

# GIZEM CEYLAN

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## EDUCATION

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### University of Southern California (USA)

Ph.D., Marketing, Marshall School of Business Expected 2022

### New York University (USA)

M.A., Psychology 2016

### Ozyegin University (Turkey)

M.B.A., with distinction, Business Administration 2014

*Exchange program at the University of Florida (USA)*

### Bogazici University (Turkey)

B.A., with distinction, Honors Business Administration 2006

*Exchange program at the University of North Carolina at Chapel-Hill (USA)*

## RESEARCH INTERESTS

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- Consumer behavior in technology mediated environments
- Visual word of mouth
- Psychology of sharing on social media
- Theory-driven text analysis.

## MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

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**Gizem Ceylan**, Kristin Diehl, and Wendy Wood, “Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis”, *revising to submit*.

**Gizem Ceylan** and Kristin Diehl, “More Words and More Pictures: How People Communicate Experiences Visually and Verbally” *revising to submit*.

**Gizem Ceylan** and Norbert Schwarz, “Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information” working paper, to be submitted to the *Journal of Association for Consumer Research* by April 2021.

**Gizem Ceylan**, Ceren Kolsarici, and Debbie MacInnis, “How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?”, *under review*.

## HONORS & AWARDS

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Dissertation Completion Grant, Marshall School of Business	2020
AMA Sheth Foundation Doctoral Consortium Fellow	2020
Doctoral Student Fellowship, Marshall School of Business	2016-2021
Exchange Program Grant, Ozyegin University	2014
Merit-based Scholarship, Ozyegin University	2009-2014
Dean's Honor List, Bogazici University	2006
Exchange Program Grant, Bogazici University	2004
International Economics and Foreign Policy Forum Travel Award, Belgium	2003

## CONFERENCE PRESENTATIONS

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Gizem Ceylan\*, and Kristin Diehl (2020), "More Words and More Pictures: How People Communicate Experiences Visually and Verbally" Special Session, scheduled to be presented at *Association for Consumer Research Conference*, Online.

Gizem Ceylan\*, and Norbert Schwarz (2020), "Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information?" Special Session, scheduled to be presented at *Association for Consumer Research Conference*, Online.

Gizem Ceylan\*, and Norbert Schwarz (2020), "Look What I am Re-Sharing: How Self-Presentation Goals Impact What Consumers Re-Transmit on Social Networks?" Special Session, *Society for Consumer Psychology*, Huntington Beach, CA.

Gizem Ceylan\*, Ceren Kolsarici, and Debbie MacInnis (2019), "How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?" Special Session, *Marketing Science Conference*, Rome, Italy.

Gizem Ceylan\*, Kristin Diehl, and Wendy Wood (2019), "Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis." Special Session, *Society for Consumer Psychology Conference*, Savannah, GA.

Gizem Ceylan\*, Ceren Kolsarici, and Debbie MacInnis (2018), "How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?" *European Association for Consumer Research Conference*, Ghent, Belgium.

Gizem Ceylan\*, Stephanie Tully, and Debbie MacInnis (2017), "Emotional Intensity Increases Propensity to Spend on Others." Working Paper presentation, *Society for Consumer Psychology Conference*, Dallas, TX.

## EMPLOYMENT

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### **Estee Lauder Companies (USA)**

Director of Global Consumer Insights

2015-2016

### **Procter & Gamble**

Head of Consumer Insights (USA / Sub-Saharan Africa)	2011-2015
Manager of Consumer Insights (Europe)	2008-2011
Assoc. Manager of Consumer Insights (Turkey)	2006-2008

## TEACHING EXPERIENCE

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### Teaching

Consumer Behavior (undergraduate)	(Fall) 2020
<i>Overall Rating 4.61 out of 5</i>	

### Teaching Assistant

Honors Research Seminar: Marketing (undergraduate)	2019
Consumer Behavior (undergraduate)	2018

### Guest Lectures

University of Southern California (Marketing Fundamentals - undergraduate)	2020
University of Southern California (Consumer Behavior - undergraduate)	2020
University of Southern California (Advertising - undergraduate)	2020
University of Southern California (Advertising - undergraduate)	2019
Honors Research Seminar: Marketing (undergraduate)	2019
University of Southern California (Marketing Fundamentals - undergraduate)	2019
University of Southern California (Consumer Behavior - undergraduate)	2018
University of Southern California (Advertising - undergraduate)	2018
University of Southern California (Advertising - undergraduate)	2017
University of Washington in St. Louis (Consumer Behavior - undergraduate)	2016
Columbia University (Strategic Consumer Insights - graduate)	2016
Bogazici University (Consumer Behavior - undergraduate)	2010
University of Washington in St. Louis (Research Methods - undergraduate)	2008

## SELECTED PHD COURSE WORK

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### General Methods & Statistics

Advanced Multivariate Statistics	<b>Instructor</b> Michael Hurlburt
Advanced Research Methods in Marketing	Valerie Folkes
Applied Analysis for Behavioral Research (UCLA)	Stephen Spiller
Multivariate Analysis of Behavioral Data	Eli Tsukayama
Multiple Regression for Social Work Research	Eric Rice
Research Methods in Organizational Behavior	Cheryl Wakslak

### Computational & Specialized Methods

Coding and Programming for Storytelling	Keith Plocek
Computational Social Sciences	Morteza Dehghani
Meta-Analysis	Wendy Wood
Python Coding for Data Journalism	Jonathan Schluss

### Marketing & Psychology

Consumer Behavior and Decision-Making	Kristin Diehl & Joseph Nunes
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Marketing Models in Consumer and B-to-B Markets	Anthony Dukes & Shantanu Dutta
Psychology of Self-report	Norbert Schwarz
Seminar in Advanced Social Psychology	Norbert Schwarz
Strategic and Marketing Mix Models	Sivaramakrishnan Siddarth & Gerard Tellis
Understanding Consumer and Organizational Buying Behavior	Deborah MacInnis

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## COMPUTER SKILLS

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R, Python, SPSS, SAS, Java, HTML.

