

Andrew Luttrell

Curriculum Vitae

Department of Psychological Science
Ball State University
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Academic Employment

- 2017– **Assistant Professor of Psychological Science**, Ball State University
*Affiliated Faculty, Department of Counseling Psychology, Social Psychology and Counseling
Affiliated Faculty, African American Studies*
- 2016–17 **Visiting Assistant Professor of Psychology**, College of Wooster

Education

- 2016 **Ph.D.** in Social Psychology, Ohio State University
Dissertation: Judgment certainty: Perceptions of its origins and why they matter
- 2012 **M.A.** in Social Psychology, Ohio State University
Thesis: Perceived bases for attitude certainty and resistance to persuasive communication
- 2010 **B.A.** in Psychology, *summa cum laude*, Eastern Illinois University

Research Funding

- 2021–23 **Binational Science Foundation:** *Unpacking the dimensions of subjective psychological (in)consistency: An attitude ambivalence perspective.* (\$150,000; Role: Co-PI with G. Itzhakov)
- 2021–26 **National Science Foundation:** *Data-driven modeling to improve understanding of human behavior, mobility, and disease spread.* (\$2,293,819; Role: Senior Personnel; PIs: T. Anderson, S. Luke, D. Pfoser, A. Roess, and A. Zuefle)
- 2020–21 **Aspire Junior Faculty Research Award, Ball State University:** *The use of moral arguments in social change advocacy.* (\$14,922; Role: PI)
- 2018–19 **Digital Scholarship Lab Fellowship, Ball State University:** *The language of persuasive communication.* (\$10,844; Role: PI)
- 2017 **Society for Personality and Social Psychology Small Research Grant:** *Using moral arguments to persuade people with moral conviction: A test of matching effects vs. attitude strength* (\$980; Role: PI)
- 2015 **OSU Decision Sciences Collaborative:** *Dimensions of charitable giving: The roles of perceived need and efficacy* (\$3,000; Role: PI)

Publications

*Indicates equal authorship, †Indicates graduate student co-author, ‡Indicates undergraduate student co-author

Luttrell, A., Petty, R. E., Chang, J., & Togans, L. J.[†] (in press). The role of culture and dialecticism in objective and subjective attitudinal ambivalence. *British Journal of Social Psychology*.

[\[Preprint\]](#) [\[OSF\]](#)

See, Y. H. M.* & **Luttrell, A.*** (in press). When dueling emotions and conflicting beliefs predict subjective ambivalence. *Journal of Experimental Social Psychology*. [\[Preprint\]](#) [\[DOI\]](#)

Susmann, M. W., Xu, M., Clark, J. K., Blankenship, K. L., Philipp-Muller, A. Z., **Luttrell, A.**, Wegener, D. T., & Petty, R. E. (in press). Persuasion amidst a pandemic: Insights from the Elaboration Likelihood Model. *European Review of Social Psychology*. [\[Preprint\]](#) [\[DOI\]](#)

Luttrell, A., & Petty, R. E. (2021). Evaluations of self-focused versus other-focused arguments for social distancing: An extension of moral matching effects. *Social Psychological and Personality Science*. [\[PDF\]](#) [\[DOI\]](#)

Selected media coverage: [Los Angeles Times](#), [Insider](#)

Siev, J. J., & Xu, M., **Luttrell, A.**, & Petty, R. E. (forthcoming). The role of attitude strength in addressing the COVID-19 pandemic. In M. Miller (Ed.), *The social science of the COVID-19 pandemic: A call to action for researchers*. Oxford, UK: Oxford University Press. [\[Preprint\]](#)

Luttrell, A., Teeny, J. D., & Petty, R. E. (2021). Morality matters in the marketplace: The role of moral metacognition in consumer purchasing. *Social Cognition*, 39(3). [\[PDF\]](#) [\[DOI\]](#)

Rocklage, M. D.* & **Luttrell, A.*** (2021). Attitudes based on feelings: Fixed or fleeting? *Psychological Science*, 32(3), 364-380. [\[PDF\]](#) [\[DOI\]](#)

