

MATTHEW FEINBERG

Rotman School of Management
University of Toronto
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ACADEMIC POSITIONS

- 2014 – present Assistant Professor
Rotman School of Management
University of Toronto, ON
- 2012 – 2014 Postdoctoral Fellow
Graduate School of Business, and
Center for Compassion and Altruism Research and Education
Stanford University, CA

EDUCATION

- 2012 Ph.D., Social/Personality Psychology, completed May 14, 2012
University of California, Berkeley
- 2003 M.Ed., Framingham State College, MA
Graduated with Academic Honors
- 2000 B.A., History, Whittier College, CA
Graduated with Academic Honors

SELECT HONORS AND AWARDS

Extramural

- 2018 Mind and Life PEACE Grant (with Brett Ford, Allison Troy, and Amanda Shallcross; \$25,000 USD)
- 2018 Fellow Society for Experimental Social Psychology (SESP)
- 2016-2019 SSHRC Insight Development Grant (\$69,500 CAD)
- 2016-2019 Morally Exceptional Grant, The Beacon Project, Templeton Foundation (with Erika Carlson; \$80,473 USD)
- 2015 Connaught New Researcher Award (\$10,000 CAD)

2007-2011 National Science Foundation Graduate Research Fellowship (\$90,000 USD)
2009 National Science Foundation Fellowship, East Asian and Pacific Summer Institute (declined)

Intramural

2020 Carnegie Fellow Fellowship, University of Toronto Nominee
2018 Michael Lee-Chin Institute for Corporate Citizenship Research Grant, *Rotman School of Management, University of Toronto* (with Siyin Chen)
2017 Michael Lee-Chin Institute for Corporate Citizenship Research Grant, *Rotman School of Management, University of Toronto* (with Chloe Kovacheff)

RESEARCH AREAS OF EXPERTISE

Collective action
Moral and culture change
Moral judgment and reasoning
Cooperation and prosocial behavior
Political attitudes and communication
The psychology of protest and activism
Corporate social responsibility

PUBLICATIONS (*denotes authors contributed equally, # denotes graduate student advisee)

Feinberg, M., Willer, R., & #Kovacheff, C. (*in press*). The activists' dilemma: Extreme behaviors may raise awareness but they decrease support for social movements. *Journal of Personality and Social Psychology*.

*Feinberg, M., *Wehling, E., Chung, J. M., Lakoff, G., Saslow, L., & Melvaer, I. (*in press*). Measuring moral politics: How strict and nurturant family values explain conservatism, liberalism, and the political middle. *Journal of Personality and Social Psychology*.

Feinberg, M., #Kovacheff, C., Teper, R., & Inbar, Y. (2019). Understanding the process of moralization: How eating meat becomes a moral issue. *Journal of Personality and Social Psychology*, 117, 50-72.

Feinberg, M., & Willer, R. (2019). Moral reframing: A technique for effective and persuasive communication across political divides. *Social Psychology and Personality Compass*, 13:e12501. <https://doi.org/10.1111/spc3.12501>

Ford, B. Q., Feinberg, M., Lam, P., Mauss, I. B., & John, O. P. (2019). Using reappraisal to regulate negative emotion after the 2016 U.S. presidential election: Does emotion regulation trump political action? *Journal of Personality and Social Psychology*, 117, 998-1015

