

Ike Silver

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EMPLOYMENT

Marshall School of Business, University of Southern California. Los Angeles, CA

Assistant Professor of Marketing. 2024 -

Kellogg School of Management, Northwestern University. Evanston, IL

Assistant Professor of Marketing. 2022 - 2024

Donald P. Jacobs Scholar. 2022 - 2023

EDUCATION

The Wharton School, University of Pennsylvania. Philadelphia, PA

Ph.D., 2022. Marketing and Psychology

Yale University. New Haven, CT

B.A., 2015. Cognitive Science, *Cum Laude with Distinction*

RESEARCH INTERESTS

Morality, Politics, Prosocial Behavior, Judgment and Decision-Making

PAPERS

Working Papers:

Mackin, Matejas, & **Ike Silver** **equal first authorship* "Harnessing ingroup disagreement to dampen outgroup animosity." *Revise and Resubmit. Psychological Science*

Wang, Feiyi, **Ike Silver**, & Barbara Mellers. "The illusion of effective discussion in judgment and advice-taking." *Under Review.*

Silver, Ike, Deborah Small, & Geoff Goodwin. "Self-censorship and the strategic omission of facts from communication." *In Prep.*

Silver, Ike, & Cusimano, Corey. "When purpose is polarizing: A unified account of consumer responses to corporate social responsibility and social activism." *In Prep.*

Published and In Press:

Geiser, Amanda, **Ike Silver**, & Deborah Small (2025). "Reluctance to Downplay: Asymmetric Sensitivity to Differences in the Severity of Moral Transgressions." *Psychological Science*.

Kirgios, Erika, **Ike Silver**, & Edward Chang (2025). "Does communicating measurable diversity goals attract or repel historically marginalized job applicants? Evidence from the lab and field." *Journal of Experimental Psychology: General*.

Silver, Ike & Jonathan Berman (2024). "What drives disagreement about moral hypocrisy? Perceived comparability and how people exploit it to criticize enemies and defend allies." *Cognition*. 247, 105773.

Silver, Ike, & Deborah Small (2024). "Put your mouth where your money is: A field experiment encouraging donors to share about charity." *Marketing Science*. 43, 392-406.

Berry, Zach, **Ike Silver**, & Alex Shaw (2024). "Moral paragons but crummy friends: The case of snitching." *Journal of Experimental Psychology: Applied*. 30, 442–464.

Silver, Ike & Deborah A. Small (2023). "On the wisdom and utility of (under)sociality: A consumer psychology perspective." *Journal of Consumer Psychology*. 33, 217-220.

Silver, Ike, & Alex Shaw (2022). "When and why 'staying out of it' backfires in moral and political disagreements." *Journal of Experimental Psychology General*. 151, 2542–2561

Silver, Ike, & Jackie Silverman* (2022). "Doing good for (maybe) nothing: How reward uncertainty shapes observer responses to prosocial behavior." *Organizational Behavior and Human Decision Processes*, 168, 104113.

*equal first authorship

Berman, Jonathan, & **Ike Silver** (2022). "Prosocial behavior and reputation: When does doing good lead to looking good?" *Current Opinion in Psychology*, 43, 102-107.

Silver, Ike, Brooke Kelly, & Deborah Small (2021). "Selfless first movers and self-interested followers: Order of entry signals purity motive in pursuit of the greater good." *Journal of Consumer Psychology*, 31, 501-517.

Silver, Ike, Barbara Mellers, & Philip Tetlock (2021). "Wise teamwork: Collective confidence calibration predicts the effectiveness of group discussion." *Journal of Experimental Social Psychology*, 96, 104157.

Silver, Ike, George Newman, & Deborah Small (2021). "Inauthenticity aversion: Moral reactance toward tainted actors, actions, and objects." *Consumer Psychology Review*, 4, 70-82.

Silver, Ike, & Alex Shaw (2018). "Pint-sized public relations: The development of reputation management." *Trends in Cognitive Sciences*, 22, 277-279.

Silver, Ike, & Alex Shaw (2018). "No harm, still foul: Concerns about reputation drive dislike of harmless plagiarizers." *Cognitive Science*, 42, 213-240.

Strickland, Brent, **Ike Silver**, & Frank Keil (2017). "The texture of causal construals: Domain-specific biases shape causal inferences from discourse." *Memory and Cognition*, 45, 442-455.