Selected media coverage: [BPS Research Digest](#)

Luttrell, A., & Togans, L. J.[†] (2021). The stability of moralized attitudes over time. *Personality and Social Psychology Bulletin*, 47(4), 551-564. [\[PDF\]](#) [\[DOI\]](#)

Luttrell, A.* & Sawicki, V.* (2020). Attitude strength: Distinguishing predictors versus defining features. *Social and Personality Psychology Compass*, 14(8), e12555. [\[PDF\]](#) [\[DOI\]](#)

Luttrell, A., Petty, R. E., & Briñol, P. (2020). The interactive effects of ambivalence and certainty on political opinion stability. *Journal of Social and Political Psychology*, 8(2), 525-541. [\[PDF\]](#) [\[DOI\]](#)

- Luttrell, A.**, Phillip-Muller, A., & Petty, R. E. (2019). Challenging moral attitudes with moral messages. *Psychological Science*, 30(8), 1136-1150. [\[PDF\]](#) [\[DOI\]](#)
Selected media coverage: [The Trendline with Kristen Soltis Anderson](#)
- Wallace, L. E., Patton, K. M., **Luttrell, A.**, Sawicki, V., Fabrigar, L. R., Teeny, J. T., MacDonald, T. K., Petty, R. E., & Wegener, D. T. (2019). Perceived knowledge moderates the relation between subjective ambivalence and the “impact” of attitudes: An attitude strength perspective. *Personality and Social Psychology Bulletin*, 46(5), 709-722. [\[PDF\]](#) [\[DOI\]](#)
- Luttrell, A.** (2018). Dual-process models of persuasion. In *Oxford Research Encyclopedia of Psychology*. Oxford University Press. [\[PDF\]](#) [\[DOI\]](#)
- Luttrell, A.**, Petty, R. E., & Xu, M. (2017). Replicating and fixing failed replications: The case of need for cognition and argument quality. *Journal of Experimental Social Psychology*, 69, 178-183. [\[PDF\]](#) [\[DOI\]](#)
- Luttrell, A.**, Petty, R. E., & Briñol, P. (2016). Ambivalence and certainty can interact to predict attitude stability over time. *Journal of Experimental Social Psychology*, 63, 56-68. [\[PDF\]](#) [\[DOI\]](#)
- Luttrell, A.**, Petty, R. E., Briñol, P., & Wagner, B. (2016). Making it moral: Merely labeling an attitude as moral increases its strength. *Journal of Experimental Social Psychology*, 65, 82-93. [\[PDF\]](#) [\[DOI\]](#)
Selected media coverage: [Washington Post](#), [TODAY](#), [Top of Mind \(BYURadio\)](#)
- Horcajo, J., & **Luttrell, A.** (2016). The effect of elaboration on the strength of doping-related attitudes: Resistance to change and behavioral intentions. *Journal of Sport and Exercise Psychology*, 38(3), 236-246. [\[PDF\]](#) [\[DOI\]](#)
- Luttrell, A.***, Stillman, P. E.*, Hasinski, A., & Cunningham, W. A. (2016). Neural dissociations in attitude strength: Distinct regions of cingulate cortex track ambivalence and certainty. *Journal of Experimental Psychology: General*, 145(4), 419-433. [\[PDF\]](#) [\[DOI\]](#)
- Durso, G. R. O., **Luttrell, A.**, & Way, B. (2015). Over-the-counter relief from pains and pleasures alike: Acetaminophen blunts evaluation sensitivity to both negative and positive emotional stimuli. *Psychological Science*, 26(6), 750-758. [\[PDF\]](#) [\[DOI\]](#)
Selected media coverage: [New York Times](#), [NPR](#), [CNN](#), [The Guardian](#), [BBC](#), [Wall Street Journal](#), [Huffington Post](#), [TIME](#)
- Cunningham, W. & **Luttrell, A.** (2015). Attitudes. In Arthur W. Toga (Ed.), *Brain Mapping: An Encyclopedic Reference*. Oxford: Elsevier. [\[PDF\]](#) [\[DOI\]](#)

