Rhia Catapano

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Employment

July 2020 - Present	Rotman School of Management, University of Toronto Assistant Professor of Marketing Behavioural Economics in Action at Rotman (BEAR) Research Fellow

Education

2015-2020	Stanford Graduate School of Business PhD in Marketing, PhD Minor in Psychology
2008-2012	Yale University Honors B.S. in Psychology, *cum laude*

Research Interests

Consumer Psychology, Sharing and Advocacy, Attitudes and Persuasion, Well-Being, Replicable Open Science

Publications (* *denotes equal contribution;* † *denotes PhD student coauthor*)

Bechler, C.*, **Catapano, R.***, Huang, S. C., and Urminsky, O. (2026). A Mega-Replication of the Effect of Cash versus Card Payment on Pain of Paying: Magnitude, Behavioral Outcomes, and Moderators. *Journal of Consumer Research*. Advance online publication. doi: 10.1093/jcr/ucag027.

Catapano, R. and Tormala, Z. (2026). Talking About What We Support Versus Oppose Affects Others' Openness to Our Views. *Journal of Personality and Social Psychology*, 130, 627–644.

Hussein, M.*, and **Catapano, R.*** (2026). When is Political Advocacy Effective? Understanding the Goals and Actors of Political Advocacy. *Consumer Psychology Review*, 9(1), 116–141.

Bechler, C.*, and **Catapano, R.*** (2026). Misinformation in the Digital Age. In S. Sridhar (Ed.), *Oxford Bibliographies in Marketing*. Oxford University Press. (book chapter)

Bergman, A.†, Hussein, M., **Catapano, R.** and Tormala, Z. (2026). Fifteen Reasons You Should Read This Paper: How Providing Many Arguments Increases Perceptions of Both Expertise and Persuasive Intent. *Personality and Social Psychology Bulletin*. Advance online publication. doi: 10.1177/01461672251366068.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2023). Financial Resources Impact the Relationship between Meaning and Happiness. *Emotion*, 23(2), 504–511.

Catapano, R., Shennib, F., and Levav, J. (2022). Preference Reversals Between Digital and Physical Goods. *Journal of Marketing Research*, 59(2), 353–373.

Catapano, R. and Tormala, Z. (2021). Do I Support that It's Good or Oppose that It's Bad? The Effects of Support-Oppose Framing on Sharing Behavior. *Journal of Personality and Social Psychology*, 121(1), 23–42.

Catapano, R., Tormala, Z., and Rucker, D. (2019). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. *Psychological Science*, 30, 424–435.

Rudd, M.*, **Catapano, R.***, and Aaker, J. Making Time Matter: A Review of Research on Time and Meaning. (2019) *Journal of Consumer Psychology*, 29(4), 680–702.

Vohs, K., Aaker, J., and **Catapano, R.** (2018). It's Not Going to Be That Fun: Negative Experiences Can Add

Meaning to Life. *Current Opinion in Psychology*, 26, 11–14.

Choi, I., Lim, S., **Catapano, R.**, and Choi, J.A. (2018). Comparing Two Roads to Success: Self-control Predicts Achievement and Positive Affect Predicts Relationships. *Journal of Research in Personality*, 75, 50–63.

Hawkins, R.X.D., Smith, E.N., Au, C.A., Arias, J.M., **Catapano, R.**, ... and Frank, M.C. (2018). Improving the Replicability of Psychological Science Through Pedagogy. *Advances in Methods and Practices in Psychological Science*, 1(1), 7–18.

Choi, J.A., **Catapano, R.**, and Choi, I. (2016). Taking Stock of Happiness and Meaning in Everyday Life: An Experience Sampling Approach. *Social Psychological and Personality Science*, 8, 641–651.

Catapano, R., Buttrick, N., Widness, J., Goldstein, R., and Santos, L.R. (2014). Capuchin Monkeys Do Not Show Human-like Pricing Effects. *Frontiers in Psychology*, 5, 1330.

