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EDUCATION

- Ph.D. Marketing, The University of Texas at San Antonio, expected December 2013.
- M.S. Applied Psychology, Montana State University, 2006.
- B.A. Psychology with Honors, California State University, Long Beach, 2003, Magna Cum Laude, Phi Beta Kappa.

DISSERTATION ABSTRACT

Envy is a universal emotion; however, very little empirical research has investigated the two forms of envy. Across five experiments, I examine the antecedents and consequences of malicious and benign envy as well as their effect on members of brand communities. Specific attention is paid to Self-Brand Connection (SBC), Deservingness, and Schadenfreude, their effects on Envy, and the negative consequences of exposure to envy catalysts in brand communities. Findings from Experiment 1 show that deservingness affects feelings of both malicious and benign envy. Results indicate that if a person is deserving of their good fortune within the brand community they experience benign envy; however, if the person is deemed undeserving they experience malicious envy. In Experiment 2, Deservingness and SBC are manipulated to investigate their effects on the emotional presence of malicious and benign envy. Additionally, practical implications and future directions are discussed.

JOURNAL ARTICLES

For abstracts, please see below.

Open Science Collaboration. (2013, invited submission). The Reproducibility Project: A model of large-scale collaboration for empirical research on reproducibility. In V. Stodden, F. Leisch, & R. Peng (Eds.), *Implementing Reproducible Computational Research (A Volume in The R Series)*. New York, NY: Taylor & Francis.

Open Science Collaboration. (2012). "An open, large-scale, collaborative effort to estimate the reproducibility of psychological science." *Perspectives on Psychological Science*.

Handley, Ian M. and R. Justin Goss (2012), "How Mental Simulations of the Future and Message-Induced Expectations influence Purchasing Goals," *Psychology & Marketing*, 29 (6), 401-410. (Equal Authorship, Lead Article).

Pedersen, William C., Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Nicholas J. Kelley and Norman Miller (2011), "The Impact of Rumination on Aggressive Thoughts, Feelings, Arousal, and Behavior," *British Journal of Social Psychology*, 50 (2), 281-301.

Sundie, Jill M. and R. Justin Goss (2009), "Signaling Style, Substance, and Smarts: An Evolutionary-informed Perspective on Consumer Motivation," *Evolutionary Psychology*, 7 (3), 371-373.

McGinnis, Debra, R. Justin Goss, Courtney Tessmer and Elizabeth M. Zelinski (2008), "Inference Generation in Young, Young-old and Old-old Adults: Evidence for Semantic Architecture Stability," *Applied Cognitive Psychology*, 22 (2), 171-192.

WORKS IN PROGRESS

For abstracts, please see below.

Handley, Ian M., Christopher P. Bartak, R. Justin Goss, and Tiffany L. Dood, "The Warm Glow Versus the Dark Cloud: Affect Cues Familiarity," Experiments complete, manuscript in preparation. Targeted for *Journal of Experimental Social Psychology*.

Silvera, David H., Daniel Laufer, Kate Gillespie, R. Justin Goss, and Ashley R. Arsena, "The Antecedents and Consequences of Defensive Attributions in Product-harm Crises," Experiments complete, manuscript in preparation. Targeted for *Journal of Consumer Psychology*.

Silvera, David H., Frank R. Kardes, Bruce Pfeiffer, Ashley R. Arsena, and R. Justin Goss, "Getting Consumers to Generate their own Ad Content: The Impact of Imagine Instructions on Persuasion," Manuscript in preparation. Targeted for *Journal of Advertising*.

Silvera, David H., Harish Sujana, R. Justin Goss, and Ashley R. Arsena, "The Effects of Training on Sales Supervisors' Evaluations of Ability," Manuscript in preparation. Targeted for *Journal of Marketing Research*.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Goss, R. Justin, David H. Silvera, Daniel Laufer, Kate Gillespie, and Ashley R. Arsena (2011), "Uh-Oh, This Might Hurt Our Bottom Line: Consumer and Company Reactions to Product Harm Crises," in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.

