




GINGER PENNINGTON, Ph.D.

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Department of Psychology
Northwestern University
2029 Sheridan Road
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EDUCATION

Ph.D. in Psychology, 2002

Northwestern University, Evanston, IL
Specialization: Social Psychology
Dissertation: *The role of standpoints of the self in individuals' affective responses to self-discrepancies*. Advisor: Wendi Gardner

M.A. in Psychology, 1999

Northwestern University, Evanston, IL
Specialization: Social Psychology
Thesis: *Temporal changes in unrealistic optimism*
Advisor: Neal Roese

B.A. (magna cum laude) in Psychology & Sociology/Anthropology, 1997

Knox College, Galesburg, IL
Honors thesis: *The role of group membership salience in the person/group discrimination discrepancy*

HONORS & AWARDS

Harvey Kapnick Business Institutions VIP Teaching Award, 2015

Faculty Appreciation Award, Alpha Chi Omega, Northwestern, 2013

Faculty Fellow, Kilts Center for Marketing University of Chicago, 2003

Positive Psychology Institute competitive research grant / summer fellowship, 2000

University Fellow, Northwestern University, 1997

Robert Stevens Harper Prize in Psychology Knox College, 1997

Sigma Alpha Iota, Sword of Honor Award, 1997

Faculty Scholarship Prize, Knox College, 1996

Ford Foundation Research Fellowship, 1996

Mortar Board National Honor Society

Phi Beta Kappa National Honor Society

Ronald E. McNair Fellowship, 1993 - 1997

ACADEMIC POSITIONS (Current)

Associate Professor of Instruction

Department of Psychology and Harvey Kapnick Business Institutions Program, Northwestern University
2019 - Present

Academic Advisor

Department of Psychology and Weinberg College of Arts & Sciences (First-year advising), Northwestern University
2014 - Present

ACADEMIC POSITIONS (Previous)

Assistant Professor of Instruction

Department of Psychology and Harvey Kapnick Business Institutions Program, Northwestern University
2015 - 2019

Visiting Assistant Professor

Department of Psychology and Harvey Kapnick Business Institutions Program, Northwestern University
2013 - 2015

Assistant Professor of Marketing Management

University of Chicago Booth School of Business
2002-2005

Instructor / Adjunct Lecturer

Department of Psychology, Northwestern University
2000-2002

UNIVERSITY SERVICE

Faculty Advisor for Student Organizations

Phi Gamma Nu National Business Fraternity
Music4Joy student volunteer organization

Undergraduate Academic Advisor

Psychology Department, Northwestern University

Teaching Committee, Chair (2020-2022)

Department of Psychology, Northwestern

Social & Behavioral Sciences Delegate (2018)

WCAS Foundational Disciplines Convention

Faculty Fellow (2013-2017)

Ayers College of Commerce & Industry, Northwestern

COURSES TAUGHT

Research Methods in Psychology

Consumer Psychology &
Marketing Research

Marketing Management

Being Female in the 21st Century

Marketing Strategy (M.B.A.)

Consumer Behavior

Culture, Language, & Cognition

Special Topics in Social Cognition:
The Self

PROFESSIONAL & VOLUNTEER ROLES

League of Women of Voters of
Park Ridge, Vice President (2022-2023)

Action Ridge, Education Lead (2023)

Conjecture, LLC, Chicago
Head of Psychological Research &
Behavioral Economics (2018-2019)

RPM Research, LLC, Chicago
Co-founder & Director (2014-2016)

Taproot Foundation, Chicago
Pro Bono Consultant / Project
Manager (2012-2019)

Park Ridge Community Women
Vice President (2013-2014)

Village of North Barrington,
Trustee (2007 - 2011)

SCHOLARLY INTERESTS

My research is driven by a fascination with the motivational and emotional factors that shape human judgment, both chronic individual differences and situationally-specific motives. My research spans several areas of interest including the examination of individual emotional vulnerabilities, our propensity for counterfactual thinking, and consumers' response to advertising. My current projects examine these dynamics in legal and professional contexts.

PUBLICATIONS

*First author

How active management survives (2019)

with J.B. Heaton, *Financial Planning Review*, 2 (1), 1-9.

Time will tell: The distant appeal of promotion and the imminent appeal of prevention (2008)

with C. Mogilner, & J.L. Aaker, *Journal of Consumer Research*, 34, 670-681.

