

Ted Matherly

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Academic Appointments

University of Oklahoma	Norman, OK	Assistant Professor	2024 -
Northeastern University	Boston, MA	Visiting Assistant Professor	2022 - 2024
Tulane University	New Orleans, LA	Visiting Assistant Professor	2019 - 2022
Oklahoma State University	Stillwater, OK	Assistant Professor	2012 - 2019

Education

Ph.D., Marketing, University of Maryland, College Park, MD, 2013.

B.S., Communications, University of Michigan, Ann Arbor, MI, 2006.

Research

Research Interests

Substantive: Platforms, branding, relationships, reputation, signaling

Methodological: Econometrics, secondary data, experimental methods, text analysis

Publications

Matherly, Ted and Brad N. Greenwood (2024), "No News is Bad News: The Internet, Corruption, and the Decline of the Fourth Estate," *Management Information Systems Quarterly*, 48 (2), 699-714.

#thisISresearch Best Paper - Trailblazer Award.

Villanova, Daniel, and Ted Matherly (2024), "For Shame! Socially Unacceptable Brand User Behaviors on Social Media Motivate Consumer Disengagement," *Journal of Marketing*, 88 (2), 61-78.

Shepherd, Steven and Ted Matherly (2021), "Racialization of Peer-to-Peer Transactions: Inequality and Barriers to Legitimacy," *Journal of Consumer Affairs*, 55 (2), 417-444.

Matherly, Ted, Anastasiya Pocheptsova Ghosh, and Yogesh Joshi (2019), "The Freedom of Constraint: How perceptions of time limitations alleviate guilt from two-phase indulgent consumption," *Journal of the Association for Consumer Research*, 4 (2), 147-159.

Matherly, Ted (2019), "A Panel For Lemons? Positivity bias, reputation systems and data quality on MTurk," *European Journal of Marketing*, 53 (2), 195-223.

Matherly, Ted, Zachary G. Arens and Todd J. Arnold (2018), "Big Brands, Big Cities: How the Population Penalty Affects Common Brands in Densely Populated Areas," *International Journal of Research in Marketing*, 35 (1), 15-33.

Matherly, Ted, and Anastasiya Pocheptsova Ghosh (2017), "Is What You Feel What They See? Prominent vs. Subtle Identity Signaling in Inter-group Interactions," *Journal of Behavioral Decision Making*, 30 (4), 828-842.

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly (2013), "Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution," *Journal of Marketing Research*, 50 (August), 477-488.

Manuscripts Under Revision or Review

Matherly, Ted, Jared Watson and Kalinda Ukanwa, "Dynamic Effects of First-Person Pronouns on Content Engagement," in preparation for submission to *Information Systems Research*.

Schneider, Gustavo, Jennifer Savary, Ted Matherly and Anastasiya Pocheptsova Ghosh, ""KA-MA-LA" Shirts and "Black MAGA" Hats: Underdog Candidates and Campaign Merchandise Sales" under review at *Journal of the Academy of Marketing Science*.

Watson, Jared, Amna Kirmani and Ted Matherly, "Red Flag! The Consequences of Alerting Consumers to Fake Reviews," in preparation for re-submission to *Journal of Marketing*.

Grants

Alley-Rayonier Travel Grant (2024), \$2,000.

Wang, Qiong, June Abbas, Heyjie Jung, Jeong-Nam Kim, Ted Matherly, and Sunha Yeo (2024), "Shedding Light on the Shadows: Economic Integration in the Face of Anti-Immigration Stigma," Institute for Community and Society Transformation (ICAST) Seed Grant, \$30,000.

Wang, Qiong, June Abbas, Heyjie Jung, Jeong-Nam Kim, Ted Matherly, and Sunha Yeo (2024), "Unveiling Shadows: An Exploratory Study of Misinformation Dynamics and Immigrant Integration in Community Discourse on NextDoor," Data Science Institute for Societal Challenges (DISC) Seed Grant, \$9,550.

Selected Works in Progress

Li, Andy, Ted Matherly, Amna Kirmani and Julian De Frietas, "The pitfalls of rebranding racially 'problematic' brands."