- Arsena, Ashley R., David H. Silvera, Mario Pandelaere, and R. Justin Goss (2011), "Brand Trait Transference: Acquiring the Characteristics of Products," Society for Consumer Psychology, Atlanta, GA.
- Goss, R. Justin and David H. Silvera (2011), "The Effect of Individual Differences in Working Memory Capacity on Susceptibility to the Omission Neglect Bias," Society for Consumer Psychology, Atlanta, GA.
- Arsena, Ashley R., David H. Silvera, Mario Pandelaere, and R. Justin Goss, (2010), "Brand Trait Transference: Acquiring the Characteristics of Products," Society for Consumer Psychology, St. Pete, FL.
- Goss, R. Justin, David H. Silvera, Daniel Laufer, Kate Gillespie, and Ashley R. Arsena (2010), "The Consequences of Product Harm Crises Moderated by Severity, Vulnerability, Brand Familiarity, and Company Response," Society for Consumer Psychology, St. Pete, FL.
- Silvera, David H., Tracy Meyer, Daniel Laufer, R. Justin Goss, Ashley R. Arsena (2010), "Threat Perception in Product Harm Crises: Do Older Consumers Feel More Vulnerable?" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Goss, R. Justin, Ian M. Handley, and Brett M. Runnion (2010), "Developing Positive Attitudes and Strong Goals to Purchase Products of Fantasy," in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Arsena, Ashley R., R. Justin Goss, David H. Silvera, Frank R. Kardes, and Bruce Pfeiffer (2010), "Imagine Instructions: When Do They Help or Hurt Persuasion?" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Goss, R. Justin, Ashley R. Arsena, David H. Silvera, and Harish Sujana (2009), "The Effects of Training on Sales Supervisors' Evaluations of Ability," American Psychological Association, Toronto, Ontario, Canada.
- Goss, R. Justin, Ashley R. Arsena, David H. Silvera, Daniel Laufer, and Kate Gillespie (2009), "The Antecedents and Consequences of Defensive Attributions in Product-harm Crises," Society for Consumer Psychology, San Diego, CA.
- Handley, Ian M., Christopher P. Bartak, Tiffany L. Dood, and R. Justin Goss (2008), "Warm Glows and Dark Clouds: Affect Cues Familiarity," Society for Personality and Social Psychology, Albuquerque, NM.
- Goss, R. Justin and Ian Handley (2007), "Spinning Fantasies Into Consumer Attitudes: A Fantasy-Realization Perspective of Attitude Formation", in *Advances in Consumer*

Research, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 439-440.

Andrews, Tessa M., Ian M. Handley, and R. Justin Goss (2006), "Maidens or Matriarchs: Who has More Casual Sex?" Human Behavior and Evolution Society, Philadelphia, PA.

Handley, Ian M., R. Justin Goss, Tiffany L. Dood and Tessa M. Andrews (2006), "Does the Self-Serving bias Serve the Self?" Western Psychological Association, Palm Springs, CA.

Pedersen, William C., Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Norman Miller, Hector Aguilar, J. Edwards, and Ian Walti (2005), "The Impact of Rumination on Aggressive Thoughts, Feelings, and Behavior," Society for Personality and Social Psychology, New Orleans, LA.

Edwards, Jordan W., William C. Pedersen, Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Norman Miller, H. Aguilar, and I. Walti (2005), "The Effect of Rumination on Aggressive Thoughts and Arousal Levels." Western Psychological Association, Portland, OR.

Goss, R. Justin (2003), "The Effects of Rumination on Aggression," Paper and presentation conducted at both the 2003 CSULB student research competition (1st Place) and the 2003 CSU state research competition.

McGinnis, Debra, Elizabeth M. Zelinski, and R. Justin Goss (2002), "Inference Predictors of Comprehension in Young-old and Old-old Adults," American Psychological Association, Chicago, IL.

McGinnis, Debra, Elizabeth M. Zelinski, Rudy Aguilera, and R. Justin Goss (2001), "Adult Age Differences in Inference Generation During Narrative Comprehension," American Psychological Association, San Francisco, CA.