Sex differences in regret: All for love or some for lust? (2006)

with N.J. Roese, J. Coleman, M. Janicki, N.P. Li, & D.T. Kenrick, *Personality and Social Psychology Bulletin*, 32, 770-780.

Regulatory focus and temporal distance (2003)*

with N.J. Roese, *Journal of Experimental Social Psychology Bulletin*, 39, 563-576

Counterfactual thinking and regulatory focus (2003)*

with N.J. Roese, in *Motivated Social Perception: The Ontario Symposium*, edited by S.J. Spencer, S. Fein, M.P. Zanna, & J.M. Olson, vol. 9, 277-298.

Circle of friends or members of a group? Sex differences in relational and collective attachment to groups (2003)

with E. Seeley, W. Gardner, & S. Gabriel, *Group Processes and Intergroup Relations*, 6, 251-263.

Counterfactual thinking and regulatory focus: Implications for action versus inaction and sufficiency versus necessity (1999).

with N.J. Roese, & T. Hur, *Journal of Personality and Social Psychology*, 77, 1109-1120.

The person/group discrimination discrepancy: The role of informational complexity (1999).

with K. Quinn, N.J. Roese, & J. Olson, *Personality and Social Psychology Bulletin*, 25, 1430-1440.

RESEARCH IN PROGRESS

Patriarchy Through Perseverance: Unrealistic Optimism and Gender Inequalities

with J.B. Heaton, design stage

Trust in Digital Evidence: Juror Skepticism in the AI-Age

with David Perrott, pilot testing phase

INVITED PRESENTATIONS

Perceptual Mapping Workshop (2017)

Form & Function Marketing (student organization), Northwestern

Marketing for Small Business Owners (2015)

LEND (Lending for Evanston and Northwestern Development), Northwestern

Ethical Issues in Marketing (2015)

Opening speaker and moderator, Ayers College of Commerce and Industry Business Symposium, Northwestern

Purchase Proximity, Temporal Construal & the Persuasiveness of Prevention Framing (2004, April)

Annual Meeting of the Social Psychologists of Chicago

Temporal Construal and The Persuasiveness of Prevention Framed Information (2004)

Department of Psychology, SUNY Buffalo

Temporal Perspective and Regulatory Focus (2003)

Department of Psychology, University of Chicago

Temporal Perspective, Regulatory Focus, & Consumer Evaluation (2003)

Tuck School of Business at Dartmouth

Temporal Perspective, Regulatory Focus, & Consumer Evaluation (2003)

The Wharton School, University of Pennsylvania

Through the Lens of Time: Temporal Transformations in Regulatory Focus (2001)

Kellogg School of Management, Northwestern

SELECTED CONFERENCE PRESENTATIONS

Fake news & real events: What drove the 2016 election? (2019, May)

Paper presented at the Annual Conference for the European Marketing Academy, Hamburg. With R. Kubler & K. Pauwels.

The pressing preference for prevention: Impact of temporal construal on the persuasiveness of prevention versus promotion-framed product information. (2006, Oct)

Paper presented at the Association for Consumer Research Annual Meeting. With C. Mogilner & J.L. Aaker

Sex differences in regret? All for love? (2004, Jan.)

Paper presented at the Society for Personality and Social Psychology Annual Meeting, Austin. With N.J. Roese

Self-construal, expectancies, and task performance: For whom is negative thinking powerful? (2004, Jan)

Paper presented at the Society for Personality and Social Psychology Annual Meeting, Austin. With N.J. Roese

When does “not so bad” seem awfully good? Purchase proximity, temporal construal & the persuasiveness of prevention-framed information (2003, Oct.).

Paper presented at the Association for Consumer Research Annual Meeting, Toronto With J.L. Aaker & N.J. Roese

“Desiring the best” versus “not settling for less”: The role of purchase timing and level of construal in determining the effectiveness of advertising appeals (2003, Feb.)

Paper presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans. With J.L. Aaker & N.J. Roese

The production of additive and subtractive counterfactual thoughts as a function of self- construal salience (2002, Feb.)

Paper presented at the Society for Personality and Social Psychology Annual Meeting, Savannah, GA. With N.J. Roese & W.L. Gardner

Regulatory focus and temporal perspective (2001)

Paper presented at the Association for Consumer Research Annual Meeting, Austin. With N.J. Roese

Self-congruencies and the positive consequences of self-state representations (2001, Aug.)

Paper presented at the Positive Psychology Summer Institute