Luttrell, A., Briñol, P., & Petty, R. E. (2014). Mindful vs. mindless thinking and persuasion. In A. Ie, C. T. Ngunoumen, & E. J. Langer (Eds.), *The Wiley Blackwell Handbook of Mindfulness*. Wiley Blackwell, Chichester, UK. [\[PDF\]](#) [\[DOI\]](#)

Luttrell, A., Briñol, P., Petty, R. E., Cunningham, W., & Díaz, D. (2013). Metacognitive confidence: A neuroscience approach. *International Journal of Social Psychology (Revista de Psicología Social)*, 28(3), 317-332. [\[PDF\]](#) [\[DOI\]](#)

Manuscripts Under Review

Luttrell, A., Brambilla, M., & Sacchi, S. (under review). Assessing the context dependence of moral dominance in impression updating. *Journal of Experimental Social Psychology*.

Luttrell, A. & Trentadue, J. T.[‡] (under review). Advocating for mask-wearing across the aisle: (Partial) support for moral reframing in public health communication. *Communication Research*.

Whitley, B., Luttrell, A., & Schultz, T.[†] (revise and resubmit). The measurement of racial colorblindness. *Personality and Social Psychology Bulletin*.

Manuscripts in Preparation

(Preprints Available Upon Request)

Luttrell, A., Petty, R. E., & Briñol, P. *The effects of perceived bases for certainty on resistance to persuasion*.

Luttrell, A., & Schultz, T.[†] *Moralizing political ideology reflects stronger associations with moral foundations*.

Luttrell, A., & Teeny, J. D. *Distinguishing two factors of perceived thoughtfulness in gift exchanges*.

Sawicki, V., Luttrell, A., & Patton, K. M. *Sending mixed messages: Generating arguments when feeling ambivalent*.

Public Outreach

Ongoing

Luttrell, A. (2020 - present). *Opinion Science* [Podcast about the psychology of attitudes and persuasion; [link](#)]

Luttrell, A., & Teeny, J. (2019 - present). *A Difference of Opinion*. [Attitudes and persuasion blog for *Psychology Today*; [link](#)]

Luttrell, A. (2015 - 2018). *Be a People Expert*. [Weekly social psychology blog; [link](#)]

Individual Contributions

Luttrell, A. (June, 2021). Advancing magic through science. *Science of Magic Association*. (Public talk)

Luttrell, A. (June, 2020). That's your opinion. *Columbus Science Pub*. (Public research talk)

PathosLab (April, 2020). 19 Tips to Message COVID-19. (Contributed to a collaborative project giving advice on how to effectively communicate health information on social media.) [link](#)

Luttrell, A. (September, 2019). To change moral opinions, use moral arguments. *Character and Context Blog (SPSP)*. [link](#)

Luttrell, A. (April, 2018). The validation of hate. *Ball Bearings Magazine*. [link](#)

Luttrell, A. (December, 2016). Making it moral: How morality can harden attitudes and make them more influential. *The Jury Expert: The Art and Science of Litigation Advocacy*. [link](#)

Conference Presentations

[†]Indicates student co-author

Chaired Symposia

Moral support and outrage: The social dynamics of divisive issues. (2021). Society for Personality and Social Psychology. Co-chair: Matthew Rocklage

Is morality always important? Qualifying the psychological primacy of morality. (2020). Society for Personality and Social Psychology. Co-chair: Skylar Brannon

Selected Talks

Rousseau, T.[†], Thiem, K., & Luttrell, A. (2021). *Credibility judgments across source gender and sexual orientation*. Talk presented at the Midwestern Psychological Association (Virtual).

Luttrell, A., Philipp-Muller, & Petty (2021). *Dispositional moralizing and openness to moral arguments*. Talk presented at the Society for Personality and Social Psychology (Virtual).