AWARDS AND DISCTINCTIONS

MSU College of Liberal Arts Scholarship, 2004

CSULB Outstanding Senior Graduate, Department of Psychology, 2003

Ambassador at the California State University Research Conference, 2003

1st Place—CSULB Student Research Competition (Behavioral Sciences), 2003

President's Scholarship (Full Academic), CSULB, 1999-2003

President's Honors List, 1999-2003

RESEARCH

Interests

Evolutionary Psychology
Nonconscious Processing
Impulsive and Reflective Influences on Decision Making

Experience

Member of Silvera Lab, Marketing Department, UTSA, Faculty Advisor: David Silvera, 2009
Subject Pool Coordinator, UTSA, 2008-09
Research Assistant, Marketing Department, UTSA, Faculty Advisor: David Silvera, 2007-11
Persuasion and Affect Lab Manager, 2005-06
Research Assistant, Department of Psychology, MSU, Faculty Advisors: Ian Handley and
Jennifer Boldry, 2004-06
Research Assistant, Department of Psychology, CSULB, Faculty Advisors: Bill Pedersen and
Debra McGinnis, 2000-03

TEACHING

Interests

Internet Marketing and e-Commerce
Principles of Marketing
International Marketing
Marketing Research
Consumer Behavior
Promotion
Entrepreneurial Marketing

Experience

Social Psychology (CSULB; TA)
Introduction to Statistics SPSS Lab (MSU)
Principles of Marketing (UTSA)
Electronic Marketing (UTSA)
Consumer Behavior (UTSA; Prepping for Summer 13)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Personality and Social Psychology (SPSP)
Society for Consumer Psychology (SCP)
Phi Beta Kappa Honor Society, inducted 2003
Psi Chi Honor Society, inducted 2002

PROFESSIONAL EXPERIENCE

Freelance social media advisor for small startups.

Organic SEO
Inorganic SEO
Retail website simplification
Guerrilla marketing strategies
Marketing 1.0 and 2.0 consultant for a large, international toy company
Advise on distribution strategies
Website language conversion
Traditional advertisement development
Nontraditional advertisement development
Event and contest organization
Event and contest execution
Sponsored skill toy demonstrator

REFERENCES

Please inquire via email.

ABSTRACTS

Journal Articles

Handley, Ian M. and R. Justin Goss (2012), "How Mental Simulations of the Future and Message-Induced Expectations influence Purchasing Goals," *Psychology & Marketing* 29 (6) 401-410. (Equal Authorship, Lead Article)

In the reported experiment, participants considered future fantasies about owning an electronics product, negative realities that impeded the realization of that fantasy (e.g., insufficient money), or simultaneously consider both. Consistent with Fantasy Realization Theory (Oettingen, 1996), only participants who simultaneously considered fantasies and reality formed stronger (weaker) goals to purchase their fantasy product if they read an advertisement for an electronics store leading them to expect that doing so was feasible (unfeasible). Purchasing goals were not influenced by expectations in the other conditions. The theoretical and practical contributions of these findings, and future directions for research, are discussed.

Pedersen, William C., Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Nicholas J. Kelley and Norman Miller (2011), "The Impact of Rumination on Aggressive Thoughts, Feelings, Arousal, and Behavior," *British Journal of Social Psychology*, 50 (2), 281-301.

Although rumination following a provocation can increase aggression, no research has examined the processes responsible for this phenomenon. With predictions derived from the General Aggression Model, three experiments explored the impact of two types of post-provocation rumination on the processes whereby rumination augments aggression. In Experiment 1, relative to distraction, self-focused rumination uniquely increased the accessibility of arousal cognition, whereas provocation-focused rumination uniquely amplified the accessibility of aggressive action cognition. In Experiment 2, provocation-focused rumination uniquely increased systolic

blood pressure. In Experiment 3, both types of rumination increased aggressive behaviour relative to a distraction condition. Angry affect partially mediated the effects of both provocation- and self-focused rumination on aggression. Self-critical negative affect partially mediated the effect of self-focused rumination but not provocation-focused rumination. These findings suggest that provocation-focused rumination influences angry affect, aggressive action cognition, and cardiovascular arousal, whereas self-focused rumination increases self-critical negative affect, angry affect, and arousal cognition. These studies enhance our understanding of why two types of post-provocation rumination increase aggressive behaviour.

McGinnis, Debra, R. Justin Goss, Courtney Tessmer and Elizabeth M. Zelinski (2008), "Inference Generation in Young, Young-old and Old-old Adults: Evidence for Semantic Architecture Stability," *Applied Cognitive Psychology*, 22 (2), 171-192.