Working Papers (* *denotes equal contribution;* † *denotes PhD student coauthor*)

Catapano, R.*, Bechler, C. J.*, and Yang, M.†, Message, Source, and Recipient: Understanding Brand Activism and Silence Through a Persuasion Lens. Book chapter in preparation (Eds. C. Hydock, J. Vredenburg, and Y. Bhagwat).

Catapano, R., and Tsai, C., People Adapt to Positive, but Not Negative, Repeated Experiences

Catapano, R., DeCelles, K. A., King, B. G., and Norton, M. I., Political Beliefs (Mis)shape Customer Memories.

Yang, M.†, and **Catapano, R.**, Communicating Mutual Benefits: A Sender-Recipient Preference Asymmetry.

Chaired Symposia

Catapano, R. (2023), Power Play: Unraveling Political Minds in a Polarized World. Association for Consumer Research. Seattle, Washington.

Catapano, R. (2020), Consumers and Politics: When Companies Take a Stance. Association for Consumer Research. Online.

Catapano, R. (2019), Financial Scarcity and its Effects on Affect, Cognition, and Choice. Society for Consumer Psychology. Savannah, Georgia.

Catapano, R. (2019), Get Happy: Perspectives on Experiences and Conceptions of Happiness. Society for Personality and Social Psychology. Portland, Oregon.

Catapano, R. and Tormala, Z. (2018), Perspective Tanking: The Perils of Putting Yourself in Others' Shoes. Society for Personality and Social Psychology. Atlanta, Georgia.

Catapano, R. (2017), Improving Consumer Well-Being Through Meaning vs Happiness. Association for Consumer Research. San Diego, California.

Research Presentations

Catapano, R. and Tsai, C. (2025). Consumers Adapt to Positive, But Not Negative, Repeated Experiences. Paper presented at the Society for Consumer Psychology. Las Vegas, Nevada.

Catapano, R., Bechler, C., Huang, S., and Urminsky, O. (2024). A Mega-Replication of the Effect of Cash versus Card Payment on Pain of Paying: Magnitude, Moderators, and Outcome Variables. Paper presented at the Association for Consumer Research. Paris, France

Catapano, R. and Tormala, Z. (2024). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper presented at the Society for Personality and Social Psychology. San Diego, California.

Catapano, R., DeCelles, K., King B., and Norton, M. (2023). Why Boycotts Fail: Political Beliefs (Mis)shape Memory of Behavior. Paper presented at the Association for Consumer Research. Seattle, Washington.

Catapano, R. and Tormala, Z. (2023). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper presented at the 11th Triannual Invitational Choice Symposium. Fontainebleau, France.

Catapano, R. and Tormala, Z. (2023). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper

presented at the Society for Consumer Psychology. San Juan, Puerto Rico.

Catapano, R. and Tormala, Z. (2022). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper presented at the Association for Consumer Research. Denver, Colorado.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2022). Income Level Shapes the Link Between Meaning and Happiness. Paper presented at the Society for Consumer Psychology - Scarcity Boutique Conference. Honolulu, Hawaii.

Catapano, R. and Tormala, Z. (2022). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper presented at the Behavioral Economics in Action at Rotman, Summer Research Retreat. Toronto, Ontario.

Catapano, R. and Tormala, Z. (2022). (Mis)perceptions of Support-Oppose Framing and Receptiveness. Paper presented at the Society for Personality and Social Psychology, Attitudes and Persuasion Preconference. Online.

Catapano, R. and Tormala, Z. (2021). Support or Oppose? The Effect of Attitude Framing on Political Attitude Sharing. Paper presented at the Society for Consumer Psychology. Online.

Catapano, R. and Tormala, Z. (2020). Support or Oppose? The Effect of Attitude Framing on Political Attitude Sharing. Paper presented at the Association for Consumer Research. Online.

Catapano, R., Tormala, Z., and Rucker, D. (2020). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. Paper presented at the Society for Consumer Psychology. Huntington Beach, California.

