

JACQUELINE R. RIFKIN

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EDUCATION

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| DUKE UNIVERSITY, <i>Fuqua School of Business</i> , Durham, NC
Ph.D. Candidate in Marketing | 2020 (expected) |
| UNIVERSITY OF PENNSYLVANIA, <i>College of Arts and Sciences</i> , Philadelphia, PA
B.A. in Psychology, <i>Magna Cum Laude</i> | May 2011 |

RESEARCH INTERESTS

Time and Time Perceptions, Happiness and Well-Being, Experiential Consumption

ACCEPTED PAPERS & PUBLICATIONS

1. **Rifkin, Jacqueline R.** and Jordan Etkin (2019), "Variety in Self-Expression Undermines Self-Continuity," forthcoming at *Journal of Consumer Research*. See Appendix for abstract.

INVITED REVISIONS & UNDER REVIEW (see Appendix for abstracts)

2. **Rifkin, Jacqueline R.***, Katherine M. Crain*, and Jonah Berger, "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," invited revision, *Journal of Marketing*.
* = equal first authors
3. **Rifkin, Jacqueline R.** and Keisha M. Cutright, "In-The-Moment Decisions Promote More Meaningful Experiences," under review.

WORKING PAPERS (see Appendix for abstracts)

4. **Rifkin, Jacqueline R.**, Kelley Gullo, and Keisha M. Cutright, "Time to Stop and Smell the Roses: How Time Perceptions Shape Self-Gifting", *Job Market Paper and Dissertation essay 1*.
5. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn, "FOMO: How the Fear of Missing Out Leads to Missing Out."
 - i. Media coverage: *Wall Street Journal*, *Hidden Brain (NPR Podcast)*; *Duke Magazine*, *Body and Soul (Swedish National Radio)*
6. **Rifkin, Jacqueline R.** and Jonah Berger, "How Ordinary Items Become Treasures"

RESEARCH IN PROGRESS (see Appendix for abstracts)

"Wish You Were Here? How Seeing Social Media Photos of Brand-Community Events Impacts Consumers' Brand Intentions," with Cindy Chan and Barbara E. Kahn, *3 studies completed*.

"The Same Thing Happened to Me!': Exploring Divergent Brand Outcomes of Experience Ubiquity" with Francesca Valsesia and Keisha M. Cutright, *4 studies completed*.

“Understanding Consumers' Divergent Experiences of Busyness and Idleness,” with Keisha M. Cutright and James Bettman, *Dissertation essay 2, 4 studies completed.*

“The Outnumbered Bias: When and Why We Catastrophize the Presence of Minority Groups,” with Rebecca Ponce de Leon and Rick Larrick, *3 studies completed.*

DISSERTATION

“How Time Perceptions Influence Consumer Experiences, Decision-Making, and Well-Being”

Co-Chairs: James Bettman and Keisha Cutright

Committee Members: Mary Frances Luce, Jordan Etkin, and Rick Larrick

Proposed: May 13, 2019

Essay 1: Time to Stop and Smell the Roses: How Time Perceptions Shape Self-Gifting

From simple goods like food and drink to more expensive purchases like massages and vacations, marketers are increasingly framing their offerings as opportunities to purchase oneself a gift and tend to one's own emotions. J.Crew, for instance, recently promoted a line of accessories as a chance for consumers to treat themselves and increase their happiness. While the prevalence of self-gifting appeals is growing, little is known about when consumers will prefer them to other marketing appeals. Seven studies demonstrate that perceived time abundance leads consumers to prefer self-gifting appeals to other types of appeals (e.g., neutral, utilitarian). This occurs because time abundance triggers a sense of contentment (i.e., a positively-valenced state of feeling complete, and characterized by an inward focus on one's emotions), which creates a preference for appeals involving a personal, emotional focus (as with self-gifting). These effects do not occur when time feels less abundant and cannot be explained by feelings of deservingness, justifiability, or duration expectations. A final study examines downstream implications and finds that engaging in a brief self-gifting experience can increase consumer well-being. This research advances understanding of self-gifting, resource abundance, and time perceptions, and suggests that perceiving time as more abundant can encourage us to stop and smell the roses.