- Luttrell, A., & Petty, R. E. (2020).** *Evaluations of self-focused versus other-focused arguments for social distancing: An extension of moral matching effects.* Talk presented at the Rapid, Virtual Conference for Sharing Insights on COVID Messaging.
- Luttrell, A., Philipp-Muller, & Petty, R. E. (2020).** *Challenging moral attitudes with moral messages.* Talk presented at the Society for Personality and Social Psychology, New Orleans, LA.
- Rocklage, M. D. R., & **Luttrell, A. (2019).** *Attitudes based on feelings: Fixed or fleeting?* Talk presented at the Association for Consumer Research, Atlanta, GA.
- Luttrell, A. (2019).** *Moral attitudes and resistance to persuasion.* Talk presented at the Midwestern Psychological Association, Chicago, IL.
*Invited talk
- Schultz, T. †, & **Luttrell, A. (2019).** *Making charitable donation decisions: Does efficacy and need matter?* Talk presented at the Midwestern Psychological Association, Chicago, IL.
- Luttrell, A. (2018).** *Perceiving a moral basis for one's attitudes: Effects on intentions and persuasion.* Talk presented at the Person Memory Interest Group, Union, WA.
- Luttrell, A. & Petty, R. E. (2018).** *Dimensions of charitable giving: Perceived need and efficacy.* Talk presented at the Midwestern Psychological Association, Chicago, IL.
- Stillman, P., **Luttrell, A.,** Cranmer, S., & Petty, R. E. (2017). *Investigating the dynamic interplay between political ideology and one's social network: A longitudinal study of college freshmen.* Talk presented at the Political Networks Conference, Columbus, OH.
- Luttrell, A.,** Petty, R. E., & Xu, M. (2017). *To think or not to think: Need for cognition and message elaboration.* Talk presented at the Midwestern Psychological Association, Chicago, IL.
- Luttrell, A.,** Briñol, P., & Petty, R. E. (2016). *Perceived reasons for attitude certainty and resistance to persuasion.* Talk presented at the Midwestern Psychological Association, Chicago, IL.
- Sawicki, V., & **Luttrell, A. (2016).** *Persuasive content when the persuasive source is (un)conflicted.* Talk presented at the Midwestern Psychological Association, Chicago, IL.
- Luttrell, A., & Petty, R. E. (2015).** *The role of perceived efficacy in willingness to intervene in single (vs. multi-) country conflicts.* Talk presented at the Midwestern Psychological Association, Chicago, IL.

Luttrell, A., Briñol, P., & Petty, R.E. (2014). *Perceived reasons for attitude certainty and resistance to persuasion*. Talk presented at the General Meeting of the European Association of Social Psychology, Amsterdam, The Netherlands.

Luttrell, A., Briñol, P., & Petty, R.E. (2014). *The role of ambivalence and certainty in predicting attitude stability*. Talk presented at the Attitudes Preconference of the Society for Personality and Social Psychology Annual Meeting, Austin, TX.

Luttrell, A. & Petty, R. E. (2013). *Resisting persuasion: The role of attitude certainty bases*. Talk presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

Luttrell, A. (2010). *Impact of cognitive dispositions on critical evaluation of evidence*. Talk presented at the Mid-America Undergraduate Psychology Research Conference, Evansville, IN.

Selected Poster Presentations

Whitley, B. E., Schultz, T. [†], & **Luttrell, A.** (2019). *Multiculturalism is differentially related to cultural and social assimilation*. Poster presented at the Midwestern Psychological Association, Chicago, IL.

Luttrell, A., Craig, M. A., Zhou, S. [†], & Bodenhausen, G. V. (2018). *Credibility of racial minority communicators and persuasion on gendered topics*. Poster presented at the Society for the Psychological Study of Social Issues Summer Conference, Pittsburgh, PA.

Luttrell, A., & Petty, R. E. (2016). *The roles of perceived need and efficacy in charitable donation decisions*. Poster presented at the Decision Sciences Collaborative Spring Research Forum, Columbus, OH.

Luttrell, A., Petty, R. E., & Briñol, P. (2016). *Making it moral: Mere perception of moral foundation induces resistance to persuasion*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.

Luttrell, A., & Petty, R. E. (2015). *Effects of cognitive dissonance on attitude strength*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Long Beach, CA.