Matherly, Ted and Brad N. Greenwood, "Second order effects of marketing interventions: Evidence from firearm daily deals."

Shoham, Meyrav, Ted Matherly and Jared Watson, "Starting from scratch: Following network development on Bluesky."

Wang, Qiong, June Abbas, Ted Matherly and Sunha Yeo, "What's Nextdoor in the Neighborhood? Social media platforms and host community integration."

Presentations (2021-)

Watson, Jared, Anastasiya Ghosh and Ted Matherly (2024), "The Few vs. The Crowd: When and How Individual Ratings Crowd Out Average Product Ratings in Consumer Judgments," paper presented at *Association for Consumer Research*, Paris, France.

Matherly, Ted, Jared Watson and Kalinda Ukanwa (2023), "I Wanna Talk About Me Today: Dynamic effects of first-person pronoun usage on media engagement," paper presented at *Marketing and the Creator Economy Conference*, New York, NY.

Light, Nicholas, et al. (2023) "Biting the Bullet: The Intersection of Gun Violence and Marketing," special session presented at *Association for Consumer Research*, Seattle, WA.

Shoham, Meyrav, et al. (2023) "Everyone everywhere all at once: integrating novel approaches to social influence(rs)," roundtable presented at *Association for Consumer Research*, Seattle, WA.

Matherly, Ted, Jared Watson and Kalinda Ukanwa (2023), "I Wanna Talk About Me Today: Effects of first-person pronoun usage on media engagement," paper presented at *ISMS Marketing Science Conference*, Miami, FL.

Matherly, Ted, Jared Watson and Kalinda Ukanwa (2023), "I Wanna Talk About Me Today: Effects of first-person pronoun usage on media engagement," paper presented at *Society for Consumer Psychology*, San Juan, PR.

Matherly, Ted, Jared Watson and Kalinda Ukanwa (2022), "I Wanna Talk About Me Today: Effects of first-person pronoun usage on media engagement," paper presented at *Association for Consumer Research*, Denver, CO.

Matherly, Ted and Brad N. Greenwood (2022), "Second order effects of marketing interventions: Evidence from firearm daily deals," paper presented at *Association for Consumer Research*, Denver, CO.

Matherly, Ted and Brad N. Greenwood (2022), "Second order effects of marketing interventions: Evidence from firearm daily deals," paper presented at *Summer AMA Conference*, Chicago, IL.

Matherly, Ted and Brad N. Greenwood (2022), "Second order effects of marketing interventions: Evidence from firearm daily deals," paper presented at *AMA Marketing + Public Policy Conference*, Austin, TX.

Lawall, Francis and Ted Matherly (2022), "Love the influencer, leave the brand: How parasocial influencer relationships and perceived responsibility affect brand attitudes," poster presented at *Society for Consumer Psychology*.

Matherly, Ted and Brad N. Greenwood (2021), "Second order effects of marketing interventions: Evidence from firearm daily deals," paper presented at *New Beginnings Symposium*, College Station, TX.

Matherly, Ted and Brad N. Greenwood (2021), "No News is Bad News: Political Corruption, News Deserts, and the Decline of the Fourth Estate," paper presented at *Academy of Management Conference*.

Matherly, Ted and Brad N. Greenwood (2021), "No News is Bad News: Political Corruption, News Deserts, and the Decline of the Fourth Estate," paper presented at *PlatStrat 21*, Boston, MA.

Matherly, Ted and Brad N. Greenwood (2021), "No News is Bad News: Political Corruption, News Deserts, and the Decline of the Fourth Estate," paper presented at *AMA Marketing + Public Policy Conference*.

Matherly, Ted and Brad N. Greenwood (2021), "No News is Bad News: Political Corruption, News Deserts, and the Decline of the Fourth Estate," paper presented at *Production and Operations Management*.

Invited presentations (2021-)

2023: Lehigh University, University of Melbourne, University of North Texas, University of Oklahoma

2022: Clemson University, University of Oregon, University of Washington - Bothell

2021: University of New Mexico

Honors and Awards

2024 #thisISresearch Best Paper - Trailblazer Award, No News is Bad News: The Internet, Corruption, and the Decline of the Fourth Estate. *MIS Quarterly*, 48(2), 699-714..