RESEARCH IN PROGRESS

Ike Silver, Amanda Geiser, & Deborah A Small. "Anatomy of a pile-on: Anchoring and escalation in public moral outrage."

McCoy, Aja Diamond, **Ike Silver**, and Jacob Teeny. "Second-hand acquisition mitigates the signaling paradox of luxury consumption."

POPULAR PRESS

Bylines:

"When staying neutral backfires" with Alex Shaw; *Harvard Business Review*

Coverage:

NPR, CBS news, TIME, Psychology Today, Forbes, Knowledge@Wharton, Kellogg Insight, Greater Good Magazine (UC Berkeley), Yale Insights, CNN Business, The Telegraph.

AWARDS & HONORS

Golden Apple Teaching Award (2025)

Awarded to one faculty member in each discipline at Marshall whose course is selected by the students as most impactful for their learning and career trajectory: Marketing Strategy.

Sydney J. Levy Award Teaching Award (2023)

Awarded to a faculty member at Kellogg whose MBA course is among the highest rated in instructor quality, course quality, and course difficulty across the business school, per student evaluations: Marketing Strategy For Growth and Defense.

AMA Sheth Doctoral Consortium Fellow (2021)

Winkelman Fellowship (2019 - 2022)

Awarded to the one 3rd-year PhD student annually who has shown the greatest academic job potential across all departments at The Wharton School.

1st Prize, Best Poster Award. Society for Personality and Social Psychology (2020)

When and why “staying out of it” backfires in moral and political disagreements.

2nd Prize, Best Poster Award. Society for Judgment and Decision-making (2019)

Doing good for (maybe) nothing: How reward uncertainty shapes observer responses to prosocial behavior.

Psi-Chi International Honors Society in Psychology, Undergraduate Inductee (2013)

GRANTS

Wharton Social Impact Initiative Fellowship.

- (2019) *Impediments to viral charity: Exploring consumer reluctance to brag.* \$3,000.
- (2018) *Understanding divergent responses to corporate social responsibility: When do consumers ascribe pure motives?* \$2,400.

Russell Ackoff Doctoral Fellowship in Risk Management and Decision Sciences.

- (2018) *Dares, public challenges, and the social psychology of aversive consumer behaviors.* \$2,500.

Mack Institute for Innovation Management Research Fellowship.

- (2018) *How risky benefits to social innovation pay off.* \$5,000.

George James Term Fund Travel Fellowship. Wharton Doctoral Programs.

- (2020) *When and why ‘staying out of it’ backfires.* \$500.
- (2019) *Doing good for (maybe) nothing.* \$500.

Penn Graduate and Professional Student Association (GAPSA) Travel Award.

- (2019) *Selfless first movers and self-interested followers.* \$675.

Society for Personality and Social Psychology (SPSP) Student Travel Award.

- (2019) *Selfless first movers and self-interested followers.* \$500.

Henry S. McNeil Fellowship for Foreign Language Study

- (2011) *French foreign exchange*. \$8,000.

INVITED PRESENTATIONS

Post Job Market:

2025:

University of California Los Angeles, Anderson School of Management
Washington University in St. Louis, Olin School of Business

2024:

University of Chicago, Booth School of Business
University of Southern California, Marshall School of Business

2023:

Effective Altruists of Chicago – Research Seminar Series
More in Common – Research Seminar Series

2021 (Job Market):

Cornell University, Johnson Graduate School of Management
University of Texas, McCombs School of Business
Stanford University, Graduate School of Business
University of Oregon, Lundquist College of Business
Columbia University, Columbia Business School
University of Virginia, Darden School of Business
New York University, Stern School of Business
University of Florida, Warrington School of Business
Northwestern University, Kellogg School of Management

CONFERENCE PRESENTATIONS

*only talks I gave are listed

Polarizing Purpose:

- Association for Consumer Research, 2025, Washington D.C.