Catapano, R. and Tormala, Z. (2020). Do I Support Gun Control or Oppose Gun Ownership? Paper presented at the Society for Personality and Social Psychology. New Orleans, Louisiana.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2019). Income Level Shapes the Link Between Meaning and Happiness. Paper presented at the Society for Consumer Psychology. Savannah, Georgia.

Catapano, R.* Shennib, F.*, and Levav, J. (2019) Preference Reversals Between Digital and Physical Goods. Paper presented at the Society for Consumer Psychology. Savannah, Georgia.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2019). Income Shapes the Link Between Meaning and Happiness. Paper presented at the Society for Personality and Social Psychology. Portland, Oregon.

Catapano, R., Tormala, Z., and Rucker, D. (2019). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. Paper presented at the Society for Personality and Social Psychology, Attitudes and Persuasion Preconference. Portland, Oregon.

Catapano, R.* Shennib, F.*, and Levav, J. (2018) Preference Reversals Between Digital and Physical Goods. Paper presented at the Society for Judgment and Decision Making. New Orleans, Louisiana.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2018). Wealth Shapes the Link Between Meaning and Happiness. Paper presented at the Association for Consumer Research. Dallas, Texas.

Catapano, R., Tormala, Z., and Rucker, D. (2018). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. Paper presented at the Society for Personality and Social Psychology. Atlanta, Georgia.

Catapano, R., Tormala, Z., and Rucker, D. (2018). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. Working paper presented at the Society for Consumer Psychology. Dallas, Texas.

Catapano, R., Hardisty, D., and Aaker, J. (2017). Moments that Last: Meaningfulness Slows Happiness Decay. Paper presented at the Association for Consumer Research. San Diego, California.

Catapano, R., Hardisty, D., and Aaker, J. (2017). Moments that Last: Meaningfulness Slows Happiness Decay. Working paper presented at the Society for Judgement and Decision Making. Vancouver, Canada.

Selected Media

You can't buy anything on these food delivery and shopping sites. Here's why that's the point (CBC Radio, 2026)
Why the siren call of the ice cream truck is hard to resist (CBC Radio, Cost of Living, 2026)
Why Gen Z is Obsessed with Pretend Shopping (CBC The Current, 2026; audio, transcript)

Shein buys eco-conscious Everlane (CBC News, TikTok, 2026)
To improve social and political dialogue, tell people what you're against (Rotman Insights Hub, 2026)
Cooling heated political banter at the Christmas dinner (RINewsToday, 2025)
More persuasive arguments aren't always more convincing (BPS Research Digest, 2025)
Mind the gap: Should businesses weigh in on divisive topics? (Rotman Executive Summary Podcast, 2024)
Little evidence boycotts even work (CBC News, 2023)
Why do we discount digital? (Rotman Insights Hub, 2023)
How wealth affects the relationship between meaning and happiness (Do Better by ESADE, 2023)
15 reasons you should read this article! (Rotman Management Magazine, 2023)
Can't buy me meaning? Money cuts a quicker path to happiness (BigThink, 2022)
How to (Actually) Buy Happiness (Psychology Today, 2022)
As income rises, link between meaning and happiness weakens (UCLA Anderson Review, 2022)
A global look at the connections between happiness, income, and meaning (Insights by Stanford Business, 2022)
A pricing paradox: We want digital but will pay more for analog (Insights by Stanford Business, 2022)
People are more likely to discuss what they support than what they oppose (APA Showcase, 2021)
Why we should make negative opinions more agreeable (Rotman Insights Hub, 2021)
How (not) to change someone's mind (KelloggInsight, 2019)
Considering your opponent's perspective isn't likely to change your view (Pacific Standard Magazine, 2019)
Seven ways to make meaning from hardship (Psychology Today, 2019)
How to make meaning from hardship (Berkeley Well-Being, 2018)
What monkeys can teach us about being human (NPR, 2019)
Monkeys know more about money than you do (VICE, 2018)
The best holiday shopping partner: A Capuchin monkey (FiveThirtyEight, 2014)
Monkeys aren't fooled by luxury prices (Australian Broadcasting Corporation News, 2014)

