means of cognitive closure. Paper presented at the annual meeting for the Society for Consumer Psychology.
- Clarkson, J.J., Duhachek, A.L., Tormala, Z.L., & Otto, A.S. (2015). The influence of waiting on preference polarization. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Hassey, R.V., & Clarkson, J.J. (2015). Conflicting attitudinal norms and self-persuasion: The role of social identity in the mere thought effect. Presentation at the annual meeting of the Society for Consumer Psychology.
- Clarkson, J.J. (2014). The dual role of thought confidence and thought consistency in the mere thought effect. Invited talk at the annual meeting of the Society for Southeastern Social Psychologists.
- Hassey, R., Clarkson, J.J., Moreria, S., & Leone, C. (2014). Revisiting social identity in self-persuasion: The effect of conflicting attitudinal norms on mere thought. Invited talk at the annual meeting of the Society for Southeastern Social Psychologists.
- Krusemark, D., Leone, C., & Clarkson, J.J. (2014). Overthinking one's views: When too much mere thought leads to attitude attenuation. Presentation at the annual meeting of the Society for Southeastern Social Psychologists.
- Otto, A.S., Clarkson, J.J., Egan, P.M., & Hirt, E.R. (2014). Why believing in either more or less willpower capacity can increase self-control performance: A fluency perspective. Presentation at the annual meeting of the Association for Consumer Research.
- Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2014). In pursuit of breadth versus depth of knowledge: An implicit theories perspective. Presentation at the annual conference of the Association for Consumer Research.
- Otto, A.S., Clarkson, J.J., and Kardes, F.R. (2014). Why we decide not to decide? Decision avoidance as a means of cognitive closure. Paper presentation at the annual meeting of the Association for Consumer Research.
- Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014). The influence of implicit theories on consumers' variety-seeking behavior. Paper presentation at the annual summer marketing educator's conference of the American Marketing Association.
- Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2014). Developing versus maximizing expertise: The impact of implicit theories on consumers' knowledge preferences. Paper presentation at the Latin American conference of the Association for Consumer Research.

- Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014). The influence of implicit theories on consumers' variety-seeking behavior. Paper presentation at the Latin American conference of the Association for Consumer Research. *Winner, Best Working Paper*
- Dugan, R.G. & Clarkson, J.J. (2014). The role of expertise in the emergence of minority influence. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Otto, A.S., Clarkson, J.J., Egan, P.M., & Hirt, E.R. (2014). The malleable efficacy of willpower theories: A fluency perspective. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Pogacar, R.E., & Murphy, M.C. (2014). The role of implicit theories in the pursuit of expertise. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Hirt, E.R., Lewis, N., Clarkson, J.J., & Jia, L. (2014). Social identity on the defense: Differences in reactions to group threat as a function of mode of identification. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014). Is variety the spice of life? The role of implicit theories in consumers' need for variety. Paper presentation at the annual Mittelstaedt Doctoral Symposium.
- Dugan, R.G., Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2013). The malleable role of social consensus in pursuit of belonging and uniqueness. Paper presentation at the annual meeting for the Society for Marketing Advances.
- Cooke, A.D.J., & Clarkson, J.J. (2013). When expectations backfire: How argument order expectancies influence advertisement efficacy. Paper presentation at the international meeting for the Association for Consumer Research.
- Otto, A.S., Clarkson, J.J., & Kardes, F.R. (2013). Inaction inertia and the need for cognitive closure. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Kardes, F.R., Hirt, E.R., Leone, C., & Chambers, J.R. (2013). The influence of political ideology on self-other discrepancies in beliefs of willpower capacity. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Petrocelli, J.V., Whitmore, M.B., & Moon, P.E. (2013). How accurate are mediation reports? An equivalence test analysis of errors in mediation. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2012). Validating the optimal self: Attitude consensus and uniqueness as facilitators of identification motives. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Valente, M., Leone, C., & Clarkson, J.J. (2012). On the multi-dimensionality of thought strength. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Egan, P.M., Clarkson, J.J., & Hirt, E.R. (2012). The power of perceptions: The relationship between lay theories of restoration and self-regulatory recovery. Presentation the annual meeting of the Society for Personality and Social Psychologists.
- Chapman, D.A. & Clarkson, J.J. (2012). The impact of self-perceived mental fatigue on regulation of implicit prejudice. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Clarkson, J.J. (2012). On the duality of attitudes: Revisiting the link between self-monitoring and symbolic functions. Paper presentation at the annual meeting of the Attitude Cavalcade.
- Clarkson, J.J., & Cooke, A.D.J. (2012). When expectations backfire: The bias of argument order expectancies on advertisement efficacy. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Roberts, M. E., Clarkson, J.J., Cummings, E., & Hall, C. (2012). Capitalizing on automatic benefits: The importance of regulatory resources to the successful regulation of anxiety. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Hirt, E.R., Egan, P.M., & Clarkson, J.J. (2012) Spontaneous resource replenishment: On the road to mental recovery. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., Janiszewski, C., & Minor, M.D. (2012) Variety-seeking and the desire for consumption expertise. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Valente, M., Clarkson, J.J., Leone, C., & Tormala, Z.L. (2011). When consider-the-opposite backfires: Undermining attitude-inconsistent thoughts as a new means of polarization. Paper presentation at the annual conference of the Midwestern Psychological Association.

- Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2010). Certainty as a catalyst to change. Paper presentation at the annual meeting of the Association for Consumer Research.
- Clarkson, J.J. (2010). Seeking optimality in the waiting experience: The role of waiting in preference extremity. Paper presentation at the University of Houston Doctoral Symposium.
- Clarkson, J.J., Hirt, E.R., Alexander, M.B., & Jia, L. (2010). Illusory fatigue in the marketplace: The effects of perceived resource depletion on choice behavior. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Clarkson, J.J., Tormala, Z.L., & Duhachek, A.L. (2010). Seeking optimality in the consumer waiting experience: The good and bad of waiting time. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2010). When attitudes lead to group defensiveness: The role of attitude uncertainty in response to ingroup threat. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2010). The impact of perception on executive control: Does illusory fatigue impair working memory capacity? Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Tormala, Z.L., Henderson, M.D., & Clarkson, J.J. (2009). It's not just the speed that counts: Perceived evaluation duration and attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
- Clarkson, J.J., Tormala, Z.L., & Leone, C. (2009). A self-validation analysis of the mere thought effect. Paper presentation at the annual meeting of the Attitude Cavalry.
- Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2009). The impact of illusory fatigue on executive control: Do perceptions of depletion impair working memory? Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
- Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2009). Group identification as a means of attitude restoration: The bi-directional influence of attitude uncertainty and group identification. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
- Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2009). Group identification as a consequence of attitude uncertainty. Presentation at the annual conference of the Midwestern Psychological Association.
- Hirt, E.R., Alexander, M.B., & Clarkson, J.J. (2009). Illusory fatigue in the marketplace: The effects of perceived resource depletion on consumer choice. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Hendrix, K.S., Clarkson, J.J., & Tormala, Z.L. (2009). Implicit theories of attitude stability: Implications for attitude certainty. Presentation at the annual conference of the Society for Personality and Social Psychology.
- Clarkson, J.J., & Tormala, Z.L. (2009). From merely thinking to ruminating: The role of time and uncertainty in undoing the mere thought effect. Presentation at the annual conference of the Society for Personality and Social Psychology.
- Tormala, Z.L., & Clarkson, J.J. (2008). An amplification perspective on attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
- Wan, E.W., Rucker, D.D., Tormala, Z.L., & Clarkson, J.J. (2008). Feeling fatigued leads to feeling certain: Regulatory resource depletion and attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
- Tormala, Z.L., & Clarkson, J.J. (2008). Assimilation and contrast in sequential message situations: The role of similarity and dissimilarity mindsets in persuasion. Paper presentation at the annual meeting of the Society for Consumer Psychology.
- Hirt, E.R., & Clarkson, J.J. (2008). When perception is more than reality: The effects of perceived versus actual resource depletion on thoughtful information processing. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Clarkson, J.J., & Tormala, Z.L. (2008). What does it really mean to be certain of an attitude? An amplification hypothesis. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- DeSensi, V.L., Clarkson, J.J., & Tormala, Z.L. (2007). Beyond attitude consensus: The social context of persuasion and resistance. Presentation at the annual conference of the Society for Personality and Social Psychologists.