Essay 2: Understanding Consumers' Divergent Experiences of Busyness and Idleness

Extant research and lay intuition yield discrepant insights regarding how consumers subjectively experience the states of busyness and idleness. For instance, having a lot to do (i.e., being busy) can feel meaningful and productive, but it can also be experienced as stressful. Similarly, having minimal things to do (i.e., being idle) can feel like a chance to focus on ourselves, but it can also feel boring and meaningless. The present work leverages future time perspective (i.e., the subjective perception of how much time is remaining) to reconcile these mixed patterns. Across multiple methodologies (e.g., secondary data, surveys, and experiments), results reveal that individuals' future time perspectives influence the phenomenology of busyness and idleness. Namely, when future time perspective is longer, busyness is experienced subjectively as productive, while idleness is experienced as wasteful. When future time perspective is shorter, by contrast, busyness is experienced as relatively stressful, and idleness as time for one's self. These phenomenological shifts, in turn, impact people's well-being and their time-management decisions more broadly. This research presents a novel framework for understanding when and why busyness and idleness can enrich consumers' lives and contributes to the literatures on time, busyness, and happiness.

HONORS & AWARDS

- 2019 *Best Symposium Presentation Award*, Carolina Research in Social and Personality Psychology Conference
- 2019 Principal Investigator, Time-Sharing Experiments for the Social Sciences (TESS) Data Collection Grant, with Keisha Cutright and James Bettman
- 2017 *Student Paper Award*, SPSP Judgment and Decision-Making Preconference

- 2017 *Runner-Up*, SPSP Graduate Student Poster Award
- 2016 Principal Investigator, Marketing Science Institute (MSI) "Customer Experience Initiative" Research Grant (\$10,000), with Cindy Chan and Barbara Kahn
- 2015 *Selected Participant*, PhD Summer School and Meaning & Purpose Conference, Arison School of Business (IDC), Herzliya, Israel
- 2013 *Selected Participant*, IDDEAS (Intro. to Diversity in Doctoral Education & Scholarship) Conference, Wharton School of Business (Univ. of Pa.), Philadelphia, PA

INVITED TALKS

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2019, May). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Brands and Brands Relationships Conference*, Boston, MA.

PEER-REVIEWED CONFERENCE PRESENTATIONS (* denotes presenting author)

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2019, October). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Association for Consumer Research*, Atlanta, GA.

Jacqueline Rifkin, Cindy Chan, and Barbara Kahn* (2019, July). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Consumer Behavior Special Interests Group (CBSIG) Conference*, Bern, Switzerland.

Jacqueline Rifkin, Cindy Chan*, and Barbara Kahn (2019, June). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *ISMS Marketing Science Conference*, Rome, Italy.

Jacqueline Rifkin*, Kelley Gullo, and Keisha Cutright (2019, April). "Time to Stop and Smell the Roses: How Time Perceptions Shape Self-Gifting Attitudes," Paper presented at *Carolina Research in Social and Personality Psychology Conference*, Durham, NC.

- Winner of Best Symposium Talk Award

Jacqueline Rifkin* and Keisha Cutright (2018, October). "Understanding Consumers' Experiences of Busyness and Idleness," Paper presented at the *Association for Consumer Research*, Dallas, TX

Jacqueline Rifkin*, Katherine Crain, and Jonah Berger (2018, October). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Association for Consumer Research*, Dallas, TX

Jacqueline Rifkin, Katherine Crain*, and Jonah Berger (2018, February). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Society for Consumer Psychology*, Dallas, TX

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2018, February). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Society for Consumer Psychology*, Dallas, TX

Jacqueline Rifkin* and Jordan Etkin (2017, October). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Association for Consumer Research*, San Diego, CA.

Jacqueline Rifkin* and Jordan Etkin (2017, February). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Society for Consumer Psychology*, San Francisco, CA.

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster and data blitz presented at the *Society for Personality and Social Psychology Judgment and Decision-Making Preconference*, San Antonio, TX.

- Winner of Student Paper Award

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster presented at the *Society for Personality and Social Psychology*, San Antonio, TX.

- Runner-Up for SPSP Graduate Student Poster Award

Jacqueline Rifkin* and Jonah Berger (2016, October). "How Everyday Items Become Treasures," Paper presented at the *Association for Consumer Research*, Berlin, Germany.

Jacqueline Rifkin* and Katherine Crain* (2016, April). "Can Your Preference for Puppies Over Kittens Change How Much You Tip?" Paper presented at *GradX*, Durham, NC.