Invited Talks

University of Alberta Research Camp (2025)
York University, Schulich School of Business (2025)
Kellogg Behavioral Marketing Brown Bag (2022)
INSEAD (2019)
University of Southern California, Marshall School of Business (2019)
University of Toronto, Rotman School of Management (2019)
University of California Berkeley, Haas School of Business (2019)
University of Chicago, Booth School of Business (2019)
University of Texas at Austin, McCombs School of Business (2019)
Harvard Business School (2019)
University of Colorado Boulder, Leeds School of Business (2019)

Awards and Fellowships

Poets and Quants for Undergraduates 50 Best Undergraduate Business Professors, 2023
Petro Canada Young Innovator Award, 2023
SPSP Psychgeist Media Fellowship, 2023
Connaught New Researcher Award, 2022
Rotman Teaching Award, 2021, 2022, 2023
AMA-Sheth Doctoral Consortium Fellow, 2019
Enhancing Diversity in Graduate Education (EDGE) Fellowship, Stanford University, 2015-2017
Crowder Undergraduate Award in Psychology Finalist, Yale University, 2012
Psi Chi National Honor Society, Yale University, 2012

Teaching

2024 - Present	Consumer Behaviour Rotman School of Management at University of Toronto, Instructor (MBA and Undergraduate)
2021 - 2024	Principles of Marketing Rotman School of Management at University of Toronto, Instructor
2020 - Present	PhD Training: Guest Lectures Marketing Theory I – Consumer Behavior (2020, 2021, 2022, 2023, 2024); PhD Workshop in Marketing (2020, 2021, 2023)

Service

Editorial Review Board Member	*Journal of Personality and Social Psychology*, 2023-
Ad hoc Reviewer	*Proceedings of the National Academy of Sciences*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Psychological Science*, *Journal of Consumer Psychology* *Journal of Marketing*, *Marketing Letters*, *Journal of Experimental Psychology: General*, *Journal of Experimental Social Psychology*, *Personality and Social Psychology Bulletin* *Organizational Behavior and Human Decision Processes*, *Emotion* *Journal of Research in Personality*
Conferences and Competitions	Association for Consumer Research Program Committee, 2025 Southern Ontario Behavioral Decision Research Conference Co-Chair, 2023, 2024 Society for Consumer Psychology Program Committee, 2023 MSI Dissertation Proposal Award Reviewer, 2022, 2023 AMA CBSIG, Conference Reviewer, 2023 Behavioral Economics in Action at Rotman, Research Retreat Co-Chair, 2022 Association for Consumer Research, Conference Reviewer, 2017-present Society for Consumer Psychology, Conference Reviewer, 2017-present Society for Personality and Social Psychology, Conference Reviewer, 2022-present
Mentoring	CREATe Lab, Rotman School of Management Faculty Member, 2024-Present; Lab Director, 2026-Present BEAR High School Summer Internship Mentor, 2025 SCP DEI Job Market Mentor, 2024 University of Toronto Undergraduate Work Study Program, 2023-2024; Summer 2024 Enhancing Diversity in Graduate Education Fellowship Mentor, 2017-2019 PhD Organization of Women Executive Board Member, Stanford GSB, 2016-2017 First-Gen/Low Income Undergraduate Mentor, Stanford University, 2015-2016
Dissertation Committees	Dana Turetski (Reichman University) - Oral Examination Committee Member Ying Zeng (University of Colorado Boulder) - Oral Examination Committee Member Minwen Yang (Current PhD Student) - Supervisory Committee Member
Undergraduate Events	Psychology Students' Association Careers in Psychology Conference, 2025 Rotman Faculty and Industry Professionals Academic Community Dinner, 2025 Canadian Undergraduate in Behavioural Science (CUBS) Behavioural Science 101, 2024 Canadian Marketing Association Career Panel, Faculty Coordinator, 2023 RCSA Rotman's Got Talent Judge, 2022, 2023 Rotman Career Insights Series Session Moderator, 2023 Women in Business Club Notable Women Series Interviewee, 2023

Professional Memberships

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Personality and Social Psychology (SPSP)