- Kirby, J. N., Seppala, E., Wilks, M., Cameron, C. D., Tellegen, C. L., Nguyen, D. T. H., Misra, S., Simon-Thomas, E., Feinberg, M., Martin, D., & Doty, J. (2019). Positive and negative attitudes toward compassion predict compassionate outcomes. *Current Psychology*, <https://doi.org/10.1007/s12144-019-00405-8>
- Feinberg, M., #Fang, R., Liu, S., & Peng, K. (2019). A world of blame to go around: Cross-cultural determinants of responsibility and punishment judgments. *Personality and Social Psychology Bulletin*, *45*, 634-651.
- #Völkel, J. G. & Feinberg, M. (2018). Morally reframed arguments can affect support for political candidates. *Social Psychological and Personality Science*, *9*, 917-924.
- Simpson, B. T., Willer, R. & Feinberg, M. (2018). Does violent protest backfire? Testing a theory of public reactions to activists' use of violence. *Socius*, *4*, 1-14.
- *Feinberg, M., & *Wehling, E. (2018). A moral house divided: How idealized family models impact political cognition. *PloS One*, *13*(4): e0193347.
- #Kovacheff, C., Schwartz, S., Inbar, Y., & Feinberg, M. (2018). The problem with morality: Impeding progress and increasing divides. *Social Issues and Policy Review*, *12*(1), 218-257.
- *Feinberg, M., *Tullett, A. M., Mensch, Z., Hart, W., & Gottlieb, S. (2017). The political reference point: How geography shapes political identity. *PloS One*, *12*(2), e0171497.
- Tullett, A. M., Hart, W. P., Feinberg, M., Fetterman, Z. J., & Gottlieb, S. (2016). Is ideology the enemy of inquiry? Examining the link between political orientation and lack of interest in novel data. *Journal of Research in Personality*, *63*, 123-132.
- Van de Rijt, A., Akin, I. A., Willer, R. & Feinberg, M. (2016). Success-breeds-success in collective political behavior: Evidence from a field experiment. *Sociological Science*, *3*, 940-950.
- Feinberg, M. & Willer, R. (2015). From gulf to bridge: When do moral arguments facilitate political influence? *Personality and Social Psychology Bulletin*, *41*, 1665-1681.
- Piff, P. K., Dietze, P., Feinberg, M., Stancato, D. M., & Keltner, D. (2015). Awe, the small self, and prosocial behavior. *Journal of Personality and Social Psychology*, *108*, 883-899.
- Van der Toorn, J., Feinberg, M., Jost, J. T., Kay, A. C., Tyler, T. R., Willer, R., & Wilmuth, C. (2015). A sense of powerlessness fosters system justification: Implications for the legitimation of authority, hierarchy, and government. *Political Psychology*, *36*, 93-110.

- Feinberg, M., Willer, R., & Schultz, M. (2014). Gossip and ostracism help solve the cooperation problem. *Psychological Science, 25*, 656-664.
- Feinberg, M., Antonenko, O., Willer, R., Horberg, E. J., & John, O. P. (2014). Gut check: Reappraisal of disgust helps explain liberal-conservative differences on issues of purity. *Emotion, 14*, 513-521.
- Stellar, J. E., Feinberg, M., & Keltner, D. (2014). When the selfish suffer: Evidence for selective prosocial emotional and physiological responses to suffering egoists. *Evolution and Human Behavior, 35*, 140-147.
- Feinberg, M. & Willer, R. (2013). The moral roots of environmental attitudes. *Psychological Science, 24*, 56-62.
- Saslow, L., Willer, R., Feinberg, M., Piff, P. K., Rodriguez, S., & Keltner, D. (2013). My brother's keeper? Compassion predicts prosocial behavior in the nonreligious but not the religious. *Social Psychological and Personality Science, 4*, 31-38.
- Saslow, L. R., John, O. P., Piff, P. K., Willer, R., Wong, E., Impett, E. A., Kogan, A., Antonenko, O., Clark, K., Feinberg, M., Keltner, D., Saturn, S. R. (2013). The social significance of spirituality: New perspectives on the compassion-altruism relationship. *Psychology of Religion and Spirituality, 5*, 201-218.
- Feinberg, M., Willer, R., & Keltner, D (2012). Flustered and faithful: Embarrassment as a signal of prosocial behavior. *Journal of Personality and Social Psychology, 102*, 81-97.
- Feinberg, M., Willer, R., Stellar, J. E., & Keltner, D. (2012). The virtues of gossip: Reputational information sharing as prosocial behavior. *Journal of Personality and Social Psychology, 102*, 1015-1030.
- Feinberg, M., Willer, R., Antonenko, O., & John, O. P. (2012). Liberating reason from the passions: Overriding intuitionist moral judgments through emotion reappraisal. *Psychological Science, 23*, 788-795.
- Feinberg, M., Cheng, J. T., & Willer, R. (2012). Gossip as an effective and low cost form of sanctioning. *Behavioral and Brain Sciences, 35*, 25.
- Feinberg, M. & Willer, R. (2011). Apocalypse soon? Dire messages reduce belief in global warming by contradicting just world beliefs. *Psychological Science, 22*, 34-38.