2013 Richard W. Poole Research Excellence Award, Stillwater, OK.

2009 AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA.

Media and public engagement

Research mentions in press

Reed, Brian (2025), "Why Do Only Newspapers – And Not Pulitzer-winning Websites – Stop Corruption?" *Question Everything* Podcast, June 30, 2025.

Dudley, Brier (2025), "Corruption grows as newspapers fade, legislators favor secrecy," *Seattle Times*, June 11, 2025.

"When Local Newspapers Die, Corruption Festers," *Columbia Journalism Review*, June 9, 2025.

"As newspapers close, local corruption thrives," *LSE Business Review*, August 30, 2024.

General media

Farivar, Cyrus (2023) "It's Shockingly Easy To Buy Illegal Gun Modifiers On Instagram, Facebook And Twitter," *Forbes.com*, June 28, 2023.

Reviewing

Ad Hoc Reviewing

<i>European Journal of Marketing</i>	<i>Journal of Marketing</i>
<i>International Journal of Research in Marketing</i>	<i>Journal of Marketing Research</i>
<i>Journal of Behavioral Decision Making</i>	<i>Journal of the Academy of Marketing Science</i>
<i>Journal of Consumer Psychology</i>	<i>Management Information Systems Quarterly</i>
<i>Journal of Consumer Research</i>	<i>PLOS One</i>
<i>Journal of Interactive Marketing</i>	

Teaching

University of Oklahoma

Marketing Analytics (Undergraduate), Fall 2024.

Digital Marketing (Undergraduate), Fall 2024.

Northeastern University

Data Science Programming (Undergraduate), Spring 2023, 2024 (4.24/5).

Gaining Insights from Consumer Data (Undergraduate, developed course), Spring 2023, 2024 (5.00/5).

Information Visuals and Dashboards for Business (Graduate), Spring 2023, 2024 (4.10/5).

Tulane University

Consumer Behavior (Undergraduate), Fall 2019, 2020, 2021 (4.32/5).

Marketing Fundamentals (Undergraduate), Spring 2020 (4.21/5).

Social and Online Marketing (Undergraduate), Spring 2021 (3.94/5).

Oklahoma State University

Marketing Research (Undergraduate), Fall 2012-Spring 2019 (4.22/5).

University of Maryland

Marketing Research Methods (Undergraduate), Fall 2008, 2009.

Marketing Management (MBA), Spring 2009, Teaching Assistant.

Doctoral Students

Amy Greiner Fehl (Member), Oklahoma State University, 2019.

Service

Professional

Behavioral Lab, Spears School of Business, Oklahoma State University.

Faculty Supervisor (2013-2019)

Established lab (2013)

Behavioral Lab, Robert H. Smith School of Business, University of Maryland, College Park.

Lab Manager (2008-2009)

Association of Doctoral Students, Robert H. Smith School of Business, University of Maryland, College Park.

President (2009-2010)

Social Chair (2007-2009)

Community

Men's and Women's Crew, Oklahoma State University: Stillwater, Oklahoma.

Assistant Coach (2018-2019)

Michigan Rowing Association: Ann Arbor, Michigan.

Board Member (2006-Present)

Men's Crew, University of Maryland: College Park, Maryland.

Head Coach (2008-2010)

Assistant Coach (2006-2008)

Professional Affiliations

Association for Consumer Research

Society for Consumer Psychology

Professional Experience

Consulting

Dictionary.com, 2021-2022.

1000heads, 2020-2021.

Employment

re:group Agency, Account Coordinator and Media Planning, 2006, Ann Arbor, MI.

Professional IT Skills

Languages: L^AT_EX, Python, R, SQL, Stata

Databases: BigQuery, MongoDB, MySQL

References

Anastasiya Pocheptsova Ghosh

Susan and Philip Hagenah Endowed Faculty Fellow

Associate Professor

Eller College of Management

University of Arizona

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Amna Kirmani

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