Jacqueline Rifkin* and Jordan Etkin (2016, February). "The Trouble with Trying It All: When Variety Decreases Future-Self Connectedness," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2016, February). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2015, October). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Association for Consumer Research*, New Orleans, LA.

Jacqueline Rifkin*, Cindy Chan, and Barbara Kahn (2015, April). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at *Carolina Research in Social Psychology Conference*, Durham, NC.

CHAired CONFERENCE SYMPOSIA

Rifkin, Jacqueline (2018, October). "Can Money (and Time) Buy Happiness? A Resource Approach to Understanding Happiness," *Association for Consumer Research*, Dallas, TX.

Gullo, Kelley and Jacqueline Rifkin (2017, October). "Me, Myself, and My Variety: Exploring the Relationship Between Variety and the Self," *Association for Consumer Research*, San Diego, CA.

Gullo, Kelley and Jacqueline Rifkin (2017, February). "360 Degrees of Variety: The Dynamic Relationship of Variety Preference and Perceptions," *Society for Consumer Psychology*, San Francisco, CA.

Rifkin, Jacqueline (2016, October). "Nonconsumption," *Association for Consumer Research*, Berlin, Germany.

Rifkin, Jacqueline (2016, February). "The Potential Pitfalls of Experiential Consumption," *Society for Consumer Psychology*, St. Petersburg, FL.

Rifkin, Jacqueline (2016, February). "Flashing Forward: Antecedents and Consequences of Future-Self Connectedness," *Society for Consumer Psychology*, St. Petersburg, FL.

TEACHING AND RELATED EXPERIENCE

Guest Lecturer, Durham Technical Community College

- Psychology 150: General Psychology (Instructor: Aimee Chabot). Lecture given: "Time, Money, and Happiness," *June 2018*

Guest Lecturer, Duke University

- Psychology 223: The Self and Social Identities (Instructor: Sarah Gaither). Lecture given: "Social Identity And Consumer Behavior," *November 2018*
 - Evaluations: Easy to Understand (4.4 / 5.0), Knowledgeable (4.7 / 5.0), Overall Score (4.4 / 5.0)
- Psychology 223: The Self and Social Identities (Instructor: Sarah Gaither). Lecture given: "Social Identity And Consumer Behavior," *March 2017*
 - Evaluations: Easy to Understand (6.0 / 7.0), Engaging (5.9 / 7.0), Enjoyed (5.8 / 7.0)
- Psychology 425: Psychology of Consumers (Instructor: Jorjianne Robinson). Lecture given: "Who Am I? Consumer Behavior and Identity," *October 2016*
- Psychology 425: Psychology of Consumers (Instructor: Jorjianne Robinson). Lecture given: "Who Am I? Consumer Behavior and Identity," *October 2015*
 - Evaluation: Overall Score (4.6 / 5.0)

Teaching Assistant (Grading), Fuqua School of Business, Duke University

- MBA Marketing of Innovations (Instructor: Debu Purohit), MBA Brand Management (Instructor: Keisha Cutright), MBA Market Intelligence (Instructors: Tanya Chartrand, Jordan Etkin), MBA Marketing Core (Instructors: Bryan Bollinger, Carl Mela), MMS Marketing Analysis (Instructor: Joe Knight). *2015 – Present.*

DOCTORAL COURSEWORK

Marketing Coursework:

- Special Topics in Consumer Behavior (Duke, Fuqua School of Business; Instructor: James Bettman)
- Marketing Strategy (Duke, Fuqua School of Business, Instructor: Christine Moorman)
- Marketing Models (Duke, Fuqua School of Business, Instructor: Carl Mela)
- Survey of Consumer Behavior (Duke, Fuqua School of Business, Instructor: James Bettman)
- Behavioral Decision Theory (Duke, Fuqua School of Business, Instructor: John Payne)
- Proseminar in Marketing (Duke, Fuqua School of Business, Instructor: assorted)

Psychology Coursework:

- Social Psychology (Duke, Psychology; Instructor: Rick Hoyle)
- Autobiographical Memory (Duke, Psychology; Instructor: David Rubin)

Methods Coursework:

- Behavioral Research Methods (Duke, Fuqua School of Business; Instructor: Tanya Chartrand)
- Experimental Design and Analysis (Duke, Fuqua School of Business; Instructor: Julie Edell)
- Applied ANOVA & Regression (Duke, Psychology; Instructor: Madeline Carrig)
- Applied Research Methods (UNC, Kenan-Flagler School of Business; Instructor: Jeff Edwards)
- Multivariate Research Methods (Duke, Psychology; Instructor: Mark Leary)