Harnessing Ingroup Disagreement to Dampen Outgroup Animosity:

- Behavioral Decision Research in Management 2024, Chicago, IL
- Ethical Issues of Our Time 2024, Park City, UT

Put Your Mouth Where Your Money Is:

- Society for Personality and Social Psychology, 2024, San Diego, CA
- Society for Judgment and Decision-Making, 2023, San Francisco, CA
- Business Insights for the Social Good, 2022, Vancouver, BC
- Association for Consumer Research, 2021 (virtual)

- Nudge It North, 2021 (virtual)

Moral Hypocrisy is a Matter of Apples and Oranges:

- Association for Consumer Research, 2024, Paris, France
- Society for Personality and Social Psychology, 2022, San Francisco, CA

Self-Censorship:

- Society for Consumer Psychology, 2021 (virtual)
- Society for Judgment and Decision-Making, 2020 (virtual)
- Association for Consumer Research, 2020 (virtual)

When and Why 'Staying Out of It' Backfires:

- Association for Consumer Research, 2020 (virtual)
- Society for Personality and Social Psychology, New Orleans, LA. 2020 (poster)
*Winner, SPSP Best Poster Award
- Society for Consumer Psychology, Huntington Beach, CA. 2020
- Association for Consumer Research, Dallas, TX. 2018 (poster)

Wise Teamwork:

- Society for Consumer Psychology, Huntington Beach, CA. 2020

Selfless First Movers and Self-Interested Followers:

- Society for Consumer Psychology, Savannah, GA. 2019
- Society for Personality and Social Psychology, Portland, OR. 2019 (poster)

Doing Good for (Maybe) Nothing:

- INSEAD doctoral conference, Fontainebleau, France. 2018
- Society for Judgment and Decision-Making, New Orleans, LA. 2018 (poster)
*SJDM best poster award, second prize
- Association for Consumer Research, Dallas, TX, 2018 (poster)

Reputation Drives Dislike of Harmless Plagiarizers:

- Society for Personality and Social Psychology, San Antonio, TX, 2016 (poster)

CHAired SYMPOSIA

Silver, Ike and Joseph Reiff (2021). *How firm decisions shape consumer sharing*, Association for Consumer Research, virtual.

Silver, Ike and Stephen Baum (2020). *The psychology of inconvenient information: Advances in the study of consumer non-disclosure*, Society for Consumer Psychology, virtual.

Silver, Ike and Jackie Silverman (2019). *When ulterior motives pay off and good intentions backfire: Paradoxes in good behavior and social signaling*, Society for Consumer Psychology, Savannah, GA.

REVIEWING (Ad Hoc)

Journals: *Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Proceedings of the National Academy of Sciences, Journal of Consumer Psychology, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Scientific Reports, Organizational Behavior and Human Decision Processes, Journal of the Association for Consumer Research, Marketing Letters, Journal of Experimental Social Psychology, Trends in Cognitive Sciences, Journal of Behavioral Decision-Making, Psychology & Marketing, Social Psychological and Personality Science, Social and Personality Psychology Compass, Personality and Social Psychology Bulletin, Journal of Applied Social Psychology, Ethics and Behavior, British Journal of Social Psychology, Psychological Science Accelerator.*

Conferences and Awards: *Behavioral Decision Research in Management Conference, Marketing Science Institute Clayton Dissertation Prize, Society for Judgment and Decision-Making Conference Poster Competition, Theory and Practice in Marketing Conference, Society for Consumer Psychology Conference, Wharton-INSEAD Doctoral Consortium Conference.*

SERVICE AND MENTORSHIP

- *Association for Consumer Research 2025*, Program Committee Member
- *Society for Consumer Psychology 2024*, Doctoral Symposium Mentor
- *Society for Judgment and Decision-Making 2023*, Doctoral Student Mentor
- USC Marshall marketing doctoral student recruiting committee 2025, Member
- Dissertation Committee Member:
 - *Matejas Mackin*, Kellogg, Northwestern, Marketing Dept. 2026 (expected)
 - *Trevor Spelman*, Kellogg, Northwestern, Management Dept. 2026 (expected)

TEACHING

Marshall School of Business, University of Southern California
Marketing Strategy - MBA

Kellogg Graduate School of Management, Northwestern University
Marketing Strategy for Growth and Defense - MBA

The Wharton School, University of Pennsylvania
Marketing Strategy - Prof. David Reibstein (Head TA)
Marketing for Social Good - Prof. Deborah Small (Head TA)

AFFILIATIONS

Association for Consumer Research (ACR)
American Marketing Association (AMA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)
Society for Personality and Social Psychology (SPSP)