Willer, R., Feinberg, M., Irwin, K., Schultz, M., & Simpson, B. (2010). The trouble with invisible men: How reputational concerns motivate generosity. In S. Hitlin & S. Vaisey (Eds), *The Handbook of Sociology of Morality* (pp.315-330). Springer.

INVITED RESUBMISSIONS AND PAPERS UNDER REVIEW

Feinberg, M., & Flynn, F., & Martin, D. Comparing the influence of peer-allocated and manager-allocated spot rewards on employee motivation, satisfaction, and commitment. *Invited resubmission at Organizational Science*.

Feinberg, M., Ford, B. Q., & Flynn, F. J. Rethinking reappraisal: The double-edged sword of regulating negative emotions in the workplace. *Invited resubmission at Organizational Behavior and Human Decision Processes*.

Waygood, E. O. D., Daziano, R., Feinberg, M., Patterson, Z., & Wang, B. Framing greenhouse gas emissions on the Environmental Protection Agency's new vehicle labels to increase willingness to pay. *Invited resubmission at Journal of Cleaner Production*.

#Chen, S., Feinberg, M., & Thai, S. Morality shifting and its effects on (un)ethicality. *Under review at Journal of Personality and Social Psychology*.

#Hennessey, E. J. V., Feinberg, M., & Wilson, A. E. It's (not) my party and I'll see what I want to: Political partisanship motivates perceptions of political events and perpetuates polarization. *Under review at Political Psychology*.

PAPERS IN PREPARATION

Feinberg, M., Martin, S., Kovacheff, C., Côté, S., Carlson, E., Martin, D., Seppala, E. & Flynn, F. *The hidden potential of a kind word: Praising others elevates one's own status*.

*Feinberg, M., *Ford, B. Q., Thai, S., & Gatchpazian, A. *The political is personal. How elite political affairs negatively impact the well-being of the general public*.

#He, J., Feinberg, M., & Côté, S. *Expressing embarrassment enhances leader status*.

Willer, R., Feinberg, M., & Wetts, R. *Threats to racial status promote Tea Party support among White Americans*.

#Kovacheff, C., Feinberg, M., & Hirsh, J. B. *Connecting perceived organizational morality with positive workplace outcomes*.

#Kovacheff, C., Feinberg, M. *Paying less by contributing more: Potential employees require lower salaries to work at companies with corporate social responsibility programs*

#Chen, S., & Feinberg, M. *Cold passion: Balancing personal connection with one's work with the need for objectivity.*

POPULAR PRESS ARTICLES

Tullett, A. & Feinberg, M. (Mar. 16, 2017). Are you a liberal or a conservative? That may depend on where you live. *The Washington Post*.

Willer, R. & Feinberg, M. (Feb. 18, 2017). The big mistake some anti-Trump protesters could be making. *The Washington Post*.

Willer, R. & Feinberg, M. (Nov. 11, 2015). The key to political persuasion. *The New York Times*.

SELECT PRESENTATIONS

Feinberg, M. (2019, December). Moral change: How issues get moralized and un-moralized. Talk presented at the 2nd *Interdisciplinary Conference on Morality and Immorality*, Hamburg, Germany.

#Chen, S. & Feinberg, M. (2019, August). Current directions in understanding the antecedents and prevention of unethicality at work. Symposium co-organizer at the annual meeting of the *Academy of Management*, Boston, Massachusetts.

Feinberg, M. (2018, September). Understand the process of moralization: How eating meat becomes a moral issue. Talk presented at the *Department of Psychology, Social Psychology Research Group*, University of Toronto.

#Kovacheff, C. & Feinberg, M. (2018, August). Morality in organizations: Social responsibility, social issues, and employee outcomes. Symposium co-organizer at the annual meeting of the *Academy of Management*, Chicago, Illinois.

Feinberg, M. (2018, May). Understand the process of moralization: How eating meat becomes a moral issue. Talk presented at the *Psychology of Sustainable Consumption*, Philadelphia, PA.