SERVICE

Co-Founder and Co-Chair, Fuqua's Society To Advance Gender Equality (STAGE), 2018 - present

Co-Organizer, Carolina Research in Social & Personality Psychology Conference (CRISPP), 2017

Student Coordinator, Marketing PhD Admit Day (Recruiting), 2017

Trainee Reviewer, Journal of Consumer Research

Working Paper Reviewer, Association of Consumer Research, Society for Consumer Psychology

Individual Paper Reviewer, Society for Consumer Psychology

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

INDUSTRY EXPERIENCE

The Marketing Audit – Research Analyst 2010 – 2014

Marketing and Planning Services (MaPS) – Research Analyst 2011

Sage Communications Partners – Communications and Public Relations Intern 2010

REFERENCES

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♦ Co-writing a letter

APPENDIX: ABSTRACTS OF OTHER RESEARCH

“Variety in Self-Expression Undermines Self-Continuity”

From dating profiles and social media accounts to online streaming services, consumers are often asked to express who they are by constructing an assortment. Apple Music, for example, asks new users to indicate “two or more” of their favorite types of music when they create an account. But while consumers might create such self-expressive assortments to communicate who they are, could the composition of these assortments also affect how people see themselves? Seven studies demonstrate that perceiving greater variety in a self-expressive assortment undermines self-continuity. This occurs because variety leads consumers to infer that their preferences are less stable, thereby decreasing the belief that their identity stays the same over time. Variety’s effect generalizes across multiple domains of self-expression (e.g., books, music, television) and has downstream consequences for service evaluation and even unrelated decision-making (e.g., intertemporal tradeoffs). The findings advance understanding of how choice shapes identity, the role of variety in consumers’ lives, and factors that affect self-continuity. The results also have implications for the marketers who encourage (and the consumers who construct) self-expressive assortments.

“Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving”

Prior approaches to leverage identity to motivate behavior are often limited to the set of people who already strongly identify with an organization (e.g., prior donors) or by the costs and challenges associated with developing stronger organization-linked identities among a broader audience (e.g., encouraging more people to care). In contrast, we demonstrate that prosocial giving can be enhanced by framing an act of giving as an opportunity to express identity-relevant preferences—even if such preferences are not explicitly related to prosociality or the organization in need. Rather than simply asking people to tip or donate, the “dueling preferences” approach frames the act of giving as a choice between two categories (e.g., cats vs. dogs, chocolate vs. vanilla ice cream). We demonstrate that dueling preferences increases prosocial giving by providing potential givers with a greater opportunity for self-expression. Six experiments conducted in the laboratory and field support this theorized process while casting doubt on relevant alternatives. This research contributes to work on self-expression and identity and sheds light on how organizations can encourage prosocial behavior.

“In-The-Moment Decisions Promote More Meaningful Experience”

When preparing for an upcoming experience, like a vacation to Hawaii, when should consumers make relevant decisions, such as choosing meals and activities: in advance of the vacation, or in the spur of the moment? The present research explores how the timing of decisions influences how meaningful an experience feels. Four studies demonstrate that making decisions as an experience is occurring can enhance that experience’s meaning. We further suggest that this occurs because, compared to making decisions in advance, making decisions in the moment is more likely to spark sense-making processes after the fact, which enhances the meaning consumers are able to derive from the experience. By enhancing meaning, in-the-moment decisions also boost consumers’ intentions to engage in the future (e.g., purchase intent, willingness to recommend) and positively influence long-term psychological well-being. These findings contribute to current knowledge of—and pave the way for future research on—consumer experiences, time, decision-making, and well-being. Practical implications for marketers and consumers of experiential consumption are also discussed.

“FOMO: How the Fear of Missing Out Leads to Missing Out”

People often interrupt ongoing experiences, such as dining at a restaurant or vacationing, to check for social media updates about missed experiences. Could accessing others’ experiences come at the expense of enjoying one’s own current experience? Six studies in the laboratory and field examine the “Fear of Missing Out” (FOMO) phenomenon and its effect on enjoyment of ongoing experiences. FOMO is elicited when people are reminded of a missed social experience (e.g., by viewing social media posts) and leads to a reduction in the enjoyment of one’s ongoing, present experience—even when the present experience is expected to be more enjoyable. Furthermore, FOMO is socially driven: We find that FOMO is characterized by anxiety and sadness

about the perception of missed social bonding and potential negative consequences for one's social belonging. As such, we find that the effects on enjoyment are attenuated when the missed event does not involve one's own social group and exacerbated among those who are chronically anxious about social belonging. Across our studies, we also show that FOMO cannot be explained by post-decision regret, social exclusion, distraction, or impression management concerns. These findings contribute to the literatures on experiential consumption and social emotions, and serve to caution people that a fear of missing out on social bonding can result in missing out on enjoying their own experiences.