- DeSensi, V.L., Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2007). Beyond attitude consensus: The social context of persuasion and resistance. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., & Tormala, Z.L. (2007). On the dynamic interplay between attitude certainty and attitude ambivalence: The amplification hypothesis. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
- Clarkson, J.J., & Tormala, Z.L. (2007). On the dynamic interplay between attitude certainty and attitude ambivalence: The amplification hypothesis. Paper presentation at the annual meeting of the Purdue-Indiana Meeting of Persuasion Sciences.
- Clarkson, J.J., & Tormala, Z.L. (2006). Persuasion in context: A new perspective on source perceptions. Paper presentation at the annual conference of the Midwestern Psychological Association.
- Clarkson, J.J., & Tormala, Z.L. (2006). The context of persuasion: A new perspective on source credibility. Presentation at the annual conference of the Society for Personality and Social Psychologists.
- Clarkson, J.J., DeSensi, V.L., & Tormala, Z.L. (2006). Certainty and the self. Paper presentation at the annual meeting of the Purdue-Indiana Meeting of Persuasion Sciences.
- Clarkson, J.J., & Tormala, Z.L. (2005). The context of persuasion. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
- Hawkins, L.A., & Clarkson, J.J. (2005). Team building in research: A functional perspective. Invited talk at the annual conference of the Society for Southeastern Social Psychologists.
- Clarkson, J.J., & Leone, C. (2005). Wording effects revisited: New insights from depth of processing models. Paper presentation at the annual conference of the Southeastern Psychological Association. *Finalist, Best Graduate Student Research Award*
- Leone, C., Hawkins, L.A., & Clarkson, J.J. (2004). Attitudes and Persuasion: Fifty-Years of Theory and Research. Invited talk at the annual conference of the Southeastern Psychological Association.
- Clarkson, J.J., & Leone, C. (2003) Not knowing...or not thinking? Depth of processing as a moderator of attitude response asymmetries. Presentation at the annual conference of the Society for Southeastern Social Psychologists.
- Clarkson, J.J., & Leone, C. (2002) Semantics and the need for cognition: A person by situation analysis of response artifacts. Presentation at the annual conference of the Society for Southeastern Social Psychologists.

teaching.

courses.

- Consumer Behavior (undergraduate/MS/MBA)
- Influencing Strategies (MS/MBA)
- Marketing Management (undergraduate)
- Sports Event Marketing (MS/MBA)
- Attitudes and Persuasion (Ph.D.)
- Information Processing (Ph.D.)

awards.

- 2020 Ronald J. Dornoff Fellow of Teaching Excellence, Lindner College of Business, *University of Cincinnati*
- 2018 Westerbeck Junior Faculty Graduate Teaching Award, Lindner College of Business, *University of Cincinnati*
- UC Lindner College of Business Dean's List of Teaching Excellence (2012 – 2019)

scholarly reviewing.

Basic and Applied Social Psychology, British Journal of Psychology, Journal of the Association of Consumer Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Personality, Journal of Personality and Social Psychology, Motivation & Emotion, Marketing Letters, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Political Psychology, Proceedings of the National Academy of Science, Psychological Bulletin, Psychological Science, Social and Personality Psychological Compass, Social and Personality Psychological Science.

scholarly service.

- Editorial Review Board, Personality and Social Psychology Bulletin, 2018 – 2020
- Program Committee Member, Society for Consumer Psychology, 2019
- Advisory Panel, Society for Consumer Psychology, 2018-2019
- Co-chair, American Psychological Association Conference, Society for Consumer Psychology, 2018
- Co-chair, CLIK CB Forum, University of Louisville, 2017-2019
- Co-chair, Self-Regulation and Ego Depletion Conference, Indiana University, 2016

committees.

- Chair, Ph.D. Committee, *Marketing Department*
- Member, Ph.D. Committee, *Marketing Department*
- Faculty Recruitment, *Marketing Department*
- Faculty Development Committee Operations, *Lindner College of Business*
- Research Excellence Committee, *Lindner College of Business*
- Suspension/Dismissal Appeals Committee, *Lindner College of Business*

dissertations chaired.

- Nate Martin (2022), Marketing
- Bryan Buechner (2020), Marketing
- Cony M. Ho (2019), Marketing
- Ashley Otto (2016), Marketing
- Roseann Hassey (2016), Marketing
- Riley Dugan (2014), Marketing

dissertation member.

- Daniel Grossman (2020), Marketing
- Jeremy Woods (2015), Management
- Julia Clarkson (2015), Nursing

scholarly affiliations.

- Association for Consumer Research
- Midwestern Psychological Association
- Society for Consumer Psychology
- Society for Experimental Social Psychology
- Society for Personality and Social Psychology

professional affiliations.

- Co-founder, *Fleat LLC*
- Founder, *Consumer Insights, LLC*