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## SERVICE

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Ad-hoc Reviewer, Society for Consumer Psychology Annual Conference	2018-
Trainee Reviewer, Journal of Consumer Research.	2019-

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## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research  
Society for Consumer Psychology

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## REFERENCES

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### **Kristin Diehl**

*Professor of Marketing*  
Marshall School of Business  
University of Southern California  
Los Angeles CA. 90089  
[kdiehl@marshall.usc.edu](mailto:kdiehl@marshall.usc.edu)

### **Deborah MacInnis**

*Charles L. and Ramona I. Hilliard Professor of  
Business Administration Professor of Marketing*  
Marshall School of Business  
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### **Norbert Schwarz**

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Department of Psychology  
University of Southern California  
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### **Wendy Wood**

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Department of Psychology  
University of Southern California  
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## APPENDIX – ABSTRACTS FROM SELECTED RESEARCH

### **“Imagine or Not to Imagine! Do Imagery Inductions Alter Behavior? A Meta-analysis.”**

Marketers frequently attempt to induce imagery of future consumption in order to increase purchases. In academic research, however, imagery inductions have produced varying effects on behavior. This meta-analysis investigates and quantifies the effect of imagery induction on consumers' purchase and consumption behavior, examining 162 effect sizes from 54 papers. We distinguish between three imagery-induction paradigms: Studies that induced imagery once (the most common paradigm in academic marketing research) revealed a very small, positive effect on consumption behavior. Studies that induced imagery repeatedly over the course of several weeks yielded a large-sized positive effect, and studies that massed imagery in a short timespan revealed a medium-sized but negative effect on behavior. We consider additional induction methods (e.g., enhanced visuals) and types of consumption (i.e., material vs. experiential purchases, indulgent vs. non-indulgent foods) that might increase imagery effectiveness. Finally, we discuss implications for theory and practice and highlight avenues for future research.

### **“More Words and More Pictures: How People Communicate Experiences Visually and Verbally”**

The ubiquity of camera phones now allows people to communicate almost all experiences using both words and pictures. This raises the question: How do people use pictures along with verbal expressions to communicate experiences? Across large scale text-analyses (Yelp! and TripAdvisor) and three lab experiments, we find using pictures increases the number of words used concurrently and vice versa (i.e., a positive relationship). This finding holds when communicating publicly with many unspecified people (e.g., in reviews) as well as in private conversations with a single, well-known person (e.g., in an email). Further, the effect holds whether pictures or words are chosen first to generate the communication (e.g., due to platform design). Contradicting lay beliefs, we find that a picture is not worth a thousand words.

### **“Is the Guy in Red Sneakers More Likely to Share Fake News? Need for Uniqueness and the Willingness to Share Questionable Information”**

On social media platforms, consumers often share information within seconds of receiving them. We examine the impact of self-presentation goals on the decision to share information online. We propose that when distinctiveness concerns are heightened (i.e., when need for uniqueness is high), people's willingness to share information from less-known sources and information that is shared by few others may increase. In three studies, we find that consumers who want to fit-in prefer to share popular information from well-known credible sources, whereas consumers who want to stand out are willing to share information from less credible sources as well as information that is not shared by others. These differences emerge even though both groups find information more likely to be truthful when it comes from a credible source, indicating that the desire to stand out motivates people to share information despite concerns about its veracity.

### **“How Perfectionism Affects the Relationship between Risk Perceptions and Purchase Intentions?”**

We investigate whether, when, and why consumers' perfectionistic tendencies moderate the relationship between risks and purchase intentions. Leveraging research in psychology, we identify

and distinguish two types of perfectionists: adaptive perfectionists (high on perfectionistic standards and low on perfectionistic concerns) and maladaptive perfectionists (high on perfectionistic standards and concerns). We hypothesize that maladaptive perfectionists are more open to options that entail risk compared to adaptive perfectionists. This is because maladaptive perfectionists need (rather than want) the perfect outcome and hence, can justify the benefits of the risky option compared to its risks. Three studies using different domains in which achieving high standards are meaningful, different samples, and different operationalizations of perfectionism type show consistent results. Maladaptive perfectionists are less sensitive than adaptive perfectionists to increasing levels of risks and they show greater intentions to purchase products with high levels of risk than adaptive perfectionists do. Our studies suggest that maladaptive perfectionists may be a vulnerable consumer segment, particularly since marketers often position products and services as means to achieve perfect outcomes, products and services that promise perfection can come with high levels of risk, and consumers have become more perfectionistic over time.