"How Ordinary Items Become Treasures"

Why do people continually forgo using ordinary items, like unremarkable t-shirts or inexpensive bottles of wine, as if they are too special to use? Seven studies demonstrate that forgoing usage at one point in time can make an ordinary item seem more special and lead subsequent use to be restricted. Consequently, the item is less likely to be used on ordinary occasions and more likely to be reserved for extraordinary occasions. Further, forgoing usage can spark a "specialness spiral" by which ordinary items become treasures. Forgoing use makes an item seem more special, which makes it less likely to be used. If, as a result, that item is passed up again, this amplifies the item's specialness even further, leading to further restriction. These findings shed light on drivers of prolonged nonconsumption, examine how appropriate usage occasions are constructed, and deepen understanding of how ordinary items gain meaning.

"Wish You Were Here? How Seeing Social Media Photos of Brand-Community Events Impacts Consumers' Brand Intentions"

Retail brands are increasingly hosting local brand-community events for consumers and then posting about the events on social media. While this strategy may promote desirable brand outcomes for consumers who attend the event, how might it affect consumers who did not attend the event, but subsequently see the social media photos? Across two field studies leveraging real events at a lululemon retail store, we find that seeing social media photos of brand-community events can trigger an aversive psychological reaction called FOMO (Fear of Missing Out), which increases intentions to engage with the brand in the future (e.g., likelihood to recommend the brand, visit the store, and attend future in-store events). Moreover, these effects are stronger among those who feel less connected to the brand and more anxious about their belonging within the brand community, suggesting that this marketing strategy may be particularly effective for those on the periphery of the brand community. This research contributes by expanding our conceptualizations of how brand communities form and who their constituents are, and it has implications for practitioners of social media marketing and retail brand management.

"The Same Thing Happened to Me': Exploring Divergent Brand Outcomes of Experience Ubiquity"

After consumers have a noteworthy brand experience (e.g., receiving a free dessert with their Blue Apron delivery), they like to talk about such experience with others. We explore the consequences of learning that one's experience with a brand is highly "ubiquitous" (i.e., many other consumers have had the same experience with that brand). We find that experience ubiquity enhances consumers' feelings of social connection with their conversation partners but decreases their psychological ownership over the experience. Consequently, it generates divergent brand outcomes: it simultaneously enhances consumers' connection to the brand community, but decreases their connection to the brand itself. As a result of these divergent outcomes, we further propose that experience ubiquity will influence consumers' preferences for private versus public branded consumption. Consumers who are primarily connected to the brand community (vs. the brand)—as a consequence of high (vs. low) experience ubiquity—will prefer public (vs. private) consumption offerings. This research contributes to the literature by examining the downstream consequences of post-consumption word-of-mouth, and it has practical implications for brand managers who must manage the balance between mass-versus customized experiences.

"The Outnumbered Bias: When and Why We Catastrophize the Presence of Minority Groups"

Communities are sometimes given offensive nicknames that communicate the overwhelming presence of a specific minority group: e.g., “Jew-niversity of Pennsylv-asia” [UPenn], “University of a Billion Chinese” [UBC]. However, upon closer examination, these minority groups often do not truly constitute a majority within that community (e.g., Jewish students represent approximately 25% of the UPenn student body). In this research, we examine whether the observable presence of a minority group within a community causes some people to mistakenly perceive that group as a majority, and if so, through what mechanism. Three studies reveal this phenomenon, demonstrating that when observing the presence of a minority group (e.g., 20-30% of a subset of a community), some people overestimate the overall presence of that group, believing that they constitute a majority within that community. We find that this effect is stronger for minority groups perceived as threatening to societal norms and values, suggesting that this perceptual bias is driven by feelings of threat. Thus, catastrophizing the presence of minority groups may be a common response to feelings of symbolic threat, and it may help explain growing bigotry and intolerance in America.