Feinberg, M. (2018, March). Gut check: Reappraisal of disgust helps explain liberal-conservative differences on issues of purity. Talk presented at the annual meeting of the *Society for Personality and Social Psychology*, Atlanta, GA.

Feinberg, M. (2018, January). The activists' dilemma: Extreme protest tactics reduce popular

support for social movements. Talk presented at the *Department of Psychology, Ebbinghaus Empire Series*, University of Toronto.

Feinberg, M. (2017, November). Understand the process of moralization: How eating meat becomes a moral issue. Talk presented at the *Animals and Society Conference*, Toronto, Ontario.

Feinberg, M. (2017, August). Extreme protest tactics reduce popular support for social movements. Talk presented at the annual meeting of the *Academy of Management*, Atlanta, Georgia.

*Feinberg, M. & *Willer, R. (2017, June). To persuade others, pay attention to their values. Talk presented at the *Aspen Ideas Festival*, Aspen, Colorado.

*Feinberg, M. & *Willer, R. (2017, June). How to be effective politically in a polarized world. Talk presented at the *Aspen Ideas Festival*, Aspen, Colorado.

Feinberg, M. (2017, April). Morality, framing, and effective political communication. Talk presented at the annual meeting of *Democracy Bootcamp*, Toronto, Ontario.

Feinberg, M. (2017, March). Moral reframing can influence attitudes about political candidates. Talk presented at the International Convention of Psychological Science annual conference, Vienna, Austria.

Feinberg, M. (2017, March). Understanding the process of moralization: How eating meat becomes a moral issue. Talk presented at the *Centre for Ethics*, University of Toronto.

Feinberg, M. (2016, December). The activists' dilemma: The trade-off between raising awareness and recruiting support. Talk presented at the *Department of Psychology*, Wilfred Laurier University.

Feinberg, M. (2016, September). Understanding the process of moralization: How eating meat becomes a moral issue. Talk presented at the *Society for Experimental Social Psychology* annual conference, Santa Monica, CA.

Feinberg, M. (2015, October). Collective action through gossip: How the spread of reputation facilitates cooperation. Talk presented at *Department of Psychology*, York University.

Feinberg, M. (2014, October). Strategic moral reframing facilitates political influence and understanding. Talk presented at the *Society for Experimental Social Psychology* annual conference, Columbus, OH.

Feinberg, M. (2014, January). Two routes to collective action: Reputation and moralization. Talk

presented at *Harvard Business School*, Harvard University.

Feinberg, M. (2014, January). Two routes to collective action: Reputation and moralization. Talk presented at *Yale School of Management*, Yale University.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Rotman School of Management*, University of Toronto.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, University of Toronto, Scarborough.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, The New School.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, University of Vermont.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Industrial Labor Relations*, Cornell University.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Booth School of Business*, University of Chicago.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, University of Chicago.

Feinberg, M. (2013, December). Two routes to collective action: Reputation and moralization. Talk presented at *Kellogg School of Management*, Northwestern University.

Feinberg, M. (2013, November). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, University of California, Irvine.

Feinberg, M. (2013, November). Two routes to collective action: Reputation and moralization. Talk presented at *Department of Psychology*, University of Toronto, St. George.

Feinberg, M. & Willer, R. (2013, September). Gossip and ostracism can promote cooperation in groups. Talk presented at the *Society for Experimental Social Psychology* annual conference. Berkeley, CA.

Feinberg, M., Antonenko, O., Willer, R., Horberg, E. J., & John, O. P. (2013, January). Reappraisal of disgust helps explain liberal-conservative differences on issues of purity. Talk presented at

the *Eastern Psychological Association* annual conference. New York, NY.

Feinberg, M. (2012, February). The virtues of gossip: Reputational information sharing as prosocial behavior. Talk presented at *Department of Psychology, Princeton University*.

Feinberg, M. (2012, January). The virtues of gossip: Reputational information sharing as prosocial behavior. Talk presented at *Kellogg School of Management, Northwestern University*.

Feinberg, M. (2011, December). An environment of apathy and disbelief: Examining the unintended consequences of environmental messages. Talk presented at *Department of Psychology, New York University*.