Participants (31 young, 27 young-old, and 28 old-old) read 12 narratives, pausing periodically to think aloud. The resulting protocols were analysed for 17 types of inferences and for non-content (off-target) information. Factor analysis yielded three inference factors: character, causal and physical. Age difference across these factors were not significant, suggesting that inferential processing architecture may be stable. Each narrative also included an unfamiliar word. Immediately following each narrative, four definition choices and a definition rating scale were presented. The definition scores of old-old adults were lower than young and young-old. In addition, definition scores were negatively related to non-content comment counts. Taken together, these findings suggest that off-target working-memory intrusions may interfere with interpretation specificity in older adults even though semantic architecture remains stable. This study extends the aging and inference literature by addressing age-related changes across categories of inferential processing and by including a sample of old-old adults.

Works in Progress

Handley, Ian M., Christopher P. Bartak, R. Justin Goss, and Tiffany L. Dood, "The Warm Glow Versus the Dark Cloud: Affect Cues Familiarity," Experiments complete, manuscript in preparation. Targeted for *Journal of Experimental Social Psychology*.

Recent research supports the operation of a "warm-glow heuristic" such that positive stimuli to which individuals attend are judged as familiar more often than non-positive stimuli. We currently expand this idea by suggesting that affective stimuli in general should be judged familiar more often than non-affective stimuli. Because repeated exposure to novel affective stimuli (i.e., familiarity) may amplify individuals' initial affective reactions to them, positive and negative affective reactions may reciprocally convey information that an encountered object is familiar. As well, several findings and theoretical accounts indicate that positive and negative stimuli are more memorable and deeply processed, again meaning that affect might in turn indicate familiarity. In two reported experiments, participants encountered stimuli of varied affective quality and were asked to report whether or not these stimuli were familiar. As predicted, results indicate that both positive and negative stimuli are deemed familiar to participants more often than neutral stimuli.

Silvera, David. H., Daniel Laufer, Kate Gillespie, R. Justin Goss, and Ashley R. Arsena, "The Antecedents and Consequences of Defensive Attributions in Product-harm Crises," Experiments complete, manuscript in preparation. Targeted for *Journal of Consumer Psychology*.

Product harm crises, "discrete, well publicized occurrences wherein products are found to be defective or dangerous" (Siomkos and Kurzbard 1994), can cause damage to both the financials and reputation of a company. Research suggests that an important determinant of the amount of damage the company incurs is the degree to which consumers blame the company for the crisis. Blame attributions for product-harm crises can have a variety of negative consequences for the company, including reduced consumer satisfaction with the product, increased consumer complaints, and desire for refunds. These findings suggest that blame attributed to a company in association with a product-harm crisis will negatively affect attitudes toward the brand, purchase intentions, and recommendations relative to the company's products. The current research attempts to identify factors that can potentially influence blame attributions by observers of a product-harm crisis. Specifically, we investigated the roles severity of the crisis, familiarity of the involved brand, post-crisis company reactions, and personal vulnerability of observers of the product-harm crisis have in determining blame attributions.

Silvera, David. H., Frank R. Kardes, Bruce Pfeiffer, Ashley R. Arsena, and R. Justin Goss, "Getting Consumers to Generate their own Ad Content: The Impact of Imagine Instructions on Persuasion," Manuscript in preparation. Targeted for *Journal of Advertising*.

Three studies examined conditions under which imagine instructions influence degree of persuasion. Study 1 showed that imagine instructions cause individuals high in need for cognitive closure to form stronger negative attitudes after viewing a negative advertisement. Study 2 showed higher level construals facilitated ability to imagine by increasing adherence to an advertisement message. Study 3 showed an interaction between imagine instructions and promotion focus such that either high promotion focus or imagine instructions resulted in stronger positive attitudes in relation to a positive advertisement message.

Silvera, David H., Harish Sujan, R. Justin Goss, and Ashley R. Arsena, "The Effects of Training on Sales Supervisors' Evaluations of Ability," Manuscript in preparation. Targeted for *Journal of Marketing Research*.

This research examines how receiving training or task assistance influences ability evaluations in the context of supervisor ratings of salespeople at a hypothetical calling center. Across three studies we show that both training and assistance improved evaluations of average callers, that training had no impact on evaluations of excellent callers, and that assistance had a negative impact on evaluations of excellent callers. Training improved evaluations of average callers whether the help was solicited by the caller or not, whereas evaluations of excellent callers were more negative for solicited training than for either unsolicited training or no training.