Barden, J., **Luttrell, A.,** Kopp, B., & Petty, R. E. (2015) *Perceived ease reflecting attitude accessibility: A distinct mechanism from persuasion antecedents to strength consequences*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Long Beach, CA.

Luttrell, A., Petty, R. E., & Briñol, P. (2013). *Perceived bases for attitude certainty and resistance to persuasive communication*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.

Invited Research Presentations

2021, March	New York University
2021, January	“Nudge it North” (Behavioral Science Conference)
2019, October	Indiana University
2018, May	Universidad Autónoma de Madrid, Spain
2017, February	College of Wooster
2017, January	Ball State University
2016, December	Salisbury University
2016, March	Stevens Institute of Technology
2016, February	College of Wooster
2013, July	Universidad Autónoma de Madrid, Spain
2012, May	Skepticamp Ohio

Academic Honors, Awards, and Fellowships

2021	Society of Experimental Social Psychology (SESP), <i>Fellow</i>
2020	Diversity and Climate Committee Reception (SPSP conference), <i>Admired Scholar</i>
2016	3 Minute Thesis Competition, 1 st Place, Graduate School, OSU [link]
2015	Summer Institute of Social and Personality Psychology (SISPP), <i>Northeastern University</i>
2014	Outstanding Research Award, <i>Society for Personality and Social Psychology</i> [link]
2014	Outstanding Research Mentor Award, <i>Undergraduate Research Office, OSU</i> [link]
2014–15	Brewer Summer Fellowship Award, <i>Department of Psychology, OSU</i>
2013–15	Graduate Associate Teaching Award (nominated), <i>Graduate School, OSU</i>
2012	Graduate Student Research Forum Award, 2 nd Place, <i>Department of Psychology, OSU</i>
2010–11	University Fellowship, <i>OSU</i>
2010	Critical Thinking Education Scholarship Award, <i>James Randi Educational Foundation</i>
2010	Social Science Writing Award, <i>Eastern Illinois University</i>

Teaching

Ball State University

- Statistics (Spring 2018)
- Research Methods in Psychological Science (Spring 2018)
- Psychology of Prejudice and Discrimination (Fall 2017; Spring 2018; Spring 2019; Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021)
- Attitudes and Persuasion (Spring 2019)
- Research Seminar (Fall 2020, Fall 2021)
- Industrial Psychology (Fall 2019)
- Diversity Issues in Psychological Research (Fall 2017; Fall 2018) – *Graduate Seminar*

- Attitudes (Fall 2018, Spring 2019) – *Graduate Seminar*

College of Wooster

- Statistics and Experimental Design (Fall 2016; Spring 2017)
- Stereotypes and Prejudice (Spring 2017)
- Attitudes and Persuasion (Fall 2016; Spring 2017)

Ohio State University

- Introduction to Social Psychology, *Writing-Intensive* (Fall 2012; Fall 2013)
- Introduction to Social Psychology (Fall 2014)
- Stereotyping and Prejudice (Spring 2015)

Research Mentoring

Master's Theses (Primary Supervisor)

- 2019 Schultz, Tollie. *Ideological certainty as an amplifier of moral message matching.*
- 2019 Richard, Keith. *Certainty effects on perceived bias and downstream effects on persuasion.*

Undergraduate Theses (Primary Supervisor)

- 2021 Burton, Bobbie. *The effect of moral versus self-interested reasons for diversity on institutional trust and organizational commitment.*
- 2021 Robinson-Stevens, Paulie. *Gender, social status, and attributions of responsibility in an instance of sexual assault.*
*Recipient of an *Aspire Student Research Award*
*Winner of top entry in the *Ball State University Student Symposium*
- 2021 Trentadue, Joseph. *COVID-19 and mask-wearing support: Using moral foundations in persuasion.*
*Recipient of an *Aspire Student Research Award*
- 2019 Beaver, Jessica. *Accent stereotypes and their accompanying effect on persuasion.*
- 2017 Bacon-Ehlers, Sarah. *Empathy and similarity-attraction within a group setting.*
- 2017 Brouse, Linea. *The effects of video games on group perception and prejudice reduction.*
- 2017 Hopper, Benjamin. *Inquiries in the psychological mechanisms of small money political donations.*
- 2017 Schriber, Victoria. *The relationship between self-esteem, ambivalence, and relationship outcomes within romantic partnerships.*
- 2017 Zhou, Siyan. *Persuasion by racial minority sources: The role of gendered stereotypes.*
- 2013 Yang, Huidong. *Understanding culture matching effects in advertising.*
*Recipient of a *Summer Research Fellowship* by OSU Undergraduate Research Office
*Recipient of an *Arts and Sciences Undergraduate Research Scholarship* for his thesis
*Co-advisor with Richard Petty