Feinberg, M. The existence and dynamics of prosocial gossip. Talk presented at *Stanford Graduate School of Business, Stanford University*.

Feinberg, M. (2010, May). An environment of disbelief: Understanding the dynamics of environmental attitudes. Talk presented at the *Institute of Personality and Social Psychology Colloquium Series, University of California, Berkeley, CA*.

Feinberg, M. & Willer, R. (2010, May). Apocalypse soon? Dire message reduce belief in global warming by contradicting just world beliefs. Talk presented at the *Annual Berkeley-Stanford Talks, Stanford University, CA*.

Feinberg, M. (2008, March). Fear and loathing in support for war. Talk presented at the *Psychology and Social Justice* annual conference, New York, NY.

TEACHING EXPERIENCE

Assistant Professor at the Rotman School of Management, University of Toronto

Winter 2019 Organizational Behaviour

Winter 2018 Organizational Behaviour

Winter 2016 Organizational Behaviour

Winter 2015 Organizational Behaviour

University Lecturer at St. Theresa INTI College, Thailand

Spring 2004 General Psychology

Spring 2004 Personality Development

Fall 2003 General Psychology

Teaching Assistant at UC Berkeley

Graduate Courses

- Spring 2010 Graduate Level Data Analysis/Statistics with Qing Zhou, PhD
Fall 2009 Graduate Level Data Analysis/Statistics with Qing Zhou, PhD

Undergraduate Courses

- Spring 2009 Research and Data Analysis in Psychology with Jack Gallant, PhD
Fall 2007 Research and Data Analysis in Psychology with Tom Wickens, PhD
Spring 2007 General Psychology with Darlene Francis, PhD
Fall 2006 Research and Data Analysis in Psychology with Sheldon Zedeck, PhD
Spring 2006 Social Psychology with Dacher Keltner, PhD
Fall 2005 Social Psychology with Serena Chen, PhD

MEDIA COVERAGE OF RESEARCH

Global Warming Skepticism & Environmental Attitudes: Nature, Washington Post, New York Times, Reuters, Fox News, Scientific American, Al Jazeera

The Virtues of Gossip: NY Times, CBS News, USA Today, The Guardian, MSNBC, San Francisco Guardian, The Atlantic, WebMD, Christian Science Monitor, Yahoo Finance, New York Magazine, Success Magazine, Quartz, Washington Post,

Moral-Political Persuasion: New York Magazine, NPR, Atlantic, New York Times, Entrepreneur, Science Daily, Vox, Vice, Scientific American, Quartz, Politico,

Embarrassment as a Signal of Prosociality: National Geographic, MSNBC, Health Magazine, Huffington Post, San Francisco Chronicle, AARP Magazine, APA Monitor

Extreme Protest Behavior: Washington Post, Daily Kos, Toronto Star, NPR

EDUCATIONAL TRAINING

- 2008-2010 Cross-Cultural Research Training in China (led by Kaiping Peng), *Tsinghua University, China*
2008 Hierarchical Linear Modeling and Structural Equation Modeling Seminar (led by Tom Wickens), *UC Berkeley*
2007 Social Change Workshop, Institute for Humane Studies, *University of Virginia*
2006 Stanford Summer School of Neuroeconomics (led by Colin Camerer, Paul Glimcher, & Antonio Rangel), *Stanford University, CA*

PROFESSIONAL ACTIVITIES AND SERVICE

- 2018- present Consulting Editor at *Journal of Personality and Social Psychology*.
2014- present Co-founder and organizer, *Morality Lab*; University of Toronto.

Occasional reviewer: *PNAS, Academy of Management Journal, Organizational Behavior and Human Decision Process, Research in Organizational Behavior, Psychological Science, Journal of Personality and Social Psychology, Psychological Bulletin, Emotion, Personality and Social Psychological Bulletin, Journal*

of Experimental Social Psychology, Social Psychological and Personality Science, Social Forces, Analyses of Social Issues and Public Policy, Social Justice Research, Social Influence.

PROFESSIONAL MEMBERSHIPS

Society for Personality and Social Psychology

Society for Experimental Social Psychology – Fellow

Academy of Management

International Association of Applied Psychology