Professional Service

Service to Professional Societies

- 2019–22 Co-Organizer, Attitudes and Social Influence Pre-Conference, *Society for Personality and Social Psychology*.
- 2020–22 Member, Summer Institute for Social and Personality Psychology (SISPP) Committee, *Society for Personality and Social Psychology*
- 2018–19 Member, Awards Committee, *Attitudes and Social Influence Interest Group*
- 2019 Reviewer, Travel Awards, *Society for Personality and Social Psychology*
- 2018 Reviewer, Regeneron Science Talent Search, *Society for Science and the Public*
- 2017–19 Reviewer, Psi Chi Poster Submissions, *Midwest Psychological Association*
- 2016–17 Reviewer, Student Poster Awards, *Society for Personality and Social Psychology*
- 2014 Volunteer, Annual Meeting (Columbus, OH), *Society for Experimental Social Psychology*
- 2013 Volunteer, Annual Meeting (Barcelona, Spain), *European Conference of the Association for Consumer Research*
- 2011 Member, Ph.D. Student Advisory Board, International Conference on Persuasive Technology

Editorial and Reviewing

Guest article editor for:

Psychological Science
SAGE Open

Ad hoc grant reviewer for:

National Science Foundation
Israeli Science Foundation

Ad hoc article reviewer for:

Assessment, British Journal of Social Psychology, Cross-Cultural Research, Environment and Behavior, Group Processes & Intergroup Relations, Health Psychology, Human Brain Mapping, International Journal of Psychology, International Journal of Public Opinion Research, International Journal of Social Psychology, Journal of Cognitive Neuroscience, Journal of Cognitive Psychology, Journal of Contingencies and Crisis Management, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Research in Personality, Journal for Social Action in Counseling and Psychology, Journal of Social Psychology, Mass Communication and Society, Media Psychology, Mindfulness, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, PLOS One, Political Communication, Political Psychology, Psychological Bulletin, Review of General Psychology, SN Social Science, Social Cognition, Social Influence, Social Psychological and Personality Science, The Spanish Journal of Psychology

University Service

Ball State University

- 2020- Chair, Resources and Enrichment Committee, *Department of Psychological Science*
- 2019-20 Member, Resources and Enrichment Committee, *Department of Psychological Science*
- 2019-20 Mentor, PhD Pathways Program, *Office of Inclusive Excellence*
- 2019- Member, Graduate Program Committee, *Department of Psychological Science*
- 2018- Research Participation Committee, *Department of Psychological Science*
- 2018- Department Representative, *Institutional Review Board*

Ohio State University

- 2015-16 Chair, *Social Psychology Colloquium Series*
- 2010-16 Volunteer Coach, *Speech & Debate Team*
- 2014-15 In-House Colloquium Coordinator, *Social Psychology Area*
- 2014-16 President, *Group for Attitudes and Persuasion*
- 2014-15 Panelist, *Career Exploration in Psychology Ph.D. Student Panel*
- 2012-14 Treasurer, *Group for Attitudes and Persuasion*
- 2012-13 Judge, *Psychology Undergraduate Research Colloquium*
- 2011-14 Publicity Chairperson, *Social Behavior Interest Group*

Professional Affiliations

- Society for Personality and Social Psychology (SPSP)
- Association for Psychological Science (APS)
- Midwestern Psychological Association (MPA)
- Ohio State Decision Sciences Collaborative
- Psi Chi, national psychology honors society